

Impact of Social Media Usage on Online Shopping Behavior in the Jordanian Community

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Abstract

Social media is increasingly being used as a platform for purchasing products and services as well as making contact. Social commerce is an emerging trend in e-commerce that leverages enhanced consumer-to-consumer interaction to support the purchasing process. This study investigated the effect of using the social media platform 'Instagram' on online shopping among Jordanian communities. This research examined the factors of the social media platform (SMP) Instagram, which consists of "perceived usefulness, perceived ease of use, perceived enjoyment, and the impact of trust.", which was used as the independent variable, while the dependent variable is online shopping. To study this topic, a quantitative method was used to collect primary data through a survey administered to people online in Jordan. A cross-sectional quantitative analysis was conducted using a validated survey distributed to a convenience sample of 600 participants. The data obtained were analyzed using SPSS software. The model in this study was theoretically developed and tested. As a result of the analysis, the statistical results of the multiple regression test indicated that online shopping platform factors have a significant positive relationship with online shopping. Digital marketing has made online shopping available to customers at any time.

Keywords: Social Media; Instagram; Online Shopping, Social Media Platform Factors; Marketing.

1. Introduction

With rapid growth in the IT Industry, many companies have started using the Internet as a primary source of advertising platforms to take advantage of online technologies (Anbumalar et al., 2019). Today, many of the most widely used computing applications utilize social networking features and allow users to connect, follow each other, share content, and comment on others' posts (Althoff, 2017); this is what social media platform (SMP) is about. Social media platforms, including Instagram, Twitter, and Facebook, have become extremely popular for studying patterns of human behavior (Althoff, 2017; Ortiz-Ospina, 2019). Social media is becoming increasingly ubiquitous (Blank and Lutz, 2016). In Jordan, as of mid-January 2021, there were 6.30 million active users on social media. Between 2020 and 2021, there was an increase of 600,000, which representing an increase of 11% in social media users in Jordan. In January 2021, 61.5% more people were using social media in Jordan than there were people overall; Jordan had 8.01 million active mobile connections. Between January 2020 and January 2021, there were 2,953

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users, representing 0.04% more mobile connections. The number of mobile connections in Jordan in January 2021 amounted to 78.2% of the total population (Data Report ,2021).

Given the increased adoption of social media within the last five to ten years, it is not surprising that researchers are increasingly investigating it from various perspectives (Wilson et al., 2012). Currently, Instagram is one of the most popular social media platforms. Instagram is the fastest-growing social network, and it is predicted it will reach 1.18 billion users by 2023 (Herzallah et al., 2022). Instagram is more impactful and has recorded significantly higher engagement rates (Rahman et al., 2022). Today, Instagram is considered the second-most interactive social media platform after Facebook (Mohsin, 2020; Herzallah et al., 2022). Among Millennials (born 1981-1996) and Generation Z (born 1997-2012), who make up the most extensive user base, Instagram is more popular than Facebook, as evidenced by the year-on-year growth of its user population (Rahman et al., 2022). Instagram is an application that focuses on sharing photos and videos with social networks via mobile devices (Putra and Darma, 2021). Businesses can use this to promote their products. According to data from the advertising tools of Meta, Jordan had 3.05 million Instagram users at the beginning of 2022. According to these data, 29.7% of the country's population in Jordan might have been reached through Instagram ads at the start of the year.

Meanwhile, Instagram only allows users 13 and older to access its platform; therefore, it is helpful to know that in Jordan, 40.7% of the eligible population will be using Instagram in 2022. It is also important to note that at the beginning of 2022, the advertising reach of Instagram in Jordan amounted to 44.4% of the country's Internet population, regardless of age. Early in 2022, Jordan's Instagram ad viewership was 52.5% male and 47.5% female. (Data Report, 2022). Many factors contribute to the importance of online shopping. Customers can shop online at home or in an office in minutes, which is much more efficient than conventional shopping in local stores. There are often good deals online with additional benefits such as free shipping and no tax (Zhang et al., 2012). Online shopping has become a habit for some people because of its convenience, and many people think it is one of the means to find the items they need (Hunt et al., 1989; Bryson, 1996; Hollingshead, 1996). In several countries, online shopping is usually chosen at a young age with specific considerations (Swarnakar et al., 2016; Lee et al., 2016; Awuni and Du, 2016; Wahab, 2019); they usually use social media to explore the product and its characteristic before purchasing (Sasmita and Mohd, 2015).

The study discusses how Instagram has affected the online shopping industry in terms of how customers search for products they want to buy. It also discusses how Instagram has changed the way consumers browse the Web and discover where to shop. This study investigated consumers' attitudes toward the SMP Instagram in online shopping to gain insight from the consumer's perspective.

1.1 Research Aim, Objectives, and Questions

This research paper aims to enhance the understanding of the power of the social media platform 'Instagram' on online shopping among Jordanians. This research attempts to gauge and measure how Instagram activities can impact online shopping by determining which activity affects online shopping the most. Previous studies on this topic have also been reviewed; however, most research has been conducted in the Far East and Western countries, and very few studies exist in the Middle East and Jordan.

