



**THE USE OF INSTAGRAM
TO PROMOTE FASHION MOBILE SHOPPING IN LEBANON**

A Thesis
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of the requirements for the degree of
Master of Arts in Media Studies / Advertising

by
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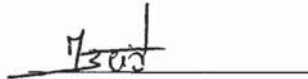
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INSTAGRAM MOBILE SHOPPING

Table of Contents:

Acknowledgements	3
Abstract	4
Chapter 1: Introduction	6
Chapter 2: Literature Review	9
2.1 Features of Online Shopping	10
2.2 Reasons for Avoiding Online Shopping	11
2.3 The Alternative for Retail Websites	13
2.4 Social Media Shopping Trends	14
Chapter 3: Theoretical Framework	17
3.1 Shopping Preference Theory	17
3.2 Uses and Gratification Theory	18
3.3 Online Shopping Behavior	20
Chapter 4: Hypothesis and Methodology	22
4.1 Hypotheses	22
4.2 Methodology.....	23
4.2.1 Sampling.....	23
4.2.2 Procedures	24
4.2.3 Variables	24
Chapter 5: Data Analysis	28
5.1 General Online Shopping Habits	28
5.1.1 Demographics	28
5.1.2 Shopping Habits	29

INSTAGRAM MOBILE SHOPPING

5.2 Instagram Shopping Versus Online Shopping	32
5.2.1 Privacy	32
5.2.2 Financial Security	33
5.2.3 Guaranteed Delivery	34
5.2.4 Refund and Exchange	34
5.3 Instagram Shopping and Personal Satisfaction	35
5.3.1 Information	35
5.3.2 Instagram Shopping and Personal Identity	36
5.3.3 Instagram Shopping and Entertainment	37
5.4 Interpretation of the Results	38
5.4.1 Demographics	38
5.4.2 Instagram Shopping Versus Online Shopping	38
5.4.3 Instagram Shopping and Personal Satisfaction	41
Chapter 6: Limitations and Further Discussions	43
Chapter 7: Conclusion	44
References	46
Appendices	50
Appendix A: Survey	50
Appendix B: Findings Detailed Tables	56
Appendix C: IRB Form	92

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INSTAGRAM MOBILE SHOPPING

Department of Media Studies

The Abstract Page

THE USE OF INSTAGRAM

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Lea Khalife

Abstract

Shopping through Instagram has recently become a trend in the Lebanese market lately with hundreds of Instagram pages dedicated to selling goods and having them delivered to consumers' addresses. The purpose of this study is to analyze this new trend and find out if it is taking over the traditional online shopping through regular retail websites. One of the objectives of this thesis is to fill the gap of previous literature that did not provide an in depth investigation of the Instagram shopping trend in Lebanon.

The theories that will frame the study are the shopping preference theory, which builds on the psychological foundation of the consumers' shopping behavior, the uses and gratification theory, which focuses on the consumer's use of the media and finally the online shopping consumer behavior theory.

The empirical data was collected through a survey and it was distributed among 200 respondents by hand and online. The main reasons shoppers preferred Instagram shopping over regular online shopping are: first financial security, due to the option of payment upon delivery; second, Instagram provides shoppers with the information they are interested in; and third, the platform provides the consumers with "shoppable photos" therefore, they are shopping for lifestyles and inspiration. Moreover, the study shows that Instagram shopping provides the shoppers with personal satisfaction by affecting their

INSTAGRAM MOBILE SHOPPING

personal identity. Finally, entertainment factor plays a crucial role as consumers are not only shopping; they are also interacting with other shoppers and using this platform for entertainment.

Keywords: Online Shopping, Mobile Shopping, Instagram, Privacy, Financial Security, Refund, Personal Identity, Entertainment.

INSTAGRAM MOBILE SHOPPING

THE USE OF INSTAGRAM TO PROMOTE FASHION MOBILE SHOPPING IN LEBANON

Chapter 1: Introduction

The use of the internet and e-commerce has been growing exponentially in the last decade (Yörük et al. 2011), and the growth of the online shopping business is increasing every year (Ariff et al. 2013). The move towards online shopping was made due to many factors, including convenience, low cost, ease of use, and time saving compared to traditional shopping (Adnan, 2014).

Prior research has studied the online shopping trend and found that the consumer behaviour steps taken for online shopping are similar to those of the physical shopping process, however, the main attribute of the online shopping is the virtual elimination of geographical and temporal constraints, and therefore, greater convenience. However, other studies demonstrated that consumers are uncertain about it due to a perceived financial risk (loss of money or fraud), product risk (quality of product) and non-delivery risk. This alternative to retail websites have emerged with the era of social media and smartphones. The trend is shifting towards visuals, since taking a picture “on the go” is less boring than typing a status update. In fact, according to Walter (2012), in the world of fashion particularly, the “visual fantasy” sells.

Online social networking has been standing out among all of the Internet users in the last decade (Wallace, n.d.). It opened many doors in front of the web population starting from the actual purpose of social networking, which is e-socializing to advertising and sales. Instagram, the quickest growing platform since its launch in fall

INSTAGRAM MOBILE SHOPPING

2010 (Wallace, n.d.), became a typical mobile social networking application focusing on mobile users, and allowing them to capture, post and share pictures and videos with their followers. Harris (2016) emphasizes that Instagram users are very dedicated and often use the platform daily. He adds, "it is firmly in advertiser's sweet spot: users are young, educated, and interested in shopping".

Instagram users are becoming known for their love for shopping, and in fact, the application is embracing e-commerce (Harris, 2016). This study sheds light on this new practice that is emerging on Lebanese Instagram pages, which is mobile shopping. Unlike traditional online shopping, this trend is making the ordering, paying and delivering process very easy; the consumer checks the product on the merchant's page, orders the good by phone or direct message, and they are delivered to the customer's door, and payment is upon delivery.

The study will use the shopping preference theory, which consists of evaluating the shopping preference of consumers to shop in different retail stores based on two factors, the "Supply" factors such as store location, product selection, customer service and promotions and the "Demand" factor such as the personal characteristics of the consumer, their needs and wants (Sheth 1983; Ajzen 1988). The uses and gratification theory will also be used, as it focuses on what people do with the media, why do people use media and what motivates them to engage in a certain media-uses that fulfill their intrinsic needs (cited in Ko, Cho and Roberts, 2005, p.58). The third theory is the online shopping behavior, which is as described by Gozura et al. (2014) the process perception and evaluation of a buying transaction on the internet, starting from the consumer attitude towards a utilitarian motivation (convenience, quality of merchandise...), to the

INSTAGRAM MOBILE SHOPPING

consumer attitude toward a hedonic motivation (happiness, fantasy, escapism...), in addition to the perceived ease of use discussed by Barber et al. (2014) and finally the perceived risk discussed by Kumar and Dange (2014).

This study digs further to find out the reasons behind the emergence of the Instagram mobile shopping trend and why Lebanese consumers embracing it more than traditional online shopping.

Therefore, using the shopping preference theory, the uses and gratification theory and the online shopping behavior theory, this research investigates the use of Instagram for fashion mobile shopping in Lebanon.

Chapter 2: Literature Review

This chapter reviews the literature related to the topic of online shopping, and Instagram shopping. It first deals with the features of online shopping, then explores the reasons why certain consumers avoid shopping online, the alternatives for retail websites are later examined, and finally, the social media shopping trends will be elaborated.

Online shopping has been the trend in the last decade, and it is growing exponentially; this has led many to conduct researches to find out more about this trend that seems to be the future of shopping (Beese, 2016; Fernandez, 2016; Wallace, n.d). Online shopping enabled consumers like never before to “shop from anywhere, at any time, with a few clicks of their fingers” (Chiang & Dholakia, 2003, p. 178). Grabner-Kraeuter, (2002) finds that, it is increasingly important for retailers to go online to attract more customers, create more awareness, and mostly sell more (p. 43). Evidence shows that the number of online shoppers is continuously rising, as it takes one to three years for an Internet browser to start shopping online; thus actually making online purchases, as revealed by Pew Internet and American Life Project (cited in Lepkowska-White, 2004, p. 36). Consequently, a growing number of consumers are expected to start buying online and become online shoppers in a short period of time.

2.1 Features of Online Shopping

Online shopping is the buying process of products and services through the internet (Moshref et al. 2012). This buying process has the same consumer shopping behavior steps as the physical shopping process (Liang & Lai, 2000). The consumer identifies the need for a certain product or service as a first step, then, the search for information about the needed product begins. The consumer evaluates the product

INSTAGRAM MOBILE SHOPPING

according to other available options, then decides to either make the transaction and buy it or not. Finally, the consumer gets post-purchase experience (Kotler, 2000).

The most important features of online shopping are the virtual elimination of the geographical and temporal constraints, and according to a study done by Ernst and Young in 1999, the two major factors that push consumers to shop online are greater savings and increased convenience (cited in Chiang & Dholakia, 2003, p. 177). Through the Internet, online shopping is distinguished from traditional shopping as it eliminates the cost and the time of moving or traveling to a certain location in order to make purchases. The Internet enables the consumer to make transactions in different geographical areas with a minimal time and cost; the market is just one click away! Moreover, the reduced cost of researching and comparing prices across retailers encourages online shopping. This is a very important feature online shopping has to offer as it allows shoppers to compare and contrast the prices and services between different online retailers and consequently get the best deal.

Elliott and Speck (2005) investigates the factors that affect consumers' attitudes toward retail websites. They used a sample size of 40 college students and made them shop online for products that were gender-neutral and student-relevant; the three categories chosen were music CDs, fitness equipment and furniture. Ten shopping websites were identified for each of the categories and well-known websites were avoided. Six factors were identified that affect the browsers' attitude toward the shopping websites; these factors would either keep the website visitors as browsers or turn them into online shoppers. First, there is the "Ease of Use", which implies "uncluttered screens, clear organization, logical flow and ease of navigation" (Elliott & Speck, 2005,

INSTAGRAM MOBILE SHOPPING

p. 41), in other words, a website design that facilitates the browser's use and experience of the site. Then, there is the "Product Information", which includes "the amount, accuracy and form of information about the products and services offered" (Elliott & Speck, 2005, p. 41), in other words, having clear information about everything the site has to offer. The third factor is "Entertainment", which involves "all website elements that promote enjoyment while using the site" (Elliott & Speck, 2005, p. 41). Next, there is "Trust" which is crucial for financial transactions, because as mentioned earlier, many shoppers are concerned about their personal and financial information being misused. The fifth factor is "Customer Support", which is the help shoppers can get from the online salespeople or other shoppers. This factor complements the first one; "Ease of Use", as they both support the shopping process. The last factor is "Currency" which implies that everything on the web site should be up-to-date. It includes news, promotions and announcements of upcoming events, in other words, "anything that refreshes the content or appearance of the site" (Elliott & Speck, 2005, p. 42).

2.2 Reasons for Avoiding Online Shopping

Despite all of the positives of online shopping, some people remain conservative and doubtful about it. In fact, online browsers (those who are not yet online shoppers) worry about a series of things, which is why they do not buy online. First, and according to Stellin (cited in Lepkowska-White, 2004, p. 37), they worry that they will not receive the product they ordered, which is why they avoid online shopping. Kunz et al. (2002) concur as they find that the consumers' perception about the lack of privacy in sharing personal information, and insecurity through giving access to their financial information make them abstain from buying products from the Internet (cited in Lepkowska-White,

INSTAGRAM MOBILE SHOPPING

2004, p. 37). Hoffman et al., (1998) take a step further and affirm that, “consumers simply do not trust most Web providers enough to engage in relationship exchanges with them” (cited in Grabner-Kraeuter, 2002, p.43). Moreover, online shopping undergoes some uncertainties that make consumers not trust online retailers. Those uncertainties include system-dependent uncertainties, which are “potential technological sources of errors and security gaps or technology-dependent risks” (Grabner-Kraeuter, 2002, p.45) that cannot be avoided by the parties involved in the transaction. Another uncertainty is “Transaction-Specific” uncertainties, which are “Concerned about the quality of the product and services offered on the Web” (Grabner-Kraeuter, 2002, p.45).

Moshref et al. (2012) state that before making the purchase transaction on the internet, the consumer predicts a series of perceived risks like financial risks (loss of money or fraud), product risk (quality of the product, or the product not being accurately illustrated on the website) and non-delivery risk (if the product does not get delivered on time or at all). Other psychological factors arise like trust, and security. In fact, Iconaru et al. (2013) second this idea as they discuss perceived risks by consumers related to uncertainty and fear of financial loss, poor product quality, non-delivery concerns and breaching of trust by misusing personal information.

In addition, according to Naveen (1999), some consumers may disregard online shopping if they are not technologically skilled, and therefore, they may fear computers and the technological problems that come with it. Tauber, Darden and Erdem (1983) also mention that, some consumers may disregard online shopping if they seek the pleasure from social interactions during shopping trips (cited in Lepkowska-White, 2004, pp. 38-39).

INSTAGRAM MOBILE SHOPPING

All of the above mentioned factors affect consumers' attitude toward the online shopping website they are using and those factors will either encourage the browser to start shopping or not. Shopping using Instagram erases some of these barriers that affect online shopping like worrying about not receiving the goods purchased or sharing personal information, especially financial information since payments are done upon delivery. As a result, merchants and consumers find Instagram as a viable and more practical substitute for retail websites.

2.3 The Alternative for Retail Websites

In the era of social media and smartphones and according to Walter (2012), the trend is shifting towards the visual in the habits of technology users. They are increasingly engaging in social media through their smartphones rather than through computers, and they are "discovering that taking a picture 'on the go' using a high-resolution phone is much less tedious than typing out a status update on a two-inch keyboard" (Walter, 2012). The same study of Walter (2012) found that when users engage with other people on the Internet, they enjoy the most when pictures are posted. Their study shows that forty-four percent of respondents are more likely to engage with brands if they post pictures than any other media.

Walter (2012) emphasizes that in the world of fashion, the "visual fantasy" sells, as the consumer needs to see the products on the models and feel that the item in question fits their wardrobe - a picture is worth a thousand words. In other words, in the fashion industry more than any other industry, photography and picture posting on Social Media is very relevant knowing that fashion is all about visuals and looks.

INSTAGRAM MOBILE SHOPPING

Indeed, in the era of social media and smart phones, we do not talk about online shopping anymore, but we are rather dealing with mobile shopping, and according to Fisher (2015), Instagram has made the jump into Mobile Shopping by adding sponsoring on the application and a shop now button. They did not stop here; in November 2016, Instagram announced that they are testing the new shopping tags option. According to Hutchinson (2017), this tool will change the game of Instagram marketers. This option enables brands to tag products in their posts, which reveals a set of tags for users on the products with their price. The users can then tap on the tags for more information, and this will direct them directly to the relevant product page.

2.4 Social Media Shopping Trends

The efforts social media are putting into introducing shopping into their platforms are clearly having fruitful results. In fact, social networks are becoming the new marketplace and according to Chahal (2016), 56% of users follow brands on Instagram in order to view their products, and they visit social networks as part of their everyday routine to get inspired for their future purchases. Chahal (2016) adds that 31% of online shoppers say they visit social media networks to browse new items to buy. According to her study which surveyed 2,017 people aged 18 and over, Facebook is the most popular network people use with 26% - out of which 19% use it for direct purchase, followed by Instagram with 8% out of which 9% use it for direct purchase and Pinterest with 6% out of which 7% use it for direct purchase. The survey also shows that 24% of respondents follow brands to get inspired for gift ideas and 16% do so to stay up-to-date with new trends. Her research also depicts social media usage of different age groups. Among respondents aged between 18 and 34 years old who use social networks to look for new

INSTAGRAM MOBILE SHOPPING

products, the top five purchases inspired by posts on social media are outfits and fashion items (66%), gifts and gadgets (61%), home decorations (58%), food (58%) and accessories (57%). Users aged 55 and over get inspired by posts on social media to purchase gifts and gadgets (36%), technology items (33%), food (31%) outfits and fashion items (28%) and holiday destinations (26%). In addition, as reported by Rohmpton (2017) and according to Deloitte data, certain product categories are more easily accepted and taken into consideration by social media users; 56% of people buying baby products say that social media influences their purchase decision, compared to 40% for home decoration, 33% for health and wellness and 32% for automotive.

