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## **Instagram Marketing**

- *When brands want to reach Generation Y with their communication*

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# Preface

This thesis started and ended in Halmstad, Sweden but the journey in between has contained several different stops. One of us has spent her time in Stockholm, the beautiful capital of Scandinavia. The other part of the constellation has spent most of her time in Brazil but also in Uruguay and Argentina. Before the final station in Halmstad the thesis also took a short visit to the Swedish town Trollhättan. Time differences together with geographical distances have been bearable thanks to the technical development of today.

With a constant focus on the goal we have written a thesis we are proud to present. There have also been others beside us who contributed to the outcome of this thesis. We would like to thank our supervisor Thomas Helgesson who has always been reachable and given us good advices. We also want to thank the respondents, their contribution made this thesis possible to accomplish. Finally, we would like to thank our friends and families for their constant support.

Halmstad, May 2014.

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# Abstract

|                           |   |
|---------------------------|---|
| <b>Title</b>              | Instagram marketing- <i>When brands want to reach Generation Y with their communication</i>   |
| <b>Authors</b>            | Frida Eklöf Wallsbeck and Ulrika Johansson  |
| <b>Supervisor</b>         | Thomas Helgesson  |
| <b>Level</b>              | Bachelor thesis in marketing (15 ECTS). Spring 2014   |
| <b>Keywords</b>           | Branding, Marketing communication, Social media, Instagram and Generation Y.  |
| <b>Purpose</b>            | The purpose of this study is to find out how marketing on Instagram works in order to reach Generation Y. Further the purpose is to contribute with theoretical knowledge about what communication Generation Y prefers from brands on Instagram, why they prefer it and what it can lead to.   |
| <b>Frame of Reference</b> | In this chapter we divided the theories under branding, marketing communication, social media, Instagram and Generation Y. Under every chapter the chosen subject will be discussed further and deeper.   |
| <b>Method</b>             | This study is written with a descriptive and an explanatory method with a deductive approach. We have used the triangulation method combining qualitative and quantitative data.  |
| <b>Empirical Data</b>     | The outcome from the qualitative interviews and the quantitative survey will be presented under this chapter together with the SPSS analysis.   |
| <b>Conclusion</b>         | Generation Y on Instagram is a generation who is used to a high amount of marketing noise and because of that and their desire to be unique they demand extraordinary branding on Instagram. When marketing towards Generation Y brands must first form the content after the Instagram value. The content should also be creative and selective as well as it should contribute with knowledge. Further brands should communicate personal content with focus on one-way communication. By doing this, brands could expect a chance of lower barriers, increased solidarity and becoming a part of the Generation Y's everyday life. |

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# 1. Introduction

*This chapter contains the background and the discussion about this study and explains why it is relevant and important. This is followed by the research question, the purpose of the research, the delimitations, the key concepts and a summary of the disposition.*

## 1.1 Background

Marketing activities depends on the society's development and will therefore always be in constant change. Considering marketing, it is important for the scientists to understand how companies can work to keep up with the changes and make their marketing as effective as possible (Mossberg & N.Johansen, 2006). Marketing in general has progressed from one-way communication towards two-way attendance communication (Muniz Jr & Scha, 2011). Two-way communication is more focused on having a conversation and a dialogue in order to build a long-term and interactive relationship (Duncan & Moriarty, 1998).

The development of the web from 1.0 to 2.0 brings a power shift from the companies to the consumers (Pitt, Plangger, R. Berthon & Shapiro, 2012). Today, the user of social media is in the center of the stage when it comes to design, cooperation and community on the internet (Pitt et al, 2012). Chartered Institute of Public Relations (2012) states that all media must be social and that companies who still want to be active in the industry must adapt to the social media environment. Ogden (2013) writes in the online professional community My Customers most read online article in November 2013 that it is a social media revolution on its way. The biggest reason for the revolution is that the marketing communication power has shifted from the companies to the everyday consumers. The power shift will force companies to come up with strategies on how to manage the shift, trying to reduce the negative impact and make benefits from the positive (Ogden, 2013).

Keller (2013) argues that word-of-mouth marketing is an even bigger challenge nowadays because of the shareability on social media. *“Consider word-of-mouth as not just “nice to have,” but a game-changing element of today's marketing mix”* (Keller, 2013, para. 14). The marketers that manage to create a strategy that gains positive word-of-mouth and shareability online, these are the marketers that will be successful in the upcoming years.

When Forbes Magazine founded “the top 7 social media marketing trends that will dominate 2014”, the number one statement was that investing in social media will no longer be a luxury but a necessary marketing activity for companies. The need for constant work with social media strategies will be crucial (DeMers, 2013). Albarran and Moellinger (2013) are confirming Forbes Magazine's theories that companies have to include social media strategies as a part of their marketing strategies. They also write that the sweep of social media as mainstream communication channel has made both consumers, marketers and companies interested but also brought a lot of confusion and challenges. To have a successful and international social media strategy, companies need to understand the technology which forms social media and makes the consumers creative (Pitt et al., 2012). Companies that avoid participating in the social media environment will most likely get competitive disadvantages. This is because their target audience will for sure take part of it. Also, competitors will most likely participate in the social media environment and build stronger brands within their target

group (Friedrichsen & Mühl-Benninghaus, 2013). Brands must see social media marketing as an opportunity to build stronger relationships with their consumers and other stakeholders. The way to do it is a new challenge for companies because of the new way to communicate (Friedrichsen & Mühl-Benninghaus, 2013). Because of the power shift towards the consumers and the fact that consumers have a will to report their buying and using of brands via their personal platforms (Woodside, Sood & Miller, 2008), the companies lost a bit of control of their own business. It is therefore extra important to have a long-lasting relationship with the consumers, who nowadays are partially in charge of the company and its reputation. According to GfK (2013), and their Brand Benchmark Study, long lasting brand relationships can be directly turned into revenue for the companies. Duffy (2013) considers that social media have increased the possibility of a good relationship between the brand and the consumers, because of their two-way communication. To be successful, marketers have to rethink their way of branding and communication.

## 1.2 Discussion

Forbes Magazine is also writing in their article about the social media marketing trends, that almost all of the uprising social media are based on images rather than text and that image-based content will grow in popularity (DeMers, 2013). Bilton (2013) enhances the power of image states that in image marketing there will not be any language problems. Our world is getting smaller and most companies grow international, by using image in marketing the companies can be understood worldwide. The focus on image marketing makes Instagram, which is an image-sharing social media, an important platform for marketing. Instagram is adapted by 67 percent of the largest brands in the world and most of the users are from Generation Y (Walter, 2013).

*“On this day, Instagram has been appointed as the supreme ruler of the social media universe”*, (Uzunian, 2013, para. 1). This statement was founded from a research made by the business analytic firm SumAll after asking 6000 of their customers about Instagram, Twitter, Facebook, and Google+. The outcome showed that Instagram is the social network with largest return on investment for companies (Uzunian, 2013). According to Knibbs (2013) brands that post attractive pictures and videos on Instagram are having a good chance to create positive feedback. People also tend to be more interested in and open to good-looking ads and content. Instagram’s strategy, which connects good pictures and promotion, is leading compared to Facebook and Twitter (Knibbs, 2013).

In Sweden, 15 percent of the population is using Instagram, and the Instagram users are increasing while the growth of Facebook’s users are subsided (Ryde, 2013). Emma Blom, CEO for the Social Media agency Patchwork, states that Instagram recently crossed the number of 150 million users and about 1,2 millions of them are Swedes (Quist, 2013). Sweden was the third largest internet using country in the world during 2013 and one of the most common activities online is the use of social media (Nilsson, 2013). Findahl (2013) is confirming the social media usage by an annual survey about the use of internet in the Swedish society which tells us that two-thirds of the internet users in Sweden are regularly visiting social media. The Central Bureau of Statistics (2013) in Sweden also confirms this popularity and states that almost 50 percent of the companies in Sweden are using social media. These facts mentioned above makes Sweden the chosen market for our study about the phenomenon of Instagram marketing.

Several different studies have tried to figure out strategies for using social media. According to Goor (2012) most of these studies are focusing on Facebook and because of that and the

increase of Instagram studies about Instagram marketing are requested. By focus only on Instagram and looking from the consumer point of view this study will add something new both theoretical and practical

### **1.3 Research questions**

*Due to this discussion, this following question will be answered in this research:*

How does marketing on Instagram work in order to reach Generation Y?

### **1.4 Purpose**

The purpose of this study is to find out how marketing on Instagram works in order to reach Generation Y. Further the purpose is to contribute with theoretical knowledge about what communication Generation Y prefers from brands on Instagram, why they prefer it and what it can lead to. To succeed with this, we will use existing theories about branding, marketing communication, social media, Instagram and Generation Y. These theories will be compared and analyzed together with the empirical data in order to develop a theoretical model about how marketing on Instagram works towards Generation Y. The outcome of this study will also give organizations an idea on how to use Instagram in marketing towards Generation Y.

### **1.5 Delimitations**

We will limit the study theoretically by only concentrating on the views of branding and marketing communication. The study will also be narrowed down by only focusing on organizational brands and not on any other type of brands, for example celebrity brands. We are aware that the relationship between Generation Y and the companies on Instagram is interesting but since only focusing on brands and marketing communication we will not include relationship marketing in this study. We will only focus on relationships as a part of branding.

When reading about the subject of branding, market communication and social media we found that a lot of research has been done. To be able to differ from the already existing studies and to contribute with new theoretical knowledge we wanted to analyze a media that were relatively unexplored, at least scientifically. The lack of scientific knowledge and the increase of popularity for Instagram made us focus our study only on Instagram. The other social media included in the theory are the main competitors that will be studied briefly in order to better understand Instagram. No other pure photo sharing social media are presented under these competitors, because in comparison to Instagram and the main competitors we consider these medias popularity too low to have significance.

The study will only concern Generation Y, because they are the main target group of Instagram (Walter, 2013). When focusing only on Generation Y we are aware that we might miss out on some interesting angles, but since Generation Y is a big target and especially for Instagram we decided to narrow the study by focusing on it.

### **1.6 Key concepts**

The key concepts in this study are Branding, Marketing Communication, Social Media, Instagram and Generation Y.

## 1.7 Definitions

*To be able to better understand the thesis and the terms used in it, these following words will be crucial. The following explanations will be used in the entire thesis.*

**Generation Y:** Doing the research for this study, we have found several definitions of who belongs to Generation Y. For examples are Gronbach (2008) defining Generation Y as the people born between 1985 and 2010 and Hills (2013) consider those born between 1982 and 2000 as members to Generation Y. We have also found different studies that only are focusing on the older segment of Generation Y, for example Ma and Niehm (2006) that only chose to study the ones in the ages 18-27. We wanted to reduce the possibility of having respondents with trouble to understand the concept and we also wanted to have respondents that legally can make their own decisions. That is why our study as well as Ma and Niehm (2006) will use a definition of Generation Y that is older than many others. This made us choose the older limit that Gronbach (2008) is using and the age of 18 as the minimum age, our respondents will therefore be those born between 1995-1985, between 18-29 years old.

**Social media:** Social media are online media in form of texts, audios, videos, images and communities (Scott, 2013). Social media is media that consist of two way communication and therefore are more social than other media (Duffy, 2013).

**Instagram:** Instagram is a free photo-sharing network where the user can share pictures and short videos with others (Smith, 2014). The Instagram user can interact with its network by commenting on photos (Chan, 2011).

## 1.8 Instagram dictionary

**Snap:** Taking a picture.

**Tag:** Add a person or a geographic place by make their names clickable.

**Hash tag (#):** A function that makes the words you write after using # (a hash tag), when writing about your posts, searchable. When using hashtags you tag the most important words and make them clickable, which makes it easier for users to find posts with themes that interest them.

**Followers:** The users that are interested in an account and want it to appear on their newsfeed can choose to follow it and will be followers of that specific account.

**News feed:** A feed where you can see the post from the users you chose to follow.

**Filter:** A function that makes it possible to put different filters on the post you share on Instagram.

**Like:** A function that makes it possible to “like” what others have posted on Instagram, the amount of likes will be shown below the post.

**Popular page:** A page where the most liked posts by the most active and liked accounts are visible to other users.

## 1.9 Disposition



*Model 1.9, Disposition.*

**Introduction:** This section contains the background to the problem, the discussion where the phenomenon is problematized into a research question. Further, the purpose of the thesis is presented as well as the delimitations and important definitions.

**Frame of Reference:** This section presents the frame of references from primary data, which is the foundation of our thesis.

**Method:** In this chapter the choice of methodology is brought forward. The advantages and disadvantages of our methods are discussed as well as the thesis reliability and validity.

**Empirical data:** Presentation of the secondary data from the qualitative interviews and the quantitative survey.

**Analysis:** In this segment the frame of reference and our empirical data will be analyzed together.

**Conclusion:** In this chapter we will present our findings as well as answer our research question and purpose. We will also give suggestions for further research in the subject.

## 2. Frame of reference

*In this chapter the chosen relevant theories for this thesis are presented. The theories are divided into branding, marketing communication, social media, Instagram and Generation Y where branding and marketing communication are the main areas.*

### 2.1 Branding

According to Kotler and Keller (2012) a brand is a name, term, sign, symbol, or design formed to identify the product or service and the brand is also made to differentiate the company from other competitors. From the beginning, brands were used as a tool to recognize manufacturers and later on for differentiating products from each other (Fisher & Vallaster, 2010). According to Kotler, Armstrong, Wong and Saunders (2008) external marketing, from the company to its stakeholders, is focusing on mediating value in the environment the organization is operating in. One of the most central factors in external marketing is the brand since it is the first attribute of a product that appears to the consumer (Dennisdotter & Axenbrant, 2008). For companies, brands can also be used to simplify product handling, product tracing, organizing inventory and brands can offer a company legal protection regarding features of the product (Kotler & Keller, 2012).