These research objectives are to investigate how Instagram affects online shopping for customers and determine the most effective activity of the SMP 'Instagram' for businesses. This study investigates the impact of Instagram on online shoppers' decision-making. This study answers the following research questions: 'To what extent does the social media platform Instagram affect online shopping in Jordanian communities?' In this study, four major questions need to be answered. What are the main reasons users use the social media platform 'Instagram'? How do users benefit from social media platforms?

Do users find the social media platform 'Instagram helpful' for online shopping? Do Instagram influencers affect consumers' buying behavior?

1.2 Research Importance

The main aim of this research is to enhance the understanding of the power of the social media platform 'Instagram' on online shopping among Jordanians. This research attempts to gauge and measure how Instagram activities can impact online shopping by identifying the activity that most impacts online shopping.

2. Literature Review

To fulfill all the aims and objectives of the research, the literature review studies and discusses the symbiotic relationship between SMP and online shopping. This paper categorically touches on the SMP 'Instagram' and its benefits. Finally, the dimensions of the SMM are discussed.

2.1 Social Media

A new mode of communication was introduced in the early 2000s, which has become widely known as social media (Almohaimmed, 2019). Social media allows people to connect with others worldwide. The ability to share information and content has created new ways for people to interact with one another. Social media shopping is one of the most notable recent trends in the use of social media. This is an attempt to make shopping more convenient and social by allowing users to shop directly from their favorite social media platforms.

According to Damota (2019), social media is a collection of Internet sites, services, and practices that support collaboration, community building, participation, and sharing. This definition divides social media into two parts: social media and media. Social media includes all activities that take place among people, while media consists of all tools and technologies that are Internet-enabled and used to carry out such activities (Kudeshia and Kumar, 2017). Social media is ubiquitous. It can be described as a networking and communication tool, and its popularity has continuously increased because its users can interact, share, and connect (Anusha, 2016).

Social media is necessary for effective marketing because it creates a positive image, that leads to customer value. (Hanaysha, 2016). Interacting users of social media may also be consumers who can purchase an item or avail of an online service, (Areco, 2018). However, Mhlanga and Tichaawa (2017) mentioned that the influence of social media on customers' experiences could differ based on their gender, age, food and beverage, service, and atmosphere.

Social media also provides access to information about products and brands, which helps consumers make informed decisions about what they want to buy. In addition, social media allow consumers to interact with other shoppers and share reviews of products or services. Social media also allows shoppers to interact with brands directly through comments or questions about products or services, which can help improve customer service for both parties (Sharma and Rehman, 2013). Kumar et al. (2020) state that social media should always be imaginative and proactive in influencing consumer perceptions when choosing a brand. Interactive marketing has recently become an essential strategy for firms to build brands and attract more customers (Hanaysha, 2016).

2.2 Social Commerce

Social commerce is the evolution of e-commerce, a new way of doing business online available because of the dramatic growth of social media sites and their active users (Apiraksattayakul et al., 2017). Social commerce is a mode of consumption that allows consumers to complete business activities and sell products and services through social

networks and platforms (Liao et al., 2022). Yadav et al. (2013) defined social commerce as a computational social environment whose activities correspond to the phases of need identification, pre-purchase, purchase, and post-purchase focus exchange, influenced by personal social networks. The former enables consumers and sellers to generate content and interact with each other anytime and, anywhere (Apiraksattayakul et al., 2017).

2.3 Online Shopping

Online shopping involves buying goods and services over the internet directly from a seller without intermediary services (Sunitha and Gnanadhas, 2014). Regarding online shopping, there are no limitations to services, space, or time (Sunitha and Gnanadhas, 2014). Online shopping has grown in popularity over the last few years, with many people preferring to purchase goods online rather than in physical stores. The reasons for this are numerous, but mainly because they allow customers to browse products at their own pace and from the comfort of their homes. There are also several other advantages of shopping online, such as searching for specific items more quickly, receiving more detailed information about products and prices, and comparing prices between different retailers.

Online shopping behavior is an individual's overall perception and evaluation of products or services while shopping online, which can have a positive or negative impact. Previous research has defined behavior as a multidimensional structure and conceptualized it in various ways (Li and Zhang, 2002). In online shopping, customers cannot feel (see, touch, taste, smell, and hear) the products they see. When searching for and purchasing products, the lack of personal communication in online shopping can cause consumers to lose trust and perceive increased risk as high (Moshrefjavadi et al., 2012).