Reynolds (2017) believes that introducing Instagram to the mobile commerce is revolutionary as it is bringing “shoppable photos” to over 800 million monthly users. As for what those users are buying, Reynolds (2017) considers that fashion is making it to the top of the agenda. Effectively, as stated in Wallace (n.d.), Instagram counts 800 million monthly active users and 500 million daily active users (increased from 400 million to 500 million since March 2017). Moreover, it has a growth rate five times higher compared to overall social network usage in the U.S. and Instagram users are 25% more likely to be in the top income quartile than average internet users. There are 5 million verified active Instagram business profiles and Instagram advertisements make up to 33.8 times return on investment. Hence, according to the same source, shopping on Instagram is making 1,416% traffic growth and 20% revenue growth.

All in all, and after having reviewed articles related to online shopping and Instagram, the features of online shopping were first evaluated, and then reasons for

INSTAGRAM MOBILE SHOPPING

avoiding online shopping were examined, furthermore, we talked about an alternative for online shopping; which is shopping through social media platforms, specially mobile shopping through Instagram as this alternative keeps up better with the era of social media and online Internet. Finally, social media shopping trends were explained were the shopping habits of consumers and their consumption and purchase tendencies were elaborated.

Chapter 3: Theoretical Framework

This chapter deals with the theoretical frameworks that will be used to guide the study. It will first discuss the Shopping Preference theory and then the Uses and Gratifications theory and finally, the online shopping behavior will be discussed. Blending the theories together will show how and for what reasons Lebanese consumers use Instagram for their fashion shopping.

3.1 Shopping Preference Theory

The shopping preference theory evaluates the shopping preference of consumers to shop in different retail stores based on several factors such as store location, product selection, customer service and promotions (Sheth 1983; Ajzen 1988). According to Sheth (1983) and Ajzen, (1988), if a potential customer's attitude about one of those factors is negative, they turn to other shopping options (cited in Lepkowska-White, 2004, p. 36). The shopping preference theory helps uncover the reason behind the customers' shopping channel preference, whether traditionally in shopping centers and retail stores, on traditional online shopping websites or through social media and Instagram.

According to Cox and Cooke (1970), the factors that represent the relative attractiveness of a retail store are the location of the store (proximity of the center to other major shopping centers and the significant driving time to get to the center), the number of parking spaces or in other words the facilities offered by the center to consumers, the size of the center, and the number and types of the stores available in the center.

The shopping preference theory builds on the psychological foundation of the consumers' shopping behavior. The theory is divided into two subparts; the first part focuses on what determines shopping preference, thus the characteristics provided by the retailer or what

INSTAGRAM MOBILE SHOPPING

is termed as the supply factors. Those include the relative attractiveness of the retail store previously mentioned; they go for the shops that have a convenient location, satisfactory customer service, appropriate product selection, quality, and attractive promotional offerings (Lepkowska-White, 2004). The second part focuses on the shopping behavior or what is known as the demand factors. These are the consumer attributes; such as the personal characteristics of the consumers, their needs and their wants. In fact, according to Lepkowska-White (2004), a retail store can be located in the biggest mall in town, have plenty of parking spots, have the best customer service and always have very attractive promotions; however, this store does not have big sizes. Whatever facilities it offers, it will not appeal to a plus size customer. The “supply” (the retail store) does not meet the “demand” (the plus size consumer).

In this study, the shopping preference theory is used as a supporting theory. It will deal with the use of Instagram to promote mobile fashion shopping in Lebanon; the factors offered by the theory for the real life markets will be applied to the virtual markets. In fact, all of the above stated factors could be applied to the virtual market; for example, the location of the store for mobile shopping will be anywhere the shopper is present and has access to the web.

3.2 Uses and Gratification Theory

The uses and gratification theory focuses on what people do with media and why people use media. In this thesis, the focus will be on why people shop through media, and more precisely, mobile fashion shopping on Instagram. According to Ko, Cho and Roberts, (2005), the uses and gratification theory provides a psychological communication perspective and focuses on the consumer’s use and choice of a certain

INSTAGRAM MOBILE SHOPPING

medium. In fact, in reference to Lin and Rubin (1999) “the main objective of the uses and gratification theory is to explain the psychological needs that shape why people use the media and what motivates them to engage in certain media-use behaviors for gratifications that fulfill those intrinsic needs” (cited in Ko, Cho and Roberts, 2005, p.58). According Katz, Blumler and Gurevitch (1974), consumers are aware of their needs and choose the media to consume to gratify those needs. Indeed, in the frame of mobile fashion shopping through Instagram, the shoppers recognize needs that are not being fulfilled through traditional shopping, nor when using online retail stores or online shopping, yet, those needs are being gratified through shopping on Instagram.

The uses and gratification theory includes many concepts that theorists discuss. Perse and Courtright (1993) listed needs that media might satisfy, and this list includes relaxation, entertainment, escape from work, pass time, learn new things, feel less lonely and habit. For the case of this study, which is the use of Instagram for mobile shopping, the concepts from the uses and gratification theory that will be investigated for this study are information, personal identity, integration and social interaction, and finally entertainment.

According to Chandler (1994), information is the need that media satisfies by providing information about events and trends, by providing advice, opinions and decision choices, by satisfying curiosity and general interest, and by facilitating learning and self-education. Personal identity on the other hand is when the media used reinforces personal values and enhances gaining insight into one’s self. Integration and social interaction is when the media used lets the user identify himself or herself with other and gains a sense of belonging. Finally, entertainment is when media is used for relaxation,

INSTAGRAM MOBILE SHOPPING

for passing time and for getting intrinsic cultural and aesthetic enjoyment.

3.3 Online Shopping Behavior

Online shopping behavior is the whole process, perception and evaluation of a buying transaction on the internet. Scholars measure the overall consumer behavior through different dimensions. The first dimension is referred to by Gozura et al. (2014) as the consumers' attitude towards a utilitarian motivation related to convenience, seeking variety, quality of merchandise, cost and time effectiveness. The second dimension is the consumers' attitude towards a hedonic motivation related to happiness, fantasy, escapism, sensuality and enjoyment. Barber et al. (2014) refer to the third dimension as the perceived ease of use. The fourth dimension is the perceived risk which determines the consumer's behavior towards online shopping. According to Kumar and Dange (2014), there are two components of the perceived risk that relate to online shopping; the uncertainty on one hand and the significance of the consequences of a particular purchase transaction on the other. Uncertainty is the possible negative or positive outcome and the undesired results that may derive from them. It is also linked with the possible loss of money while making a financial transaction (Kumar & Dange, 2014). In fact, Adnan (2014) argues that financial transactions on the internet are associated to various risk factors while transferring money to online merchants. Monsuwe et al. (2004) argue that a positive shopping experience builds trust between customers and e-retailers and reduces the perceived risk.

In short, the current study will be conducted under the umbrella of three theories; the shopping preference theory that will guide the research in terms of factors that make

INSTAGRAM MOBILE SHOPPING

shoppers go for Instagram shopping instead of regular shopping or online shopping, the uses and gratification theory that will direct the study towards the needs that mobile fashion shopping through Instagram fulfills and gratifies, and finally, the online shopping behavior theory that will help understand the consumer's thoughts and attitudes before and after online purchases.

INSTAGRAM MOBILE SHOPPING

Chapter 4: Hypotheses and Methodology

4.1 Hypotheses

Based on the information that was gathered throughout the literature review and the theoretical framework, this study will concentrate on the topic of Instagram shopping versus the traditional online shopping. Using the Uses and Gratification theory, the shopping preference theory, and the online shopping behavior theory, this study will attempt to answer the following hypotheses:

Hypothesis 1:

As opposed to traditional online shopping, shopping through Instagram provides customers with:

- a) More privacy
- b) More financial security
- c) Better guarantee of receiving the goods purchased
- d) The option of refund if the good purchased wasn't as described

Hypothesis 2:

As opposed to traditional online shopping, shopping through Instagram provides personal satisfaction to mobile shoppers through:

- a) Providing information to shoppers
- b) Affecting the personal identity of shoppers
- c) Integration and social interaction
- d) Entertaining shoppers

4.2 Methodology

This chapter provides the detailed methodological framework of how the data collection process took place, and how the data was analyzed according to the hypotheses. Thereby, the structure of the framework will start with the sampling technique, followed by the procedure that was followed to gather the data, and finally, the variables used for data gathering and analysis.

4.2.1 Sampling

The probability and the non-probability sampling are two techniques that help identify the sample required for the research (Saunders et al. 2009). Saunders et al. (2009) explain that the probability sampling consists of many methods, including random sampling, systematic sampling, stratified sampling and cluster sampling. On the other hand, nonprobability sampling consists of quota sampling, convenience sampling and self-selected sampling.

The study uses nonprobability sampling methods as Saunders et al. (2009) explain that this sampling technique is usually simpler for researchers to use, although it is problematic and cannot be scientifically representable of the entire population and generalized. In order to get the biggest number of respondents, two sampling techniques were used; the snowball technique which consists of asking participants to spread the survey to their friends who fit the required characteristics and the convenient sampling technique which consists of giving out the survey to the people, who fit the required characteristics, that the researcher finds at his or her convenience. The target was to collect 200 valid questionnaires from respondents aged between 18 and 35 years old and are aware of the trend of shopping through Instagram. These two characteristics were

INSTAGRAM MOBILE SHOPPING

managed by including screening questions in the surveys, and respondents who do not fit will be thanked for their participation.

4.2.2 Procedure

Using the snowball technique, questionnaires were distributed among friends, family and colleagues and they were asked to spread the questionnaires to respondents they believe fit the required characteristics. As for the convenient sampling technique, and in order to be directly targeting the people needed, administrators of Instagram shopping pages were asked to request that their followers fill the survey that will be sent to their emails.

Respondents signed a voluntary consent as an agreement to participate in the research. This consent is acquainted the subjects with the purpose of the research and about the confidentiality and anonymity of the responses.

4.2.3 Variables

The concepts of the shopping preference theory, uses and gratification theory and online shopping behavior theory were used to build the hypotheses to guide the study. In this part, the variables used were pointed out based on the theories concepts for the purpose of defining how the data collected was divided and on what basis would be analyzed.

a) Shopping Preference Theory:

The independent variable, the purchase platform preference, is conceptualized as preferring Instagram shopping over traditional online shopping, and was operationalized through the number of users who prefer and buy more from Instagram shopping pages than from online shopping websites. It was measured by asking participants to indicate

INSTAGRAM MOBILE SHOPPING

whether they shop from Instagram shopping pages or from online shopping websites, and how much they spend on each of the two online shopping tools. It was also measured by asking participants to indicate their preference...

The first dependent variable, privacy/financial security, is conceptualized as the perceived safety of the shoppers regarding their privacy as no personal information are to be communicated, and perceived financial security as payments are done safely such as cash upon delivery. It was operationalized by identifying the information that should be communicated to the merchant to proceed with the transaction. It will also be measured by asking the respondents about the information that are mandatory to communicate to the merchant, and using a Likert-type scale with statements like "Do you believe that communicating such information affect your privacy?".

The second dependent variable, the guarantee for good delivery, is conceptualized through confidence in purchase delivery, and not having to pay before receiving it. It was operationalized through the number of times the goods were purchased from a traditional online website not delivered in comparison with goods bought on Instagram. It was measured using an interval scale to compare failed delivery using online shopping versus Instagram shopping.

The third dependent variable, the option of refund, is conceptualized as the guarantee that the shopper will receive the good as it was described on the page and will not pay unless they were accurate. This was operationalized by asking about the number Instagram shopping pages offering refund possibilities if the goods purchased were not as described.

INSTAGRAM MOBILE SHOPPING

b) Uses and Gratification Theory:

The independent variable, shopping through Instagram, is conceptualized as checking, commenting and buying from Instagram shopping pages and it was conceptualized through checking preference for Instagram as a shopping platform over traditional shopping websites. It was operationalized as the number of users who prefer and buy more from Instagram shopping pages than from online shopping websites. It was measured by asking participants to indicate whether they shop from Instagram shopping pages or from online shopping websites, and how much they spend on each of the two online shopping tools.

The first dependent variable, information, is conceptualized through checking the Instagram shopping pages for information about events and trends, advice, opinions and decision choices, by satisfying curiosity and general interest, and facilitating learning and self-education. This variable was operationalized through the kind of information the participants get from the Instagram shopping pages.

The second dependent variable, affecting personal identity, is conceptualized through the reinforcement of personal values and enhancement in gaining insight into oneself. It was measured using a Likert-type scale from 1= Strongly disagree to 5= Strongly agree including questions about how much does the Instagram shopping pages reinforce their personal identity.

The third dependent variable, integration and social interaction, is conceptualized through allowing the users to identify themselves with others and gaining a sense of belonging. It was operationalized and measured using a Likert-type scale from 1=

INSTAGRAM MOBILE SHOPPING

Strongly disagree to 5= Strongly agree including questions about how much does the Instagram shopping pages enhance their integration and social interaction.

The fourth dependent variable, entertainment, is conceptualized as relaxation, passing time and getting intrinsic cultural and aesthetic enjoyment. It was operationalized and measured using a Likert-type scale from 1= Strongly disagree to 5= Strongly agree including questions about the extend to which Instagram shopping pages provide them with entertainment.

The data was analyzed using excel; the data was entered in a table and the different charts were built using pivot tables to compare the results of different variables. This method was used to be able to see the results of each question alone in addition to the average of each series of questions in order to come up with conclusions.

Chapter 5: Data Analysis

The main purpose of the study is to draw the results of the empirical data. In this section, the results of the survey are thoroughly described, analyzed and discussed in details. The analysis is divided into two parts; the first part illustrates the demographic results in addition to the respondents' general online shopping habits, and the second part describes the respondents' overall shopping behavior, perceptions and preferences.

Hypotheses 1.a to hypotheses 1.d examine the consumer purchase platform preference (Instagram opposed to traditional online websites) and having a) more privacy, b) more financial security, c) a better guarantee of receiving the goods purchased and d) having the option of refund if the good purchased wasn't as described.

Hypothesis 2.a to Hypotheses 2.d examine personal satisfaction delivered by shopping through Instagram opposed to traditional online shopping in terms of a) providing information to shoppers, b) enhancing their personal identity, c) improving their integration and social interaction and d) entertaining them.

5.1 General Online Shopping Habits

5.1.1 Demographics

a) Age

The average age of the respondents is 25.88 years old; the average age of female respondents is 26.36 years old and the average age of males is 24.64. The minimum age of the respondents is 19 years old for males and females and the maximum age is 36 years old for males and 35 years old for females.

b) Gender

28% of the respondents are males and 72% are females.

INSTAGRAM MOBILE SHOPPING

c) Occupation

The results show that the occupation of the respondents by percentage are the following: 52% are employees, 38% are students, 6% are freelancers, 2% are instructors and 2% are consultants.

5.1.2 Shopping Habits

The results of the survey shows that 34% of the respondents spend less than 2 hours on social media per day, 32% spend between 2 and 4 hours on social media per day, 26% spend between 4 and 6 hours on social media per day and 8% spend more than 6 hours on social media per day.

It is worth noting that females spend more time on social media than males. In fact, 76.5% of the respondents that spend less than 2 hours on social media per day are females while 23.5% are males. 69% of the respondents that spend 2 to 4 hours on social media per day are females while 31% are males. 61.5% of the respondents that spend 4 to 6 hours on social media per day compared are females while 38.5% are males. And 100% of the respondents that spend more than 6 hours on social media per day are females while none of the male respondents spend that much time.

Moreover, it is noticeable that the majority of the respondents who are heavy social media consumers; those who spend more than 4 hours per day on social media are females; 70.5% compared to 29.5%.

The respondents are active online shoppers as only 4% of them have never shopped online in their lives. Moreover, 42% of the respondents have done more than 4 online purchases. Besides, when comparing online shopping activity between genders, it

INSTAGRAM MOBILE SHOPPING

is obvious that females are more prone to online shopping than males. In fact, 66.7% of the respondents who have made more 4 online purchases are females.

The monthly spending on online shopping websites is relatively low since 44% of the respondents spend \$20-\$50 on online shopping websites per month while only 8% spend more than \$100 on online shopping websites per month. There is a bigger percentage of females shop online compared to males. Therefore, there are more females spending in each of the spending segments. However, it is worth noting that 64.3% of males spend less than \$50 per month on online shopping websites, while 72.2% of females spend less than \$50 per month on online shopping websites. Consequently, we can deduce that the percentage of males who opt for online shopping is lower than females, however, their average spending on online shopping is higher than their female counterparts.

