The Impact of Instagram Uses by Saudi Businesswomen on Promoting the Creation and Management of Their Businesses

Hanaa Mohammed Alghamdi

Student at University of Sheffield

Shaqra University

mdwl15@yahoo.com

Abstract

In light of the digital and technological developments, as well as social media platforms and applications, which allowed individuals to communicate with each other in different locations. Social media was not only used to chat and communicate. Instead, it uses social media for commercial purposes, especially by businesswomen, because of the features provided by social networking sites that help women create their businesses and promote their products through social networking sites. Therefore, the researcher decided to prepare this research regarding the role of social networking sites, especially Instagram, in reducing the challenges and obstacles facing Saudi businesswomen during creation and manage their business. To achieve this, an analytical descriptive approach has been used, and a questionnaire tool has been prepared and distributed to a sample of Saudi businesswomen. One of the most important findings of the research is that Instagram has an active and significant role in supporting Saudi businesswomen and facilitating the management of their businesses.

Keywords: businesswomen, Instagram**,** entrepreneurs, female, Saudi.

Introduction

Saudi female entrepreneurs face certain challenges, as do all businesswomen around the world. Various researchers have produced literature that discusses such challenges and their hindrance of female entrepreneurship. Although the Saudi Arabian government has made a significant effort toward improving the status of Saudi women by taking actions that enable them to operate in different areas, such as the economic and social fields, and by eliminating all forms of discrimination against them, female participation in entrepreneurship is limited. This limited number is possibly due to certain difficulties and obstacles they may face. However, the revolution of Instagram technology has opened the door for Saudi women to establish E-businesses far from those obstacles.

Saudi female entrepreneurship is an attractive subject for academics all around the world, with an increasing focus on the impact of Saudi businesswomen on economic development. Women have the right to work in Islam and the responsibility towards their family is one of their duties. However, the majority of Saudi families strongly embrace the traditional concept, which sees men as income producers and women as housewives (Hamdan, 2005; Kelly, 2009 as cited in Basaffar, 2012).

It should be noted that the importance of the female role in the construction, progression, and development of Saudi society is accepted and can be achieved through positive participation of women and men.

The Saudi Arabian Government is making a great effort to improve the status of Saudi women by taking a number of actions that enable them to operate in different areas, such as the economic and social fields, and eliminate all forms of discrimination against them (Welsh, Memili & Al-Sadoon, 2012). The State believes that comprehensive development cannot be achieved without the positive participation of women, who make up half of society. The State also adopts policies that lead to the strengthening of women's position economically, socially, and culturally and encourages them to participate.

Problem

Saudi society is considered one of the most conservative societies that put restrictions on a woman's work and leaving her home. This is due to the many challenges and obstacles that Saudi businesswomen may face during the establishment and management of their businesses, as the balance between work and family represents a chronic problem for businesswomen all over the world in terms of balancing home responsibilities on the one hand and work obligations on the other. With the advent of social networking applications and platforms, Saudi women can create their own businesses and manage them from within the home without the need to leave the house, thus reducing the problems and challenges that Saudi businesswomen may suffer. Despite the active role of social networking sites in improving business, especially for Saudi businesswomen, there is still fear by some towards the use of this technology in business administration, so the researcher decided to prepare this research to identify the impact of Instagram uses by Saudi businesswomen on Promote the creation and management of their businesses.

Research question

The research problem can be represented by the following main question:

What is the role of social media (Instagram) in the ability of Saudi women entrepreneurs to overcome the barriers and obstacles they face when establishing and running new businesses?

Research Aim and objectives

This research seeks to verify the role of Instagram in helping Saudi women entrepreneurs to establish e-business and overcome the barriers and obstacles they face when managing a new business. In addition, the researcher will try to achieve the following objectives:

1- Identify the obstacles and challenges that face women in business worldwide

2- Identify the obstacles and challenges that face women in business in Middle East

3- Identify the obstacles and challenges that face Saudi women when they run new business

4- Investigate how does the technology (Instagram application) help Saudi women overcome these obstacles by conducting online survey

5- Identify the facilities that Instagram provides for entrepreneurs.

6- Identify the potential risks of using Instagram for businesses.