2.3.1 Technology Acceptance Model (TAM)

Acceptance of new technologies has always been a major concern within a company or organization. Since they are new hires, technology is a challenge, and a prerequisite for using social commerce is their conscious acceptance of it (Saba et al., 2017). Davis (1986) developed the TAM to theorize the usage behavior of computer technology. The TAM, the Theory of Reasonable Behavior (TRA), comes from social psychology and explains human behavior in terms of intention (Rauniaret al., 2014). The TAM encompasses two beliefs: perceived usefulness and ease of use (Singh et al., 2018). According to TAM, perceived usefulness (PU) and ease of use (PEOU) are suggested as fundamental determinants of the adoption of new technology (Tripopsakul, 2018). PEOU and PU are beliefs that influence the intention to use social media, although PEOU also directly affects PU. (Mugaheed, 2013). The technology acceptance model (TAM) is the theoretical framework applied to understand the perceived usefulness of Instagram as a marketing tool in online shopping.

2.3.2 EWOM

Content shared through social media platforms is called electronic word-of-mouth (EWOM) or user-generated content (UGC). EWOM is defined as positive or negative statements by past, current, or potential users related to the organization or its goods and services, that are made available online to other users. EWOM is a critical source for other users who want to know more about a company or its products; therefore, it plays a vital role in users' decision-making (Zainal, 2017). Consumers can share positive feedback about brands online. This positive experience generates a positive image and loyalty. Recent studies have shown that EWOM can significantly influence the interest of consumers in brands or goods, which has a significant impact on brand awareness and brand image. In addition, many independent scenarios demonstrate that EWOM tends to impact consumers' decision-making processes (Masa'deh et al., 2021).

However, because social media is a two-way channel, it involves care and effort to succeed in this method of communication. Dissatisfied consumers can complain out loud

(negative EWOM), which can influence other people's thoughts about the brand and negatively impact the brand image. To avoid this type of risk, the organization should align its SMP with its global marketing strategy. To do so, the organization needs to pick the profile of individuals that matches their target segment and communicate with them accordingly (Saravanakumar and SuganthaLakshmi, 2012).

2.4 Social Media Platforms 'Instagram' And online shopping

The social media platform for marketing, Instagram, was launched in 2010 as a free mobile application that allows users to edit and share images and videos on their mobile devices (Virtanen et al., 2017). Instagram founders Keven Systrom and Mike Krieger developed an innovative idea that combines increasingly available images with the ability to connect easily with people through social media (Green et al., 2018). Instagram is one of the most popular social media platforms that consumers use today and has been shown to impact online (Kumar et al., 2017). What makes Instagram unique is its instant photo and video editing and sharing with an audience of 800 million active users.

Instagram shopping is one of many new e-commerce trends driven by mobile technology, such as smartphones and tablets, and increased Internet speeds (Kotler). However, there are some potential downsides to Instagram shopping: some users may be hesitant to click through links they do not recognize or trust, others may feel uncomfortable sharing their personal information with foreign companies, and others may have trouble finding what they are looking for when searching for products by hashtags or user names rather than brand names or categories (Instagram, 2019).

Most of the content posted on Instagram is visual, mainly because of the platform's use of hashtags. Hashtags are searchable keywords that can be added to any post, allowing users to find posts related to their interests. The platform also has an (Explore) tab, where users can find new accounts they might like, based on their current interests or location. Although Instagram has been around for several years, it has only recently become a popular place for shopping. This is because of its similarity to other social media platforms, such as Facebook and Snapchat, which allow users to create profiles where they can interact with others in real time or through posts. These profiles are typically visually appealing; therefore, many brands have started using them as platforms for selling products directly from the profiles themselves (instead of going through an e-commerce site).

A trend in social media marketing is people's preference for online images and visual content. This is because images allow the brain to absorb, process, and understand more information than text (Virtanen et al., 2017). Instagram only emerged in 2010 but has since become a dominant player in the visual social media arena (Gretzel, 2017). Human perception is primarily visual in nature. More than 90% of the information processed daily comes from visual receptors; the written words begin and probably end with images (Manic, 2015). According to Virtanen et al. (2017) and Neher (2013), images and visual content can effectively build awareness, increase traffic, generate conversation, share, spread, and generate interest in a prominent offering.

The main objective of marketers is to reach consumers at touchpoints that impact their buying decision process. Social media is an exclusive factor in consumers' decision-making processes. Social media is the only marketing method that can point to consumers at every step of their purchasing decision process, from when they consider different brands and goods to the point of post-purchase, as their expectations affect the image of the brand because of potential word-of-mouth (WOM) (Saravanakumar and SuganthaLakshmi, 2012).

2.4.2 Dimensions of SMP Factors

Below, we briefly define the variables considered in this study: perceived usefulness, perceived ease to use, perceived enjoyment, and the impact of trust.