Instagram shopping is not very popular among Lebanese consumers since 32% of respondents have never bought anything from this platform, 32% have only bought 1 to 2 times, while only 16% have bought more than 4 times from that same platform. In comparison with online shopping websites, Instagram shopping is less frequently used. 42% of the respondents have purchased from online shopping websites more than 4 times, while only 16% did so from Instagram shopping pages. Only 4% of the respondents have never shopped from online shopping websites, while 32% have never shopped from Instagram shopping websites.

Instagram shopping seems to be more frequent among females compared to males because 93% of male respondents have experienced Instagram shopping 0 to 2 times, while 7% have experienced it 3 or 4 times. On the other hand, 52% of female respondents

INSTAGRAM MOBILE SHOPPING

have experienced it 0 to 2 times – of which 33% who have never tried it. 48% of the female respondents have shopped on Instagram 3 times or more – of which 23% who have shopped more than 4 times.

It can be noticed that the spending on Instagram shopping pages is relatively low (38% of shopper spend less than \$20 per month). Nevertheless, knowing that the popularity of Instagram shopping is significantly lower than that of online shopping, having close figures for both shopping methods shows that the overall monthly spending per shopper on Instagram is relatively higher than that on online websites, due to the fewer number of shoppers.

The respondents prefer online shopping over Instagram shopping, however, the count is very tight; 52% prefer online shopping versus 48% who prefer Instagram shopping. Yet, this finding draws a question mark knowing the data revealed regarding the number of purchases through Instagram shopping websites in Fig. 5.1.2.h and Fig. 5.1.2.j that show that Instagram shopping is not very widespread among respondents.

In the shopping method preference, gender plays a very important role as Instagram remains the preferred shopping method for females; 64% of females respondents prefer Instagram shopping and 36% prefer online shopping websites. On the other hand, online shopping is by far the preferred shopping method for males as 93% of male respondents prefer online shopping websites over shopping through Instagram. This finding could have many explanations behind it; on one hand, it could be that Instagram shopping being a new trend, respondents have not had the time yet to make many purchases through it yet, however, when this shopping method was tried, it was preferred over online shopping. On the other hand, knowing the difference of preference according

to gender, it could be that Instagram shopping pages are mainly targeting and posting content that appeal to females more than males. Because the data shows clearly that Instagram shopping is the preferred shopping method for females.

The reasons and motives for the shopping platform preference will be revealed and discussed in the coming section.

5.2 Instagram Shopping Versus Online Shopping

In order to ensure validity and reliability, a series of questions with a Likert type scale was set for each variable (Privacy, Financial Security and Guaranteed Delivery) ranging from 1=Strongly Disagree to 5=Strongly Agree. The results are revealed as the average score of the question on the Likert type scale from 1 to 5 as it is more significant than showing the percentage of answers for each grade of the scale.

5.2.1 Privacy

TOTAL AVERAGE OF PERCEIVED PRIVACY

	Gender		Preferred Shopping Platform	
	Female	Male	Online Shopping Users	Instagram Shopping Users
Online Shopping Platform	3.34	3	2.86	3.54
Instagram Shopping Platform	2.89	3.34	3.38	2.63

* 1=Strongly Disagree – 5=Strongly Agree

The above are the results of all of the questions related to privacy on online shopping websites and Instagram shopping pages. The results are close to neutral and thus none conclusive for both genders and for shopping platform users. Consequently,

respondents do not feel their privacy at risk while using both online shopping platform, and they do not feel completely secure either.

Therefore, the hypothesis 1) a- Opposed to traditional online shopping, shopping from Instagram provides customers with more privacy is rejected.

5.2.2 Financial Security

	Gender		Preferred Shopping Platform	
	Female	Male	Online Shopping Users	Instagram Shopping Users
Online Shopping Platform	3.91	3.54	3.38	4.21
Instagram Shopping Platform	2.51	3.07	3.09	2.21

The above are the results of all of the questions related to financial security on online shopping websites and Instagram shopping pages. The results show lack of trust in financial security on online shopping websites mainly by females and Instagram shopping users, while for that same platform results are neutral, close to high regarding lack of trust in financial security for males and online shopping users. As for Instagram shopping platform, results show that females and Instagram shopping users trust in financial security, while males and online shopping platform are neutral.

We can conclude that the overall impression of financial security on Instagram shopping pages are positive compared to online shopping platforms, and this is mainly due to the fact that consumers do not need to give their financial credentials since payment is upon delivery.

Therefore, the hypothesis 1) b- Opposed to traditional online shopping, shopping through Instagram provides customers with more financial security is supported.

5.2.3 Guaranteed Delivery

	Gender		Preferred Shopping Platform	
	Female	Male	Online Shopping Users	Instagram Shopping Users
Online Shopping Platform	3.65	3.65	3.62	3.69
Instagram Shopping Platform	3.24	3.64	3.62	3.06

The above are the results of all of the questions related to guaranteed delivery on online shopping websites and Instagram shopping pages. The results show an overall mistrust in guaranteed delivery on both platforms and for both genders (except for Instagram users’ perception for that same shopping platform).

We can conclude that the overall impression of guaranteed delivery on both platforms is negative and respondents do not trust that the goods ordered either on online or Instagram shopping platforms will get delivered in the agreed timeframe.

Therefore, the hypothesis 1) c- Opposed to traditional online shopping, shopping through Instagram provides customers with better guarantee of receiving the goods purchased is rejected.

5.2.4 Refund and Exchange

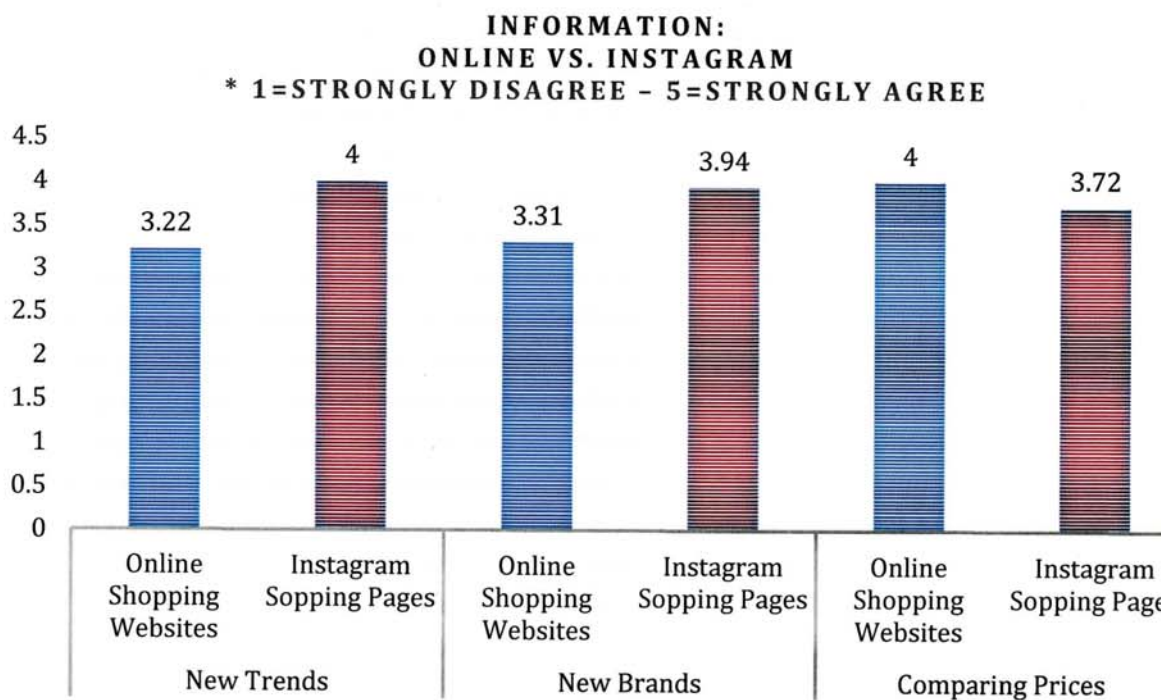
	Gender		Preferred Shopping Platform	
	Female	Male	Online Shopping Users	Instagram Shopping Users
Online Shopping Platform	2.19	2.43	2.46	2.04
Instagram Shopping Platform	2.32	2.18	2.29	2.27

The above are the results of all of the questions related to refund and exchange on online shopping websites and Instagram shopping pages. The results translate an overall perception of absence of refund and exchange policy on online shopping websites, despite the relative risk in online purchases.

Therefore, the hypothesis 1) d- Opposed to traditional online shopping, shopping through Instagram provides customers with the option of refund if the good purchased wasn't as described is rejected.

5.3 Instagram Shopping and Personal Satisfaction

5.3.1 Information



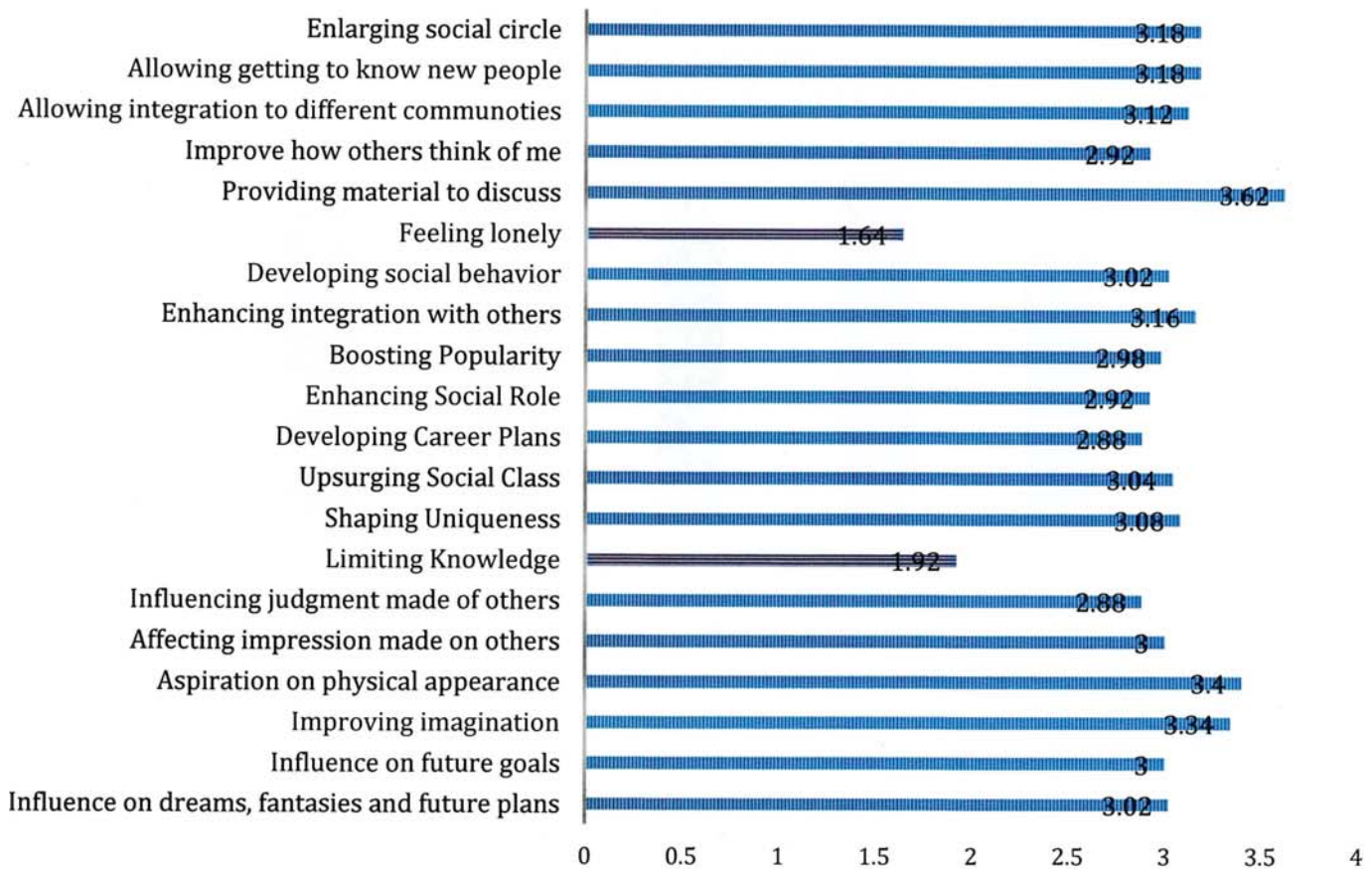
As compared in the above chart, despite the fact that online shopping websites seem to be a source of information, we can notice that most respondents tend to get their updates about new trends and new brands from Instagram shopping pages more than

online shopping websites. However, when it comes to comparing prices, online shopping websites seems to be more efficient in delivering the needed information.

Therefore, the hypothesis 2) a- Opposed to traditional online shopping, shopping through Instagram provides personal satisfaction through providing information to shoppers is supported.

5.3.2 Instagram Shopping Pages and Personal Identity

INSTAGRAM SHOPPING PAGES AND PERSONAL IDENTITY



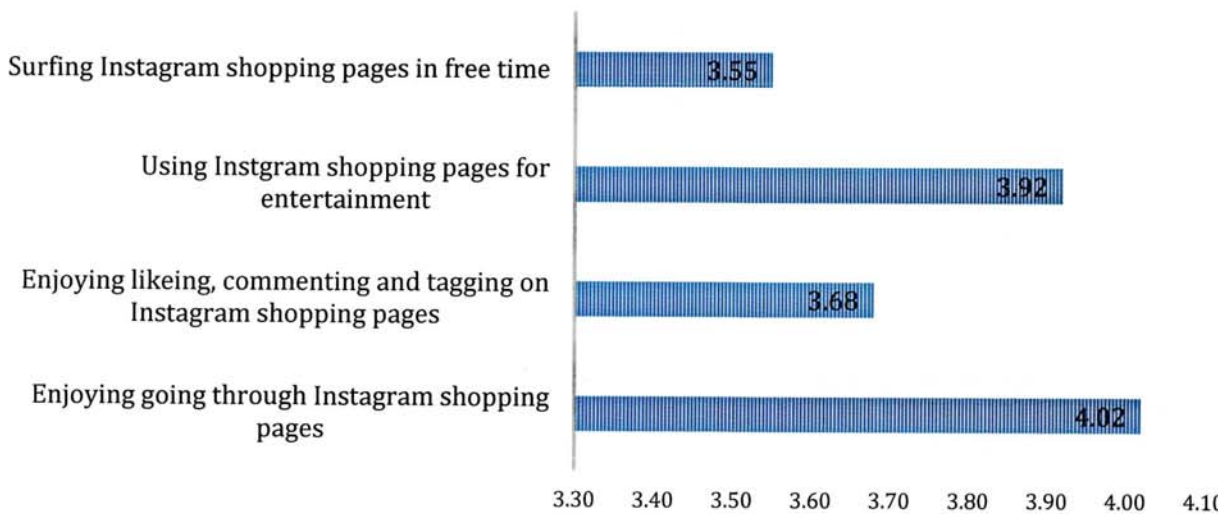
As shown in the above figure, Instagram shopping pages seem to greatly influence the personal identity of the shoppers and may serve as an inspiration to them mainly in terms of physical appearance, career goals, dreams, fantasies and future plans.

However, the data shows that the identity of females tend to be more influenced by Instagram than males, and those who prefer shopping from Instagram shopping pages also get their influence from this platform more than those who prefer shopping from online shopping websites.

Therefore, hypothesis 2) b- opposed to traditional online shopping, shopping through Instagram provides personal satisfaction through building the personal identity of the shoppers is supported.

5.3.3 Instagram Shopping and Entertainment

INSTAGRAM SHOPPING PAGES AND ENTERTAINMENT



The above figure shows that Instagram shopping pages are also used as an entertainment tool. Users use it during their free time, they like going through the pages and the pictures, they enjoy commenting, liking and interacting with other users on the platform.

Therefore, hypothesis 2) c- opposed to traditional online shopping, shopping through Instagram provides personal satisfaction entertaining shoppers is supported.