Clanchy (2007, para. 5) considers branding to be *“about creating an experience or emotion that is memorable enough to talk about-or to recommend”*. It is important that the brand mediates the right identity which in turn has the right information or message about the brand value (Dennisdotter & Axenbrant, 2008). Focusing on brand marketing instead of product marketing can make a company gain economies of scale within marketing. This is because making consumers aware and interested in a brand instead of the many products included in the brand leads to fewer variations of marketing (Power and Hauge, 2008). Mossberg and N.Johansen (2006) describes the main rule behind branding that the brand does not exist if it is not visible on the market. Past experiences with the product and marketing teach the consumers about the brands and it is up to the company to learn how the consumer wants to be satisfied (Kotler & Keller, 2012). Today’s consumers lives are in general more stressed and they have less time to spend shopping, brands helps them make decisions faster and with fewer risks (Kotler & Keller, 2012). Brands in this contemporary society have an extended impact on the informational importance (Power & Hauge, 2008).

#### 2.1.1 Brand equity

Brand equity is the added value to a product or service (Kotler & Keller, 2012). Brands are different from each other in the way they are perceived, in the value they creates and their power in the market (Kotler, 2009). If a brand creates value for the consumers, there will be a value for the company that owns the brand. It is not enough for a brand to be famous, the important thing is what the brand is famous for (Melin, 1999).

According to Aaker (1996) brand equity is a sum of assets which are the difference in value that a brand gives to a product. Kotler (2009) considers brands with high equity more likely to reduce marketing costs because of the high brand awareness and loyalty. For brands with high equity it is also possible to be less price sensitive than its competitors and to charge more because of its credibility (Kotler, 2009). Kotler and Keller (2012) write in their Marketing

Management book that there are different ways of testing and measuring brand equity and that one way is the customer-based-approach. According to this approach, the power of the brand is built on what the consumers have felt and thought about the brand over time. Brand equity can also be described as a bridge between the past and the future of the brand, the company's wish is to create desired knowledge and experiences regarding their products and services (Kotler & Keller, 2012). There are four different dimension of brand equity which are; brand awareness, brand attributes and associations, perceived quality and brand loyalty (Aaker & Joachimsthaler, 2009).



*Model 2.1.1, Brand equity dimensions (Aaker & Joachimsthaler, 2009).*

### **2.1.1.1 Brand awareness**

One of the most important tasks when branding is to make consumers aware of the brands existence (Melin 1999). Melin (1999, p. 53) describes brand awareness as *“the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category”*. Brand awareness is an asset that is important because consumers tend to like what they are familiar to (Aaker & Joachimsthaler, 2009). Melin (1999) consider brand awareness important since a lot of consumers assume that a well-known brand represents a good brand. Brand awareness is the first step to engage the consumers and the brands and it is necessary for moving further on to brand association and loyalty (Melin, 1999).

### **2.1.1.2 Brand attributes and associations**

To avoid some competition, brands must relate their attributes to positive and strong associations (Melin, 1999). Aaker and Joachimsthaler (2009) describe brand attributes and association as everything that connects the consumer and the brand, like for example a brand personality. According to Melin (1999), one of the key issues in brand management is to give the brand a personality in order to make the brand more human-like. Aaker (1996) consider the brand's personality to be the set of the human attributes connected to the brand. Users of a brand do often consider the brand to have a strong personality while non-users often consider the brands they do not use to have weak personality. Everything that is associated with a brand contributes to the personality and identity of the brand (Aaker, 1996). Consumers tend to have a need to show who they are and show their personality through their favourite brand (Mossberg & N. Johansen, 2006). Which type of consumers use the brand is very much associated to how the brand's personality is perceived. Consumers have a willingness to self-express their own personality with the personality of the brands they buy. Brand personalities that correspond well with the consumer's personality are more likely to build long-term relationships between the consumers and the brands (Aaker, 1996).

Melin (1999) is considering perceived quality as a part of brand association and is questioning the relevance of using it as an own dimension of brand equity. Good perceived quality helps to gain good brand association and even return of investment (ROI) (Aaker & Joachimsthaler, 2009).

### **2.1.1.3 Brand loyalty**

Brand loyalty is the most important dimension because it is the one that gives long-term value (Aaker & Joachimsthaler, 2009). Oliver (1997, p 392.) describes brand loyalty as *"the deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing to purchase same-brand or same brand-set repetitively, despite situational influences and marketing efforts have the potential to cause switching behavior."*

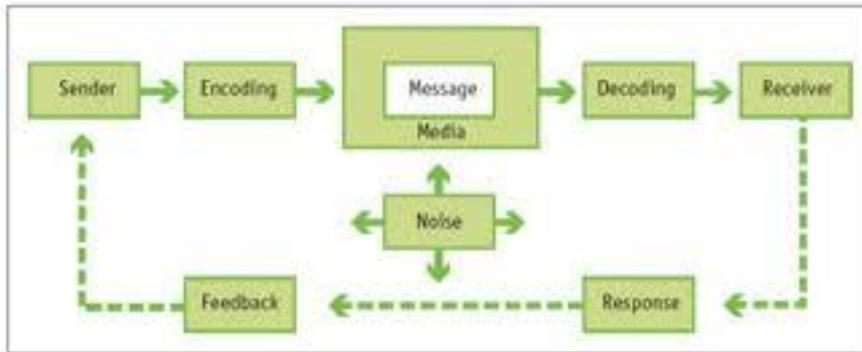
Consumer satisfaction is a major contributing factor in order for consumers to repeat their purchase behaviour and will most likely lead to brand loyalty. The strength of the satisfaction of a brand plays a crucial part if consumers are going show true loyalty to a brand (Lee & Lee, 2013). According to Kotler and Keller (2012) brand loyalty creates barriers towards a company's competitors and the loyalty gives the company security and predictability regarding customers' demands. A strong loyalty among customers can also contribute to the willingness or acceptance to pay more for a product. Competing brands often answers to this loyalty by increasing manufacturing and product designs, but the perception and relation the customers already have to the strong brand cannot be reached as easily (Kotler & Keller, 2012). This perception and relation is built by years of product experiences and marketing activities.

Heinonen and Strandvik (2013) argues that the strength of a brand is depending on the customer's experiences of the specific brand, this includes both existing and potential customers. The strategy for building strong brands is often to build a relationship between the brand and the consumer (Dennisdotter & Axenbrandt, 2008). The relationship makes the consumer faithful to the brand which will strengthen the brand (Dennisdotter & Axenbrandt, 2008). Branding has become so involved with the everyday life and consumption that a deep relationship between the brand and the consumers often occurs. Brands and consumers can have a relationship either built on a value proposition (eg. that they delivers in time or that they are having affordable prices) or built on positive feelings (eg. friendship, admiration or having fun together) (Aaker, 1996). Grönroos (2004) believes that focus in marketing has shifted from being transactional to being more about building relationships. Building a relationship with consumers is a process from identifying the target group to establish the relationship and keep to it. If the company succeeds with this, the company will most likely get a positive word-of-mouth. To build a strong relationship the brand needs to be reliable regarding the brands performance, match the consumer's self-image, have an intention to support the relationships continuity, meet the consumer's functional requirements and create a familiarity between the brand and the consumer (Dimitriadis & Papista, 2012).

## **2.2 Marketing communication**

According to Kotler et al. (2008), communication between the company and the consumers is as important for success as the price and the product are. Promotion is the third element in the marketing mix and it is the element that companies are using to communicate with their target markets (Kotler et al, 2008). The evolution of marketing communication is focusing more and more on close customer relationships and the focus on mass marketing is decreasing. According to Duncan and Moriarty (1998) communication is the only way to build relationships and link people together.

According to Kotler et al., (2008) there are nine elements involved in marketing communication; the sender, the receiver, the encoding process, the message, the media, the decoding process, the response, the feedback and the noise. The encoding process is where the sender assigns the meaning with the message sent in the chosen media and the decoding process is where the receiver assigns the meaning perceived from the received message. The noise in the environment can be a distraction during the whole communication process (Kotler et al., 2008).

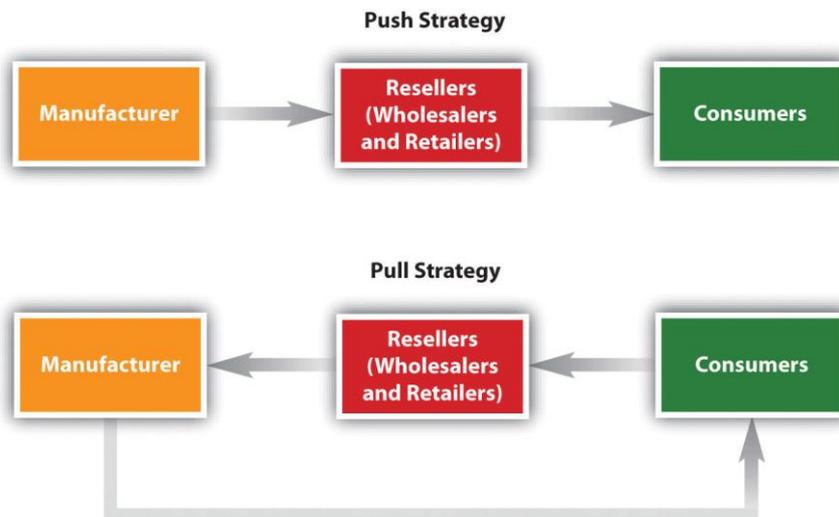


*Model 2.2, Traditional communication process (Kotler et al., 2008).*

### **2.2.1 Push- and pull strategies**

Companies need strategies to go through with their promotion. There are two main strategies called the push and the pull strategy (Kotler et al., 2008). The push strategy is when companies push the product through marketing channels, working with trade promotion and sales forces, such as personal selling (Kotler et al., 2008). It starts with the producer promoting the product to intermediaries, the intermediaries are then meant to introduce the product for the end consumer.

The other strategy, pull, applies when the company instead spends a lot on marketing activities, often advertising, with the desire to make the end consumer buy their products (Kotler et al., 2008). This strategy is supposed to create a demand from the end consumer to the intermediaries who in the final step contact the producer if the demand is high enough. The aim by using a pull-positioning strategy is to influence the end customer right away (Fill, 2009). This strategy is the other way around compared to the push strategy and this time the consumer “pulls” the brand through the channels towards the company (Kotler et al., 2008). According to Kotler et al. (2008) in recent years the most favorable strategy and the most used is the push strategy. Pull strategies are used less frequently by companies nowadays because the mass media campaigns have become more expensive and less effective and the retailers have become more in numbers and have more power towards the suppliers (Kotler et al., 2008).



*Model 2.2.1, Push and pull positioning strategies (Kotler et al., 2008).*

## **2.2.2 Word-of-mouth marketing**

According to Young (2008) there will always be consumers talking about companies and when they do it is more likely that people will believe them than if companies talk about themselves. The greatest challenge for companies is to make consumers spread positive words, because if they do the company will get the most reliable and cheapest form of marketing. Negative word of mouth seems to be even more powerful and harmful for the company than positive. Strategies for companies trying to create positive word of mouth marketing can be to encourage people to communicate by giving them something positive to talk about. Companies can also give the consumers platforms to communicate with each other and with the company on. Finally, companies must try to be creative in projects to stand out in the noisy crowd and also try to involve the consumers (Young, 2008).

### **2.2.2.1 Viral marketing**

Sohn, Gardner and Weaver (2013, s.22) define viral marketing as “*a marketer-initiated consumer activity that spreads a marketing message unaltered across a market or segment in a limited time period mimicking an epidemic*”. To be able to get positive viral marketing, the marketing message from the company must be fast-moving, convincing and self-reproducing (Sohn et al., 2013). Kotler et al. (2008) define viral marketing as the web-based conformation of word-of-mouth marketing. According to De Bruyn and Lilien (2008) the most common form of viral marketing is when the consumer taking initiative to spread information about a company or its product or service. It can occur both because people has a desire to share what they like to their friends in order to create value for them or to gain expressed incentive like financial profit. Marketers have to take advantage of the interpersonal power in social networks to create attention and interest within consumers (De Bruyn & Lilien, 2008). Bhat and Abulaish (2013) consider that organization sees the popularity of social media as an important task and an opportunity for viral marketing to be spread. Viral marketing is all about using social networks in order to achieve marketing objectives by trying to start a viral process which is advantageous for the objectives of the company (Bhat & Abulaish, 2013).

According to Bhat and Abulaish (2013) one of the main tasks of the strategy with viral marketing is to find the right consumers with large size networks and huge impact on their social media platforms. Companies must try to communicate their marketing message with these type of consumers, with hope that they will mediate the communication with their

network. This communication is crucial in order to gain the advantages of viral marketing (Bhat & Abulaish, 2013).

### **2.2.3 Content in marketing communication**

Marketers are all fighting for attention and want to be at the first page in the popular press. Instead of buying media companies, today companies become the media (Lieb, 2012). To succeed, the companies must have a great and consistent content to share. Content marketing is not new and because of the loss of entry barriers thanks to internet, the content is more available than ever. The keys to a good content are to be at the right time, have the right entertainment and valuable information (Lieb, 2012). Also, Scott (2013) discuss the phenomena that companies must act like a PR agency and post valuable content who is estimated by the audience, the potential consumers. The content must be targeted to the right segment, be right in time and be authentic. It is important for companies to know that what they share are being perceived as what and who the companies are (Scott, 2013). The right content gives the companies an opportunity to gain trustworthiness and loyalty from their consumers. One way to create valuable content is to find out the different personas in the companies' target groups and get to know their needs and wants (Scott, 2013).

There are several different emotions a company can trigger with the content in the things they share. Chan (2011) lists different emotions that will trigger the feelings within the consumers the most; the feeling of surprise can be achieved by giving the audience an unexpected promotion or create other kinds of value for them in an unexpected way. Curiosity will trigger the consumers to make them eager to both see and learn more. If the company can tease the consumers and make them curious it will most likely create a lot of emotions within them. Hope is another emotion that tends to trigger the audience, to achieve that the company can for instance share content that shows kindness (Chan, 2011). A company can also try to share secret content on their social media platforms in order to make the audience feel selected and to create a feeling of a relationship with the brand. By sharing pictures that triggers awe, companies can trigger consumers to revere and inspire them. This can for example be photos that are very majestic and special (Chan, 2011).