Research significance

Instagram's use of women entrepreneurs for business purposes is a widespread phenomenon in Saudi Arabia. With the emergence of social networks and given the technological revolution in which we are living, it has become easier to talk to customers and deliver the right message at the right time. Instagram's distribution has opened up a new area of development and encouraged the pathway for women to start new businesses. Most women entrepreneurs took advantage of the program's lack of costs and fees and employed it to support their talents and enterprises, including cooking, painting, advising, organizing parties and photography. It's become a platform for them to show and promote their work. The importance of this research is to highlight the positive side of technology, particularly social networking applications such as Instagram, and how this platform has been used to serve Saudi women's interests and help them overcome the obstacles surrounding them that have restricted their involvement in entrepreneurship; additionally, this work aims to inform and raise awareness within society of the value of women's involvement in developing and economic nations.

Methodology

To achieve the objectives of the research and to answer its questions, a descriptive-analytical approach appropriate to the nature of the research will be used. Also, the questionnaire tool developed by the researcher and distributed to the research sample, which included a group of Saudi women entrepreneurs on Instagram, will also be used.

Population and Sample

The research population consisted of Saudi businesswomen, and a sample of 500 Saudi businesswomen using Instagram for their work was chosen, but only 156 responses were received.

Tools

In this paper, the questionnaire tool was constructed according to the Likert pentatonic scale, a common approach in social sciences studies (Burgess, 2001). The questionnaire may consist of three main parts. The first part focuses on demographic characteristics, including the age of the participants, the level of education, and the region in which they live.

As for the second part, it is the axes of the questionnaire in the style of "Likert scale" designed specifically to help the researcher in answering "how Instagram helps Saudi businesswomen to create e-business and overcome the barriers and obstacles they face when running a new business." This part may be 4 axes, and each axis included a number of points that must be answered. Participants were asked to choose one option from a five-point table that ranges from the following: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree. Each selection will then be converted to digital data by giving each option a unique number.

Data Analysis

The data collected was analyzed using the package called "Statistical Program for Social Sciences" (SPSS) and Microsoft Office Excel. This software is commonly used in social science researches for data analyses. SPSS program provides a broad range of analytical techniques for the study. In this work two methods of analysis are used: Descriptive Analysis of quantitative data and the Coding of open-ended queries. Description of the methods used and why are they suitable for this study are given in the following section.

Descriptive Analysis

Descriptive analysis is useful in this research because it enables the description of numerical data through the use of data visualization varieties such as tables, graphs, charts, and statistical commentaries (Cohen etal., 2007, p. 504). Such visualization makes the details more comprehensible.

Furthermore, the actual number of Saudi businesswomen based on Instagram is high and uncounted in this research and the sample size listed here is 500. Descriptive Analysis, however, allows one to explore "how Instagram helps Saudi women entrepreneurs resolve the challenges they face while running a new business" by using the amount of data I have analyzed and generalizing it (Powell & Connaway, 2004, p.232).

The demographic characteristics of the study sample were analyzed by using frequencies and percentages and represented in graphs.

The second part of the questionnaire has four main axes and each axis has multiple statements. In order to analyze them the following measures have been used:

1. Cronbach's Alpha Coefficient for reliability of the questionnaire and Criterion test for Validity of the questionnaire.

2. A weighted Mean to know the level of agreement of each statement, and then used to rank these statements according to the highest value.

3. A Mean to determine the Mean of all statements under one axis (Mean of Means) and used for ranking those Means in descending order.

4. Standard deviation to identify the differences between responses for each statement, and for each axis from its Mean. The standard deviation is calculated to determine the dispersion in responses. The dispersion become less or non-exist whenever the value comes closer to zero. In the case of equal Means of two statements under same axis, the standard deviation is used to rank them – smaller value ranked first- (Alsamadi, 2013).

Coding Analysis

The last section of the questionnaire is evaluated using the testing concepts and codes to summarize the respondents ' key thoughts. The responses were grouped into the main themes and assigned to some code for each theme. By creating such themes, the researcher can group the answers and identify some of the respondents ' key opinions on the topic (Taylor-powell & Renner, 2003).

Results and Findings

This section presents the observations and conclusions obtained from the questionnaires. The researcher posted questionnaire links to 500 Saudi businesswomen who are using Instagram for their businesses but got just 156 responses. The first segment displays the participants ' demographics distribution, followed by a study on Likert Five Scale. The final section demonstrates the final part of the questionnaire with the qualitative analysis.