INSTAGRAM MOBILE SHOPPING

5.4 Interpretation of the results

5.4.1 Demographics

As an overview of the situation of online shopping in general in Lebanon, Fig. 5.1.2.m shows that slightly more than half of the respondents prefer online shopping (52%) while the other half prefer Instagram shopping (48%). Moreover, females spend more time on social media (Fig. 5.1.2.b), therefore, they are more likely to be reached by Instagram shopping merchants than males. In fact, Fig. 5.1.2.n shows that Instagram shopping is more popular among females while online shopping is the preferred shopping platform among males. Yet, the results in Fig. 5.1.2.h show that Instagram purchases are not very common, as 32% have never purchased anything on Instagram compared with regular online shopping websites that have been used more often (Fig. 5.1.2.i). Females generally make more online purchases than males (Fig. 5.1.2.j), however, in terms of spending, Fig. 5.1.2.g shows that males spend more per month on online shopping websites than females; as 35.7% of males spend more than \$50 per month on online shopping websites compared to 27.8% for females. Hence, although males are not as active on Instagram shopping websites as females, they might be a profitable segment to reach out.

5.4.2 Instagram Shopping Versus Online Shopping

In reference to the reasons for avoiding online shopping and looking for alternatives discussed in the literature review, the survey investigated the factors that lead browsers to avoid online shopping and compared them to Instagram shopping. First, the privacy factor that was examined by Kunz et al. (2002) was explored with regards to online shopping and Instagram shopping using a series of questions with a Likert type

INSTAGRAM MOBILE SHOPPING

scale with 1= Strongly Disagree to 5=Strongly Agree. The total average of the questions regarding privacy and online shopping websites was 3.17, compared to 3.11 on the questions regarding privacy and Instagram shopping websites, meaning that respondents are mainly neutral about their privacy and their personal information being affected, misused or accessed without consent. This result means that although shoppers do not feel totally protected with regards to their privacy on both online and Instagram shopping websites, they are not negative about it either and considered alone, might not be a reason to stop them from shopping from the platforms. Consequently, hypothesis 1-a) Opposed to traditional online shopping, shopping from Instagram provides customers with more privacy is rejected.

The second factor that was examined in the survey is the financial security factor discussed by Hoffman et al. (1998) in Grabner-Kraeuter (2002). Just like with the privacy factor, a series of questions with Likert type scale was used. The total average of the questions regarding financial security and online shopping websites was 3.78, compared to 2.67 on the questions for Instagram shopping websites. Therefore, with 1.11 points of difference, it can be concluded that shoppers are concerned about their financial security when shopping from online shopping websites while they are comfortable about this factor when shopping from Instagram shopping pages. Effectively, further to questions 19, 20 and 21, it can be noticed that customers do not feel comfortable paying online with their debit/credit card, fearing financial fraud and would rather pay upon delivery, which is as stated earlier the payment method Instagram shopping pages are using. Consequently, hypothesis 1-b) Opposed to traditional online shopping, shopping through Instagram provides customers with more financial security is supported.

INSTAGRAM MOBILE SHOPPING

The third factor that was surveyed in the study was the guaranteed delivery of the goods purchased discussed by Stellin in Lepkowska-White (2004). Hoffman et al. (1998) also confirm the idea in Grabner-Kaeuter (2002), saying that consumers do not trust merchants enough to engage in an exchange relationship with them. The total average of the questions regarding the perceived guaranteed delivery on online shopping websites is 3.65 compared to 3.35 for Instagram shopping websites. With 0.3 points of difference, consumers trust more that online shopping websites will deliver the purchased goods within the agreed timeframe compared to Instagram where shoppers are neutral about it. Consequently, hypothesis 1-c) Opposed to traditional online shopping, shopping through Instagram provides customers with better guarantee of receiving the goods purchased is rejected.

The fourth factor that was examined in the survey is the option of refund if the goods purchased were not as described. In fact, consumers are “concerned about the quality of the product and services offered on the web” (Grabner-Kraeuter, 2002, p.45), and the solution to this uncertainty is having a refund option, that way the customer will not be taking a risk when making a purchase online. The total average of the questions regarding the option of refund if the goods purchased were as described on online shopping websites is 2.26 compared to 3.28 for Instagram shopping websites. Those results show that consumers do not agree that Instagram and online shopping websites have the option of refund, therefore, they perceive a risk if they choose to make the purchase because they are buying a product without seeing its quality, without making sure it is the size they want etc. Therefore, there is a risk that the product purchased will not be as expected and desired. Consequently, hypothesis 1-d) Opposed to traditional

INSTAGRAM MOBILE SHOPPING

online shopping, shopping through Instagram provides customers with the option of refund if the good purchased wasn't as described is rejected.

5.4.3 Instagram Shopping Pages and Personal Satisfaction

As discussed by Elliott & Speck (2005), one of the aspects that affect consumers' attitude towards retail websites is information, which includes "the amount, accuracy and form of information about the products and services offered" (Elliott & Speck, 2005, p.41). Cited in Chiang & Dholakia (2003), Ernst & Young (1999) talk about the reduced cost of researching and comparing prices across retailers as the important factor that give online shopping an advantage over traditional shopping. Therefore, the survey explores the difference between online shopping websites and Instagram shopping pages in delivering information to the shoppers like getting to know new trends, new brands and comparing prices. The average score of getting to know new trends on online shopping websites is 3.22 compared to 4 on Instagram shopping pages, thus a difference of 0.78 points for Instagram shopping pages. The average score of getting to know new brands on online shopping websites is 3.31 compared to 3.94 on Instagram shopping pages, thus a difference of 0.63 points for Instagram shopping pages. The average score of getting to compare prices on online shopping websites is 4.00 compared to 3.72 on Instagram shopping pages, thus a difference of 0.28 points for online shopping websites. Consequently, we can conclude that Instagram shopping pages are surfed to get information while shopping, except for comparing prices where online shopping pages are slightly more efficient to deliver this type of information. Therefore, hypothesis 2-a) opposed to traditional online shopping, shopping through Instagram provides personal satisfaction through providing information to shoppers is supported.

INSTAGRAM MOBILE SHOPPING

In his article, Reynolds (2017) believes that the start of mobile shopping through Instagram is revolutionary as it introduces “shoppable photos”; thus, consumers are shopping the lifestyle they are aspiring for through the Instagram posts. This study investigates to what extent does Instagram shopping pages affect the personal identity of its shoppers. The total average of the series of questions regarding Instagram shopping pages and personal identity is 3.21, thus, we can conclude that although Instagram shopping pages do not totally shape the personal identity of its followers, however, it plays a role in affecting it especially in providing material to discuss, aspiring physical appearance and improving imagination. Therefore, hypothesis 2-b) opposed to traditional online shopping, shopping through Instagram provides personal satisfaction through affecting the personal identity of the shoppers is supported.

Finally, as stated in his article, Walter (2012) discusses that users who engage with other people on social media enjoy it the most. He adds that “the visual fantasy sells”, therefore, the entertainment factor of Instagram shopping websites was explored in the study to find out if this factor gives Instagram shopping pages an added value over online shopping websites. The total average of the series of questions regarding Instagram shopping websites and entertainment is 3.79, therefore, we can conclude that entertainment is a very powerful tool that is giving Instagram shopping websites an added value and consequently, hypothesis 2-c) opposed to traditional online shopping, shopping through Instagram provides personal satisfaction entertaining shoppers is supported.

Chapter 6: Limitations

A number of limitations were faced during the study; some of them were due to external factors and others were set by the researcher to simplify the research process. The first limitation was the shopping preference theory that was initially built to be applied on traditional shopping. Consequently, some of its aspects didn't apply to virtual shopping; these include feeling the merchandise material and quality and the overall shopping experience (Lepkowska-White, 2004). In fact, the same article describes shopping of being a whole experience, from the moment the person decides to go shopping, to actually going around the mall or stores, to looking at the different merchandise, feeling it, trying it etc. In online shopping, and more specifically Instagram shopping, the shopping experience is less intense than traditional shopping.

Another limitation was that some reasons or extraneous variables that were not taken into consideration and studied; these variables include the "trendiness" of this new shopping method for example, or peer pressure to use Instagram as a shopping method instead of other shopping methods because it is fashionable.

Finally, the limitation set by the researcher was the methodology as nonprobability sampling methods were used to gather data, therefore, the results cannot be generalized and scientifically representable of the entire population. The study can however be used as a pilot or a preliminary base for a further more detailed research.

Chapter 7: Conclusion

E-commerce has been growing exponentially in the last decade according to Yörük et al. (2011), and the subject of online shopping and more precisely Instagram shopping has been gaining more and more popularity in Lebanon. In fact, Lebanese Instagram users can notice rise of the Instagram shopping pages, mainly for fashion, cosmetics and jewelry. Moreover, traditional retail stores are adding options such as home delivery to their Instagram page.

This research investigated further the different reasons of the emergence of this new trend that is becoming the preferred way of online shopping of some consumers, especially females. This preference was explored through three theories, the shopping preference theory, the uses and gratification theory and the online shopping behavior theory. Based on these theories, a series of hypotheses were set to guide the study, where the research explored variables like privacy and financial security, receiving the goods ordered, option of exchange and refund, information, personal identity, social integration and entertainment as the reasons for the preference of this mean of online shopping.

The empirical data was collected through a questionnaire survey and it was distributed among 200 respondents by hand and online. The results showed that the preference for Instagram shopping is due to more perceived financial security, more information provided by the Instagram shopping pages that relate to the consumers like new trends and new brands to discover, and more personal satisfaction, aspiration and entertainment.

This study can be very beneficial to small businesses and individuals who are in the Instagram business or for those who would like to have access to this market because

INSTAGRAM MOBILE SHOPPING

it will guide them to the areas that push consumers into purchasing from their pages. Adding an exchange and refund policy, for example, or posting material that provide their followers with information will attract browsers and turn them into shoppers. Moreover, bringing aspiration to the customers and showing them the lifestyle they will be buying along with their products can increase the chances of entering the list of shoppers' "favorites".

This paper can also be the starting point for further and more detailed studies about the consumption of Instagram in Lebanon as a mass communication medium and its use for business and commercial purposes. In fact, e-commerce on Instagram is on the rise and according to Fisher (2015), the platform is continuously updating and developing this area, and it has made the jump into mobile shopping by introducing sponsoring, a shop now button and they have also introduced in November 2016 the shopping tags option.

INSTAGRAM MOBILE SHOPPING

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INSTAGRAM MOBILE SHOPPING

Appendix A Survey

The aim of this survey is to study the use of Instagram among Lebanese women for shopping purposes. Your participation is highly appreciated and all of the data you will be communicating will remain anonymous and will be used strictly for academic purposes.

Thanking you in advance for your valuable time and participation.

Age: _____ Gender: _____ Occupation: _____

Direction: kindly choose one option in the following questions.

- 1- How much time do you spend on social media per day?
 - a) Less than 2 hours
 - b) 2 to 4 hours
 - c) 4 to 6 hours
 - d) More than 6 hours

- 2- How many times have you bought something from an online shopping website?
 - a) Never
 - b) 1 to 2 times
 - c) 3 to 4 times
 - d) More than 4 times

INSTAGRAM MOBILE SHOPPING

- 3- How much money do you spend monthly on online shopping website?
- a) Less than \$20
 - b) \$20 to \$ 50
 - c) \$50 to \$100
 - d) More than \$100
- 4- How many times have you bought something from an Instagram shopping page?
- a) Never
 - b) 1 to 2 times
 - c) 3 to 4 times
 - d) More than 4 times
- 5- How much money do you spend monthly on Instagram shopping pages?
- e) Less than \$20
 - f) \$20 to \$ 50
 - g) \$50 to \$100
 - h) More than \$100
- 6- Which online shopping method do you prefer between Shopping from online shopping websites and shopping from Instagram shopping pages and why?
- a) Online Shopping Websites, because _____
 - b) Instagram Shopping Pages, because _____

INSTAGRAM MOBILE SHOPPING

Part I: Online shopping websites Vs. Instagram shopping pages.

How much do you agree with the following statements:						
<u>Privacy</u>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
9	Online shopping websites affect my privacy					
10	Instagram shopping pages affect my privacy					
11	My personal information might be misused when communicated on online shopping websites					
12	My personal information might be misused when communicated on Instagram shopping pages					
13	I feel uncomfortable sharing information on online shopping websites					
14	I feel uncomfortable sharing information on Instagram Shopping Pages					
15	I feel at risk that some of my personal information might be accessed without my consent on online shopping websites					
16	I feel at risk that some of my personal information might be accessed without my consent on Instagram shopping pages					
<u>Financial Security</u>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
17	My financial credentials might be misused on online shopping websites					
18	My financial credentials might be misused on Instagram shopping pages					
19	I might risk financial frauds on online shopping websites					
20	I might risk financial frauds on Instagram shopping pages					
21	I prefer paying with my credit/debit card upon purchasing a product/service online					
22	I prefer paying upon delivery when purchasing a product online					
23	I feel comfortable using my regular credit/debit card online					

INSTAGRAM MOBILE SHOPPING

<u>Guaranteed Delivery</u>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
24	I run the risk of not getting the goods purchased from online shopping websites delivered					
25	I run the risk of not getting the goods purchased from Instagram shopping pages delivered					
26	I trust that all the good ordered and purchased from online shopping websites will get delivered to me within the agreed timeframe					
27	I trust that all the good ordered and purchased from Instagram shopping pages will get delivered to me within the agreed timeframe					
<u>Refund and Exchange</u>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
28	Online purchases are not risky, therefore, an exchange or refund policy is not necessary					
29	I don't mind purchasing goods from online platforms that don't have an exchange policy					
30	Most of the online shopping websites have an exchange or refund policy					
31	Most of the Instagram shopping pages have an exchange or refund policy					

INSTAGRAM MOBILE SHOPPING

Part II: Instagram shopping pages

<u>Information</u>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
32	I get to know new trends through Online shopping websites					
33	I get to know new trends through Instagram shopping pages					
34	I get to know new brands through Online shopping websites					
35	I get to know new brands through Instagram shopping pages					
36	I get to compare prices through Online shopping websites					
37	I get to compare prices through Instagram shopping pages					
<u>Personal Identity</u>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
38	My dreams, fantasies and future plans are influenced by what I get exposed to on the Instagram shopping pages					
39	My goals are influenced by what I get exposed to on the Instagram shopping pages					
40	Instagram shopping pages improve my imagination					
41	Instagram shopping pages aspire me on how my physical appearance should be					
42	Instagram shopping pages enhances the impression I make on others					
43	Instagram shopping pages influences the judgment I make of others					
44	Instagram shopping pages limit my knowledge					
45	Instagram shopping pages shape my uniqueness as a person					
46	Instagram shopping pages upsurges my social class					
47	Instagram shopping pages develop my career plans					
48	Instagram shopping pages enhances my social role					

INSTAGRAM MOBILE SHOPPING

<u>Personal Identity</u>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
49	Instagram shopping pages boosts my popularity among others					
50	Instagram shopping pages enhances my integration with others					
51	Instagram shopping pages develops my social behaviour					
52	Instagram shopping pages makes me feel lonely					
53	Instagram shopping pages gives me material to discuss with others					
54	Instagram shopping pages improve how others think of me					
55	Instagram shopping pages allows me to integrate different communities					
56	Instagram shopping pages allow me to get to know new people					
57	Instagram shopping pages enlarges my social circle					
<u>Entertainment</u>		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
58	I enjoy going through Instagram shopping pages					
59	I enjoy liking, commenting and tagging on Instagram shopping page posts					
60	I use Instagram shopping pages for entertainment					
61	I surf Instagram shopping pages every time I have free time					