### **2.2.4 Marketing communication tools**

Regarding market communication there are several different communication tools and the best strategy is to mix them and form a successful tool all together (Kotler et al., 2008). Advertising, sales promotion, public relations, personal selling and direct marketing is the five major categories of tools. The development of marketing communication is also strongly influenced by the technological evolution, which has brought new interested tools for marketers to reach their customers. These different tools give companies the chance to interact with their consumers and to create more tailored messages (Kotler et al., 2008). Companies uses the promotion mix to blend the different communication tools and thereby create customer value and build relationships with their customers (Kotler et al., 2008)

Advertising includes marketing communication tools such as broadcast, radio, print and internet (Kotler et al., 2008). The main role of advertising is to create awareness and engagement among the consumers (Fill, 2009). According to Scott (2013) advertising on the web should not be noticed by the audience, the risk is that today's consumers do not trust advertisement seen online and will therefore ignore it. Marketing on the web gets the best response if the advertises delivers valuable content to the consumer at the right time (Scott, 2013). The development of the web and internet gives the companies a chance to communicate with their buyers through for example blogging and online news releases (Scott

2013). Scott (2013) states in his book that the most effective web marketing is when giving the buyer valuable content before they know they need it.

Tools that categorise sales promotion are for example discounts, coupons and demonstrations (Kotler et al., 2008). Public relations can be done by organizing press releases, sponsorships, special events or web pages (Kotler et al., 2008). According to Kotler et al. (2008) personal selling includes sales presentations, incentive programmes and trade shows. Finally the fifth communication tool is direct marketing. Examples of direct marketing are catalogues, telephone marketing, kiosks and internet and what they all have in common are that they are non-public, immediate and have the possibility to be customised. Direct marketing also allows interaction between customers and companies (Kotler et al., 2008).

## **2.3 Social media**

Social media can be shared in the shape of texts, audios, videos, images and communities (Scott, 2013). Social media includes networks such as Facebook, Twitter and Youtube (CIPR, 2012). These networks are founded on relationships with a desire to be connected. It is important to understand the difference between the social and the media in social media. The social refers to the networking and people's knowledge and acting. The media refers to how the new media works with the old media (Pitt et al., 2012).

Social networking is not new and humans have always stayed connected through, for instance, neighbourhoods, family and friends (CIPR, 2012). Social media have made these networks visible and easy to share with others and they have also made it possible to create relationships with different brands (CIPR, 2012). This kind of networking includes sharing and interacting on a two way communication path. CIPR (2012) wrote that more than 70 percent of the people that uses internet use social networks. According to Bhat and Abulaish (2013) are social media's huge increase in popularity the last few years incident to its ability to form models of different ongoing processes in the society such as cultural trends or communities. Boreli, Chen and Kaafar (2013) states that together with increasing numbers of social network users, especially using mobile phones, location based features have become an important part of social networking. On location based social networks (LBSN) users can check in and show friends where they are with a technology based on GPS systems (Boreli et al., 2013).

Baird and Parasnis (2011) states that there are different opinions in what consumers want from companies on social media and what the companies think consumers want. Their study shows that consumers in general are looking for transactional content and that companies thinks that consumers value information and connection higher than they actually do (Baird & Parasnis, 2011). According to Baird and Parasnis (2011) are consumers more likely to listen to what friends and family share about a company than what the company share itself on social media. That is why the key to engage consumers are to create content that has high and positive shareability. To reach that, companies have to affect their consumer in an emotional way (Baird & Parasnis, 2011).



**Notes:** Consumer:  $n = 1,056$ ; Business: Learn:  $n = 333$ , General info:  $n = 336$ , Submit opinion:  $n = 334$ , Exclusive info:  $n = 333$ , Reviews/rankings:  $n = 333$ , Feel connected:  $n = 331$ , Customer service:  $n = 331$ , Submit ideas:  $n = 332$ , Community:  $n = 329$ , Event:  $n = 332$ , Purchase:  $n = 334$ , Discounts:  $n = 331$

**Source:** IBM Institute for Business Value analysis. CRM Study 2011

*Model 2.3.2, Companies have some misperceptions regarding why consumers interact with them via social sites (Baird and Parasnis, 2009).*

### 2.3.1 Branding on social media

According to Carlsson (2011) when working with branding, social media is an asset too good not to use. By communicate via social media, companies will get more platforms for contact, a tool to build long term relationships, a closer connection and a dialog with the stakeholders, a faster way to spread their communication message and an ongoing way to analyse the business environment (Carlsson, 2011). Branding communication in social media is the sum of all communication created by the company and its employees, the consumers, the journalists and the other stakeholders. A company can therefore not all by itself control all the information on social media and that makes it extra important that the company is actively working to influence the communication (Carlsson, 2011). Social media gives the companies a chance to be more human and a chance to engage with their consumers to build trust, brand loyalty and understanding (CIPR, 2012). To be human companies should try to become closer, friendlier and show reliability towards their consumers (CIPR, 2012).

Consumers that are involved with the brand on social media by sharing and creating content about the brand does not only affect the brand but also tend to be more loyal and those consumers are also more likely to have a relationship with the brand. Social media is an important tool for creating relationships. The marketer has to use social media to be intimate with the consumers, create emotions within consumers to develop commitment and encourage consumers to be involved with the brand (Turri, Smith & Kemp, 2013). To increase intimacy with consumers thru social media companies must create content that is valuable for their consumers. This means that they have to know their audience. Companies can use social media to get to know their consumers and to be responsive to their opinions (Turri et al., 2013). Creating emotions on social media have everything to do with the content. The communication message must be emotionally-rich and show human aspects of the brand. The greatest benefit when building brand relationships on social media is the ability to get the consumer to co-create the brand together with the company (Turri et al., 2013). Turri et al.

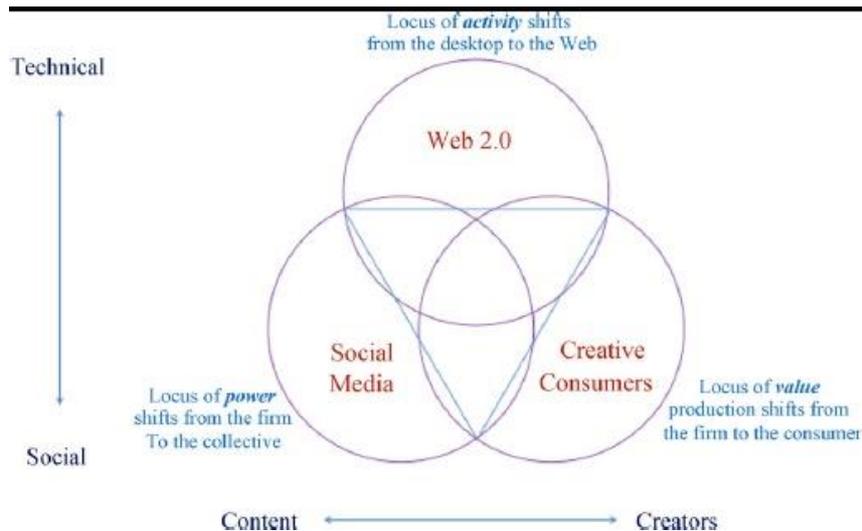
(2013) believes that the company have to be proactive to encourage interaction from its consumers. Companies should share content on their social media that is interesting and relevant for their consumers. They should also encourage the consumers to share it and express their opinion about the content, which can create higher emotional value and a better relationship between the brand and the consumer.

### **2.3.2 Marketing communication on social media**

According to Gurau (2008) there are three main attributes of communication that differentiates online marketing communication from other types of communication. The first attribute is interactivity, because of the infinite options to communicate. Then there is transparency, due to the fact that it is possible to access and view information everywhere if the information is available. Last there is memory, since pretty much everything is saved by the networks. Social media is created for private use and when companies use them professionally it can bring them closer to the consumers and the companies must act truly honest to avoid negative viral marketing (Ström, 2010). According to Safko (2012) are consumers nowadays exposed with noise every single minute of their lives. Advertising from companies are becoming irrelevant and a huge part of that noise. For a company to be able to stand out in the noisy crowd it is crucial to be apart of the social networking and to build an organization that is transparent and that is conversing with its target group (Safko, 2012).

The online consumers are also different from other consumers, consumers available on social network are much more involved in the communication message sent from the company. Consumers are closer than ever before, both with companies and other consumers. The proximity between consumers has made the company an easier target to discuss (Gurau, 2008). Gurau (2008) believes that consumers on social networks has the ability to ignore the noise and instead pull the information out of companies they are interested in rather than accept every message that is pulled to them.

Starting with the web 1.0 consumers all over the world were able to interact with each other and companies on the multimedia platform (Pitt et al., 2012). New technologies and the fact that world constantly is changing, quickly developed web 1.0 to web 2.0. The new web 2.0 shifted the focus from the companies to the consumers, from individuals to communities and from publishing to participation (Pitt et al., 2012). According to Pitt et al. (2012) web 2.0 changed the monologues online into social media dialogues. The challenge for companies is now to keep themselves updated on how new technology works, which challenges and which opportunities web 2.0 has brought into the marketplace (Pitt et al., 2012). The power of communication has shifted into the hands of the consumers owing to the increase of using social media and has enable them to share and express their opinions permanent and visible (Gurau, 2008). When the power of value is shifted and the consumers behaviour are changed from passive to active, they are today being called the creative consumers. According to Pitt et al. (2012) is it these consumers who contributes with the valuable content and they make the content social by sharing it with their networks and friends.



*Model 2.3.2, Web 2.0, Social media and Creative consumers (Pitt et al., 2012).*

Safko (2012) believes that companies have to embrace the tools able online and engage with their consumers in an innovative and non-traditional way in order to become viral. Perrey and Spillecke (2011) agree that online consumers can spread their dissatisfaction or satisfaction faster than ever thanks to social media. This contributes to the importance of doing well thought out marketing and the rewarding that comes from it. The marketer's goal has changed from finding consumers who wants to buy their product to finding consumers who adds the value the company wants their product to be associated with (Pitt et al., 2012). The marketers cannot control the consumer's value-creating activities, instead they have to nurture the consumers and their ideas and cooperate with them.

### **2.3.3 Social media networks**

Social media have different level of importance depending on which company who may use them and to start using all channels at the same time is not necessary (Ström, 2010). According to Safko (2012) people are most likely to choose one or two social media they prefer and the time they spend on social networking will overall be spent on these. Safko (2012) writes about the importance of creating trust on social networks to increase sales and influence among customers. As a marketer you need to understand that you must be a part of social networking, where people with similar interests at the same time and place meets (Safko, 2012). Social media platforms are technically for free but they cost time and research and most important of all they requires a strategy, persistence, work and originality (Lieb, 2012). Nowadays, the mobile is in focus and it is crucial for the information, pictures and movies to be mobile friendly and easy to handle for the social media users (Ström, 2010). Still today many companies are not having mobile friendly information and will therefore misses out on valuable sales (Scott, 2013).

Ballve (2013) writes on Business Insiders website, a list of the most popular social networks during 2013, measured in numbers of global active users. Facebook is one the first place and further down the list you can find large social networks such as Youtube and Twitter. On 14th place, on a list of 24 different networks, is Instagram which is the first of all photo sharing social networks (Ballve, 2013). Ström (2010) defines Facebook as an social network where the users can connect and socialize with old and new friends. Facebook is a social network for private persons but also a marketing tool for companies and the user can be a private person, an organisation or a company. Facebook is, for instance, about writing and sharing your daily life, sending direct messages to your internet friends, posting pictures and create different

social groups (Ström, 2010). Youtube is a social media video channel with great opportunities to affect feelings. It is often easier to reach people by affecting their feeling rather than by factual arguments (Ström, 2010). The videos on Youtube do not need to look professional or be professionally made, they could be short videos posted by anyone. Youtube is the most used video sharing social network, with more than 70 percent of the video watching online (CIPR, 2012). Twitter is about posting very fast and short messages, tweets, which must be less than 140 letters long (Ström, 2010). According to Ström (2010) Twitter is a microblog, which is a mix between a blog and a chat forum, Twitter is the world's largest microblog. The messages the users post on Twitter reaches their followers directly. The followers are also followed back most of them times which creates a two-way-communication (Ström, 2010).

## **2.4 Instagram**

Instagram is a free photo sharing network where it is simple to share pictures and short videos with others. Instagram was launched in October 2010 and the monthly users are over 150 million people with an increase of people downloading the app in 66 percent from year-to-year (Smith, 2014). Instagram gathered more than twelve million members the first year (CIPR, 2012) and there are currently 55 million pictures that are being uploaded every day (Ahmad, 2014). Instagram describes themselves as *“a fun and quirky way to share your life with friends through a series of pictures. Snap a photo with your mobile phone, then choose a filter to transform the image into a memory to keep around forever. We're building Instagram to allow you to experience moments in your friends' lives through pictures as they happen. We imagine a world more connected through photos”* (Instagram, 2014).

According to a survey made by the Pew Research Center's Internet & American Life Project the most frequent users of Instagram are women between 18-29 and 13 percent of all social media users do use Instagram (Brenner & Duggan, 2013). The Internet Infrastructure Foundation has a service and website called Swedes and the internet who states that Instagram is the media of the youth (Findahl, 2013). The most active users on Instagram in Sweden are women in the ages 12-15 and 20-25 (Findahl, 2013). Instagram have given the youths a gathering place for their photos and it has made it possible for them to post their pictures and share the pictures among friends (Findahl, 2013).