Part (I): Respondent Profile Tables

The sample was female only, however, it was demographically distributed in terms of age, region and level of education. The following tables and graphs represent the frequencies and percentages of respondents for each variable.

A) Age Variable

Age	Frequency	Percent
Less than 20	6	3.8%
20-29	73	46.8%
30-39	61	39.1%
40-49	13	8.3%
50 or more	3	1.9%
Total	156	100.0%
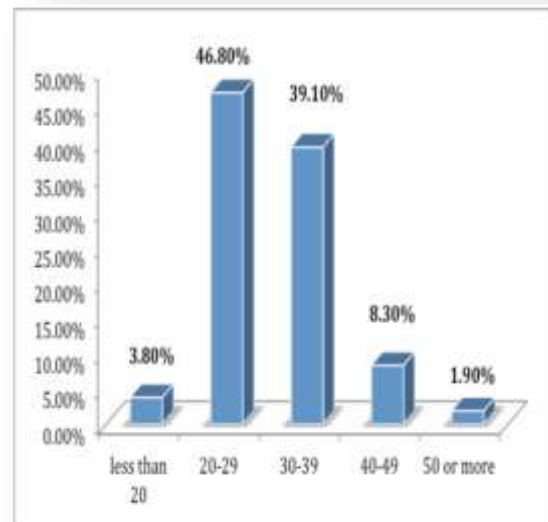
(A)

(B)

Figure 1: Distribution of Participants According To Their Age.

Based on figure (1: A,B) showed previously, most of the Instagram-based businesswomen are in their youth, with 46.8% of the total responses being in the age group of 20-29 and 39.1% in the age group of 30-39. These two percentages may indicate that young people are able to deal with modern technology and employ it in a way that will benefit them. Additionally, they are educated and experienced to run a business venture.

In contrast, at the bottom comes businesswomen who are 50 years or older with a percentage of 1.9%. This very low percentage seems to be due to the fact that most of this generation is illiterate, which in turn prevents them from using Instagram.

Turning to the 40-49 year age group, only 8.3% have Instagram-based businesses. The findings appear to be suggesting that this group is not interested in using social media generally, and Instagram for business specifically.

Finally, there were 6 businesswomen younger than 20 years of age at the 3.8% mark. This is an interesting finding as this group is usually more involved with technology, yet it seems they are too young to own a business and their priorities may be to graduate and get certificates.

B) **Region Variable**

Region	Frequency	Percent
Northern	5	3.2%
Eastern	19	12.2%
Southern	20	12.8%
Western	60	38.5%
Central	52	33.3%
Total	156	100.0
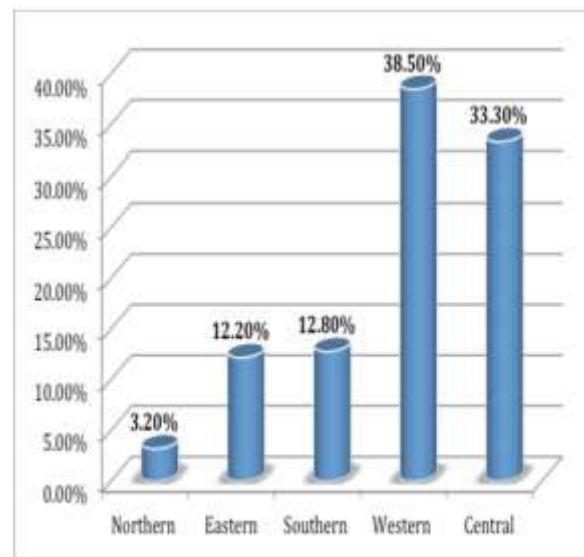
(A)   (B)

Figure 2: Distribution of Participants According To the Region.

Some interesting facts are revealed in the previous figure (2: A, B). The highest percentages of Instagram businesswomen are in the Western and Central regions, at 38.5% and 33.30% respectively. While the lowest percentage of businesswomen are in the Northern region at 3.2%. These percentages suggest that modern communities accept women participation in society and industry. Most of the people who live in the Western and Central communities are supportive and, as a result, they encourage women to be independent.