**Appendix B
Findings Detailed Tables**

5.1 General Online Shopping Habits

5.1.1 Demographics

a) Age

Fig. 5.1.1.a.a

RESPONDENTS AVERAGE AGE

Gender	Average of Age
Female	26.36
Male	24.64
Grand Total	25.88

Fig. 5.1.1.a.b

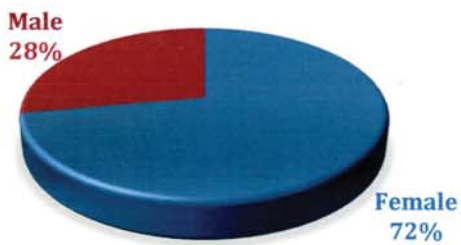
RESPONDENTS AGE BY GENDER

Gender	Min of Age	Max of Age
Female	19.00	35.00
Male	19.00	36.00

b) Gender

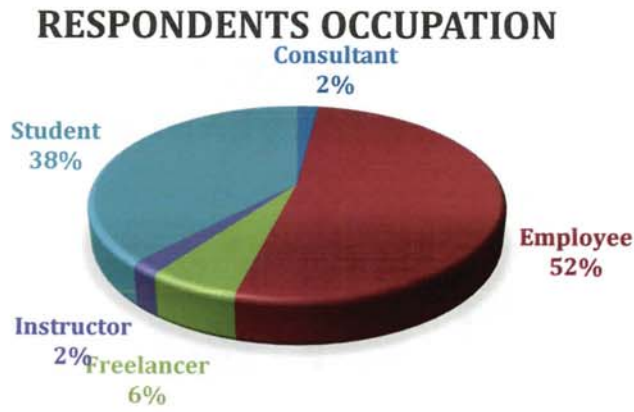
Fig. 5.1.1.b

RESPONDENTS GENDER



c) Occupation

Fig. 5.1.1.c



5.1.2 Shopping Habits

Fig. 5.1.2.a

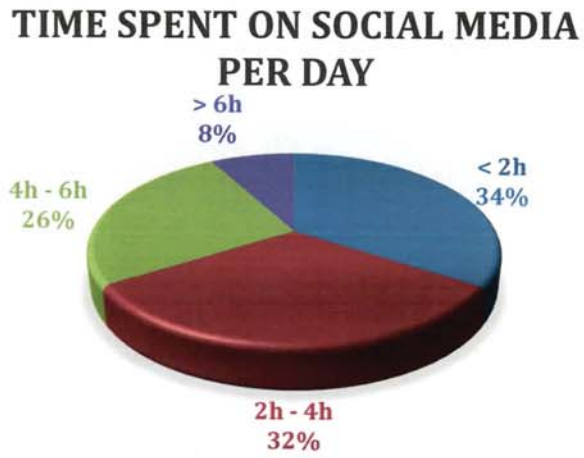


Fig. 5.1.2.b

TIME SPENT ON SOCIAL MEDIA VS. GENDER

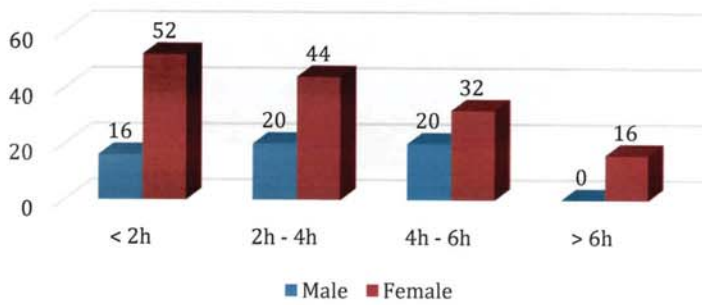


Fig. 5.1.2.c

NUMBER OF ONLINE PURCHASES

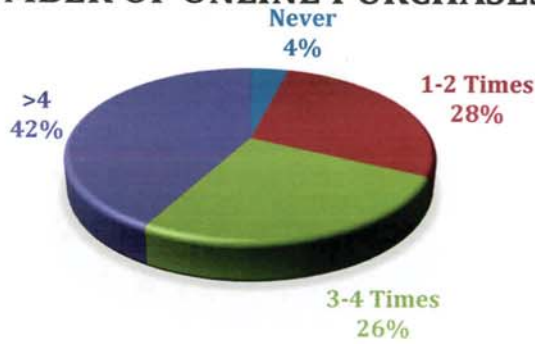


Fig. 5.1.2.d

NUMBER OF ONLINE PURCHASES VS. GENDER

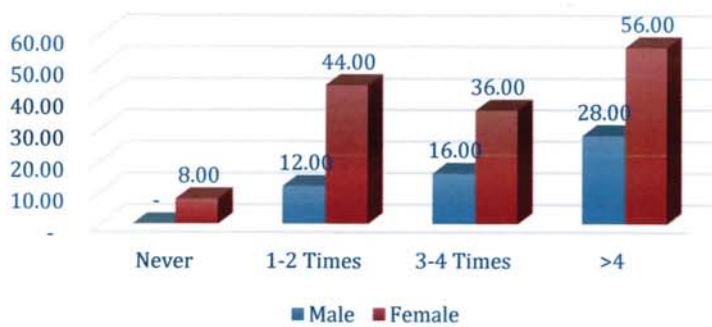


Fig. 5.1.2.e



Fig. 5.1.2.f

MONTHLY SPENDING ON SHOPPING WEBSITES VS. GENDER

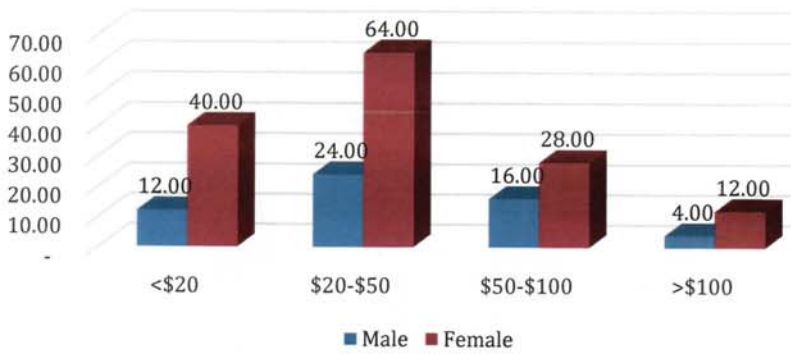


Fig. 5.1.2.g

MONTHLY SPENDING ON ONLINE SHOPPING PER GENDER

	<u>Male</u>		<u>Female</u>	
	Number	%	Number	%
<\$50	36	64.30%	104	72.20%
>\$50	20	35.70%	40	27.80%

Fig. 5.1.2.h

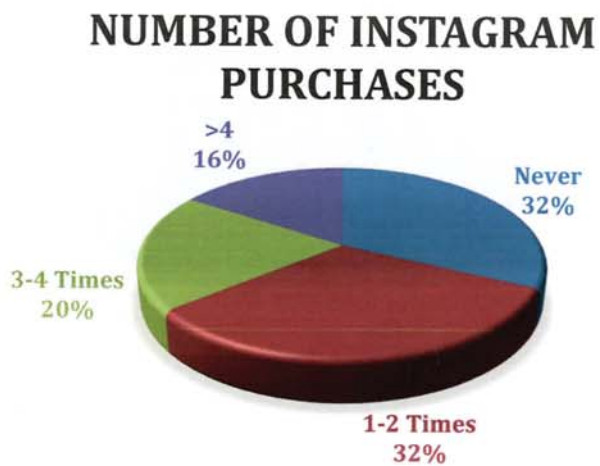


Fig. 5.1.2.i

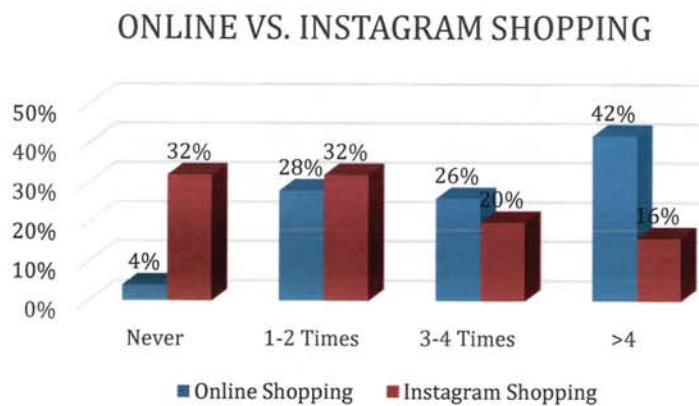


Fig. 5.1.2.j

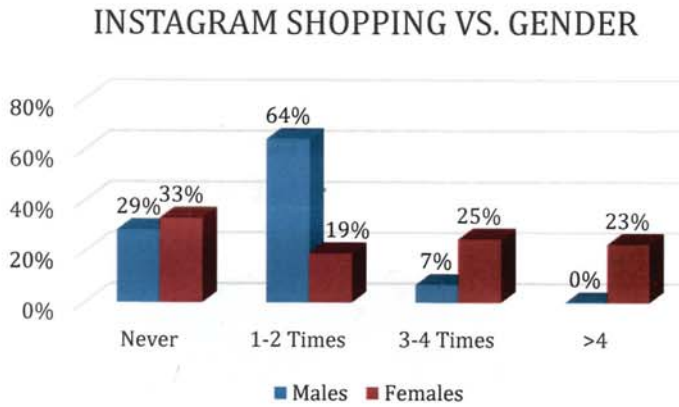


Fig. 5.1.2.k

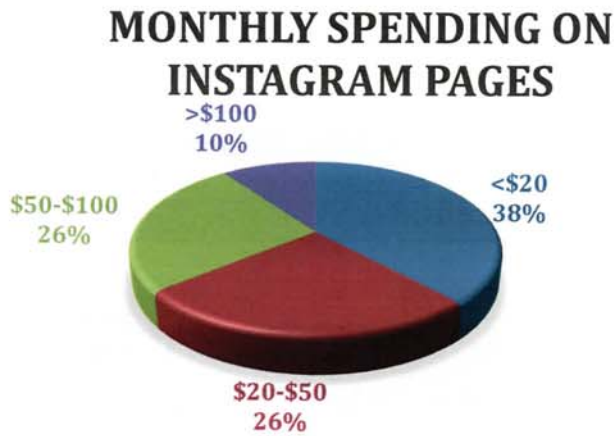


Fig. 5.1.2.l



Fig. 5.1.2.m

INSTAGRAM SHOPPING VS. ONLINE SHOPPING PREFERENCE

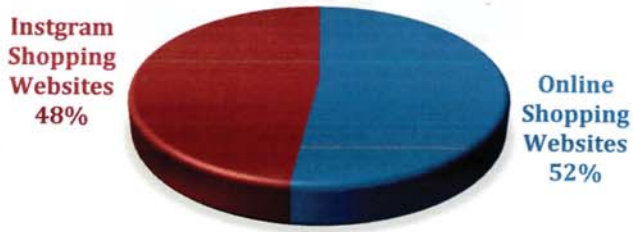
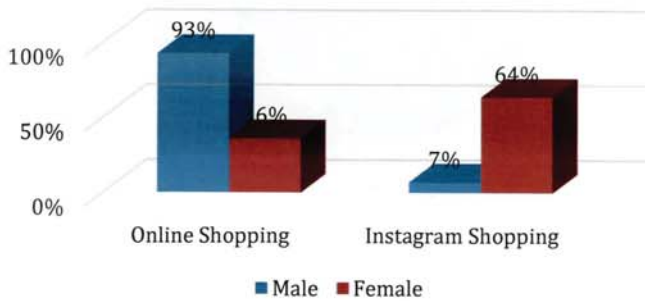


Fig. 5.1.2.n

SHOPPING METHOD PREFERENCE VS. GENDER



5.2 Instagram Shopping Versus Online Shopping

5.2.1 Privacy

When asked if online shopping websites affect the respondents' privacy, the results were:

INSTAGRAM MOBILE SHOPPING

Fig. 5.2.1.a

ONLINE SHOPPING WEBSITES PRIVACY VS. GENDER

Gender	Average Q7
Female	2.92
Male	2.79
Total	
Average	2.88

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.1.b

ONLINE SHOPPING WEBSITES PRIVACY VS. PREFERRED SHOPPING PLATFORM

Preferred Shopping Platform	Average Q7
Online Shopping	2.81
Instagram Shopping	2.96
Total Average	2.88

* 1=Strongly Disagree – 5=Strongly Agree

When asked if Instagram shopping pages affect their privacy, the results were:

Fig. 5.2.1.c

INSTAGRAM SHOPPING PAGES PRIVACY VS. GENDER

Gender	Average Q8
Female	2.69
Male	3.07
Total Average	2.80

* 1=Strongly Disagree – 5=Strongly Agree

INSTAGRAM MOBILE SHOPPING

Fig. 5.2.1.d

**INSTAGRAM SHOPPING PAGES PRIVACY
VS. PREFERRED SHOPPING PLATFORM**

Preferred Shopping Platform	Average Q8
Online Shopping	3.19
Instagram Shopping	2.38
Total Average	2.80

* 1=Strongly Disagree – 5=Strongly Agree

The results of the questions regarding their perception that their personal information might be misused when communicated on online shopping websites are the below:

Fig. 5.2.1.e

**PERSONAL INFORMATION AT RISK ON
ONLINE SHOPPING WEBSITED
VS. GENDER**

Gender	Average Q9
Female	3.53
Male	3.07
Total Average	3.40

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.1.f

**PERSONAL INFORMATION AT RISK ON
ONLINE SHOPPING WEBSITED
VS. PREFERRED SHOPPING PLATFORM**

Preferred Shopping Platform	Average Q9
Online Shopping	2.96
Instagram Shopping	3.88
Total Average	3.40

* 1=Strongly Disagree – 5=Strongly Agree

The results of the questions regarding their perception that their personal information might be misused when communicated on Instagram shopping pages are the below:

INSTAGRAM MOBILE SHOPPING

Fig. 5.2.1.g

PERSONAL INFORMATION AT RISK ON INSTAGRAM SHOPPING PAGES VS. GENDER

Gender	Average Q10
Female	2.94
Male	3.36

Grand Total 3.06

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.1.h

PERSONAL INFORMATION AT RISK ON INSTAGRAM SHOPPING PAGES VS. PREFERRED SHOPPING PLATFORM

Preferred Shopping Platform	Average Q10
Online Shopping	3.38
Instagram Shopping	2.71

Total Average 3.06

* 1=Strongly Disagree – 5=Strongly Agree

When asked if they feel uncomfortable sharing information on online shopping websites, the results are the below:

Fig. 5.2.1.i

SHARING INFORMATION ON ONLINE SHOPPING WEBSITES VS. GENDER

Gender	Average Q11
Female	3.25
Male	2.93

Grand Total 3.16

* 1=Strongly Disagree – 5=Strongly Agree

INSTAGRAM MOBILE SHOPPING

Fig. 5.2.1.j

SHARING INFORMATION ON ONLINE SHOPPING WEBSITES VS. PREFERRED SHOPPING PLATFORM

Preferred Shopping Platform	Average Q11
Online Shopping	2.96
Instagram Shopping	3.38
Total Average	3.16

* 1=Strongly Disagree – 5=Strongly Agree

When asked if they feel uncomfortable sharing information on Instagram Shopping Pages, the results were:

Fig. 5.2.1.k

SHARING INFORMATION ON INSTAGRAM SHOPPING PAGES VS. GENDER

Gender	Average Q12
Female	2.81
Male	3.36
Grand Total	2.96

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.1.l

SHARING INFORMATION ON INSTAGRAM SHOPPING PAGES VS. PREFERRED SHOPPING PLATFORM

Preferred Shopping Platform	Average Q12
Online Shopping	3.42
Instagram Shopping	2.46
Total Average	2.96

* 1=Strongly Disagree – 5=Strongly Agree

When asked if they feel at risk that some of their personal information might be accessed without their consent on online shopping websites, the results were:

INSTAGRAM MOBILE SHOPPING

Fig. 5.2.1.m

PERCEIVED RISK OF PERSONAL INFORMATION ACCESSED ON ONLINE SHOPPING WEBSITES VS. GENDER

Gender	Average Q13
Female	3.64
Male	3.21
Grand Total	3.52

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.1.n

PERCEIVED RISK OF PERSONAL INFORMATION ACCESSED ON ONLINE SHOPPING WEBSITES VS. PREFERRED SHOPPING PLATFORM

Preferred Shopping Platform	Average Q13
Online Shopping	3.12
Instagram Shopping	3.96
Total Average	3.52

* 1=Strongly Disagree – 5=Strongly Agree

When asked if they feel at risk that some of their personal information might be accessed without their consent on Instagram shopping pages, the results were:

Fig. 5.2.1.o

PERCEIVED RISK OF PERSONAL INFORMATION ACCESSED ON INSTAGRAM SHOPPING PAGES VS. GENDER

Gender	Average Q14
Female	3.14
Male	3.57
Grand Total	3.26

* 1=Strongly Disagree – 5=Strongly Agree

INSTAGRAM MOBILE SHOPPING

Fig. 5.2.1.p

**PERCEIVED RISK OF PERSONAL INFORMATION
ACCESSED ON INSTAGRAM SHOPPING PAGES
VS. PREFERRED SHOPPING PLATFORM**

Preferred Shopping Platform	Average Q14
Online Shopping	3.54
Instagram Shopping	2.96
Total Average	3.26

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.1.q

**TOTAL AVERAGE OF PERCEIVED PRIVACY
ON ONLINE SHOPPING WEBSITES VS. GENDER**

Gender	Average Q7	Average Q9	Average Q11	Average Q13	Total Average
Female	2.92	3.53	3.25	3.64	3.34
Male	2.79	3.07	2.93	3.21	3
Total Average	2.88	3.40	3.16	3.52	3.17

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.1.r

**TOTAL AVERAGE OF PERCEIVED PRIVACY
ON ONLINE SHOPPING WEBSITES
VS. PREFERRED SHOPPING PLATFORM**

Preferred Shopping Platform	Average Q7	Average Q9	Average Q11	Average Q13	Total Average
Online Shopping	2.81	2.96	2.96	3.12	2.96
Instagram Shopping	2.96	3.88	3.38	3.96	3.54
Total Average	2.88	3.40	3.16	3.52	3.17

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.1.s

**TOTAL AVERAGE OF PERCEIVED PRIVACY
ON INSTAGRAM SHOPPING PAGES VS. GENDER**

Gender	Average Q8	Average Q10	Average Q12	Average Q14	Total Average
Female	2.69	2.94	2.81	3.14	2.89
Male	3.07	3.36	3.36	3.57	3.34
Grand Total	2.80	3.06	2.96	3.26	3.11

* 1=Strongly Disagree – 5=Strongly Agree

INSTAGRAM MOBILE SHOPPING

Fig. 5.2.1.t

TOTAL AVERAGE OF PERCEIVED PRIVACY ON INSTAGRAM SHOPPING PAGES VS. PREFERRED SHOPPING PLATFORM

Preferred Shopping Platform	Average Q8	Average Q10	Average Q12	Average Q14	Total Average
Online Shopping	3.19	3.38	3.42	3.54	3.38
Instagram Shopping	2.38	2.71	2.46	2.96	2.63
Total Average	2.80	3.06	2.96	3.26	3.11

* 1=Strongly Disagree – 5=Strongly Agree

5.2.2 Financial Security

When asked if they believe that their financial credentials might be misused on online shopping websites, the results are the following:

Fig. 5.2.2.a

PERCEIVED RISK OF FINANCIAL CREDENTIALS MISUSED ON ONLINE SHOPPING WEBSITES VS. GENDER

Gender	Average Q15
Female	3.78
Male	3.79
Total Average	3.78

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.2.b

PERCEIVED RISK OF FINANCIAL CREDENTIALS MISUSED ON ONLINE SHOPPING WEBSITES VS. PREFERRED SHOPPING PLATFORM

Preferred Shopping Platform	Average Q15
Online Shopping	3.50
Instagram Shopping	4.08
Total Average	3.78

* 1=Strongly Disagree – 5=Strongly Agree

INSTAGRAM MOBILE SHOPPING

When asked if they believe that their financial credentials might be misused on Instagram shopping pages, the results are the following:

Fig. 5.2.2.c

PERCEIVED RISK OF FINANCIAL CREDENTIALS MISUSED ON INSTAGRAM SHOPPING PAGES VS. GENDER

Gender	Average Q16
Female	2.97
Male	3.71
Total Average	3.18

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.2.d

PERCEIVED RISK OF FINANCIAL CREDENTIALS MISUSED ON INSTAGRAM SHOPPING PAGES VS. PREFERRED SHOPPING PLATFORM

Preferred Shopping Platform	Average Q16
Online Shopping	3.65
Instagram Shopping	2.67
Total Average	3.18

* 1=Strongly Disagree – 5=Strongly Agree

When asked if they believe that they might risk financial frauds on online shopping websites, the results are the following:

Fig. 5.2.2.e

PERCEIVED RISK OF FINANCIAL FRAUDS ON ONLINE SHOPPING WEBSITES VS. GENDER

Gender	Average Q17
Female	3.89
Male	3.71
Total Average	3.84

* 1=Strongly Disagree – 5=Strongly Agree

INSTAGRAM MOBILE SHOPPING

Fig. 5.2.2.f

PERCEIVED RISK OF FINANCIAL FRAUDS ON ONLINE SHOPPING WEBSITES VS. PREFERRED SHOPPING PLATFORM

Preferred Shopping Platform	Average Q17
Online Shopping	3.54
Instagram Shopping	4.17
Total Average	3.84

* 1=Strongly Disagree – 5=Strongly Agree

When asked if they believe that they might risk financial fraud on Instagram shopping pages, the results are the following:

Fig. 5.2.2.g

PERCEIVED RISK OF FINANCIAL FRAUDS ON INSTAGRAM SHOPPING PAGES VS. GENDER

Gender	Average Q18
Female	2.94
Male	3.79
Total Average	3.18

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.2.h

PERCEIVED RISK OF FINANCIAL FRAUDS ON INSTAGRAM SHOPPING PAGES VS. PREFERRED SHOPPING PLATFORM

Preferred Shopping Platform	Average Q18
Online Shopping	3.73
Instagram Shopping	2.58
Total Average	3.18

* 1=Strongly Disagree – 5=Strongly Agree

Answering the question if they prefer paying with their credit/debit card upon purchasing a product/service online, the results are the following:

*The answers of this question were reversed in order to match the sequence of the rest of the questions.

INSTAGRAM MOBILE SHOPPING

Fig. 5.2.2.i

CREDIT/DEBIT CARD PAYMENT PREFERENCE VS. GENDER

Gender	Average Q19
Female	2.11
Male	2.57
Total Average	2.34

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.2.j

CREDIT/DEBIT CARD PAYMENT PREFERENCE VS. PREFERRED SHOPPING PLATFORM

Preferred Shopping Platform	Average Q19
Online Shopping	3.19
Instagram Shopping	2.38
Total Average	2.78

* 1=Strongly Disagree – 5=Strongly Agree

Answering the question if they prefer paying upon delivery when purchasing a product/service online, the results are the following:

Fig. 5.2.2.k

PAYMENT UPON DELIVERY PREFERENCE VS. GENDER

Gender	Average Q20
Female	4.39
Male	4.29
Total Average	4.36

* 1=Strongly Disagree – 5=Strongly Agree

INSTAGRAM MOBILE SHOPPING

Fig. 5.2.2.l

PAYMENT UPON DELIVERY PREFERENCE VS. PREFERRED SHOPPING PLATFORM

Preferred Shopping Platform	Average Q20
Online Shopping	4.12
Instagram Shopping	4.62
Total Average	4.36

* 1=Strongly Disagree – 5=Strongly Agree

When asked if they feel comfortable using their regular credit/debit card online, the results are the following:

Fig. 5.2.2.m

FEELING COMFORTABLE USING REGULAR DEBIT/CREDIT CARD ONLINE VS. GENDER

Gender	Average Q21
Female	1.92
Male	2.57
Total Average	2.24

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.2.n

FEELING COMFORTABLE USING REGULAR DEBIT/CREDIT CARD ONLINE VS. PREFERRED SHOPPING PLATFORM

Preferred Shopping Platform	Average Q21
Online Shopping	2.69
Instagram Shopping	1.79
Total Average	2.24

* 1=Strongly Disagree – 5=Strongly Agree

INSTAGRAM MOBILE SHOPPING

Fig. 5.2.2.o

**TOTAL AVERAGE OF PERCEIVED FINANCIAL SECURITY
ON ONLINE SHOPPING WEBSITES
VS. GENDER**

Gender	Average Q15	Average Q17	Average Q19 (Reversed)	Average Q21 (Reversed)	Total Average
Female	3.78	3.89	3.89	4.08	3.91
Male	3.79	3.71	3.43	2.86	3.45
Total Average	3.78	3.84	3.76	3.74	3.78

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.2.p

**TOTAL AVERAGE OF PERCEIVED FINANCIAL SECURITY
ON ONLINE SHOPPING WEBSITES
VS. PREFERRED SHOPPING PLATFORM**

Preferred Shopping Platform	Average Q15	Average Q17	Average Q19 (Reversed)	Average Q21 (Reversed)	Total Average
Online Shopping	3.50	3.54	3.19	3.31	3.38
Instagram Shopping	4.08	4.17	4.38	4.21	4.21
Total Average	3.78	3.84	3.76	3.74	3.78

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.2.q

**TOTAL AVERAGE OF PERCEIVED FINANCIAL SECURITY
ON INSTAGRAM SHOPPING PAGES
VS. GENDER**

Gender	Average Q16	Average Q18	Average Q20 (Reversed)	Total Average
Female	2.97	2.94	1.61	2.51
Male	3.71	3.79	1.71	3.07
Total Average	3.18	3.18	1.64	2.67

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.2.r

**TOTAL AVERAGE OF PERCEIVED FINANCIAL SECURITY
ON INSTAGRAM SHOPPING PAGES
VS. PREFERRED SHOPPING PLATFORM**

Preferred Shopping Platform	Average Q16	Average Q18	Average Q20 (Reversed)	Total Average
Online Shopping	3.65	3.73	1.88	3.09
Instagram Shopping	2.67	2.58	1.38	2.21
Total Average	3.18	3.18	1.64	2.67

* 1=Strongly Disagree – 5=Strongly Agree

INSTAGRAM MOBILE SHOPPING

5.2.3 Guaranteed Delivery

When asked if they believe that they run the risk of not getting the goods purchased delivered when shopping from online shopping websites, the results are the following:

Fig. 5.2.3.a

**PERCEIVED RISK OF NOT GETTING THE GOOD
PURCHASED FROM ONLINE SHOPPING WEBSITE
DELIVERED VS. GENDER**

Gender	Average Q22
Female	3.69
Male	3.36
Total Average	3.60

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.3.b

**PERCEIVED RISK OF NOT GETTING THE GOOD
PURCHASED FROM ONLINE SHOPPING WEBSITE
DELIVERED VS. PREFERRED SHOPPING PLATFORM**

Preferred Shopping Platform	Average Q22
Online Shopping	3.50
Instagram Shopping	3.71
Total Average	3.60

* 1=Strongly Disagree – 5=Strongly Agree

When asked if they believe that they run the risk of not getting the goods delivered when shopping through Instagram, the results are the following:

Fig. 5.2.3.c

**PERCEIVED RISK OF NOT GETTING THE GOOD
PURCHASED FROM INSTAGRAM SHOPPING PAGES
DELIVERED VS. GENDER**

Gender	Average Q23
Female	3.22
Male	3.57
Grand Total	3.32

* 1=Strongly Disagree – 5=Strongly Agree

INSTAGRAM MOBILE SHOPPING

Fig. 5.2.3.d

PERCEIVED RISK OF NOT GETTING THE GOOD PURCHASED FROM INSTAGRAM SHOPPING PAGES DELIVERED VS. PREFERRED SHOPPING PLATFORM

Preferred Shopping Platform	
Platform	Average Q23
Online Shopping	3.65
Instagram Shopping	2.96
Total Average	3.32

* 1=Strongly Disagree – 5=Strongly Agree

When asked if they trust that all the goods purchased from online shopping websites will get delivered within the agreed timeframe, results are the following:

Fig. 5.2.3.e

PERCEIVED CONFIDENCE OF GETTING THE GOOD PURCHASED FROM ONLINE SHOPPING WEBSITES DELIVERED WITHIN THE AGREED TIMEFRAME VS. GENDER

Gender	Average Q24
Female	2.39
Male	2.21
Total Average	2.3

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.3.f

PERCEIVED CONFIDENCE OF GETTING THE GOOD PURCHASED FROM ONLINE SHOPPING WEBSITES DELIVERED WITHIN THE AGREED TIMEFRAME VS. PREFERRED SHOPPING PLATFORM

Preferred Shopping Platform	
Platform	Average Q24
Online Shopping	2.27
Instagram Shopping	2.33
Total Average	2.3

* 1=Strongly Disagree – 5=Strongly Agree

When asked if they trust that all the goods ordered and purchased from Instagram shopping pages will get delivered within the agreed timeframe, results are the following:

INSTAGRAM MOBILE SHOPPING

Fig. 5.2.3.g

**PERCEIVED CONFIDENCE OF GETTING THE GOOD
PURCHASED FROM INSTAGRAM SHOPPING PAGES
DELIVERED WITHIN THE AGREED TIMEFRAME
VS. GENDER**

Gender	Average Q25
Female	2.75
Male	2.29
Total Average	2.52

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.3.h

**PERCEIVED CONFIDENCE OF GETTING THE GOOD
PURCHASED FROM INSTAGRAM SHOPPING PAGES
DELIVERED WITHIN THE AGREED TIMEFRAME
VS. PREFERRED SHOPPING PLATFORM**

Preferred Shopping Platform	Average Q25
Online Shopping	2.42
Instagram Shopping	2.62
Total Average	2.52

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.3.i

**TOTAL AVERAGE OF PERCEIVED GUARANTEED DELIVERY
ON ONLINE SHOPPING WEBSITES
VS. GENDER**

Gender	Average Q22	Average Q24 (Reversed)	Total Average
Female	3.69	3.61	3.65
Male	3.36	3.93	3.65
Total Average	3.6	3.7	3.65

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.3.j

**TOTAL AVERAGE OF PERCEIVED GUARANTEED DELIVERY
ON ONLINE SHOPPING WEBSITES
VS. PREFERRED SHOPPING PLATFORM**

Preferred Shopping Platform	Average Q22	Average Q24 (Reversed)	Total Average
Online Shopping	3.50	3.73	3.62
Instagram Shopping	3.71	3.67	3.69
Total Average	3.60	3.70	3.65

* 1=Strongly Disagree – 5=Strongly Agree

INSTAGRAM MOBILE SHOPPING

Fig. 5.2.3.k

**TOTAL AVERAGE OF PERCEIVED GUARANTEED DELIVERY
ON INSTAGRAM SHOPPING PAGES
VS. GENDER**

Gender	Average of Q23	Average Q25 (Reversed)	Total Average
Female	3.22	3.25	3.24
Male	3.57	3.71	3.64
Grand Total	3.32	3.38	3.35

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.3.l

**TOTAL AVERAGE OF PERCEIVED GUARANTEED DELIVERY
ON INSTAGRAM SHOPPING PAGES
VS. PREFERRED SHOPPING PLATFORM**

Preferred Shopping Platform	Average of Q23	Average Q25 (Reversed)	Total Average
Online Shopping	3.65	3.58	3.62
Instagram Shopping	2.96	3.17	3.06
Total Average	3.32	3.38	3.35

* 1=Strongly Disagree – 5=Strongly Agree

5.2.5 Refund and Exchange

When asked if an exchange or refund policy is not necessary on online shopping platforms, results are the following:

Fig.5.2.4.a

**PERCEIVED CONFIDENCE OF GETTING THE GOOD
PURCHASED FROM ONLINE SHOPPING WEBSITES
DELIVERED WITHIN THE AGREED TIMEFRAME
VS. GENDER**

Gender	Average Q26
Female	1.50
Male	1.79
Total Average	1.58

* 1=Strongly Disagree – 5=Strongly Agree

INSTAGRAM MOBILE SHOPPING

Fig. 5.2.4.b

PERCEIVED CONFIDENCE OF GETTING THE GOOD PURCHASED FROM ONLINE SHOPPING WEBSITES DELIVERED WITHIN THE AGREED TIMEFRAME VS. PREFERRED SHOPPING PLATFORM

Preferred Shopping Platform	Average Q26
Online Shopping	1.65
Instagram Shopping	1.50
Total Average	1.58

* 1=Strongly Disagree – 5=Strongly Agree

When asked if they don't mind purchasing goods from online platforms that don't have an exchange policy, results are the following:

Fig. 5.2.4.c

EXCHANGE POLICY NEED IN ONLINE SHOPPING PLATFORMS VS. GENDER

Gender	Average Q27
Female	1.61
Male	1.64
Total Average	1.62

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.4.d

EXCHANGE POLICY NEED IN ONLINE SHOPPING PLATFORMS VS. PREFERRED SHOPPING PLATFORM

Preferred Shopping Platform	Average Q27
Online Shopping	1.73
Instagram Shopping	1.50
Total Average	1.62

* 1=Strongly Disagree – 5=Strongly Agree

The answers to the question related to online shopping websites having an exchange or refund policy, results are the following:

INSTAGRAM MOBILE SHOPPING

Fig. 5.2.4.e

**EXCHANGE/REFUND POLICY PERCEPTION
ON ONLINE SHOPPING WEBSITES
VS. GENDER**

Gender	Average Q28
Female	2.89
Male	3.07
Total Average	2.94

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.4.f

**EXCHANGE/REFUND POLICY PERCEPTION
ON ONLINE SHOPPING WEBSITES
VS. PREFERRED SHOPPING PLATFORM**

Preferred Shopping Platform	Average Q28
Online Shopping	3.27
Instagram Shopping	2.58
Total Average	2.94

* 1=Strongly Disagree – 5=Strongly Agree

Answers to the question related to Instagram shopping pages having an exchange or refund policy, results are the following:

Fig. 5.2.4.g

**EXCHANGE/REFUND POLICY PERCEPTION
ON INSTAGRAM SHOPPING PAGES
VS. GENDER**

Gender	Average Q29
Female	3.03
Male	2.71
Total Average	2.94

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.4.h

**EXCHANGE/REFUND POLICY PERCEPTION
ON INSTAGRAM SHOPPING PAGES
VS. PREFERRED SHOPPING PLATFORM**

Preferred Shopping Platform	Average Q29
Online Shopping	2.85
Instagram Shopping	3.04
Total Average	2.94

* 1=Strongly Disagree – 5=Strongly Agree

INSTAGRAM MOBILE SHOPPING

Fig. 5.2.4.i

**TOTAL AVERAGE OF EXCHANGE AND REFUND POLICY
ON ONLINE SHOPPING WEBSITES
VS. GENDER**

Gender	Average Q26	Average Q28	Total Average
Female	1.50	2.89	2.19
Male	1.79	3.07	2.43
Total Average	1.58	2.94	2.26

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.4.j

**TOTAL AVERAGE OF EXCHANGE AND REFUND POLICY
ON ONLINE SHOPPING WEBSITES
VS. PREFERRED SHOPPING PLATFORM**

Preferred Shopping Platform	Average Q26	Average Q28	Total Average
Online Shopping	1.65	3.27	2.46
Instagram Shopping	1.50	2.58	2.04
Total Average	1.58	2.94	2.26

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.4.k

**TOTAL AVERAGE OF EXCHANGE AND REFUND POLICY
ON INSTAGRAM SHOPPING PAGES
VS. GENDER**

Gender	Average Q27	Average Q29	Total Average
Female	1.61	3.03	2.32
Male	1.64	2.71	2.18
Grand Total	1.62	2.94	2.28

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.2.4.l

**TOTAL AVERAGE OF EXCHANGE AND REFUND POLICY
ON INSTAGRAM SHOPPING PAGES
VS. PREFERRED SHOPPING PLATFORM**

Preferred Shopping Platform	Average Q27	Average Q29	Total Average
Online Shopping	1.73	2.85	2.29
Instagram Shopping	1.50	3.04	2.27
Total Average	1.62	2.94	2.28

* 1=Strongly Disagree – 5=Strongly Agree

5.3 Instagram Shopping and Personal Satisfaction

5.3.1 Information

a) Information and Online shopping websites

Fig. 5.3.1.a

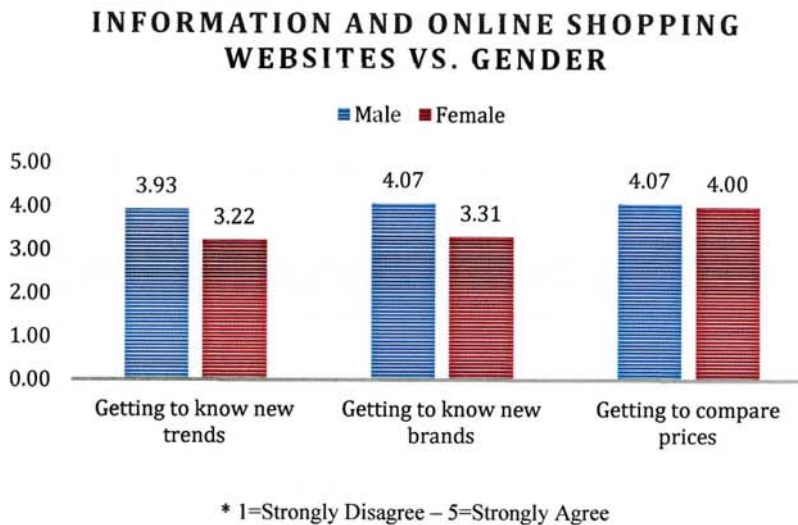


Fig. 5.3.1.b



Fig. 5.3.1.c



b) Information and Instagram shopping pages

Fig. 5.3.1.d

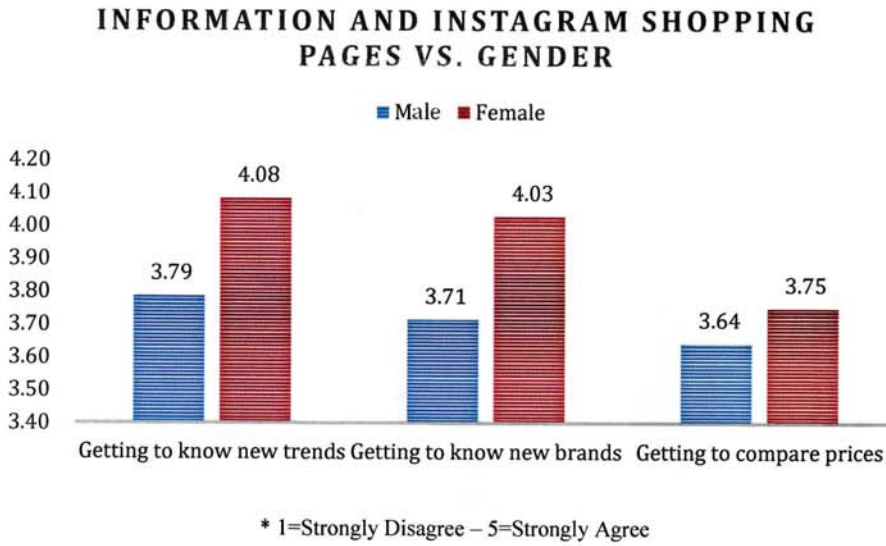


Fig. 5.3.1.e

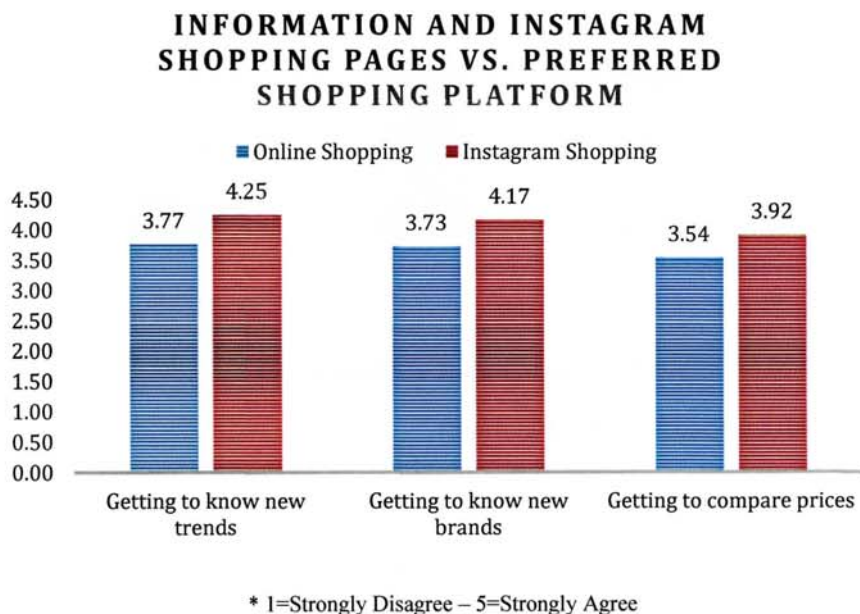
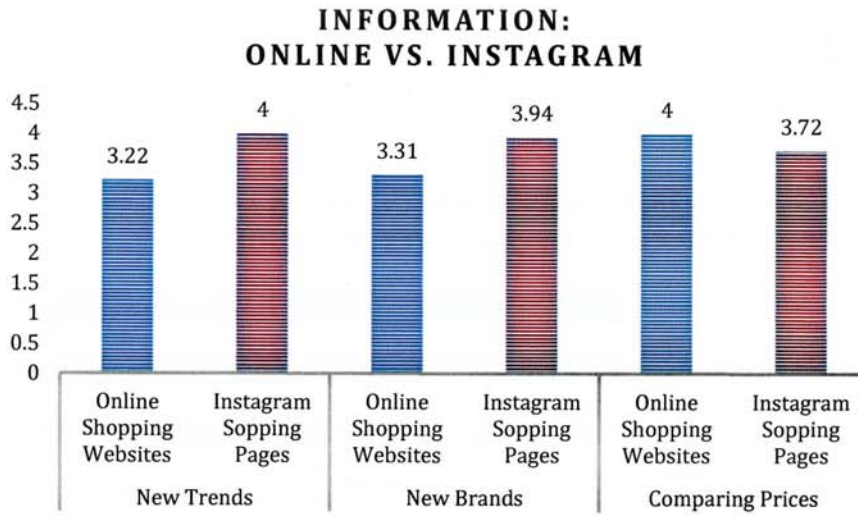