### **2.4.1 Branding on Instagram**

Photo sharing social networks, including Instagram, are a great way for companies to market themselves in a low-cost and high quality environment that is highly targeted within consumers and competitively advantageous (Safko, 2012). Chan (2011) highlights companies that use Instagram not as a sales promotion tools but as an opportunity to show the brand and the company behind-the-scenes. Social media that are based on photo sharing are becoming more effective as a tool for Search Engine Optimizing and the popularity for them is highly increasing (Chan, 2011). There are 65 percent of the world's top 100 brands that have Instagram accounts and 57 percent of them are active and post pictures or videos at least once a week (Smith, 2014).

To help businesses with their Instagram marketing, the Instagram team has created a blog called Instagram for business that post helpful advices and best practises of brands that succeed with their Instagram marketing. They are currently releasing posts from their own made book named The Instagram handbook for brands (Instagram for business, 2014). The book contains Instagram's brand values as well as the top hashtags and examples from the eleven best Instagram brands. The things the eleven most successful brands on Instagram have in common is that *“ these accounts bring their unique identities and values to life*

*through captivating imagery and a focus on their respective communities”* (Instagram for business, 2014, para. 3)

#### **2.4.2 Marketing communication on Instagram**

At first Instagram was made only as an application for iPhone and it was not until April 2012 that Android phones and in the late 2013 that Windows phones were able to use the app (Ahmad, 2014). iPhones, Android and Windows phones are still the only devices that can use Instagram as of now, the Instagram team has made a statement that they are trying to make Instagram as good as possible for the existing applications before they consider developing it to function on other devices (Instagram, 2014). It is possible to view posts on the web through other applications but uploading posts must be done on an iPhone, Android or Windows phone.

Recently Instagram started to use sponsored advertising in the US, Instagram is doing this to increase its profit and to make more business out of the company. This will put more pressure on the companies to post pictures that will create positive feelings among the followers, instead of creating a feeling of spam and irritate the users of Instagram (Quist, 2013). The posts that are sponsored are marked by a special label and the decision of which posts to show is based on the information from the users' accounts (Instagram 2014). The users can also choose to hide posts that they consider as uninteresting and that will also help Instagram to choose which posts to show to that unique user in the future. Instagram states that their aim by advertising is to try to make the sponsored posts look as natural in the user's newsfeed as the posts by the brands many users already follow (Instagram, 2014).

On Instagram it is possible to put a filter on your photo to make it look professional even if you snapped it with your mobile phone. It is optional on a photo-to-photo basis to share your posts on other networks such as Facebook and Twitter (Instagram, 2014). Instagram is described as a *“simple social networking tool containing updates in the form of, yep, instant photos posted by people in your network. Users can interact by commenting on photos in his/her network and can, in utter Facebook style, Like them.”* (Chan, s. 108, 2011). Chan (2011) believes that Instagram gained so much popularity in such short time because it is easy to use and share the pictures on other social media as well. According to Safko (2012) the most important attribute of photo sharing social networks is that they are fun and that sharing pictures with others is an excellent way of sharing memories. In 2013 Instagram released both the possibility to upload a video and the direct message function meaning that the users can send direct messages to individuals or groups as long as the message contains a picture (Internetworld, 2013; Ahmad, 2014).

#### **2.5 Generation Y**

Generation Y is also known as the Millennials and is a generation mostly containing young adults (Aquino, 2012). Gen Yers, Generation Y, wants to be unique and special and they are a very emotional and globalized generation (Bergh & Behrer, 2013). Generation Y is the first generation that has been growing up with internet and for them are mobile phones and social media highly involved in their normal social life (Aquino, 2012). Numbers from InSites Consulting's Global Social Media Study from 2010 states that there are over 70 percent of the people between the years 15-24 who have formed a profile on social networks (Bergh & Behrer, 2013). Bolton et al. (2013) consider social media as a phenomenon that can increase Generation Y's well-being because it has the possibilities of strengthening bonds with family and friends. Since the users choose for themselves what they want to share on social media there are a great possibility of receiving positive feedback from others that can boost them. However there are negative consequences as well, such as addiction to both internet use and seeking confirmation of others (Bolton et al., 2013).

According to Gronbach (2008) a member of Generation Y has a desire to consume that is five times stronger than the previous generations. One significant difference between Generation Y and other generations is their lack of patience and when Generation Y wants something, they want it right away. Generation Y is also a generation that cares about the society and environment which will permeate their lifestyle and their decisions (Gronbach, 2008). Lewis (2013) considers Generation Y to be creative, confident and having a huge global connection. They are determined to live their life to the fullest, with a purpose and they are often seeking experiences. Most part of Generation Y tends to be highly educated or is going to be highly educated (Gronbach, 2008). No other generation has had a bigger part of university students and since Generation Y currently consists of young adults, many of them are in university or college at the moment (Gronbach, 2008).

### **2.5.1 Branding to Generation Y**

Gronbach (2008) consider it impossible to build brands to Generation Y in the same way companies usually did. Since Generation Y hardly watch regular TV or listening to commercial radio there has to be another way to reach them and because of their huge purchase power, brands must reach them. Aquino (2012) thinks that members of Generation Y tend to listen to people related to them about their brand preferences instead of trusting commercials and advertising. Generation Y has learned to use social media as a way to show their opinions and tell brands what they think. They also use it to influence marketing and branding of the brands they like (Bergh & Behrer, 2013). To handle all the commercials and media Generation Y are exposed for, they rely on what social networks and family tells them, but in the end they want to explore and make the final decisions by themselves (Bergh & Behrer, 2013).

Bergh and Behrer (2013) explains that companies, before starting the conversation about the brand, needs to earn the youth's respect. Generation Y expects equal relationships and co-decision making from brands, grounded in the environment and atmosphere they were raised in (Bergh & Behrer, 2013). According to Bergh and Behrer (2013) this puts a pressure on brands today to have information about Generations Y's interests, opinions and values. The five key attributes of successful brands, when trying to connect to 13-29 years old, are coolness, realness, uniqueness, self-identifications (between the consumer and the brand) and happiness (Bergh & Behrer, 2013). According to Bergh and Behrer (2013) working with these attributes, the brands parameters of satisfaction, purchase preferences and peer-to-peer promotion (the conversations about the brand) will get a positive uplift. Since Generation Y is dedicated to human rights, the society and the environment they will look deep into the companies values and expect more from them than previous generations in order to be loyal to the brand (Gronbach, 2008). Aquino (2012) writes that the most important part of branding to Generation Y is to give the brand a personality and build all the marketing around it. Generation Y will most likely connect with the brand if the personality seems interesting and funny to them. Bolton et al. (2013) states that social media is an important communication tool when it comes to branding to Generation Y and to strengthen brand equity.

### **2.5.2 Marketing communication towards Generation Y**

Aquino (2012) consider Generation Y to be a generation that is well aware of different marketing methods and disapproving with push-marketing communication. Gronbach (2008) consider it to be impossible to market to Generation Y without using internet as the main marketing communication tool. Technology is more than gadgets for Generation Y, they have combined their social life with it (Bergh & Behrer, 2013). Communication is the main reason why Generation Y is using internet which makes social media important for the generation

(Bolton et al., 2013). Another important tool when trying to reach Generation Y is the mobile phone. Generation Y is almost always connected through their phones, strongly 83 percent of the generation is even sleeping with their phones next to them (Bergh & Behrer, 2013).

In general it is very important to be creative when marketing towards Generation Y. Gronbach (2008) means that the marketing message towards Generation Y needs to be fun and needs to tell the truth, because Generation Y will make sure that the company has proper values. Marketing communication towards Generation Y must rely on creating feeling since they tend to make decisions based on their heart and not their head (Lewis, 2013). Since Generation Y carefully listen to their friends opinion about products and brands, word-of-mouth marketing is the key to success (Aquin, 2012).

## 3. Method

*This chapter will present and discuss the choices we made when it comes to methodology and how the research process has proceeded. We will argue about both the positive and negative aspects of our decisions and the impact of them. We want to show that we are aware of the consequences our methodological choices had on our thesis.*

### 3.1 Research approach

According to Wallén (1996) is the first step of a research to cogitate what problem the study will focus on. This will set the choice of methodology, the theory approach and the data collection. In this study we focused on the problem of how marketing on Instagram works to reach Generation Y. The purpose was to contribute with more theoretical knowledge regarding that subject. Wallén (1996) clarifies that a scientific problem can most likely be that the researches are searching for new knowledge and that it is important that the result has some universal applicability.

Mattson and Örtenblad (2008) consider the explanatory research method to be a method that tries to understand and explain why a phenomenon occurs. Because of our problem and purpose our study was explanatory where we explained why Generation Y want specific communication from brands on Instagram and not only described what they wanted. The descriptive method regards questions about how different conditions in society are, changes and varieties (Grønmo, 2006). Grønmo (2006) also states that detection and mapping of the actual conditions are crucial to form a descriptive research question. According to Jacobsen (2002) are the descriptive and the explanatory methods the most common when doing research and we considered these methods to be the best suit for our study. They are best suited since we partly wanted to know what Generation Y want from brands on Instagram but we also wanted to describe why Generation Y prefer certain communication from brands on Instagram and what it can lead to. That is why we considered the mix between descriptive and explanatory methods, as Jacobsen (2002) advocates, as preferable.

#### 3.1.1 Inductive and deductive approach

Inductive approach means that the researchers start with the primary data collection without any primary knowledge or opinions in the area (Wallén, 1996). Halvorsen (1992) describes the inductive approach to be favorable when the research purpose is to investigate an unexplored field or phenomena. Because theories and basic knowledge already existed in the beginning of the research process we did not chose the inductive method.

The deductive approach is based on existing theories and the aim is to test them empirically and develop new contributions in the area (Wallén, 1996). When the research starts with collecting theory and by getting knowledge in the area before collecting primary data, there is a possibility that the research will miss out on information (Jacobsen, 2002). Despite this we found that the most suited approach for our study was the deductive approach. Our study is based on the existing theories about branding, marketing communication, social media, Instagram and Generation Y. To be able to get the best possible result of this approach we needed to study these subjects very deep and that is why we have dedicated much of our time to get knowledge in the areas. To better explain the relationship between methodology, empiricism and theory in both the deductive and the inductive approach we reconstructed this following model.

| <b>Typical research object</b> | <b>Relationship between theories and empiricism</b> | <b>Method to link theory and empiricism</b> | <b>The theoretical objective with the empirical research</b> |
|--------------------------------|---|---|--|
| Deductive                      | From theory to empiricism                           | Research problem                            | Theory testing   |
| Inductive                      | From empiricism to theory                           | Interpretation                              | Theory building  |

Tabel 3.1.1, *Overview of the relationship between methodology, empiricism and theory in deductive and inductive research object* reconstructed based on Grønmo (2006).

### **3.2 Choice of method**

When choosing research method it is important to have the base in the research purpose to decide if the study will have a qualitative or a quantitative approach (Trost, 2010). Trost (2010) states that the quantitative approach analyzes relations between variables. In this study we have analyzed variables such as content, emotions and brand experiences to name a few. We considered our study to include both qualitative and quantitative variables.

If the purpose is to find out humans way of reacting, how humans argue in different issues or to distinguish different behaviour patterns the qualitative method should be chosen (Trost, 2010). By including qualitative data in our study we have answered and described the answer to our question of how marketing on Instagram works to reach Generation Y. This method can help to describe different qualities and attributes among the survey units (Halvorsen, 1992). Jacobsen (2002) consider the qualitative method as preferable when the researchers aim to create clarity in an unclear subject and when there is limited previous knowledge in the area which can make it hard to design a quantitative survey. Using qualitative questions we were able to answer the question about how marketing on Instagram works to reach Generation Y but also and most important why they wanted a specific communication. Some of the characteristics for a qualitative method are that the methods are flexible, the research problem is analytical and descriptive and also that it is proximity to the respondents (Grønmo, 2006). The decision of using deep interviews gave us a chance to get close to our respondents and since we used mostly open questions it created flexibility. After the qualitative questions, when our knowledge in the area was deeper, we created a quantitative survey based on the qualitative answers.

A quantitative method should be done when the research question is best answered in percent or frequency and to avoid misleading answers it is important to choose a representative sample for the study (Trost, 2010). Halvorsen (1992) explains the differences between qualitative and quantitative data collection methods by describing quantitative data as the data you can measure. After the qualitative interviews we considered a quantitative survey to strengthen our result and give us numbers that contributed to an interesting analysis. The numbers were collected by asking questions such as, how often do you want brands to upload posts on Instagram. If the purpose includes numbers and words such as longer, more, how often, how many it is probably a quantitative approach that will be most favorable to use (Trost, 2010). Quantitative information can be collected by surveys or formal interviews (Halvorsen, 1992). The main advantages with these kinds of methods are the opportunity to collect the exact data we are interested in and analyzing this data in advanced programs (Halvorsen, 1992). Grønmo (2006) describes the quantitative method to be used when a

general picture of the society is wanted. The central characteristics for a quantitative research is statistical generalization, structure, distance and selectivity to the sources and that the outcome can be interpreted precisely (Grønmo, 2006). In order to create a general picture of Generation Y wants to be communicated with from brands on Instagram, we put a lot of effort regarding the quantitative method. The effort was in terms of a thorough analysis and by reaching a large amount of relevant and representative respondents. Halvorsen (1992) mention in his book about a triangulation of methods, which includes a combination of both qualitative and quantitative data. In our study this combination, the triangulation, has been used.

### **3.2.1 Triangulation**

The triangulation of both qualitative and quantitative data is often used to strengthen mistakes that the quantitative method might have (Halvorsen, 1992). According to Grønmo (2006) there are different ways of categorizing which data that is quantitative and which is qualitative. Some researchers draw the line with metric data (quantitative) and data explain in text (qualitative) when others draw the line in between where non-metric data is explained in numbers or data are presented in other amount terms. Further, Grønmo (2006) states that the qualitative and the quantitative methods often are best used together as complements to each other. For our study we were determined to use both qualitative and quantitative data to answer our research question. We started by collecting qualitative information from deep-interviews and after collecting and analyzing the answers we formed a quantitative survey. The quantitative method, using surveys, gave us a chance to collect numbers of frequency which strengthen our result. Because it is an explanatory research we started with the qualitative questions to create a relevant quantitative survey. According to Grønmo (2006) the most used combination of qualitative and quantitative methods is when qualitative data first is collected to work as preparation for the quantitative study. This is often used in an explanatory phase when the aim is to first get a basis of measurements to later use in the collecting of quantitative data (Grønmo, 2006).

