Impact of Instagram on Online & In-store shopping experience for Egyptian ladies:

A Survey study

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Introduction

The live online shopping experience now includes social media networks. This study looks at how Instagram Live Shopping impacted actual purchasing behaviour and user experience. In order to enable users to shop online, Instagram uses live shopping. The data presented is only valid until the buyer decides to discontinue live shopping. As a result of the time restrictions on shopping, live shopping actions on Instagram may draw potential customers to interact with the platform. So, the claim of this study is to show the new era of live shopping and to use the new ways of shopping more than the old ways of shopping.

Problem statement

The purpose of this paper is finding out whether ladies know about the difference between when they make shopping online or in-store shopping and whether they had the experience that the lady's before them have passed by and the relation between fake photos & purchase behaviour.

Literature of Review

Trust, Price, Quality, and Perceived Risk's Impact on online stores in Instagram

Online stores in Instagram, made it simpler for online stores to gather their product images, descriptions, and ordering information in one location. As a result, the customer can actually get all the information they require before selecting any goods and getting in touch with the sellers. A user may buy something from an online store on a social network like Instagram for a variety of reasons. Start with accessible costs, the availability of specific items, the quality of the products and services, trust, service availability, payment options, perceived risk, and security. Depending on how significant price, quality, perceived risk, and trust are in influencing a customer's decision to buy from an online store via a social media network like Instagram, Therefore, a study of these four factors that influence consumers' decisions to make purchases from online stores using Instagram is required.

Trust. The trust between buyers and sellers grows with time. Sellers should have faith in their customers' ability to select products and services, make purchases, and make payment for such purchases. Customers should put their trust in sellers, however, as they can offer the products and services they require and can spread or deliver them as needed. Trust is a key aspect of maintaining the business relationship between sellers and buyers and reaching the goal. When people have faith in one another, it shows that they value the promises they made to one another during their business interactions. Trust is characterized as the willingness of one party to be exposed to the acts of another party in the hopes that the other party will carry out a certain activity that is significant to the trustor. Irrespective of the ability to monitor or control that other party (Mayer, Davis and Schoorman. 1995).

Price. The price is the sum of money that the buyer must spend to obtain the good. According to decision theory (Tversky and Kahneman, 1991), actual prices are the discounts or charges in relation to price expectations. This perception affects the demand for a firm's product and, consequently, its profitability.

Price sensitivity is the degree to which consumers are able to recognize and respond to price levels and price changes (Goldsmith et al. 2005). Price sensitivity can serve as a measure for consumer willingness to spend. Price thus has a significant impact on consumers' purchasing decisions, which in turn affects the company's sales and earnings (Han et al. 2001)

Quality. Quality goes beyond only protecting customers from annoyance to include making their experience pleasurable (Garvin, 1984). Another way to think of quality is as one of the essential elements of a company's competitive advantage. As a result, a firm must consider the quality of its products and services (Foster and Sjoblom, 1996).

There are five methods for defining quality: the transcendence method, the product-based method, the user-based method, the production process, and the value-based method (Garvin, 1984). The presumed quality of the transcendent approach is generally recognisable and absolute. According to the product-based approach, a product's quality might vary depending on how much of a component or feature is present. According to the consumer approach, a product's quality is determined by how well it meets or exceeds

customers' expectations. Quality is defined as requirement compliance in the industrial production approach. That refers to how a good or service conforms to a particular design standard. The benefit approach also takes into account performance and quality at a fair or affordable cost.

Perceived Risk. Despite the advantages of online shopping over traditional shopping and hopeful predictions for the future expansion of online shopping, difficulties with this mode of shopping are also increasingly important Kotler et al. (2004). There are two relevant conceptual perspectives on risk: one that is focused on the uncertainty of a decision's result and another that is focused on the costs or consequences of such results. Risk plays an important role in consumer behavior and specifically refers to understanding information-searching behavior and consumer purchase decision-making Barnes et al. (2007).