In contrast, the Northern community may still hold traditional and backward beliefs against women progress. As a result, this community is a frustrating environment for women as it does not favor female progression in society and this is what the data proves.
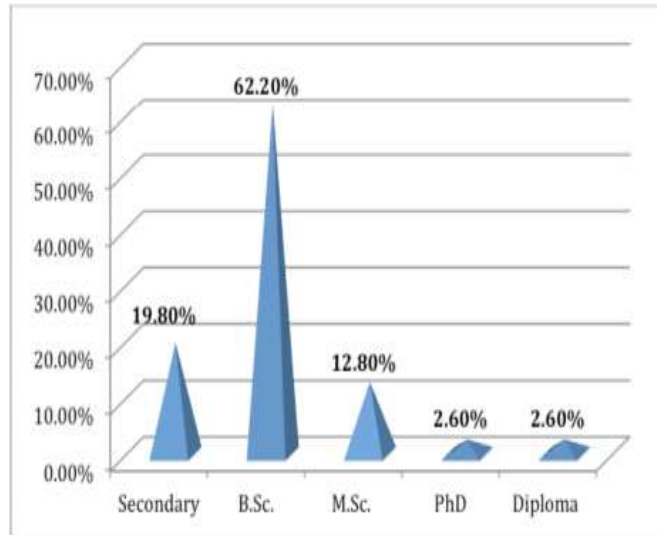
The Southern region is home to 20 of the participants or 12.8% and the Eastern region is home to 19 of the participants or 12.3%. This shows that these two regions are starting to accept women participation.

Region	Frequency	Percent
Northern	5	3.2%
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Southern	20	12.8%
Western	60	38.5%
Central	52	33.3%
Total	156	100.0

(A)   (B)

Figure 3: Distributions of Participants According To the Education Level.

As shown in Figure (3: A,B) above, it is worth pointing out that most of the Instagram businesswomen hold Bachelor Degrees at a percentage of 62.2%, which proves they are qualified enough to run and manage businesses. Following in second place, businesswomen with secondary degrees are at a percentage of 19.8%. It is clear that normally Saudi women are seeking jobs after completing their Bachelors or entering entrepreneurship, therefore, they have strong motives to be financially independent. While women with a secondary degree are busy with their continuing studies and normally at this stage they rely on their family to meet their financial needs.

With regard to postgraduate businesswomen, 12.8% of the participants have Masters Degrees and 2.6% have PhD's. The reasons behind these percentages are that most postgraduates get scholarships from their work places, meaning they are already employed and have a fixed monthly income. Secondly, postgraduates have no time to run a new business and manage it.

Part (II): Study Axes in Likert Scale Style

This part is composed of four main axes and under each axis are several statements. To know the level of agreement on each statement under one axis, the frequencies, percentages, weighted Mean and standard deviation of the responses are calculated, while the level of agreement on the axes as a whole is determined by calculating the whole mean (Mean of Means). The weighted mean is calculated by the following equation:

$$Weighted\ mean = (5*F)+(4*F)+(3*F)+(2*F)+(1*F)/N$$

Where: $F=$ *Frequencies,* $N=$ *Sample size,* $1\text{-}5=$ *The weight of each response i.e.: 5=S. Agree*

The weighted mean is used to rank the statement from the highest Mean to the lowest. It is also used to determine the level of agreement on each statement by comparing the Mean with the following ranges:

Table 1: Weighted Mean values and attitude.

Weighted Mean values	Attitude
1 - 1.80	Strongly Disagree
1.81 – 2.60	Disagree
2.61 – 3.40	**Neutral**
3.41 – 4.20	Agree
4.21 – 5	Strongly Agree

* Since there are five responses in the scale, there are 4 intervals. Therefore, the interval length will be 4/5= 0.80

The **Whole Mean**, which is the Mean of Means, is used to rank the axes as a whole and then compared with the Table (1) above to determine the attitude.