Fig. 5.3.1.f



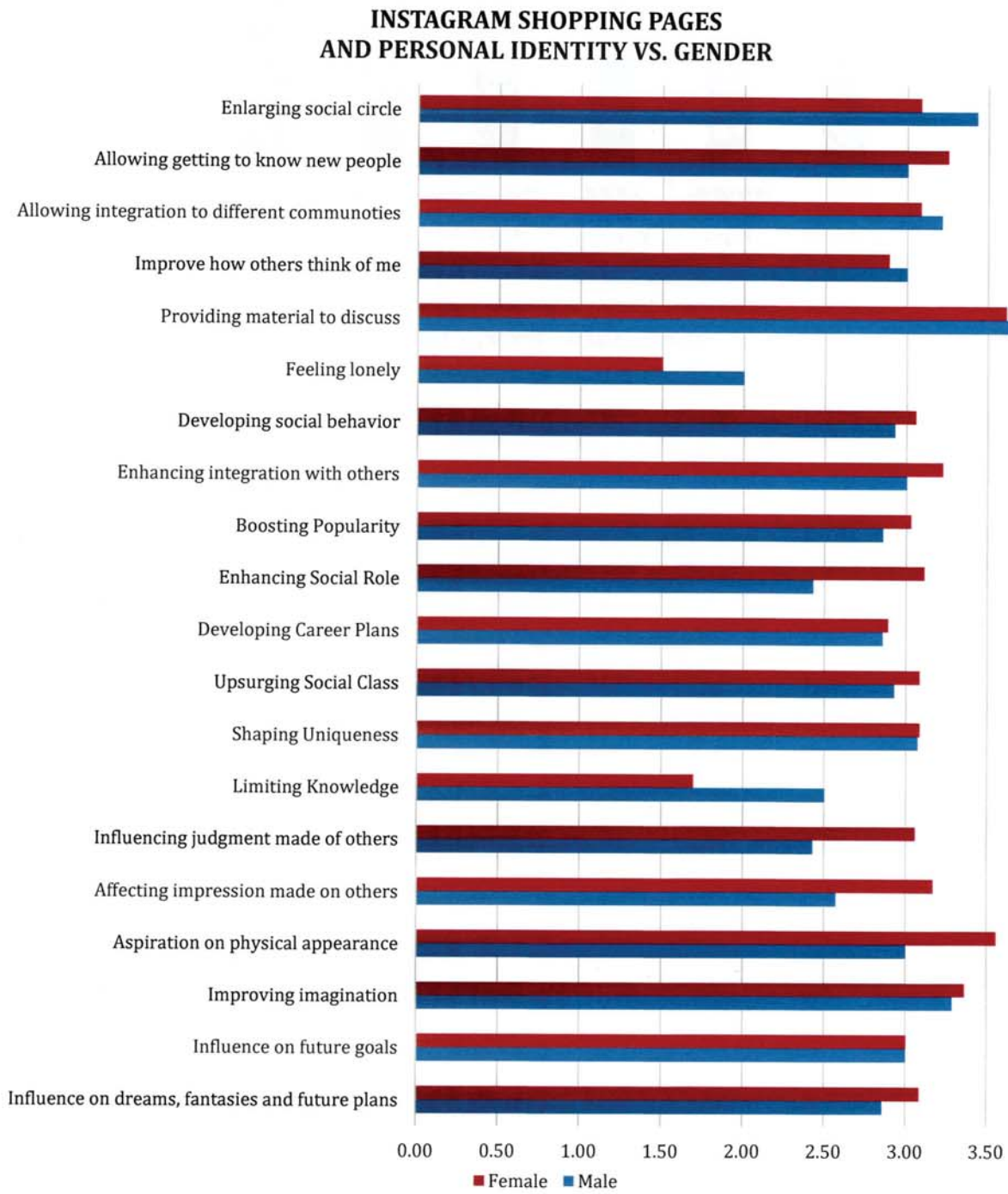
Fig. 5.3.1.g



* 1=Strongly Disagree – 5=Strongly Agree

6.3.2 Instagram Shopping Pages and Personal Identity

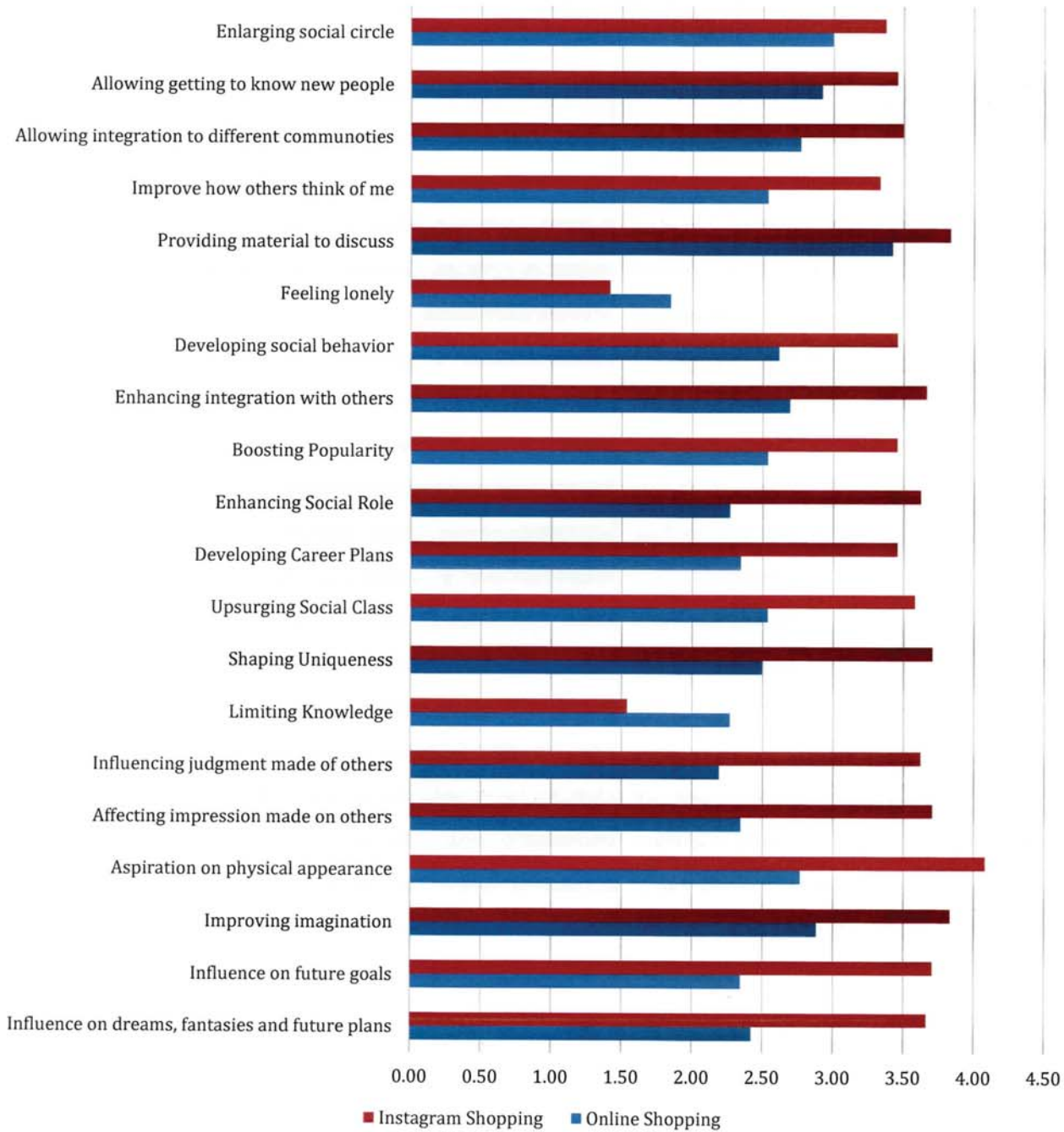
Fig. 6.3.2.a



* 1=Strongly Disagree – 5=Strongly Agree

Fig. 6.3.2.b

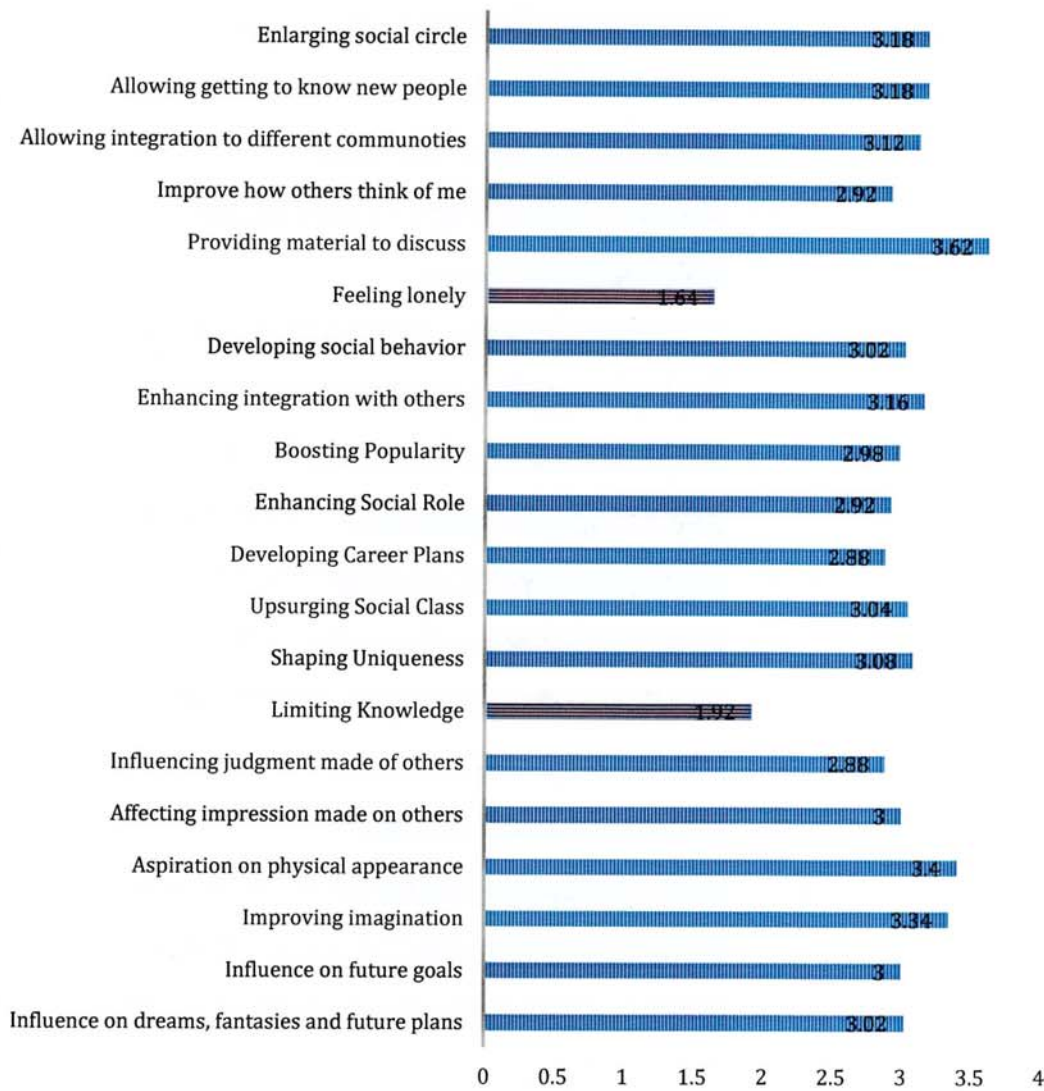
**INSTAGRAM SHOPPING PAGES
AND PERSONAL IDENTITY
VS. PREFERRED SHOPPING PLATFORM**



* 1=Strongly Disagree – 5=Strongly Agree

Fig. 6.3.2.c

**INSTAGRAM SHOPPING PAGES
AND PERSONAL IDENTITY**



* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.3.2.d

INSTAGRAM SHOPPING PAGES AND PERSONAL IDENTITY VS. GENDER

Gender	Average Personal Identity
Female	3.27
Male	3.71
Total Average	3.21

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.3.2.e

INSTAGRAM SHOPPING PAGES AND PERSONAL IDENTITY VS. PREFERRED SHOPPING PLATFORM

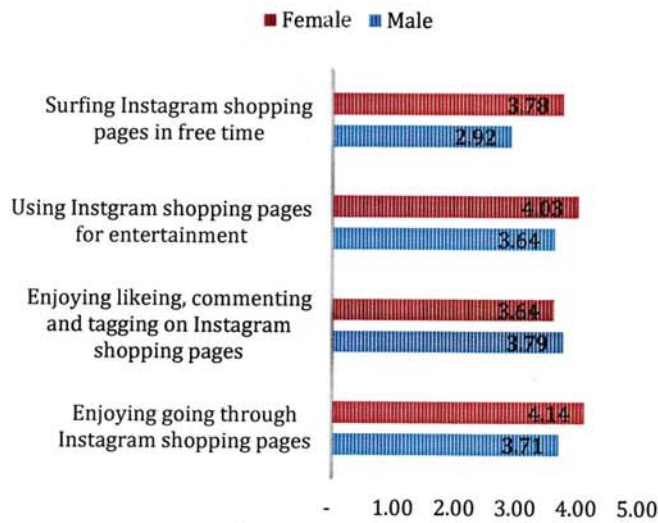
Preferred Shopping Platform	Average Personal Identity
Online Shopping	2.75
Instagram Shopping	3.71
Total Average	3.21

* 1=Strongly Disagree – 5=Strongly Agree

5.3.3 Instagram Shopping and Entertainment

Fig. 5.3.3.a

INSTAGRAM SHOPPING PAGES AND ENTERTAINMENT VS. GENDER



* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.3.3.b

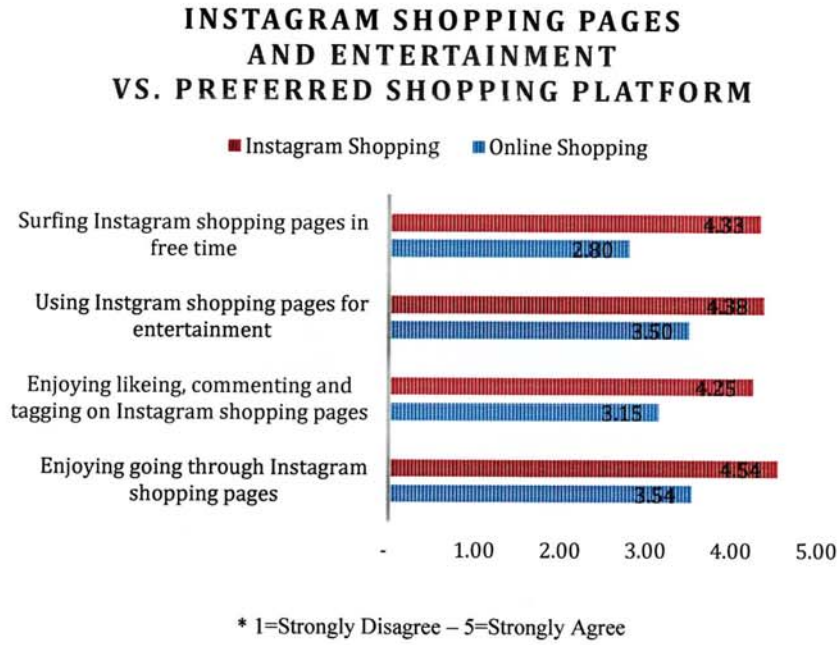


Fig. 5.3.3.c

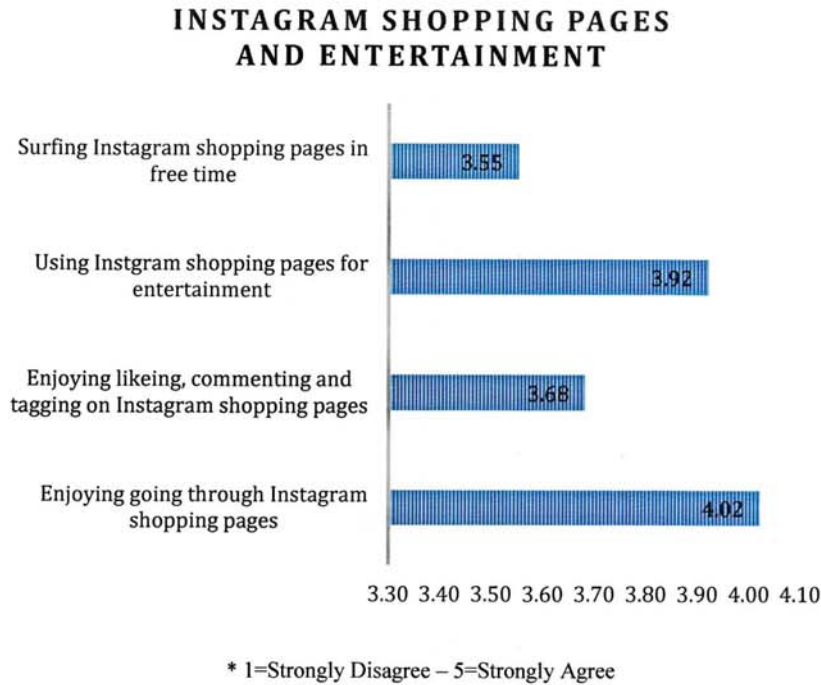


Fig. 5.3.3.d

INSTAGRAM SHOPPING PAGES AND ENTERTAINMENT VS. GENDER

Gender	Average Entertainment
Female	3.90
Male	3.52
Total Average	3.79

* 1=Strongly Disagree – 5=Strongly Agree

Fig. 5.3.3.e

INSTAGRAM SHOPPING PAGES AND ENTERTAINMENT VS. PREFERRED SHOPPING PLATFORM

Preferred Shopping Platform	Average Personal Identity
Online Shopping	3.25
Instagram Shopping	4.38
Total Average	3.79

* 1=Strongly Disagree – 5=Strongly Agree

INSTAGRAM MOBILE SHOPPING

Appendix C IRB Form

Application Form

(Based on the *IRB Guidebook*¹)

Title of the Study	Instagram Mobile Shopping: The Use of Instagram to Promote Fashion Mobile Shopping in Lebanon
Sponsored by	Not Applicable
Purpose	This paper investigates the subject of the increased use of Instagram as an online shopping medium instead of the regular shopping websites.
Concise Summary of Project [200 words]	<p>This paper investigates the subject of the increased use of Instagram as an online shopping medium instead of the regular shopping websites. The literature review covers the features and benefits of online shopping on one hand, and the reasons for avoiding online shopping on the other hand, finally, it digs further into the alternatives for retail websites.</p> <p>The theories that will frame the study are the shopping preference theory, which builds on the psychological foundation of the consumers' shopping behavior and the uses and gratification theory, which focuses on the consumer's use and choice of a certain medium.</p> <p>The research will be conducted used a sample of 500 participants that will be picked using nonprobability sampling. In order to get the biggest number of respondents, two sampling techniques will be used; the snowball technique and the convenient sampling technique.</p>
Profile of the Research Subjects	<p>The research subjects' profile is the following:</p> <ul style="list-style-type: none">- Aged between 18 and 35 years old- Instagram users- Have bought at least once from an Instagram shopping page

¹ The *IRB Guidebook*: http://www.hhs.gov/ohrp/archive/irb/irb_guidebook.htm

INSTAGRAM MOBILE SHOPPING

Recruitment Methods and Consenting Process	<p>In order to get the biggest number of respondents, two sampling techniques will be used; the snowball technique which consists of asking participants to spread the survey to their friends who fit the required characteristics and the convenient sampling technique which consists of giving out the survey to the people the researcher finds at his convenience who fit the required characteristics.</p> <p>The convenient sampling technique will be directly targeting the people needed, and this will be achieved by asking the admins of the Instagram shopping pages to ask their followers to follow the survey link and fill it.</p>
Potential Risks (such as discomfort, inconveniences expected)	No potential risks
Potential Benefits (solution to social/environmental problems, advance of knowledge, treatment of any kind, etc.)	Giving insights for people and small businesses about Instagram shopping and its facility and convenience, along with some advice that can be concluded from the research (advantages, disadvantages...).
Subject Safety and Data Monitoring	Safe for subjects
Procedures to Maintain Confidentiality	Anonymity of respondents

INSTAGRAM MOBILE SHOPPING

Informed Consent Form

(Based on IRB Guidebook)

GENERAL INFORMATION

Title of Research	Instagram Mobile Shopping: The Use of Instagram to Promote Fashion Mobile Shopping in Lebanon
Funding Agency/Sponsor, if any:	Not applicable
Names of the Leading Researcher and Those Individuals Who will Obtain Consent	Lea Khalife Dr. Rita Sayyah
Contact Person Phone Office Hours	Lea Khalife +961 71 840263 8:30 to 17:30

RESEARCH STUDIES: MATERIALS & METHODS

Statement About the Research Studies	The study involves an in-depth study of Instagram shopping in Lebanon
Purpose(s) of the Research	This paper investigates the subject of the increased use of Instagram as an online shopping medium instead of the regular shopping websites.
Expected Duration of the Subject's Participation	About 10 minutes to fill the questionnaire
Description of the Procedures to be Followed	The researcher will send questionnaires according to the sampling techniques stated in the sampling part.
Detailed Experimental Procedures	Not applicable
Approximate Number of Subjects Involved in the Study	200 subjects
Profile of the Research Subjects	<ul style="list-style-type: none">- Aged between 18 and 35 years old- Instagram users- Have bought at least once from an Instagram shopping page

INSTAGRAM MOBILE SHOPPING

Circumstances Under Which the Subject's Participation May be Terminated by the Leading Researcher Without Regard to the Subject's Consent	Not applicable
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RISKS & BENEFITS

Foreseeable Risks or Discomforts to the Subject	No potential risks
Benefits Expected from the Research	Giving insights for people and small businesses about Instagram shopping and its facility and convenience, along with some advice that can be concluded from the research (advantages, disadvantages...).
Disclosure	Not applicable
Confidentiality Statement	Anonymity of questionnaires
Medium to High Risks	No risks of injury or damage
Subject's Compensation to be expected (if any)	Not applicable

Consent Statement (Based on *IRB Guidebook*)

Being informed that any particular treatment or procedure may involve risks which are currently unforeseeable; I, Lea Khalife, state hereby that my participation in the research study is voluntary. Any refusal to participate will involve no penalty or loss of benefits to which I am entitled. I may as well discontinue participation at any time without penalty or loss of benefits to which I am entitled.

Signature(s) of the participant(s)
or guardian

Signature of the Leading Researcher (LR)

Signatures of the witnesses (where appropriate)