Consumers who perceive more risk, according to Barnes et al. (2007), are less likely to be motivated to purchase items purchased online. This discourages consumers from making purchases.

Purchases on Instagram Live Shopping

The capacity of social shopping technology to enable customers to offer feedback on a product is known as "metavoicing accessibility," according to Dong et al. (2016). Next, the advice shopping aspect is the degree to which social shopping technology can provide customized services to assist clients in finding the goods they want (Dong et al., 2016). The ability for technology in online shopping to inform consumers of changes to a product that interests them is known as the "prompted attention" aspect Dong et al., (2016); Dong, Wang, & Benbasat, (2016); Majchrzak et al., (2013). The degree to which social shopping technology can improve users' ability to carry out the actual purchasing process or activity is referred to as trading accessibility Dong et al., (2016).

This study makes use of these five sub-dimensions in order to take into account the variables that affect how users react to live shopping technology, not only from the standpoint of human behaviour but also from the standpoint of the technology that underpins the live shopping option. The second set of factors, which is customer involvement in live shopping, includes the influence, as a second concept, from social presence and the virtual, as well as

the interaction factor. Brand awareness and consumers' purchasing factors make up the final set of variables, or user behavior, while using Instagram Live Shopping.

In order to reduce any emotions that consumers may have, visibility context permits consumers of live shopping services to obtain information, including how to operate products (Dong, Wang, & Benbasat, 2016). S-commerce live shopping platforms let sellers send users audio and visual content directly (Chen & Lin, 2018; Sun et al., 2019). Additionally, products can be presented in a transparent manner using online movies that s-commerce customers can view right away (Sun et al., 2019). Users of Instagram Live's live shopping service organization needs product information in advance in conformity with their demands to establish their upcoming purchasing intention. As a result, when using Instagram for live shopping, users pay attention. Additionally, live shopping on Instagram gives buyers extensive product information, including instructions on how to use the goods, making it simple for them to concentrate on the data they require. Thus, live shopping provides customers with a unique experience.

New Business Set Up for Branding

The promotion of residence businesses with Instagram accounts Instagram has become more popular as a social media site and the platform of choice for entrepreneurs since the introduction of smartphones. However, little study has been conducted on the businesses that have been created on Instagram, meaning that they focus on brand image methods.

Brand positioning. It is described as the position in customers' minds that you wish to control, especially the advantage that they will consider when they see your brand. Internally directed, current, different from the competition, and, most important, valued by them are all requirements. Volvo is referenced by Marsden (2002) as an example, remarking that it has consistently been associated with safety in the minds of many customers.

Brand name. The brand name is frequently the component of a brand that connects consumers the most strongly and for the longest time. It should be able to capture the essence of the brand experience in a single, generally accessible term or expression that may be legally protected. Because of the value and significance, the brand name represents, it must be carefully picked.

Brand identity and brand image. These two concepts are linked and interdependent. These two ideas are frequently mixed up and used similarly. The brand's original identity, its extended identification, and its essence make up the structure that creates brand identity. As a component of the main aspect of the brand's identity, brands are represented by 6–12 aspects that accurately express their identity.

Brand community. Brand communities are fostered by social media. A brand community is "a unique, non-geographically linked society, built on a structured set of social ties among followers of a brand," according to Muniz and O'Guinn (2001). A group of people who have a common interest in a certain brand can get together to form a brand community, which develops a subculture with its own values.

Branding on social media. Proves that social media marketing expenses are continually increasing, indicating that firms are becoming more interested in creating a following on social media. Reducing success rates to traditional online advertising like ads and email direct mailers owing to indifference and spam. Finally, the most important factor of all is low cost. Upon this realization, people trust their friends and other customers in similar situations more than any firm. Compared to a broadcast advertising, a viral campaign can result in more engaged clients at a far cheaper cost.