HA1: There is a statistically significant effect of using the Social Media Platform Instagram' On Online Shopping Among the Jordanian Community at $\alpha \leq 0.05$

Perceived usefulness

Perceived usefulness is defined as the extent to which consumers perceive an online website as adding value and increasing efficiency when shopping online (Lim et al., 2016). Herzallah et al. (2022) described perceived usefulness as the degree to which social media users believe that the platforms on which they interact help them achieve their goals. Perceived usefulness plays a vital role in e-commerce and may positively impact social commerce (Astuti and Putri, 2018). Research on shopping through social networking sites shows that the more consumers shop through social networking sites they find helpful, the more likely they are to shop through those social networking sites (Astuti and Putri, 2018). Thus, we propose the following hypothesis:

HA1.1 There is a statistically significant effect of the perceived usefulness of Instagram on Online Shopping Among the Jordanian Community at $\alpha \leq 0.05$

Perceived ease to use

Davis (1989) described perceived ease of use as the degree to which a user believes that a particular system will be easy to use. According to Martínez-Lopez et al. (2020), the perceived ease of use associated with shopping through social commerce is based on an individual evaluation of the effort likely associated with shopping on a social commerce platform by clicking a (buy) button. The social commerce button page is still relatively new. Liébana-Cabanillas et al. (2018) found that:

Perceived ease of use is essential for less-experienced consumers to improve their future intention to use an innovation. Ease of use is one of the points in the TAM model and has been tested in research by Davis et al. (1989). Thus, we propose the following hypothesis:

HA1.2 There is a statistically significant effect of the perceived ease of use of Instagram on Online Shopping Among the Jordanian Community at $\alpha \leq 0.05$

Perceived enjoyment

Previous research has found that perceived enjoyment is a critical factor in consumer social media usage (Lin et al., 2017) as it can keep users active on social media for extended periods (Hsiao et al., 2016). Mounting et al. (2011) showed that visual-based social networking sites, such as Instagram, are powerful online instruments that help brands increase and stimulate enjoyment. Perceived enjoyment refers to emotion-related experiences acquired through the practice of a process (Groß, 2018). Shopping enjoyment is measured as a motivational factor that affects purchase intention (Hashmi et al., 2020). Thus, we propose the following hypothesis:

HA1.3 There is a statistically significant effect of the perceived enjoyment of Instagram on Online Shopping Among the Jordanian Community at $\alpha \leq 0.05$ trust

Trust has been broadly studied in the field of business. Trust is recognized as a critical component of relationships between individuals, organizations, and individuals and organizations (Ventre et al., 2020). Herzallah et al. (2022) define trust as the consumer-perceived credibility and benevolence of an online store. In the context of the current study, trust refers to emotions, expectations, fulfilled promises, and beliefs associated with online interactions, intentions, and actions.

Trust is a significant predictor of positive attitudes toward purchasing behavior, which can positively influence purchase intentions (Herzallah et al., 2022). Trust is a critical component of social commerce, as it helps reduce the risk perceived by consumers, as there is no physical interaction between the buyer and seller in the digital checkout process (Ventre et al., 2020). Trust and the perceived safety of social networks play an important role in shopping attitudes. Research shows that members of an online

community share information and experiences, which increases trust and purchase intent (Astuti and Putri, 2018). Recent studies have confirmed that purchase intention is significantly and positively affected by trust in the context of social commerce adoption (Dabbous et al., 2020). Thus, we propose the following hypothesis:

HA1.4 There is a statistically significant effect of trust in Instagram on Online Shopping Among the Jordanian Community at $\alpha \leq 0.05$

2.5 Theoretical framework

Despite the increasing interest in (SMP) research, previous studies have yet to be conducted to study the impact of the SMP 'Instagram' factors in the Jordanian context. Therefore, this study addresses the gap in the literature that proposes and investigates the relationship between the SMP 'Instagram' and online shopping. The model is shown in Figure 1. The independent variable SMP factors were measured as perceived usefulness, perceived ease of use, perceived enjoyment, and the impact of trust. The dependent variable is online shopping, which measures behavioral and attitudinal dimensions. The authors expect a link between all of the SMP 'Instagram' factors and purchase intention.