Reliability and Validity of the Study Axes

In order to test the reliability of the questionnaire, Cronbach's Alpha Coefficient is used. Reliability coefficient takes values ranging between zero and one, if there is no reliability in the data the coefficient value is equal to zero. On the contrary, if there is complete reliability in the data, the coefficient value is equal to one. In other words, increasing the value of Cronbach's Alpha Coefficient means increasing the credibility of the data to generalize the results to the whole population. (AbdelFattah, 2010)

A validity test was conducted to test the ability of the study tool to test what it is intended to test. Validity coefficient can be calculated by calculating the square root of the reliability coefficient, and this is known as the Criterion Test (AbdelFattah, 2010).

Table 2: Cronbach's Alpha Coefficient for the Study Reliability
and Criterion Test for the Validity.

Axes	Number of Statements	Reliability	Validity
Cultural and religious obstacles	4	0.773	0.879
Governmental procedures	4	0.827	0.909
Educational and Business knowledge obstacles	4	0.613	0.782
Financial obstacles	3	0.698	0.835
Whole reliability and validity	15	0.872	0.933

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The Table (2) shows that the reliability of the Cultural and Religious Obstacles Axis is equal to 0.773 with a validity of 0.879, the reliability of the Governmental Procedures Axis is equal to 0.827 with a validity of 0.909, the reliability of the Educational and Business Knowledge Obstacles Axis is equal to 0.613 with a validity of 0.782 and the reliability of the Financial Obstacles Axis is equal to 0.698 with a validity of 0.835. The whole reliability and validity of the questionnaire is high and equals to 0.872 and 0.933 respectively. Therefore, the questionnaire is reliable and valid and can be applied on the study.

The Rank of the Study Axes as a Whole Based on the Level of Agreement

Table 3: The Rank of Study Axes According to Mean.

The Axis	Mean	Rank
Governmental procedures	4.19	1
Financial obstacles	4.15	2
Cultural and Religious obstacles	3.95	3
Educational and Business knowledge obstacles	3.69	4

The above table shows the rank of the study's four axes based on Means, where the Means indicate the level of participant agreement on the axis statements. The Mean values range between 3.69 and 4.19 and these values match the fourth category of the Likert Five Scale indicating an **Agree** attitude**.**

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It is clear that the respondents have a high level of agreement on the idea that Instagram helps to overcome governmental procedures with a Mean of 4.19, followed by financial obstacles with a Mean of 4.15, cultural and religious obstacles with a Mean of 3.95 and, finally, educational and business knowledge obstacles with a Mean of 3.69.

Therefore, the results indicate that obstacles exist and Instagram assists businesswomen to overcome them. The next section shows the level of agreement on the study axes in more detail.

The Rank of Stamens Under Each Axis

Axis 1: Cultural and religious obstacles

Table 4: Participants' Level of Agreements on the Cultural and Religious Obstacles Ranked in

Q	Statement	F %	Agreement					Weighted Mean	Std. Dev.	Rank
			S. Disagree	Disagree	Neutral	Agree	S. Agree			
3	Work life balance	F	5	4	14	66	67	4.19	0.937	.1
		%	3.2	2.6	9	42.3	42.9			
1	Al Mahram (Male guardian)	F	11	11	25	32	77	3.98	1.257	.2
		%	7.1	7.1	16	20.5	49.4			
2	Problems of men and women working in the same physical space	F	17	11	16	35	77	3.92	1.365	.3
		%	10.9	7.1	10.3	22.4	49.4			
4	Women main role is to be mother and wife.	F	13	18	27	36	62	3.74	1.314	.4
		%	8.3	11.5	17.3	23.1	39.7			
Whole Mean		**3.95**								

Descending Order Based on Means

Table 4 illustrates the participants' attitude toward cultural and religious obstacles ranked in descending order based on Means. The data tell us that the participants **agreed** on the assistance of Instagram as a platform to overcome cultural and religious obstacles with a Mean equal to **3.95** out of 5.00. This mean comes in the fourth category of the Likert Five Scale 3.41 – 4.20 (see Table 4), which indicates **Agree** on the axis.

The survey shows that there is a similarity in participant views about all statements under the cultural and religious obstacles with Means ranging from 3.74 - 4.19. These Means match the fourth category of the Likert Five Scale and indicate an **Agree** attitude.

A closer look at the data indicates that the participants have **agreed** on all statements under the cultural and religious obstacles category, which are ranked in descending order as follows:

1. Statement (3) "Work life balance" ranks first in terms of the agreement of participants with a Mean of 4.19 out of 5.00. It seems that Saudi businesswomen are under work- life conflict pressure and Instagram helps them to achieve a balance.