Theoratical Framework

To understand the attitudes, patterns, and actions of customers, businesses may devote a lot of time to a framework called "Reasoned Action "This theory of behaviour among consumers illustrates the advantages of uniqueness over generality. In simple terms, buyers are able to behave in a specific manner once there is cause to trust that the action will end up doing what they want.

The client has a chance to change their mind or pick another plan to take at any time during the point of decision-making and the last step of the procedure. This theory is related to the online shopping and in-store shopping experiences with ladies that's now there are so many experiences with ladies in ways of shopping their clothes, shoes, and makeup as we can everything they want it or its passes by their mind also it can be a new thing they have ever heard by it by they buy it to get to know it and what is it and what is it works for and all this thing they get effect by it from social media platforms like: Instagram.

In recent years, a number of researchers have attempted to investigate the shopping habits of online consumers by examining particular aspects of online shopping. Evaluated how online consumers looked for information. Some predictors of online shopping behaviour have been explored. Others looked at the logical reasons why people shop online showed that consumers of online products had improved online shopping experiences. Additionally, they claimed and discovered that collective cultures have a higher link between attitude and intention for conduct than individualist societies. Based on the emotional processing of the consumer, flow was thought to qualify as an emotional state when performing their online behaviours. It had qualities of challenge, interest, paying attention, and a feeling of self-awareness that increased acute, personal, and emotional happiness.

Research Questions

R1. What factors affect consumers' intentions to buy clothing from Instagram stores?

R2. How do the online stores affect the traditional stores?

R3. What do online stores do to make you trust them?

R4. Are the online stores on Instagram the same quality as the traditional stores?

R5. Is it true that online stores are far superior and more appealing than traditional stores?

Hypotheses

Hypothesis 1

The more the online shopping make sale the more lady's buy online product without paying attention to quality.

IV: sale on online shopping

DV: buy without paying attention to quality

Hypothesis 2

The more the in-store increases their prices the more lady's will go to the best paying in online behaviour.

IV: instore price increases

DV: online shopping behavior

Hypothesis 3

If online stores publish fake product's images, then they got only delivery fees.

IV: fake product's photos

DV: online stores gain only delivery fees

Methodology:

Research type: Quantitative

Method of data collection:

This online survey has the questions that answers research hypothesis through that the sample of this hypothesis is from 20th to 30th years old also it's not specific from one place it came from different places. Also, this survey has be done on the google form blank quiz to share it easily to people and have their opinion and though and also their experience in online or instore shopping and there are different states that can answers this survey such as married, single or household.

Way of gathering data:

Survey is sent to 50 people on Instagram to answer it and to know their shopping experience as first the introduction will be Dear Participant:

"Thank you very much for your time and participation in filling out the following survey in an attempt to help the researcher in completing the study purposes.

The research is about the effect of the shopping online experiences and it will take from you 2 minutes to answer it.

You are very much appreciated for your precious time and accurate responses.

Please be noted that all data is confidential and it will be only used in scientific research."

Then the survey questions will be number one is how much time do the samples spend time on Instagram and it will be multiple choose with the time hours of spending on

Instagram, second one is when did they get interested in online shopping on Instagram and it will be short answer then the third one is categories that they shop online and I make it checkboxes due to it have many categories to choose not only one chose to choose it. Fourth one is how many times do they make orders from Instagram and it will be multiple choose, fifth one is do they check online shop before going to the instore and also it will be multiple choose. Six one is do they prefer keeping the product with fake image or return the product and pay the delivery fees and I make it yes, no or not applicable multiple choose then the seventh one is times they got decieved by fake product's images and it will be multiple choose and the eighth is seeing them as a client, do they prefer online shopping or in-store shopping, and why? And make it short answer to the sample to say their opinion. Lastly questions number nine, ten, eleven and twelve is about the sample which are age, gender, state and where do they live and all of them multiple choose.

Sample type: stratified sample

The research sample type target is the lady's due to that they are the most ones how do online or in store shopping.

Sample size:

The research simple size main target will be to the lady's but also, we will let mean answer this survey to see their online and instore shopping with them too.