## **3.3 Data collection**

According to Jacobsen (2002) are there two different types of data collection, which are primary data collection and secondary data collection.

### **3.3.1 Secondary data collection**

Secondary data is information that other researchers and authors have collected (Jacobsen, 2002). After deciding our purpose and subject we started looking on databases and on primary studies about the subject of branding and marketing communication. We started with collecting the foundations regarding these theories. Further we looked at branding and marketing communication connected to theories of social media, Instagram and Generation Y. These five subjects together formed this study's theoretical framework. When we looked at the specific subject of Instagram there was not much secondary data to collect and this was what our study added thru our primary data collection. The tools used for gathering secondary data to our study was mainly the databases Google Scholar and Summon Halmstad University's database but also some course books. According to Jacobsen (2002) is it important to review the chosen secondary data critically to make sure that the sources have high credibility and that the collected information is correct. The most of our sources were scientifically reviewed articles and when collecting data from books we chose well-known writers. We know that course books are not always scientifically reviewed and we are aware of the fact that it could have decreased the trust of the collected information. To secure the information's validity we used well-known writers and books that are famous in their area of

expertise. Our objective when we chose secondary sources was to try to gather as new and up-to-date data as possible, because of the chosen subjects of social media and Instagram are relatively new phenomenon. Most of the secondary data was written in English, except from some of the books. We are aware of that the translation process from Swedish to English can cause misunderstandings but we do not think that it has had an impact on our study.

### **3.3.2 Primary data collection**

Primary data is the information the researchers collect directly from other individuals through questionnaires, observations or interviews. The benefit from primary data is that the information is collected for the specific purpose, unlike secondary data (Jacobsen, 2002). For this study we have chosen to use both interviews and surveys to collect the amount of quantitative and qualitative data that requires to increase the validity and reliability of the study.

#### **3.3.2.1 Questionnaires**

There are different kinds of questionnaires in which the respondents answer by themselves. Examples of these kinds of questionnaires are mail surveys, group surveys, e-mail surveys and other online surveys (Troost, 2010). Hultåker writes that the popularity of internet surveys are growing and that it is a cost effective way to perform a data collection (Troost & Hultåker, 2007). Hultåker also state the importance of narrowing the amount of questions regarding online surveys (Troost & Hultåker, 2007). In our study we used online surveys and reached our respondents thru Facebook, LinkedIn and e-mail. We chose Facebook, LinkedIn and e-mail because they gave us an effective and timesaving way to reach the respondents. We also considered online surveys to be favorable when the topic was Instagram. This is based on the facts Nilsson (2013) states that Sweden is the third largest internet using country in the world during 2013 and one of the most common activity online is the use of social media. Hence, the respondents we contacted online were most likely social media users which increased the possibility of them using Instagram. Our survey contained three questions about the characteristics of the respondent such as age, gender and occupation and then 18 questions about the subject of branding, marketing communication and social media. The questions were relatively short and easy to answer so we considered our study to be the right size of an online survey.

Collecting data can be divided into structured and unstructured collecting methods (Troost, 2010). According to Troost (2010) it is important to explain what the researcher means when using a structured method, in this study we consider the structured method to be when there are fixed-choice answers. We used the structured method in our surveys but in our interviews we had mostly open answers and according to Troost (2010) this is called the unstructured method. To complement our open questions we used a few questions with fixed answers because we considered that some questions needed guidelines and examples, so the respondents fully understood the questions and gave us reliable answers. The questions were not considered too hard or difficult so that they should be excluded from the interviews, their importance and relevance were considered high and therefore necessary.

Some of our questions in the survey had scale alternatives in order to get the respondents to rank their opinion. It was chosen to have a scale from one to five, Wärneryd (1993) consider it hard for respondents to be able to differentiate more than five categories. Even though a five-point scale makes it possible for the respondent to choose a neutral opinion, by picking the alternative three in the middle, we wanted to use it anyway. According to Wärneryd (1993) can a scale without a middle opinion force the respondents to take a stand but also exclude the fact that respondents can have an opinion that represent the middle alternative.

With this in mind we did not want to exclude any possible answer so we did choose to go with the five-point scale.

### **3.3.2.2 Question wording**

Bell (2010) explains the importance of how the questions are expressed when putting together a questionnaire. For example can the same word be perceived as different to different persons. Bell (2010) is therefore giving the advice that the researchers should be careful and particular when creating the questionnaire in order to narrow misunderstandings. The questionnaires used in this study were first sent to our supervisor to get another point of view and opinions from someone experienced. Then we handed out our quantitative questionnaire to five different test persons all belonging to Generation Y in order to find out how they perceived the wording and too make sure there were no possibility of misunderstandings. Bell (2010) thinks that a test-run with the questionnaire is important, and that the researches should try test it on a group that represents the target group well with similar characteristics.

### **3.3.2.3 Survey respondents**

The respondents should be heterogeneous within the homogeneous sample, it must be variation but in a given frame (Troost, 2010). To get a reliable sample it need to be representative for the empirical population and as close to the theoretical population as possible (Halvorsen, 1992). The factors deciding how big the sample should be are time and costs (Troost, 2010). In our study these sample units were persons from Generation Y, those in the age between 18 and 29, and our aim was to make the sample for the study as representative for the target group as possible. Besides belonging to Generation Y our respondents had to use Instagram and they had to follow at least one brand on Instagram. Jacobsen (2002) consider that a sample of less than 100 respondents makes the collected data hard to analyse and to get a proper result from. The preferable sample size according to Jacobsen (2002) is between 400-600 respondents depending on the target population. After sending out the quantitative survey, we collected answers from 205 respondents. Some respondents did not answer all questions and we wanted to avoid forcing them to do it in case they did not understand or if something else made them unable to answer some questions. We did not want to risk getting unusable answers. According to Troost (2010) it is more important to have many respondents collecting quantitative data than when collecting qualitative data. It is important to show how many respondents have been asked and participating in the study, using a quantitative method (Troost, 2010). Our respondents were reached by our own Facebook and LinkedIn accounts where we tried to capture those that fitted within the target group. We got help from friends and family members to spread the survey with their colleagues, classmates and friends to broaden the sample. The survey was also sent to different programs at Halmstad University by e-mail to reach respondents that were not from our association of friends. To reach the younger part of our target group we e-mailed the survey to high schools were we studied earlier and therefore had a connection to. The data that the respondents revealed about themselves was age, gender and occupation. The respondents were kept anonymous for the reason of not making them feel exposed or not wanting to reveal some answers.

When the respondents have not been chosen randomly and instead with strategically thoughts it is called a convenience sample (Troost & Hultåker, 2007). A convenience sample can also be the case when posting a survey in a newspaper, journal or in some other random chosen forum (Troost & Hultåker, 2007). We posted the surveys on platforms we knew that a particular type of respondents would be active on. We consider our respondents to belong to a convenience sample and according to Troost and Hultåker (2007) the selected respondents will only contribute with a representative selection in form of the criteria that the researchers have

chosen. Our respondent belongs to a convenience sample with clearly written down criteria's such as, Instagram user who follows at least one brand and is between the ages of 18-29. We consider our respondents to contribute with the most essential criteria for our survey and study. According to Trost and Hultåker (2007) the main idea with a convenience sample is that the data collector can chose representative respondents in form of special criteria. Trost and Hultåker (2007) describes the biggest problem with convenience samples to be that the data collector by itself chose the respondents and because of that might just chose respondent who looks friendly or helpful. We consider the fact that we did the survey collection online to minimize the risk of being affected by the respondents before selecting them.

#### **3.3.2.4 Interviews**

According to Halvorsen (1992) are interviews often used when the researchers are not able to study the phenomena by themselves, when the phenomena already have happened or when it is of private character. Characteristic for interviews are when asking the respondents simple questions and receiving complex and comprehensive answers (Trost, 2010). Interviews can be done in groups or with individuals (Trost, 2010). In this study individual interviews where used to reduce impact and distractions from other people. According to Trost (2010) the individual interview is good to use to minimize the risk of other people's opinions affecting the respondents answer.

Recording the interview gives the interviewer a chance to listen to the answers again and hear things that might not have been heard during the first interview (Trost, 2010). Trost (2010) also writes about the disadvantages of recording to be that listening to the interview will take a lot of time, that body language disappears and that details may be missed. Recording was not seen as necessary for this study's interviews or regarding the asked questions.

Conclusions were drawn that the work would cost more time than that it would have contributed with when analyzing the data. As mentioned under the questionnaire paragraph we used mostly opened questions. To make the answers more easily analyzed we had some questions when the respondent could choose from categories and fixed-choice answers. All questions used in our interviews were based on the frame of reference, divided into categories of branding, marketing communication and social media with primarily focus on Instagram. Since the chosen respondents where all members of Generation Y it is something that will permeate all questions. According to Trost (2010) a study should be structured regarding the topic and research purpose but the interview itself can be unstructured. Standardization means that the questions in the interview and the situation the respondents are interviewed in is the same (Trost, 2010). We had the same questions for all our respondents but the situation and environment changed depending on the respondent's choice of time and place for the interview.

The interviews started by describing the purpose of the study and further by asking simple questions about the respondents age, name, occupation and which social media the respondent were using. Then we continued by asking more deep questions about branding and marketing communication on Instagram. The different interviews carried on for about half an hour and notes were made throughout the whole interview.

#### **3.3.2.5 Interview respondents**

The interview respondents had to fit the same criteria as the survey respondent regarding their age and activity on Instagram. In order to reach a representative sample and to achieve a variation among the respondents we did chose five females and two males with different ages and occupations. This variation was considered enough to reach reliability of the research. The respondents were found by searching among our own followers and friends on Instagram

to discover which of them who were following brands and therefore were representative for our survey. According to Trost (2010) is collecting qualitative data about finding patterns not asking a large amount of respondents. Our deep-interviews were with seven respondents and these respondents were kept anonymous in this study, their age, gender and occupation is the only information given.

It is important for the respondent to feel safe and calm, the place of the interview should be somewhere private and without audience (Trost, 2010). A good way to choose the place for the interview is to give the respondent some alternatives and after give them the chance to choose (Trost, 2010). Regardless the place of the interview it is important to take the places influence and impact in mind when analyzing the collected data (Trost, 2010). The respondents in this study were asked where they preferred to meet and therefore are all the interviews held in different locations. Most of the respondents preferred to meet at home which meant that the interviews were held in a quiet and safe environment familiar to the respondents.

### **3.3.2.6 Analyzing primary data**

There are different ways of analyzing data and it is hard to say which way is right but the start could be by using these three steps: collecting data, analyzing data and interpret the data (Trost, 2010). Beside these steps Trost (2010) recommend that quantitative data should be analyzed in special data systems. According to Grønmo (2006) is one analyzing category when the study's purpose is to analyze the respondents' opinions which was our purpose with the study. We followed Trosts (2010) advices to first collect, then analyze and interpret the data and the recommendation from Grønmo (2006) to analyze the respondents opinions was also taken in mind. We also looked at which content and communication the respondents preferred or not. When forming the interview guide we had a structure which facilitated the work of analyzing. This structure was built on initial easier questions and then more in depth questions. The interview was built on different categories which we later easily connected to our theories. When finished our deep-interviews we tried to find similarities and un-similarities within the respondents' answers and then shortly summarize them.

After this we formed our surveys to gain more information. The surveys were analyzed both in the data system available at Halmstad University, SPSS and by analyzing the percent from the tablets and diagrams made in Google forms. The questions in the survey had both qualitative and quantitative answer alternatives and we did only chose to use SPSS for the questions with answer alternatives that were quantitative. These seven questions were analyzed in SPSS by doing a descriptive analysis, a explored analysis and a t-test. The descriptive analysis is used to get a median and a mean value (Wahlgren, 2005). Both the explored analysis and the one sample t-test are being used when wanting a confidence interval (Wahlgren, 2005). The confidence interval that has been used is 95 percent, which according to Wahlgren (2005) means that we could be 95 percent certain about the answer. We also wanted to get information about the standard deviation and the standard error. Standard deviation is the average deviation from the mean value and standard error is the error that arises because we make a sample from the population (Körner & Wahlgren, 2002). When transferring the data from the survey from Google forms to SPSS we needed to transcode the gender question to numbers which is favorable according to Wahlgren (2005) when sorting and analyzing data. We also needed to correct the headers for the different questions since several questions could not end with the same words, not contain any symbols or not be too long. We also needed to go through all of the answers manually, when transferring the data to SPSS, to delete the blank responses because SPSS automatically transformed them into a number. The answers that were considered to be spam were also deleted in this process.

According to the SPSS analysis the numbers of correct and useful answers (appendix 8.4) were in a range between 194 and 205 with one exception regarding the question with content the users did not prefer that got 160 answers.

Several of our survey questions enabled the respondents to choose multiple choice alternatives. For example were there possibilities of that the respondents used Instagram for several reasons and wanted several different types of content and we did not wanted to limit their opinions. Due to the fact that a lot of respondents did choose several alternatives on many of the questions the percent that Google forms were calculating were misleading. To get the correct percentage we transferred all questions into SPSS to get an amount of correct answers per questions and then we calculated it manually for each question (appendix 8.5). One example is that 195 out of 200 respondents answered that they were active on Facebook, Google forms calculated the percent to be 37 and our calculation showed that 98 percent of the respondents were active on Facebook. When we present these percent's under the charts in the quantitative part of the empirical data we have add a sentence explaining that the specific questions was a multiple choice answering questions which have made the sum of the percent exceed 100. The numbers in the charts, in the quantitative survey part of the empirical data chapter are the amount of responses which makes it clear for the reader.