2. Statement (1) "Al Mahram (male guardian)" ranks second in terms of the agreement of participants with a Mean of 3.98 out of 5.00. This result shows that the male guardian constitutes a barrier for Saudi businesswomen and, as a solution, they adopt Instagram as a platform to set up their businesses.

3. Statement (2) "Problems of men and women working in the same physical space" ranks third in terms of the agreement of participants with a Mean of 3.92 out of 5.00. The data shows that Instagram provides Saudi businesswomen with privacy and allows them to run their businesses in isolation from men.

4. Statement (4) "Women main role is to be mother and wife" comes at the Fourth rank in terms of agreement of the participants with Mean (3.74 out of 5.00). The data suggest that the Instagram assists the businesswomen to improve the commonly shared concept of women role in Saudi society.

Axis 2: Governmental Procedures

Table 5: Participants' Level of Agreements on the Governmental Procedures Obstacles Ranked in Descending Order Based on Means

Q	Statement	F %	Agreement					Weighted Mean	Std. Dev.	Rank
			S. Disagree	Disagree	Neutral	Agree	S. Agree			
8	Difficulties in finding a suitable place to start business	F	5	3	9	44	95	4.41	0.929	.1
		%	3.2	1.9	5.8	28.2	60.9			
7	Difficulties in accessing Government services	F	7	6	20	41	82	4.18	1.088	.2
		%	4.5	3.8	12.8	26.3	52.6			
6	The need to be accompanied by male relative to validate official procedures	F	15	8	7	38	88	4.12	1.293	.3
		%	9.6	5.1	4.5	24.4	56.4			
5	Complexities in issuing business license	F	10	5	24	46	71	4.04	1.149	.4
		%	6.4	3.2	15.4	29.5	45.5			
Whole Mean		**4.19**								

From Table (5) above it can be seen that the participants **agreed** on the help of Instagram as a platform in overcoming the governmental procedural barriers, with a Mean equal to **4.19** out of 5.00. This Mean comes into the fourth category of the Likert Five Scale 3.41 – 4.20 (see Table 1), which indicates **Agree** on the axis.

By looking at each statement, the differences in participant opinions can be easily identified, where the Mean values range from 4.04 - 4.41, which come at the fourth and fifth categories of the Likert Five Scale indicating both an **Agree and Strongly Agree** attitude.

Therefore, the participants have **strongly agreed** on the following statement under the Governmental Procedures category:

1. Statement (8) "Difficulties in finding a suitable place to start business" ranks first in terms of the agreement of participants with a Mean of 4.41 out of 5.00. It seems that finding a suitable place for business is the main concern for Saudi businesswomen, which no longer exists with the use of Instagram to run businesses.

They have **agreed** on the following three statements under the Governmental Procedures category:

2. Statement (7) "Difficulties in accessing Government services" ranks second in terms of the agreement of participants with a Mean of 4.18 out of 5.00.

3. Statement (6) "The need to be accompanied by a male relative to validate official procedures" ranks third in terms of the agreement of participants with a Mean of 4.12 out of 5.00.

4. Statement (5) "Complexities in issuing business licenses" ranks fourth in terms of the agreement of participants with a Mean of 4.04 out of 5.00.

These findings illustrate that running a new business through the Instagram application does not require any governmental procedures, and this is what makes Instagram popular among Saudi businesswomen.

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Axis 3: Educational and Business Knowledge Obstacles

Table 6: Participants' Level of Agreements on the Educational and Business Knowledge Obstacles Ranked in Descending Order Based on Means

Q	Statement	F %	Agreement					Weighted Mean	Std. Dev.	Rank
			S. Disagree	Disagree	Neutral	Agree	S. Agree			
10	Lack of business experience	F	3	11	19	73	50	4.00	0.950	.1
		%	1.9	7.1	12.2	46.8	32.1			
9	Lack of training	F	5	10	26	54	61	4.00	1.05	.2
		%	3.2	6.4	16.7	34.6	39.1			
12	Need for specific qualifications	F	23	19	27	37	50	3.46	1.42	.3
		%	%	14.7	12.2	17.3	23.7			
11	Lack of self confidence	F	18	25	38	41	34	3.31	1.29	.4
		%	11.5	16.0	24.4	26.3	21.8			
Whole Mean		**3.69**								

Based on Table (6) the participants **agreed** that Instagram helps them to overcome educational and business knowledge obstacles with a Mean equal to **3.69** out of 5.00. This Mean comes in the fourth category of the Likert Five Scale 3.41 – 4.20 (see Table 4), which indicates **Agree** on the axis as whole.