Operational Definition

Online & in-store Shopping: what customers prefer in the online or instore shopping at the beginning is online shopping that is Customers can shop whenever it suits them because of the constant availability, which enables customers to complete orders outside of regular

business hours. Offering shipping for free and loyalty systems can help customers save more money besides providing easy access. Of course, online shopping enables consumers without access to shipping or availability to complete their buying decisions. Especially when it is greater than what they might ordinarily buy at the store, it encourages them to buy more.

Other factors causing consumers to shop online include:

Comfort

Saves time

Contactless

Attractive price-matching

As in the in-store shopping is that the customers have a wide range of advantages when it comes to purchasing in real-life stores, which they are unable to find while making a purchase online. Online and in-store shoppers both have advantages, but they vary in how they enjoy them. Some of these advantages include:

Greater customer service: While a customer meets with a staff member in store, they can get greater guidance and insight on the exact product they are looking for. Removing products from your cart: On Instagram with bad design, taking products out of the shopping cart may be tough.

Online consumers sometimes need to leave their current page in order to delete a product from their cart. By enabling the customer to take the product out of the package, in-store shopping lessens the stress. Additionally, when customers return products in-store, it is simpler for them to deal with your return policy.

Getting to know the product: Getting to know the product personally before making a decision to buy is a further benefit of in-store purchasing over online shopping. A customer's ability to judge whether a product is suitable for them depends on how they deal with it before making a purchase.

Whether stores are both online & instore this make them more popular between clients and to make any brand store spread more by having store he have 50% of the lady's and by making an online page on Instagram than they have the other 50% of the lady's and by this this stores gain to his or her brand a high image and population as this is of course without to be playing on fake product's images that can make them lose lady's trust and this will make their brand and their name got ruined.

Online page only for store yes its easy and don't have to lose many time in shopping instore but it will not be a bad thing to be just only online page on Instagram but also the lady's would love to have store for this page due to if they want to visit it and see the products on real and see its quality and also if the lady's was urgent to have product in short time the online page will talk a week to arrive to you your product but in store you can go to it bring your product in an a hour and come back home.

In-store store without online page this also have a negative side that all store become having online pages on Instagram so if one's of the stores don't have an online page will be effected on it such as that when the store have online page will can more popular on Instagram and will gain more lady's and to get famous store but if without an online page it will be only closed on the lady's that knows the store and comes to it from time to time also not also have the available time or the age energy to go to the store to buy so the online page will make it easier on them to buy what they want from their places without going anywhere.

Results (testing hypotheses)

The survey questions have answered three research hypotheses that talks about the effect of shopping online experiences, and each survey questions will answer a hypothesis, and other questions will be answered on the platform Instagram, such as

How long do you spend time on Instagram?
15 responses

- 1 - 3 hours
- 3 - 6 hours
- More than 8 hours
- From time to time
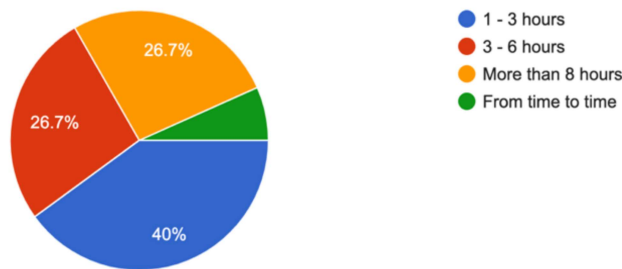
Fig1. Is showing the percentage of spending time on Instagram

Most of the customers spend time on Instagram, which is 40% from 1-3 hours and 26.7% between 3-6 hours and more than 8 hours. The not percentage point is that no one is from time to time spend time on Instagram

When did you get interested in online shopping on Instagram?