We did choose to shortly analyze the qualitative and quantitative data separately before putting everything together and analyzing all the data with the existing theories from the framework. We considered that this way of analyzing made it clearer and easier to follow when reading our study. Finally we putted the outcome of the interviews and survey together and formed our main analysis, result and the conclusion. The triangulation, using qualitative and quantitative method, gave us the amount of material we needed to answer our purpose and research problem. When summarizing the result and conclusion of the study we found different angles that could have been interesting to study in the same area, these were listed under proposition for further research in the end of this thesis.

### **3.4 Reliability and validity**

According to Trost (2010) measuring reliability and validity means measuring how stable, true and free from random influences a study is. Reliability is a measurement taken during a specific moment and the outcome should be the same doing a new measurement later on (Trost, 2010). Bell (2010) gives an example of reliability that says that a survey or questionnaire must have the same result if there are the same questions, to the same sample, held at different times. To control the reliability of the study it can be good to re-test the questionnaire after a while (Bell, 2010). We could not re-test our primary data in a different time because of the deadline for the thesis, but it is held in mind that the result could differ in a different occasion. Our questionnaire were, instead of re-tested, tested before the actual test on a small group with the same characteristics as our target group Generation Y using Instagram to check the quality of the wording.

Halvorsen (1992) describes validity to be the importance of making the theoretical and the empirical terms, that are used in the study, to be relevant and match. The challenge is to find information that is relevant to the research problem. The main issue with validity is that the study measure what it relates to measure and that the study has the right design for creating a credible result and conclusion (Bell, 2010). Grønmo (2006) describes five conditions to make sure that the data illustrates the research purpose; the data must be truthful, be built on scientific language, have a relevant numbers of respondents, chose the right information to collect and finally reduce the problems and external effects that can occur and affect the collected data. In our study we have strictly followed our theoretical framework and research

purpose forming our survey and interview questions. According to Jacobsen (2002) are there two different types of validity; internal and external. High internal validity aims that the research measure what it intends to do and high external validity that the result can be generalized and valid in other contexts.

Bell (2010) notes that an unreliable research always are non-valid but if the research has reliability it is not necessary valid. That is because the research can be able to be repeated but it may not measure what it supposed to. This fact makes it extra important that our result really match our purpose with the study. Our study will be applicable on Generation Y using Instagram in Sweden and our aim is that the result from our respondents will be generalized over the Generation Y using Instagram from countries with same characteristics as Sweden.

### **3.5 Criticism**

It is important to be aware and present both advantages and disadvantages with the methodological choices of the study (Mattson & Örtenblad, 2008). Below follows the critical review of the methodological choices and the choice of sources in this study.

#### **3.5.1 Critic to methodology**

Because of the deductive approach we would like to criticize that the study can be missing out on some relevant information because of our prior knowledge and opinions of the subject. There is always a possibility to limit the sought information and miss out on important angles when using the deductive approach (Jacobsen, 2002). We are aware of the possibility that this could have had consequences of our study. It is also possible to be critical against our choice of doing a study that is both descriptive and explanatory. To make our research interesting and to contribute with new theoretical facts we found it necessary. The choice of using both qualitative and quantitative methodology can be very resource consuming. We are aware that it could occur criticism that both methods were not carefully analyzed. We also need to mention the risk of not reaching trustworthy respondents to the survey, the work finding them online needs to be thoroughly and consistent. There are some problems that could have occurred when sending surveys by e-mail, the e-mail addresses could be wrong and the e-mail might be forgotten and end up in the trash in the respondents e-mail account (Troost and Hultåker, 2007). With this taken in mind e-mail is still considered to be a good addition to Facebook and LinkedIn. Since we were doing the surveys online we will like to criticize the differences among our respondents. The respondents were mostly from our association of people and it is therefore possible that they will have similar characteristics which could affect the result. To reduce this possibility we did courage different people to spread the survey to be able to make the group of respondents broader. To reach a broader sample we e-mailed people at Halmstad University from different programs and also high schools to spread the survey within the younger population that we had a hard time to reach.

We were aware of the fact that the respondents might have had problems understanding some definitions and questions. This is taken in mind and we explained these questions carefully when interviewing the respondent. We did also formulate the survey carefully to make sure that the respondents' understood. The explanations of these questions have been discussed carefully between the researchers in advance so the respondent gets the same information. We were also aware of that some questions might be perceived as leading and they might push the respondent in a formed direction. This is not considered a problem because of the few questions with these characteristics. In our surveys there were questions with fixed-choice alternatives, we were aware of the risk that the first in line alternative might be the first to choose. This might affect the reliability of our surveys but the risk is considered low and not high enough to exclude these questions. We are also aware of that some of our questions

could be perceived as similar but we consider them all to have contributed with valuable information for the research.

We are aware of the fact that using scale answer from one to five in some questions in the survey could have made respondents choosing the middle alternative and not taking a stand. Wärneryd (1993) consider five-point scale to be the most common scale and that is one reason why we do not think that would affect the result, the five-point scale is scientifically proven to be good. It is also best to avoid yes and no questions when asking about opinions (Wärneryd, 1993). We did consider the benefit of people ranking their emotions rather than just choosing from yes or no greater than the loss of some people answering the middle alternative. Where we had these scale alternative were regarding questions that we considered to be about opinions and emotions.

Low degree of standardization can contribute to high variations (Trost, 2010). We are aware of asking questions differently and in different environments can affect the respondents' answers but we think that the degree of standardization is high enough. According to Trost (2010) when doing a convenience sample, it must be taking in mind that the sample is not scientifically trustworthy but because the most important variables are fulfilled (Instagram user, Generation Y) we consider the sample to be good enough for our study's reliability.

It is also possible to give some criticism to us as researchers if it has affected the result through interpretations and personal opinions. According to Jacobsen (2002) is it not possible to get the research free from personal affections from the researchers but it has to be limited as much as possible. We will therefore never assert that our study is completely neutral.

### **3.5.2 Critic to sources**

Jacobsen (2002) consider it important to be critical against the sources of secondary data. Researchers must be aware of what purpose the data is collected for and who that were collecting it. The sources in our theoretical framework are almost all new and scientifically reviewed. It is possible to criticize the non-scientific sources and the sources that are older, we are aware that this can be negative for our study. We are not sure in what purpose all the secondary data is collected and that is also something we would like to criticize in our own study. One thing that could affect the theoretical framework is the different definitions of Generation Y, there are many and broadly different definitions in almost every article and book. We have chosen one definition that fitted this study but the theoretical framework can still consist of other definitions since we wanted to use several sources. We have carefully consider the risk of using theories that may use another definition of Generation Y than us, compared to only use the source that share our definition. Furthermore we have founded that the benefits of using many sources are more important.

We know that it is possible to criticize our sources in the introduction part of the thesis but since the introduction is made only for creating interested in the subject and creating the purpose we do not consider the lack of scientific sources there as a huge problem. Those sources, from blogs and newspapers are not a basis for the theoretical framework which will extenuate the critics.

### **3.6 Limitations**

The study was only focusing on the business-to-consumer market from the consumer part of view. Since we only collected primary data from consumers, the business-to-business market were not included at all in the study. We were aware that focusing only on Instagram and Generation Y will limit the study and that the validity would be higher if the study would

have been applicable on other generations or on other social media as well. To be able to be more specific and to go deeper we narrowed the study. Since different social media were different from each other we cannot know if Generation Y demands the same thing from brands on other social media when collecting data about Instagram. There are also indications that suggest that Generation Y is a lot different from other generations which limit the result to only be valid on Instagram and Generation Y.

Since Sweden is the third biggest internet using country with social media as one of the main activities and since Sweden has an increasing number of Instagram users (Nilsson, 2013) we did chose to study the Swedish market when studying social media and Instagram. However, were there indications that Generation Y from other countries that grew up with the same conditions as swedes might have the same characteristics and that could make the result applicable on these parts of the world as well.

## 4. Empirical data

*This chapter presents the data collected from our seven qualitative deep-interviews and our quantitative online survey. We will start by presenting the qualitative interviews and further the quantitative survey results. All parts starts with describing the respondents and are then divided under branding and marketing communication.*

### 4.1 Qualitative interviews

*This following is the outcome of our seven qualitative deep-interviews. The text is divided between the different interviews and all that is written under each respondent are their opinions.*

#### 4.1.1 Respondent 1

Female, 20 years old, student.

The respondent is using Instagram every day and is mostly posting pictures about the everyday life and the things she is doing. Videos and direct messages are not used by the respondent. Videos are considered as time consuming and are therefore not demanding within brands either and the respondent have not tried the direct message function which makes it hard to know if it is preferable for brands.

##### 4.1.1.1 Branding

The respondent prefers to follow brands in the fashion industry because she considers that industry to be interesting. These brands are mostly from other countries than Sweden in order to get more information about these brands. The brands followed were found by using Instagram's search function. Brands that are focusing their Instagram post on promotional content and that posts for example ads will not be followed and the respondent has chosen to unfollowed brands that share these kinds of posts. It is possible that following a brand on Instagram can increase brand loyalty within the respondent because it makes the respondent feel closer to a brand. It also makes the brand a normal part of the respondents everyday life when checking the Instagram feed. The respondent would not choose to follow a brand that is unfamiliar and that makes it impossible for Instagram to create brand awareness for new brands. According to the respondent are brands that posts pictures on the employees, the workplace and pictures behind-the-scenes more human-like than brands that only post pictures on the products. The respondent consider these kinds of pictures as an opportunity for the brand to become more than just a company, to become more personal and the respondent is very positive regarding these kinds of posts.

##### 4.1.1.2 Marketing communication

The respondent strongly considers some posts by brands to be pure advertising and promotional which creates a lot of dissatisfaction within the respondent. The respondent thinks that Instagram should be a forum for brands to create a better relationship with those who follow them and that brands should put their promotional content on Facebook instead. It is possible that the respondent would talk about posts from brands on Instagram with family or friends. Greatest opportunity has posts that are really funny because it feels good to show relatives funny things that would make them all laugh. The respondent do not give brands feedback on their posts and will not comment on them but the respondent would maybe like the posts if they are really funny. Instagram is used mostly for looking at pictures and not to participate in communication with brands.

The respondent can appreciate two kinds of content in posts by brands. These two kinds are posts that are focused on the employees, the workplace or behind-the-scenes and posts that are focused on the product offered by the brand as long as it is not an ad or promotional. Promotional posts should not be on Instagram and the respondent also thinks that posts that are not directly related to the brand are unnecessary. If the respondent would like to see posts about nature or inspirational quotes it is possible to find accounts that are focused mainly on that which are not brands. The respondent follows mostly fashion brands. These brands are followed to see the product, to learn more about the brand and to feel more connected to it, which makes other pictures irrelevant to the purpose. It is good when brands posts pictures of the product cause it makes the respondent know how they look and can encourage buying and it is not necessary to physically visit the store to see the product. Posts with the employees behind the scenes will create a feeling of personal connection which is favourable because it feels like the respondent get to know the employees and therefore the brand. Content in posts that creates emotions are if the pictures are really funny or if the products looks very nice and inspirational which will create an interest. The emotion sought by the respondent is happiness, created when something is funny.

It is possible that the respondent would share own pictures about a brand if huge dissatisfaction within a brand will occur. However, it has to be something really upsetting like extremely poor service or quality to make the respondent post a picture about it. A positive experience with a brand would not be shared. The respondent is active on other social media besides Instagram, these are Facebook and Twitter. Facebook is considered as the best forum to use if the brand wants to increase purchases. The respondent would however not be adoptive though there is too much advertising on Facebook already. Since “everyone” have a Facebook account it is possible for a brand to reach a lot of people, which is positive. Instagram is considered a great forum for brands to create a better relationship with the ones that follow them, Instagram should be used as a forum where brands tries to create more loyal customers. The respondent will more likely feel loyal and connected to a brand that is personal on Instagram instead of Facebook and considers Instagram as a forum that can be better for the brand in the long run.

#### **4.1.2 Respondent 2**

Female, 21 years, student.

The respondent uses Instagram two times a day to check the newsfeed and upload own posts two or three times per month with pictures showing funny situations that happens in the everyday life. Videos are not being uploaded but looking at videos uploaded by others including brands are considered as positive. The direct message function is not being used and the respondent would not prefer brands to use it either.

##### **4.1.2.1 Branding**

The respondent is following a few brands on Instagram and that is brands from fashion, beauty or wellness industry. These industries interest the respondent because brands from these categories can give good inspiration and show interesting content and products. Most of the brands followed are found by searching for well-known brands in the categories mentioned above or sometimes if another person are tagging a brand that seems interesting. Brands that are posting too many pictures or videos are not appreciated as well as if the brands posts are irrelevant and shows content not suited for the brand. The respondent are often starting to follow a brand and if the brand posts too much pictures or boring content the respondent will choose to unfollow it. When looking at posts by brands the respondent are generally very critical which makes the respondent see through the purpose of brands trying to get many likes and shares by creating competitions for the consumers. This is not

favourable when it comes to brands on Instagram. The respondent thinks that Instagram could increase brand loyalty and create positive brand associations but the respondent would never change buying behaviour due to Instagram. If brands are showing interesting and funny pictures of their products and workplace it could add value to the brand. Since the respondent only follows well-known brands is it not possible that Instagram can create awareness about unknown brands. Since the critical approach to brands permeates the respondents feeling towards brands on Instagram is it not likely that the respondent will feel like brands are human-like or personal, but the respondent understands that others will get that feeling from brands using Instagram.

#### **4.1.2.2 Marketing communication**

When a brand is posting pictures of the product and mentions the pricing and other additional information is it obvious that the brand is focusing on sales promotion. This can be accepted but when brands post pure ads the respondent gets upset and will most likely unfollow. Ads on Instagram are seen as boring content and Instagram should not be the forum for that. If the respondent would talk about Instagram posts with friends or family it would be if the brand post a really nice product that the respondent want to share with relatives. The respondent would never comment or give feedback to a brand posts, there is nothing in it that would benefit the respondent.