The data appears to suggest that there are differences in participant views about the business knowledge obstacles with Means ranging from 3.31 to 4.00, which comes in the third and fourth categories of the Likert Five Scale and indicates **Agree, Neither agree nor Disagree** attitudes.

The participants have **agreed** on the following three statements under the Educational and Business Knowledge Obstacles category, with the first two being equal in Mean:

1. Statement (10) "A lack of business experience" ranks first in terms of the agreement of participants with a mean of 4.00 out of 5.00.

2. Statement (9) "A lack of training" ranks second in terms of the agreement of participants with a mean of 4.00 out of 5.00.

Note: Since they are equal in Mean, they are ranked according to standard deviation values where the priority is given to the smaller value.

3. Statement (12) "The need for specific qualifications" ranks third in terms of the agreement of participants with a Mean of 3.46 out of 5.00.

Based on the above data, it is clear that using Instagram for businesses does not require certain experience, training or qualifications from businesswomen to be successful.

Furthermore, the results show that the participants have **neither agreed nor disagreed** on the following statement under the educational and business knowledge obstacles category:

1. Statement (11) "A lack of self-confidence" ranks fourth in terms of the agreement of participants with a Mean of 3.31 out of 5.00.

This is a surprising result as businesswomen may have neutral attitude towards the "lack of self-confidence" statement, which may indicate that Saudi businesswomen are unwilling to state that they suffer from a lack of self-confidence, otherwise they would disagreed with the statement.

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Axis 4: Financial Obstacles

Table 7: Participants' Level of Agreements on the Financial Obstacles Ranked in Descending **Order Based on Means.**

Q	Statement	F %	S. Disagree	Disagree	Neutral	Agree	S. Agree	Weighted Mean	Std. Dev.	Rank
					Agreement					
15	Daycare costs	F	10	6	10	38	92	4.25	1.152	.1
		%	6.4	3.8	6.4	24.4	59			
14	Transportation costs	F	5	6	21	51	73	4.16	1.012	.2
		%	3.2	3.8	13.5	32.7	46.8			
13	Lack of capital	F	7	10	22	47	70	4.04	1.120	.3
		%	4.5	6.4	14.1	30.1	44.9			
	Whole Mean				**4.15**					

The above table presents the participant level of agreement on the Financial Obstacles statements ranked in descending order based on Means. The table shows that the participants **agree** that Instagram helps in overcoming financial obstacles with a Mean equal to **4.15** out of 5.00. This Mean comes in the fourth category of the Likert Five Scale 3.41 – 4.20 (see Table 4), which indicates **Agree** on the axis.

It is clear that there are differences in the participants' views towards financial obstacles with Means ranging between 4.04 - 4.25. These Means come in the fourth and fifth categories of the Likert Five Scale and indicate an **Agree and Strongly Agree** attitude.

The participants have **strongly agreed** on the following statement under the Financial Obstacles category:

1. Statement (15) "Daycare costs" ranks first in terms of the agreement of participants with a Mean of 4.25 out of 5.00. As can be inferred from the results, nurseries are very costly in Saudi Arabia and Instagram is an ideal solution for Saudi businesswomen, allowing them to overcome this issue.

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The results also show that the participants have **agreed** on the following two statements under the financial obstacles category, which are ranked in descending order in terms of Mean:

1. Statement (14) "Transportation costs" ranks second in terms of the agreement of participants with a Mean of 4.16 out of 5.00.

2. Statement (13) "Lack of capital" ranks third in terms of the agreement of participants with a Mean of 4.04 out of 5.00.

Once again, Instagram seems to be the best choice to overcome the transportation costs and lack of capital obstacles.