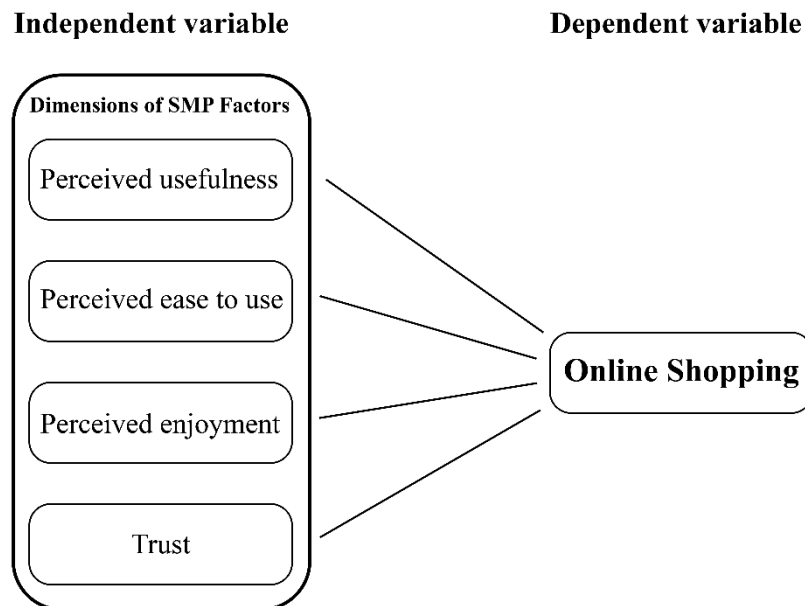


Figure 1: A conceptual model for SMP factors and online shopping

Source: Author owns work

2.6 Findings of Previous Studies

According to Bataineh (2015), there is a positive correlation between the electronic word-of-mouth perceived on social media and Jordanian customers' purchase intention. Tripopsakul (2018) indicated that technological and organizational contexts have a significant, positive impact on the adoption of social media as a business platform, using PEOU and PU as mediating variables. A study by (Apiraksattayakul et al., 2017) showed that perceived social value positively affects purchase intentions toward apparel on Instagram. Recent studies have also demonstrated that perceived usefulness positively impacts the intention to adopt s-commerce (Abed, 2020). Similarly, Herzallah et al. (2021) found that perceived usefulness significantly influenced the intention to use Instagram.

3. Methodology

3.1 Research Design

The most suitable type of research on this topic is Causal Research for the purpose of this study, as follows:

This research aims to develop a cause-and-effect relationship between variables (Hussey and Hussey, 1997).

A cross-sectional questionnaire (one-time shot) was used in this quantitative study. By asking precise questions, quantitative research offers a detailed and accurate measure of the respondent's answers and enables obtaining the respondent's attitudes and thoughts towards the questions (Cooper, & Schindler, 2008). This was accomplished by conducting a survey and

gaining primary data to understand if and how different factors of the SMP 'Instagram' affect online shopping. This research will investigate the relationship between the SMP 'Instagram' factors and online shopping using a questionnaire. The application of quantitative research will be appropriate to find the results of the relationships of the variables to test the hypotheses of the research. This study proposes a dependent variable, online shopping, and the independent variable is the SMP 'Instagram'. The questionnaire comprises three sections, the first section consists of demographic information, the second section consists of questions related to the SMP 'Instagram' factors, and the third section is related to online shopping.

3.2 Sampling Methods

The study targeted a population of around 650 users (600 were collected) who are active in social

media and who are also familiar with online shopping activities on their different SM accounts. The instrument used to gather responses from the participants was an online validated questionnaire that was randomly distributed. Online distribution was selected because it is easy to share and set up. The ease of sharing allowed for wide reach at no cost. The researchers distributed the survey using different social media platforms such as WhatsApp, Facebook, and Instagram. The questionnaire was analyzed anonymously to ensure transparency.

3.3 Data Collection Methods

This study used two data collection methods: primary and secondary. Secondary data was collected by studying papers published in scholarly journals to identify previous literature, and primary data was collected by distributing an online questionnaire. The questionnaire was developed using the (Google Forms) tool. This tool allows for the efficient collection of information and stores the feedback received from anonymous respondents, making the analysis process more accessible.

3.4 Measurement of Scale

As previously mentioned, the questionnaire consisted of three sections. The first section included multiple choice questions regarding the participants' background. Fourteen items were used to measure four of the studied the following SMP factors: perceived usefulness, perceived ease of use, perceived enjoyment, and the impact of trust. In addition, five items were used in the survey to obtain respondents' thoughts about online shopping. Each item in the survey was scored on a five-point Likert scale.

On a scale from 1 to 5; where 1 is 'Strongly Disagree,' 2 is 'Disagree,' 3 is 'Neutral,' 4 is 'Agree' and 5 is 'Strongly Agree.'

3.5 Measurement Items

The questions to measure the impact of social media platform factors on online shopping were obtained from the literature review (Bilgin, 2018). The items were gathered from different research, as shown below.

Table 1. Measurement Items

Perceived usefulness	Source
<ol style="list-style-type: none"> 1. Visiting Instagram helps me get suggestions about shopping. 2. Visiting Instagram helps me get new ideas about shopping. 3. In general, visiting Instagram is useful. 	Casaló et al. (2017)
Perceived ease to use	Source
<ol style="list-style-type: none"> 1. I buy from Instagram only if the content is easy for me to understand and the information provided is relevant. 2. I would find online shopping on Instagram easy. 3. I would find interaction through Instagram clear and understandable 	Shahzad (2015) Ramayah and Ignatius, (2005)
Perceived enjoyment	Source
<ol style="list-style-type: none"> 1. Visiting Instagram makes me spend some enjoyable and relaxing time. 2. Visiting Instagram is funny and pleasant. 3. Visiting Instagram entertains me and stimulates my mind. 4. I have great enjoyment when visiting Instagram. 	Casaló et al. (2017)
The impact of Trust	Source
<ol style="list-style-type: none"> 1. Reviews on Instagram are reliable. 2. Reviews on Instagram are integrated. 3. Instagram is secured. 4. Reviews enable experience sharing 	Astuti and Putri (2018)
Online Shopping	Source
<ol style="list-style-type: none"> 1. I'm used to buying online only if the content is easy for me to understand, and the information provided is relevant. 2. I'm used to buying online only if they are visually appealing and have a well-organized appearance. 3. The reviews/comments on Instagram are credible. 4. I am willing to buy the products via Instagram 5. I am likely to recommend shopping via Instagram to others 	Ventre et al. (2020)