10 responses

In corona

During the quarantine

When I find things I like or fits me

Since Covid

In 2018, started to receive plenty of advertisement about online shopping, and then i got interested on it

At night

2020

When i find most of my beloved products have been all there

In the lockdown

A year ago

Fig2. Is showing when customers got interested in online shopping did

That's it from most probably from covid and two other one says when she received plenty of advertisement about online shopping and then got interested in it and the other one is when she found her most loved products on Instagram
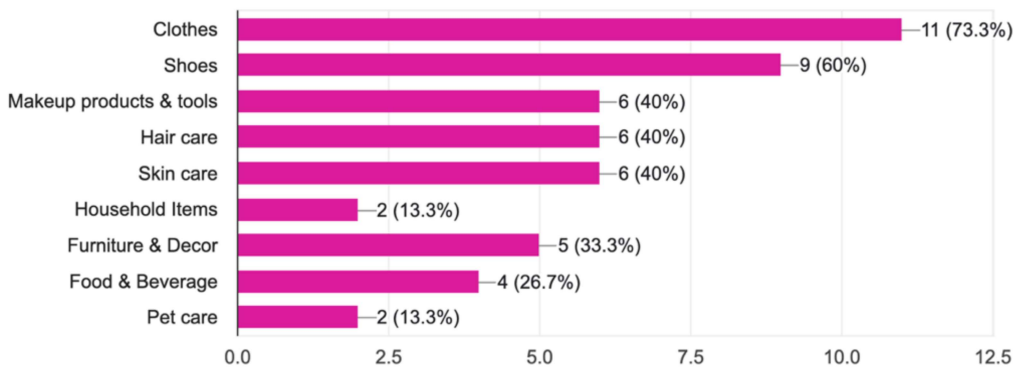
Which is Hypothesis one is the more the online shopping makes sale the more lady's buy online product without paying attention to quality.

IV: sale on online shopping

DV: buy without paying attention to quality


Categories you shop online
15 responses

Fig3. Is showing the most categories purchased products from online on Instagram

In the first place were the clothes, which were precented by 73.3%; in the second place were the shoes, which were precented by 60%; in the third place were makeup & tools, hair care, and skin care, which were precented by 40%; in the fourth place were furniture and décor, which were precented by 33.3%; in the fifth were food & beverage, which were precented by 26.7%; and lastly, pet care and household items were the less popular categories that customers buy online, which were precented by 13.3%.

70

Do you check online shop before going to the instore
14 responses

- Always
- Sometimes
- Rarely
- Never
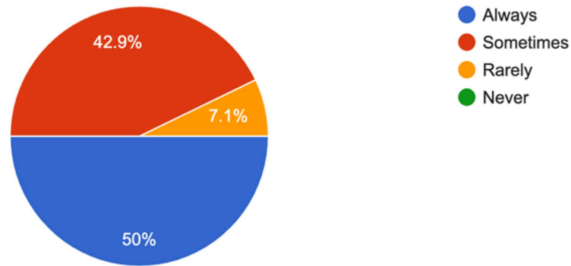
Fig4. Is showing the percentage of who check online page of shop before going to the instore of it

This makes a high percentage of 50% of customers that always check the store online, and the other percentage is sometimes, which is 42.9%, and a tiny percent of rarely, which is 7.1%.

Hypothesis two is the more the instore increases their prices the more lady's will go to the best paying in online behaviour.

IV: instore price increases

DV: online shopping behavior

How many times do you make orders from Instagram?
14 responses
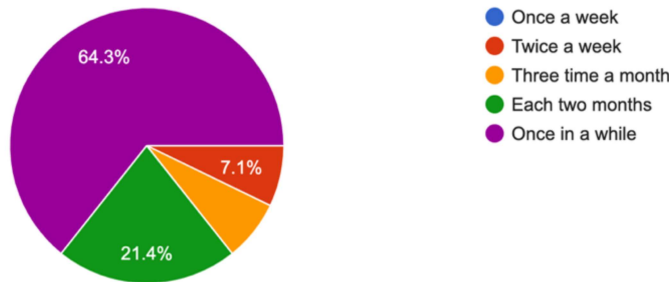
Fig5. Is showing the percentage of how many times do customers make orders from Instagram

The first-time percentage of once a week is 0%, the second twice a week is 7.1%, the third is three times a month with also 7.1%, and the fourth is each two months with 21.4%. This is not a high percentage, but it counts as an average rate. The higher rate goes to once in a while due to its higher percent, which is 64.3%, and this means that most of the customer's order from Instagram once in a while.