4.2 Open Ended Questions

The questionnaire has two open ended questions. In the first question the participants were asked "Does Instagram help you to overcome problems not mentioned in this questionnaire?". Most of the responses were either "no" or "irrelevant answers". However, the challenges mentioned by participants can be summarized in the following table.

Table 8: Coding for Question#6

Themes	Frequency
Advertisements costs	7
Expanding of the business to other cities	5
Exports	4
Independent	3
Building Relationships with customers	1
Total	**20**

Most of the businesswomen who elaborated in their answers to the open-ended question have reported the costs of advertisement as a business barrier that is overcome by Instagram.

"It allows me to post my advertisements for free or for a low amount compared with traditional ways"

Five of the businesswomen found Instagram to be a useful tool in expanding their business to different cities within Saudi Arabia.

"Yes, the difficulty of expanding my business in other cities"

Few of them pointed out the export of raw materials as a challenge for them.

"Yes, the need to travel abroad to buy raw materials. So, by using Instagram I am able to export them, then sell my products"

While others wrote that Instagram helps them to be independent in terms of income, as one businesswomen highlighted:

"It helps me to get rid of the injustice of the private sectors"

In the second question, the participants were asked "Does Instagram have a real impact on your business? If so, please explain." 65 out of 156 participants answered the question and came up with interesting points of view. The following table presents the main themes mentioned by the respondents with the frequency for each theme.

Table 9: Coding for Question#7.

Themes	Frequency
Effective tool for Advertisements	30
Personal Skills and business development	17
Showcase products	12
Keep in touch with Customers	7
Total	**65**

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With regard to the effect of the Instagram website on the companies of Saudi women entrepreneurs, the majority of responses were about advertisements. The most common themes posed were the efficacy of the advertisements and the distribution of the company. Some examples to illustrate this point are the following comments from the respondents:

"A quick response, spreading through different cities"

"It helps me in marketing my business"

"Rapid spread of my business through Instagram and by using HashTags"

"It is an effective way to advertise"

Personal skills and business development were other common themes raised by businesswomen to demonstrate the impact of Instagram on their businesses. Here are some examples:

"It boosted my self-confidence" "I learnt how to rely on myself"

"I acquired new and diverse experiences"

"Sometimes I receive some suggestions from the customers to provide them with certain products or services which are not available on the Instagram market"

The ability to showcase products was also mentioned by businesswomen as a unique and positive feature of Instagram, as it allows them to show their products in an attractive way. Here are two examples:

"It's an easy way to present my goods"

"It's an attractive way to show items and looks like a digital catalog"

A few respondents reported that the ability to keep in touch with customers is an advantage.

"It's an easy way to communicate with customers"

"I can know what the customer needs based on their posted comments"

Summary of Findings

The results, using a quantitative approach and questionnaire method, expose the common and mutual perception of Instagram businesswomen in Saudi Arabia. The study is based on four key axes grouped according to the category of obstacles that Saudi women face when they run a new company. Instagram businesswomen have strong similarities in all challenges included in the questionnaire. It was discovered that Instagram helps to overcome the obstacles and participants committed to high-means axes of the analysis ranging from 3.69 to 4.19.

The results-based demographic characteristics show that the majority of Instagram businesswomen are in the 20-29 and 30-39 year age groups. Most of them also hold a 62.2 percent bachelor's degree. The data also shows that 38.5 percent of Instagram Saudi businesswomen come from the Western Region, while 33.3 percent are from the Central Region.

The respondents were found to have a high level of agreement on Instagram assistance to address the obstacles mentioned in the questionnaire as follows: Governmental procedures with Mean 4.19, followed by financial barriers with Mean 4.15, then cultural and religious barriers with Mean 3.95 and finally educational and business information barriers with Mean 3.69. Consequently, the results indicate that there are challenges, and Instagram helps businesswomen conquer them.

Based on the findings of the open-ended questions, Saudi businesswomen are facing certain obstacles that were not included in the questionnaire's closed portion and Instagram helps them resolve such barriers, Including advertising costs, extending companies to other markets, exporting raw materials, the difficulty of working in the private sector and, lastly, building strong customer relationships.

In addition, the respondents reported that Instagram has a real impact on their business, and is an effective advertising tool. It also develops both personal and business skills as a whole and allows a pretty way to showcase products. Ultimately, it gives them the ability to maintain customer contact.

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