3.6 Analysis Method

Since the research is causal, it aims to understand the effect of social media platform factors on online shopping. Multiple regression and correlation analyses were used to assess the relationship between the variables and the extent to which the independent variables impact the dependent variable. In addition, the reliability and validity of the results were tested using Cronbach's alpha. The effects of various SMPs (perceived usefulness, perceived ease of use, perceived enjoyment, and impact of trust) on online

shopping were tested. The SPSS software package was used to analyze the results of the questionnaire. SPSS provided credible and detailed data for use in the analysis. 600 questionnaires were collected and analyzed using the SPSS software, 21 surveys did not accept to continue and 579 filled the survey.

4 Findings

4.1 Demographics

The demographic results showed that 42.5 % (246 respondents) of respondents were male and 57.5 % (333 respondents) were female. The highest age range of respondents was from 20 to less than 25 years old, which was 56%. 23.8% were less than 20 years old, 13% were in the range from 25 to less than 30 years old, and 7.3% were 30 years old or older. The most popular social media platform used by respondents was Instagram with 86.5 %, and the second most was Facebook with 7.8 %. Most respondents spend more than 4 hours per day on social media, showing a result of 38.3%), with 32.6 % spending 3-4 hours per day, and 27.5% spending 2-3 hours. Finally, 61.1 % of respondents used Instagram as a shopping tool.

4.2 Validity and Reliability

A pilot validity test was conducted. A reliability test was conducted using Cronbach's alpha.

4.2.1 Reliability

The results showed that all scales used were above 0.70, and the scale of the overall items was 0.818 (table 2). According to Ismail et al. (2017), if Cronbach's alpha is higher than 0.70, the sample is reliable (Ismail, et al., 2017).

Table 2. Reliability Results

Construct	Cronbach Alpha
SMP Factors	0.845
All items	0.818
Perceived usefulness	0.755
Perceived ease to use	0.801
Perceived enjoyment	0.712
Trust	0.677
Online Shopping	0.792

4.2.3 Validity

All variables were examined for descriptive statistics, including their means and standard deviations. The descriptive statistics of the variables are presented in Table 3. The results show a positive outlook among the items. The means for all four factors, plus the dependent factor (online shopping) ranged from 3.3044 to 3.7565. The standard deviations for all the elements ranged from 0.59624 to 0.78847. The standard deviation results demonstrate a fine spread around the mean.

Table 4. Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Perceived enjoyment	579	2.00	5.00	3.5479	.59624
Perceived usefulness	579	1.00	5.00	3.7565	.78847
Perceived ease to use	579	1.00	5.00	3.6114	.74045
Trust	579	1.00	5.00	3.3044	.64761
Online Shopping	579	1.00	5.00	3.5358	.68560
Valid N (listwise)	579				

Pearson's correlation coefficient was applied to calculate the validity of the internal consistency. The results are presented in table 4. The calculation was made between the level of each of the four activities and the total level of the social media construct to which the items fit. All Pearson's correlation coefficients between each factor (activity) are significant at the 0.01 level. The highest result was 0.580** and the lowest result was 0.271**; hence, all activities were internally correlated with their item set, which increased the effectiveness and validity of the content.

Table 4. Pearson Correlation

Perceived enjoyment	Pearson Correlation Sig. (2-tailed)	1				
	N	579				
Perceived usefulness	Pearson Correlation Sig. (2-tailed)	.425**	1			
	N	579	579			
Perceived ease to use	Pearson Correlation Sig. (2-tailed)	.406**	.495**	1		
	N	579	579	579		
Trust	Pearson Correlation Sig. (2-tailed)	.433**	.271**	.429**	1	
	N	579	579	579	579	
Online Shopping	Pearson Correlation Sig. (2-tailed)	.451**	.370**	.580**	.559**	1
	N	579	579	579	579	579

** . Correlation is significant at the 0.01 level (2-tailed).

4.3 Testing Hypotheses

To test the two hypotheses of this study (null hypothesis and alternative hypothesis), a multiple linear regression (tables 5 and 6) was developed, and the results show that R (0.688) is the correlation between SMP Instagram factors and online Shopping, also, the results show that R² is equal to 0.473, which indicates the variance, which means that 69.2% of the variance, R², in the online shopping has been significantly explained by SMP Instagram factors. Moreover, F equals 129.036 and Sig equals 0.000 (shown in table 7), which means that there is a statistically significant impact of SMP Instagram factors on online shopping at $\alpha \leq 0.05$.