As a client, do you prefer online shopping or in-store shopping, and why?

10 responses

Online it becomes so easy abd i can think alot before select

Online shopping / it saves time

Online shopping because i can see the price & product some stores don't put the price tag on some issues

In-store of course, but it is easier to shop online

I go for both, because i can try on the products in real life, so i buy the good size in real like, while in online shop i can buy hair or skin products because I don't need to try them on

because they doesn't need to try them on. In conclusion, both are good online and in-store shopping.

In store shopping

In-store shopping is much better for me as I can check the product's quality before paying for it

In-store shopping

Both for the online shopping its easy and fast and in the instore see the products and its quality also sometime lts the refuge to get of the depresstion and to be happy

Online shopping

Hypothesis three is If online stores publish fake product's images, then they got only delivery fees.

IV: fake product's photos

DV: online stores gain only delivery fees

Do you prefer keeping the product with fake image or return the product and pay the delivery fees
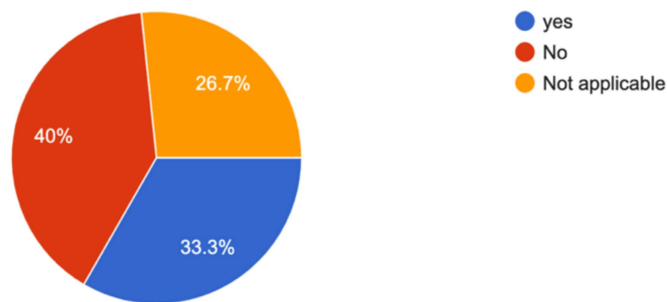15 responses

Fig6. Is showing how many people prefer keeping or returning the product fake image

By this pie chart we can see that the highest two answers are no which have 40% on it and yes which have 33.3% on it and this mean that the most of people between yes to keep it and no to return it and people how said no was the higher percent and there is tiny percent how voted for not applicable which are 26.7%.

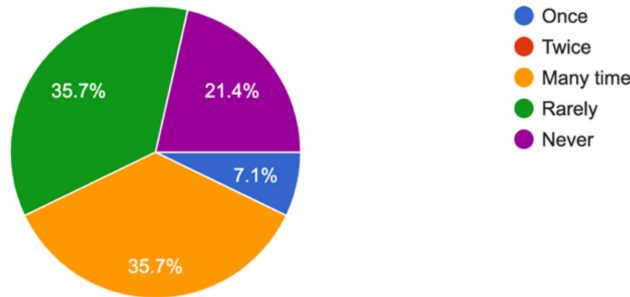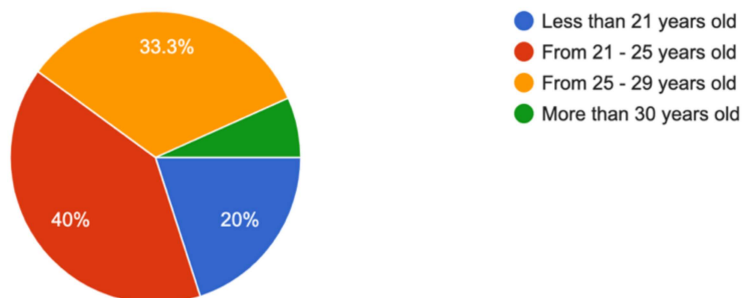Times you got decieved by fake product's images
14 responses