Content that is focusing on the product is seen as most favourable because that is the purpose for the respondent when following a brand. Despite the critical approach can the respondent sometimes estimate when brand post pictures behind the scene from the workplace. The respondent admits that if a brand show behind the scenes content that shares the same values as the respondent, the brand can be affected in a positive way. The respondent thinks that it is easier to get a negative image of the brand if it shares content that is not approvable. Content that can trigger emotions within the respondent is content that combines a nice product with a nice atmosphere. The respondent gives an example of “a nice fashion outfit on a nice beach” that can creates feelings of inspiration and happiness. Emotions that should be sought by brands when posting on Instagram, is fun and happiness. Posts must contain something extraordinary to create feelings within the respondent, mostly to be able to stand out in the noisy crowd of posts and to get through the respondent’s critical approach among brands and advertising.

It is possible that the respondent will post and share dissatisfaction or negative feelings about brands on Instagram. No hashtags or tags would be used to tag the brand so the posts will probably only reach the people that follow the respondent. Why the respondent will share negative and not positive things about brands is mainly because the respondent is critical. What the respondent can post that could be favourable for a brand is if the respondent tags the location when visiting a store, restaurant, café or similar location and share a positive experience. The respondent is besides Instagram also active on Facebook but because of the large buzz on Facebook and all unwanted content on the Facebook feed is branding on Facebook not a good idea. Instagram is according to the respondent a better forum for branding and communicating with customers. The main reason is because Instagram users are allowed to choose which brands to follow and that posts from these brands is the only posts you must see. An advice for brands on Instagram to become better is to post more content that is funny to be able to reach more people and stand out.

### **4.1.3 Respondent 3**

Female, 23 years, working.

The respondent is checking Instagram and the feed about five times a day in general but are only uploading own posts a couple of times per month. Most of the uploads are pictures from special events with relatives and sometimes pictures of the respondent. The respondent has uploaded one video compared to around 200 pictures but videos from others, including brands are estimated because they can show a little bit more and create more feelings than a picture. The direct message function is not something that is used and the respondents could not find any reason for brands to use it that would benefit her.

#### **4.1.3.1 Branding**

Brands that are followed by the respondent are mostly fashion or wellness brands but also some educational brands like National Geographic. The reason for following these brands is that they suits the respondent's interests but when it comes to the fashion brands it is mostly to keep up with new trends and see the new clothes that the brands offer. Brands that are followed are regularly found by looking at the popular page and when discovering what posts others, which are followed by the respondent, have liked. Brands that will not be followed are brands that upload new posts rarely, the respondent cannot find a purpose with following a brand that does not update often. It has been times where the respondent has chosen to unfollow brands that started to upload irrelevant content, for example when a clothing brand stopped upload posts with the clothes and instead posted pictures of people that was not related to the brand. Also when the respondent started to unlike the clothes and the style by one brand, the respondent unfollowed it. It is possible that the respondent would feel more loyal to a brand when follow it on Instagram. This is because having a brand's posts regularly on the news feed makes the respondent exposed to the brand more and since having the brand fresh in the memory the respondent will more likely choose to purchase from that brand again. Instagram is yet another platform to get more information on brands the respondent like and chooses to follow on Instagram, this is why the respondents also consider it possible for Instagram to increase the relationship with the brand. If the respondent fancy the posts by a brand it is very likely that the respondent will visit other platforms that the brand has, for example the web page. Instagram has also created brand awareness for brands that was unknown, for example an Australian clothing brand. The respondent has randomly founded brands on the popular page, visited their account, liked the posts and then started to follow that brand and search for information about the brand on other forums as well. None of the brands that are followed by the respondent is acting really human-like, but it might be possible that really private pictures from brands will create that feeling.

#### **4.1.3.2 Marketing communication**

The respondents has not thought a lot about advertising on Instagram, it is considered as positive if the brands are clearly showing their product but negative when brands are writing too much about the price and product related information. Instagram should be about visible information of products and should not be pushing about sales. If a brand would post something really interesting like a new innovation or something really new the respondent would talk about it and show the post to friends and family because it is a good talking subject. Also if there are really good looking products or travel destination, to give some examples. In general, the respondent does not comment on brands pictures due to the wish of being private on Instagram. One time when a brand's product ran out of stock the respondent commented on a picture of it and asked if the product would come back for buying. The respondent did not receive an answer from the brand which created disappointment.

Posts with focus on the brands products as seen as most preferable within the categories of content. Because the respondent follows mostly fashion brands and the purpose is to see what trends that are new is the content showing the product, the content that meets that need within the respondent. It can be fun with another content once in a while, like posts behind-the-scenes from the brand. The respondent thinks that one post out of ten should contain this content and the rest product related content. Content that seems unnecessary within the brands business is non-preferable. For example if a fashion brand posts a picture only of nature or if National Geographic would post a picture of a randomly chosen celebrity. Posts that may create extra emotions are well captured image that stands out in the crowd because of their good picture quality, clear content and bright colours. Also posts that are related to the brand but who are extra nice and beautiful can create extra emotions. The respondent gives examples of a beautiful, breath-taking environment by a travel agency or nice and cool clothes by a fashion brand. Emotions that are preferable within the respondent when looking at brands Instagram posts are happiness, because they are posting something funny or inspiration of beautiful products or environments.

The respondent does not in general post much information about brands on Instagram. It has been exceptions when being really upset with a brands service, like a very delayed train. This has been a habit for many people to post about and does not bring that much attention anymore according to the respondent. Under special circumstances could the respondent tag the location of a very nice restaurant if having dinner with friends. The respondent would never tag the location if being alone somewhere and would not hashtag a brand name. Besides Instagram the respondent is active on Facebook and LinkedIn regularly and on Twitter more rarely. If choosing between these social media regarding where the respondent prefer to see content from brands the choice is Instagram. Instagram is the platform where you can choose for yourself which brands to follow and the respondent consider pictures to contain more information than words. If brands will increase their popularity on Instagram within the respondent they should update more and use Instagram as a newsfeed for products or other updates regarding the brand.

#### **4.1.4 Respondent 4**

Female, 25 years old, student.

The respondent is checking Instagram in general every second day and is uploading posts about once per month. The content in own pictures are mostly special events and the respondent has never uploaded a video. However, the respondent consider it positive when other persons and brands upload videos due to the possibility of including more content in a video. Since most of the posts on Instagram still are pictures can videos create extra attention and value. The direct message function is nothing that the respondent has used or consider positive for brands to use.

##### **4.1.4.1 Branding**

Brands that are followed are brands that matches the interest the respondent has, these are brands within fashion for example H&M, food, traveling or non-profit organizations like Unicef. The purpose of following these brands is mostly out of inspirational reason but Unicef is followed to increase consciousness and as a reminder what the world looks like. The respondent thinks that Instagram gives easy access to inspiration from brands and it does not require much effort from the follower to get the inspiration and information about new products. Brands that are followed are familiar to the respondent and are found by searching for them or if they become visible because friends liked their posts. Brands that are uploading posts too often, like several times per day, are not attractive and are not likely to be followed. Since the respondent checks the account before starting to follow a new one there has not

occurred a situation when the respondent had chose to unfollow a brand. Because the respondent only follows brands that are well known and liked, the respondent is already quite loyal to these brands. It is possible that Instagram posts that show more about the brand values and the work they do, together with nice products can increase this brand loyalty even more. If a brand uses Instagram to show more about the value they stand for and more information about the work they do, it is possible to see sides of the brand that was unfamiliar before. This could make the respondent feel closer and more connected to a brand. Brands that are unfamiliar to the respondent but followed by friends can be visible and create interest within the respondent. This might be because if a friend with the same interest like the respondent likes a brand, the respondent might also like it. This can create awareness about brands the respondent did not know much about before when finding them on Instagram. Many brands are strongly considered as more human-like on Instagram because they go beyond the product and shows other part of the company, like for example their values and their employees. This is something positive according to the respondent.

#### **4.1.4.2 Marketing communication**

When brands are posting pictures on Instagram that looks like they come directly from e-commerce on their web page or from their product catalogue with product descriptions included it seems like they are all about sales promotion. That posts are considered as pure ads and the respondent think that this feel uninspiring and boring. The respondent wants to see more creativity and brands in a different context when it comes to Instagram. If a post from a brand shows either strong values, revolutionized information or if a product looks really good is it possible that the respondent would talk about this with relatives that shares the same interest. Even if the respondent chooses to follow the most interesting brands it is not in the purpose of communicating with the brands. The respondent can like some pictures that is really good but would never comment on a post uploaded by a brand.

The most liked posts by brands are the ones that show the product in a creative context. The respondent feels like Instagram is a forum for creating value to the loyal customers that chose to follow the brand and want something more than pictures or information which is possible to get elsewhere. Content that shows other side of the brand is good to mix with the product related content as long as they are directly related to the brand. Content that the respondent dislike is content that is boring like a pure ad or content that cannot be related to the brand at all or seems conflicted to the brand value. What kind of content in posts that could trigger the respondents emotions are when something is creative, beautiful and new. Most important of all is that it shows that the brand has a purpose with the pictures and has made an effort. That can make the respondent feel inspired which is the main feeling wanted to get, when looking at brands Instagram posts. To inspire the respondent the brand must upload pictures that have a cool or beautiful environment and a product that suits her style. It is not likely that the respondent would share dissatisfaction or satisfaction regarding a brand on the respondents own Instagram. If something really weird happened regarding a brand or a product the respondent could post a picture about it on Instagram just for fun, but the brand would not be in focus. Hashtags or tags would not be used to expose the brand but the location tag could be used if visiting a, for the respondent, special place like a restaurant or a hotel.

Facebook and Instagram are the only social media that the respondent uses. Instagram is preferred since the limited amount of text and it is perceived as less promotional. This makes the content from brands on Instagram seems more genuine and real compared to Facebook. What the respondent thinks brands needs to improve on Instagram is to have a better strategy and a purpose of every picture so they add value. The pictures should be professional and a

brand cannot upload too much pictures with the purpose to be visible. Not more than once per day according to the respondent.

#### **4.1.5 Respondent 5**

Male, 25 years old, working.

The respondent uses Instagram daily, several times a day. The pictures that the respondent uploads are mostly pictures of travels and the respondents own dog. Overall the respondent post pictures that the respondent enjoy and think is fun. The video uploading function on Instagram is not used but it is considered smart if brands would use it. The respondent have noticed that brands who use the video function gets many likes and the respondent consider these videos to have a strong impact. Neither is the direct message function used and if brands would use it, it is seen as offensive and disturbing. The respondent wants to choose himself which brands to follow and to receive information from.

##### **4.1.5.1 Branding**

The brands that are followed by the respondent are Max Hamburger restaurant, Skidad.se, Käk (a restaurant), Bauer Hockey and Inso.com. The respondent follows these brands because they post fun and inspirational pictures. These brands Instagram accounts were found by discovering what friends liked and the reaction was “Oh, do they have Instagram”. The respondent would unfollow, the above mentioned brands, if they would post uninteresting pictures that are not appealing. The pictures must be relevant to the brands core business, the respondent gives the example of that it is acceptable if Skidad.se post pictures of the Alps but not on random food. If the respondent would follow the brand that he works for, it would create a feeling of brand loyalty if Instagram contributed with necessary information about the brand and the workplace. By getting the chance to see more private pictures of the brand, the respondent feels closer to a brand when following it on Instagram. Instagram have not yet increased brand awareness to the respondent. The respondent feels that a brand is human-like when they post pictures of the employees or the employees’ family and children. The respondent also think it is a good idea to give a couple of employees the access to the Instagram account. The respondent gives an example regarding Max hamburger restaurant, they have different account owners who post pictures when cooking at home using Max Hamburgers own bread. The respondent think more human-like post are preferable and interesting.

##### **4.1.5.2 Marketing communication**

The respondent do not notice if there are much advertising on Instagram but the respondent do know that it exists and think it is acceptable. The respondent thinks that if you have chosen to follow a brand, advertisement is something you need to accept and deal with. The respondent believes that the best mix of content is to mix both advertising and fun private pictures. The respondent also consider it hard to get new followers if the brand only post advertising pictures, the brand must be more personal. The respondent talk about Instagram pictures with family and friends, for example did the respondent show a post from Max Hamburger restaurant to a friend who also started to follow the brand. The things the respondent talk about regarding brands differs from time to time, the respondent do not talk about commercial posts. Posting comments on brands pictures is not something the respondent want to spend time on.

A mix of pictures of the products and surroundings are the best to make people interesting. The respondent also thinks that the workplace, employees and behind the scenes content are important to achieve this mix. If brands are posting picture of nature the follower might wonder why to follow this brand. In other words the product needs to be shown. Content on

Instagram that the respondent does not like is irrelevant food pictures with an exception for restaurants which have food as their product. Content that would trigger emotions within the respondent are teasers to gain curiosity. The respondent gives an example of a teaser to be “soon we will launch a new product” combined with a picture of half of the product. This kind of pictures makes the respondent curious, also a feeling of “want to have” is noticed when seeing pictures of new skiing products from Skidad.se. Often when the respondent sees pictures from Max Hamburger restaurant the respondents wants to visit the restaurant. The emotion the respondent prefers to get from brands is curiosity of the brand and its products.

Satisfaction and dissatisfaction are not something the respondent share with others on Instagram. A factor is because Instagram includes pictures and do not have text as its main communication tool. Today, the respondent is active on the social media networks Facebook, Instagram and LinkedIn. Brands should be active on all social networks as long as they are not getting too intense and pushing, because then people might get annoyed.. The respondent mainly uses Facebook if wanting to share and write thoughts.

#### **4.1.6 Respondent 6**

Female, 27 years old, student.