Table 5. Regression: SMP Instagram Factors with Online Shopping

Model	R	R Square	Adjusted R Square	Std. Error of the Estimates
1	0.688 ^a	0.473	0.470	0.49922

a Predictors: (Constant), Perceived usefulness, Perceived ease to use, Perceived enjoyment, Trust

Table 6. Regression: ANOVA b

Model	Sum of Squares	df	Mean Square	F
Regression	128.636	4	32.159	129.036 ^a
Residual	143.054	574	0.249	
Total	271.690	578		

a Dependent Variable Online Shopping, b Predictors: (Constant), Perceived usefulness, Perceived ease to use, Perceived enjoyment, Trust

As demonstrated in table 7, all the independent variables (the four SMP factors) have a significant impact on online shopping at $\alpha \leq 0.05$, since all activities show a significance of less than 0.05, except perceived usefulness, which has no significant relationship with online shopping.

Table 7. Regression: Coefficients a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.454	.147		3.082	.002
Perceived enjoyment	.165	.042	.144	3.963	.000
Perceived usefulness	.036	.032	.042	1.143	.253
Perceived ease to use	.332	.035	.359	9.539	.000
Trust	.351	.037	.332	9.384	.000

a. Dependent Variable: Online Shopping

Table 7 demonstrates that perceived ease of use, perceived enjoyment, and trust have an effect on online shopping, whereas perceived usefulness has no effect. The analysis results demonstrated that the most important SMP component are trust and perceived ease of use, while the least important SMP factors are perceived enjoyment and perceived usefulness.

In conclusion, the results of the hypotheses are summarized in Table 8, which shows that the alternative hypothesis (there is a statistically significant effect of using the social media platform 'Instagram' on online shopping among the Jordanian community at $\alpha \leq 0.05$) is accepted, as predicted.

Table 8. Research Hypotheses Results

Hypotheses	Results
H _{A1} : There is a statistically significant effect of using the social media platform 'Instagram' on online shopping among the Jordanian community at $\alpha \leq 0.05$	Accepted

5. Discussion

As a starting point, the following list demonstrates answers to the research questions:

- What are the main reasons for users to use the social media platform 'Instagram'? Since Perceived ease of use and enjoyment were the most effective, the main reasons for using social media platforms would be.
- How do users benefit from social media platforms and do users find the social media platform 'Instagram' for online shopping helpful? The literature review shows that secondary data results demonstrate that social media platforms benefit users in finding out more about a brand, knowing about the products and services of a brand, interacting and connecting with brands, discovering news about a brand, searching for customized information regarding a brand, and so on (Masa'deh, et al., 2021). The primary data collected from the questionnaires show that users benefit from all activities; however, the two most beneficial activities are perceived ease of use and perceived enjoyment. The benefits of perceived enjoyment include users finding interesting information and content about the brand, feeling excitement and joy viewing and scanning the social media page of a brand, and feeling that collecting information about a brand using the social media platform 'Instagram' is fun. As for perceived ease to use benefits, users benefit from finding the content of a brand on social media is up-to-date, feeling that the brand they are interested in is trendy, and the user feels updated by the brand since the content on the social media page of the brand contains the latest information about the brand and its products and services.
- Do Instagram influence really impact the consumer's buying behavior in online shopping?

This study examined the relationship between SMP and Instagram activities, including perceived usefulness, perceived ease of use, perceived enjoyment, and the impact of trust on online shopping. A conceptual model was constructed to study SMP activities in online shopping. Two hypotheses were set: a null hypothesis and an alternative hypothesis for the relationship between SMP activities and online shopping. The literature review supports the alternative hypothesis that SMP activities impact online shopping (Masa'deh, 2021).

The findings of this study align with existing literature on social media platforms and online shopping, providing insights into the reasons for using Instagram, the benefits users derive from the platform, and the impact of Instagram on consumers' buying behavior.

The main reasons for using Instagram, as supported by the literature and confirmed by this study, are perceived ease of use and enjoyment. Users find Instagram to be a user-friendly platform that provides enjoyable experiences. These factors play a crucial role in attracting users and encouraging their engagement with brands on Instagram.

The study also found that users benefit from various activities on Instagram, including finding out more about a brand, knowing about the products and services of a brand's, interacting and connecting with brands, and discovering news about a brand. The primary data collected from the questionnaires support these findings, with perceived ease of use and perceived enjoyment being the most beneficial activities. Users perceive Instagram as a platform that offers up-to-date and trendy content, making them feel informed and connected to the brands they are interested in.

Regarding the influence of Instagram on consumers' buying behavior, the study supports the alternative hypothesis that social media platform activities, including perceived usefulness, perceived ease of use, perceived enjoyment, and trust, impact online shopping behavior. The findings suggest that these factors significantly influence users' purchase intention and online shopping engagement on Instagram Commerce.

The implications of these findings are significant for both theory and practice. The study contributes to the existing literature by integrating the Technology Acceptance Model (TAM) and consumer decision-making theory to create a comprehensive model for understanding consumers' behavior on s-commerce platforms like Instagram Commerce. This integration expands the scientific knowledge base and provides insights into the factors that influence online shopping behavior.