Once
Twice
Many time
Rarely
Never

35.7%
21.4%
7.1%
35.7%

Fig7. Is knowing percentage of how any time customers got deceived by fake product's images
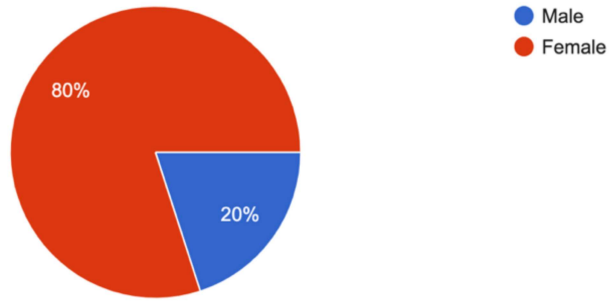
This pie chart will show you the percentages of each chose of how many times they have been deceived.

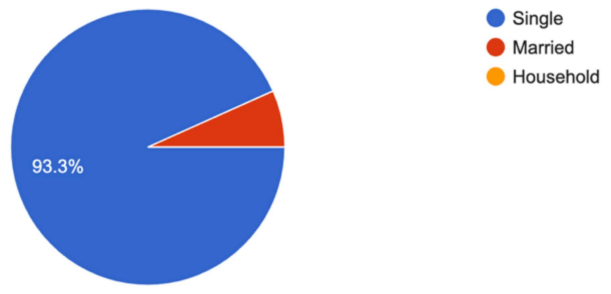These four questions will be a demography to know our customers
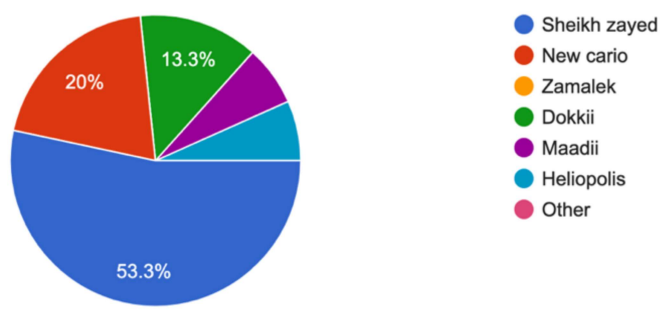
What's your age ?
15 responses

Less than 21 years old
From 21 - 25 years old
From 25 - 29 years old
More than 30 years old

33.3%
40%
20%

What's your gender
15 responses

- Male
- Female

80%

20%

What's your state?
15 responses

- Single
- Married
- Household

93.3%

Where do you live?
15 responses

- Sheikh zayed
- New cario
- Zamalek
- Dokkii
- Maadii
- Heliopolis
- Other

20%

13.3%

53.3%

Conclusion

In conclusion, online shopping has positive and negative sides, and the positive ones are that it helps a lot in a lot of different ways. Each person has their own point of view, as everyone sees and cares about what suits them. Some agree that online shopping is very important and significant, and some others don't agree. As the negative ones are that they can be fake image products that people pay money for and at the end they become fake and not true. Also, when there is a sale, some online stores make a sale on their old, less quality, and less material products to get rid of them online and make customers buy them. Due to that, customers can't see them, and if the customers get the order and don't love it and want to return it back, the store will win the delivery fees of this shipping, but if not and the product is kept, there will be no delivery fees. So, don't trust anything due to the fact that there are many sides to things; they don't occur on one side, so anyone who wants to go online shopping should check the positivity and negativity of the store.

Limitation

The limitation that wasn't able to apply in this research paper is the experiences with the in-store shopping with the customer whether they are men or women and this point if it been applied it will give the research more importance.

Future studies

In the future studies try to make more studies about the shopping on men and their experiences in shopping and also to make studies and researches that can make the trust issues between the store and the client stronger to gain more clients and get their store trusted by its actions and to gain more popularly to the store.

Recommendation

Additional questions may be asked by the researcher if the respondents do not frequently respond to them. Additionally, effective time management is important for producing a high-quality research paper because, without it, nothing will get done or be prepared correctly.

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