From a practical standpoint, businesses and marketers can leverage the findings to enhance their marketing strategies on Instagram Commerce. By focusing on improving perceived usefulness, ease of use, and enjoyment, businesses can create a more engaging and satisfying online shopping experience for users. Building and maintaining trust are also crucial for customer confidence and loyalty. Implementing strategies that foster trust, such as secure payment options and transparent communication, can have a significant impact on customer satisfaction and drive repeat purchases.

It is important to acknowledge the limitations of this study. The research was conducted in a specific context with a particular sample, which may limit the generalizability of the findings. In addition, the reliance on self-reported data introduces potential biases. Future research should consider diverse samples and methods to enhance the validity and generalizability of the findings.

In conclusion, this study contributes to the understanding of online shopping behavior in Instagram Commerce. The findings emphasize the importance of perceived usefulness, ease of use, enjoyment, and trust in influencing online shopping behavior. These insights have implications for theory and practice, informing marketing strategies and enhancing the online shopping experience. Further research in this field could explore the impact of social influence, personalization, augmented reality, and customer reviews to deepen our understanding of Instagram Commerce and s-commerce in general.

6. Conclusion and Recommendations

Numerous authors agree that Instagram Commerce will be the principal sales network in the future (Assadam, 2020). With this in mind, the present study makes a number of contributions to s-commerce and the literature on Instagram Commerce. First, the results allow to better understand the role of purchase intention in the success of s-commerce platforms. This is the first study to propose and empirically examine a model based on the variables of s-commerce derived from two theories: TAM and consumer decision-making theory. As such, this study contributes to expanding the scientific knowledge base and literature related to consumer behavior on this new s-commerce platform.

Second, this study found that perceived usefulness, perceived ease of use, perceived enjoyment, and the impact of trust significantly affected online shopping toward Instagram Commerce.

In conclusion, this study contributes to the understanding of online shopping behavior in the context of Instagram Commerce. The findings highlight the significance of several key variables, including perceived usefulness, perceived ease of use, perceived enjoyment, and trust, in influencing online shopping behavior. These variables were found to have a significant impact on purchase intention and online shopping engagement on the Instagram Commerce platform.

Implications:

The findings of this study have implications for both theory and practice. The theoretical contribution lies in the integration of the Technology Acceptance Model (TAM) and consumer decision-making theory to create a comprehensive model for understanding consumer behavior on s-commerce platforms, such as Instagram Commerce. This

integration expands the scientific knowledge base and provides insights into the factors influencing online shopping behavior.

From a practical perspective, businesses and marketers can leverage the factors identified in this study to enhance the online shopping experience on Instagram Commerce. By focusing on improving perceived usefulness, ease of use, and enjoyment, businesses can create a more engaging and satisfying online shopping environment. Moreover, building and maintaining trust is crucial for customer confidence and loyalty. Implementing strategies to foster trust, such as providing secure payment options and transparent communication, can have a significant impact on customer satisfaction and repeat purchases.

Limitations:

It is important to acknowledge the limitations of this study. First, the research was conducted in a specific context and with a particular sample, which may limit the generalizability of the findings to other contexts or populations. Furthermore, the study relied on self-reported data, which can be subject to bias and social desirability effects. Future research should consider using diverse samples and methods to enhance the validity and generalizability of the findings.

Recommendations:

Based on the findings of this study, businesses and marketers using Instagram Commerce can take several practical recommendations to enhance their online shopping experience and increase customer engagement and satisfaction:

Focus on improving perceived usefulness: Clearly communicate the benefits and value proposition of products or services to potential customers. Highlight unique selling points and demonstrate how the offerings can fulfill customer needs.

Enhance perceived ease of use: Streamline the online shopping process on Instagram Commerce by ensuring a user-friendly interface, intuitive navigation, and convenient payment options. Minimize barriers and simplify the steps required to complete a purchase.

Foster perceived enjoyment: Create a visually appealing and immersive shopping experience on Instagram Commerce. Use high-quality images, engaging content, and interactive features to engage and delight customers.

Build and maintain trust: Establish trustworthiness by providing secure transactions, reliable customer support, and transparent communication. Incorporate customer reviews and ratings for added credibility.

Future Research Directions:

This study opens up avenues for future research in the field of s-commerce and Instagram Commerce. Some potential areas for further investigation include:

Exploring the role of social influence: Investigate the impact of social factors, such as peer recommendations and social media influencers, on online shopping behavior in the context of Instagram Commerce.

Examining the effects of personalization: Investigate how personalized recommendations and targeted advertising influence consumer behavior and engagement on Instagram Commerce.

Investigating the role of augmented reality (AR) and virtual reality (VR): Explore the potential of AR and VR technologies to enhance the online shopping experience on Instagram Commerce.

Evaluating the impact of customer reviews and user-generated content: Investigate how customer reviews, ratings, and user-generated content influence consumer decision-making and trust on Instagram Commerce.

By addressing these research gaps, future studies can further advance our understanding of s-commerce and contribute to the development of effective strategies for businesses and marketers in the evolving landscape of Instagram Commerce.

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