Instagram is used daily and around five times a day by the respondent and the most common time when the respondent post pictures is when celebrating special occasions or when wanting to be spontaneous and fun. The pictures depend on the mood but pictures of herself would never be posted. The respondent do not post videos on Instagram but it is seen as interesting and appealing if brands would, more than if a private persons would post videos. The respondent gives an example of a video posted by a brand from the New York Fashion week, which is considered as interesting and appreciated by the respondent. Even though, a mix is the best when posting pictures and videos, the respondent do not always have the time to watch a video and prefer pictures. The direct message function is not used and to receive direct messages from brands are not something the respondent wants. The respondent wants to choose which information to receive and do not want brands to attack by using direct messages.

##### **4.1.6.1 Branding**

The brands that the respondent are following is mostly fashion brands, for example Elin Klings website The Wall, but the respondent also follows Masi Sweden, a PR-agency and the New York Fashion magazine. Most of the brands are followed to get inspiration and to stay up-to-date but the Instagram account Masi Sweden is work related. The brands different Instagram accounts were found by seeing friends like these brands posts, employees talking about brands and by becoming informed by brand ambassadors, such as Elin Kling for her website The Wall. If the respondent would choose not to follow a brand it would be because the posted content would not be relevant or if it would be something the respondent did not agree of morally, politically or ethically. The respondent does not follow many brands and has never chosen to unfollow a brand. An increased feeling of brand loyalty is not anything that the respondent does experience but it could be the case subconsciously. Regarding if the respondent feels closer to a brand when following it on Instagram, the answer was that the respondent did because of the information given from its Instagram. The respondent feels updated on information when following a brand on Instagram. Instagram have increased brand awareness regarding new brands for the respondent, the example given is a bag designer Sofie Humle who the respondent started to follow after seeing her on Instagram. A brand is perceived more human-like if the brand hire an ambassador to post pictures representing the brand with a touch of its own life mixed. The respondent also considers a brand more human-like if there are posts on the employees, behind the scenes and pictures of

for example a press lunch the brand is having. These types of pictures might make the respondent more loyal to a brand, more loyal than if the pictures were advertisement and pictures posted on models.

#### **4.1.6.2 Marketing communication**

Regarding if some photos are pure advertising and the feeling towards that, the respondent thinks that it is acceptable because the respondent by herself have chosen to follow a certain brand and its pictures. The respondent do not care that much but it is not the most favourable content. The most noticed pictures with advertising are pictures regarding clothes, which sometimes create a feeling of “must have”. When the respondent talk about Instagram posts with others it is mostly with private persons such as family and friends and it is often pictures regarding different places. If you see someone check in at a location and you might think it looks popular since many people have checked in there, it could create a feeling of “must go there”. Instagram posts from brands are nothing the respondent talk about with others. The respondent do not give brands feedback on their posts but the respondent might like the posts.

The respondent appreciates and thinks it is fun with Instagram pictures of the brands employees and nicely done pictures of the nature. A picture that only contains the product are not preferred and is seen as boring. Nor yet are content containing morally or ethically wrong statements something that the respondent likes. The respondent do not think that Instagram photos can trigger strong emotions but if they could the respondent would like them to trigger emotions such as happiness and motivation. The respondent would like pictures to contribute with information and inspiration, for example by giving the follower information about a new product launch. If the pictures aim to give the follower information about a new product, it is acceptable with a product picture even if the respondent mentioned earlier in the interview that she did not prefer it.

The respondent does not post or share any satisfaction or dissatisfaction regarding brands on Instagram. The respondent are active on the following social media; Facebook, LinkedIn and Instagram. Brands should be active on Instagram but not necessarily on Facebook. Facebook is today loaded with so much commercial but can be good if the follower by itself have chosen to follow a brand on Facebook.

#### **4.1.7 Respondent 7**

Male, 24 years old, working.

This respondent check his Instagram account several times a day and post around one picture per week. The respondent mostly post pictures of skiing and nature. Videos are also posted and the respondent think it is a great idea for brands to post videos on Instagram. The videos should be short and make the follower curious. The respondent does not use the direct message function and would not like brands to do it either.

##### **4.1.7.1 Branding**

The brands that are followed by the respondent on Instagram are mostly restaurants and the famous DJ Steve Angellos record company, Size Record. The respondent also follows many famous celebrities who post pictures of their own brands, for example the Swedish rapper Petter who often posts pictures of his own wine and his hamburger restaurant. It is seen as brilliant to mix a private person and his brands. The respondent follows these mentioned brands because they are interesting and appealing. These brands Instagram accounts were found by seeing that other persons on Instagram liked their posts and when other users on Instagram tagged people and brands in their own pictures. The popular page has also contributed to the finding of these brands. If the respondent would lose interest of the brands

core business or if the brands would post unethical pictures, the respondent would unfollow these brands. This has happened one time when a brand posted uninteresting posts. Brand loyalty is not something that has been thought about but the respondent is aware of the changes in consumer behaviour when something is posted on Instagram, for example information such as “Avicii is coming to Stockholm” and “this restaurant is just opening”. These types of posts have affected the respondent’s habits and behaviour and might have increased loyalty towards a brand. Further, the Swedish rapper Petter posted pictures of his restaurant and these pictures have inspired the respondent to visit the restaurant, called Käk. Because of the constant pop-up information the follower gets from a brand on Instagram, the feeling of closeness to a brand could increase. The respondent feels updated and in control of the brand and its happenings. Thanks to Instagram, the respondent has found new brands such as different record labels due to following different DJs. According to the respondent, if a brand such as Red Bull would post pictures of their CEO drinking their soda it will create a feeling of the brand being human-like. Also pictures of real persons behind the brand increase the feeling of a more human-like brand.

#### **4.1.7.2 Marketing communication**

The respondent is well aware of the different advertising images brands are posting on Instagram. Some brands push out commercial but as long as it is from a brand that the respondent has chosen to follow, it is accepted and often also wanted. The respondent often discusses different Instagram pictures and videos from brands with friends. Hashtags are considered as a good way to create conversations about posts on Instagram, they reach many followers very fast. The development of social media and the fast circulation of opinions are very disclosure and are considered as both positive and negative. The respondent does not often give brands feedback, only if something is very good, instead the like function is used more often. According to the respondent it is fun to read other Instagram users’ comments, some of the comments are very extreme. The respondent often feels that there are so many comments that one more comment would not be noticed and nobody would read it.

Behind the scenes content is most preferable from the respondent when following a brand on Instagram. It is fun to see how things are made, especially in restaurants and when making music. Content that is not favourable is content that is normal and plain and also content that can easily be seen on other media such as Youtube. The respondent wants to see special and unique content on Instagram. Brands do not create strong feelings with their posts. Famous brands sometimes post four pictures a day and that is not something that creates strong feelings, the follower barely notices them. According to the respondent, pictures that create strong feelings are often private pictures from friends or family. If brands would post pictures to affect the respondent’s emotions it should be pictures that trigger the feeling of curiosity and create a feeling of “want to have”.

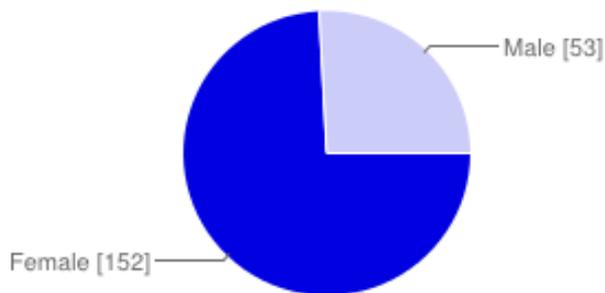
The respondent does not share satisfaction or dissatisfaction regarding brands but Instagram is considered as a good platform to share opinions, especially for big Instagram accounts. Even though the respondent does not often share opinions it might be possible if something crazy or extraordinary would happen. The social networks the respondent is active on are Instagram, Facebook and Twitter and according to the respondent a brand should be active on Instagram and Facebook. Instagram is fun with all its pictures and on Facebook one like can be shared fast and reach many followers.

## 4.2. Quantitative survey

This following are the findings from our survey with answers from 205 respondents. Some of the questions have not been answered correctly by all the respondents but the percent is calculated from the amount of respondents answered the specific question. To get a easy overview the data will be presented in diagrams and tablets and all the numbers in these are representing the amount of responses in digits. In the end of this quantitative section are the outcomes from the statistical program SPSS presented.

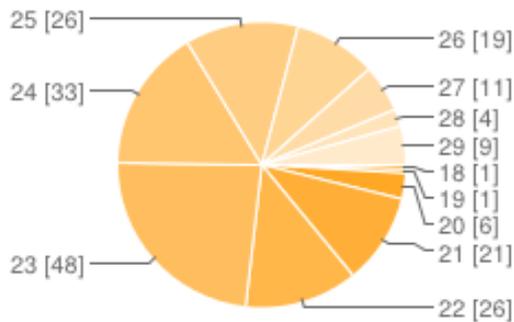
### 4.2.1 Respondents

#### Gender



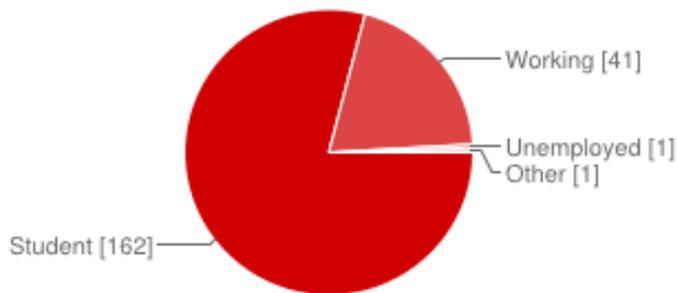
The gender ratio was 74 percent women and 26 percent men. Which means that 152 *Females* and 53 *Males* participated in the survey.

#### Age



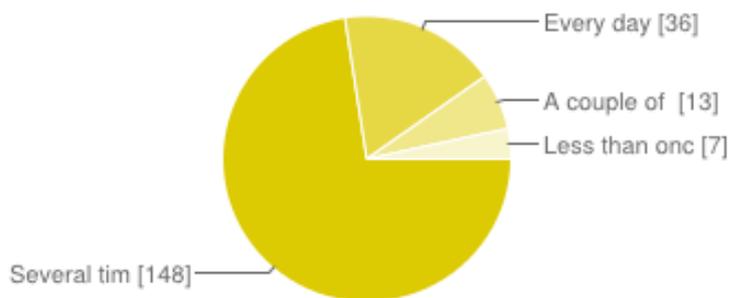
The respondents were between 18 and 29 years old. The most frequent ages were 22-25 years old.

## Occupation



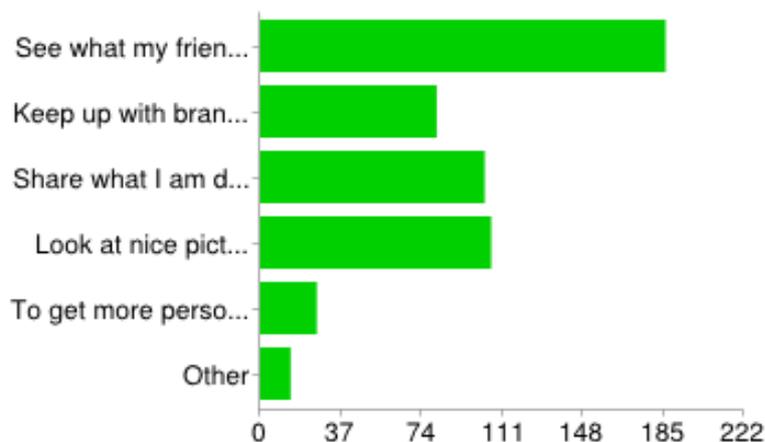
*Student* was the most frequent occupation represented by 162 of the respondents which means 79 percent. The majority of the remaining respondents were *Working* (20 percent) and one of the respondents was *Unemployed* and one of them was on *Maternity leave*. These were representing one percent each of the respondents.

## How often do you use Instagram?



It is most common to use Instagram *Several times a day* which 73 percent of the respondents did. It was 18 percent that used it *Every day*. It was only three percent that used it *Less than once a week* and six percent that used it *A couple of times per week*.

## In what purpose do you use Instagram?

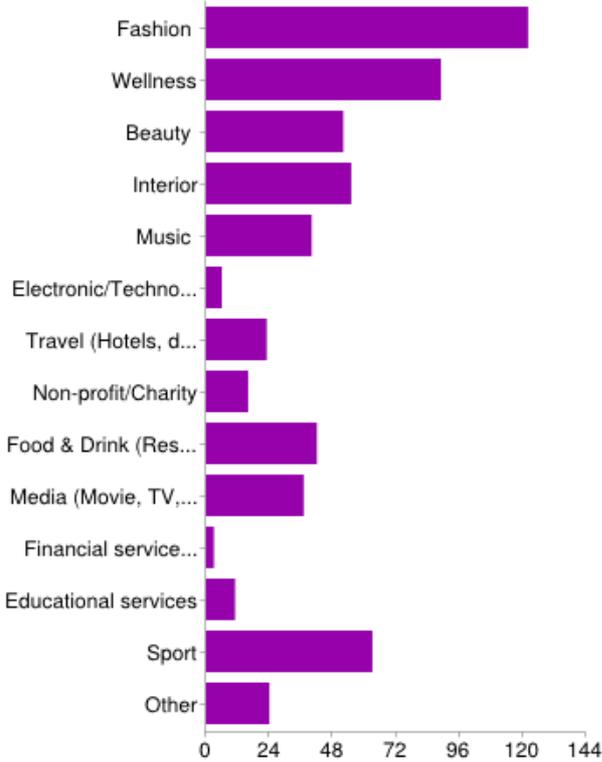


Most of the requested respondents used Instagram to *See what friends are doing* (92 percent). It is also quite common to use it to *Look at nice pictures* (52 percent), to *Share what they are doing with friends* (51 percent) and to *Keep up with brands and celebrities* (40 percent). Also, 13 percent of the respondents used Instagram *To get more personal content than in other social media*. Seven percent choose an *Other* purpose were some respondents stated that they used Instagram for the companies they worked for and some that used it when they were

bored. The respondents could choose as many alternatives they wanted due to the fact of having Instagram for several purposes, which makes the sum of the percent exceed 100.

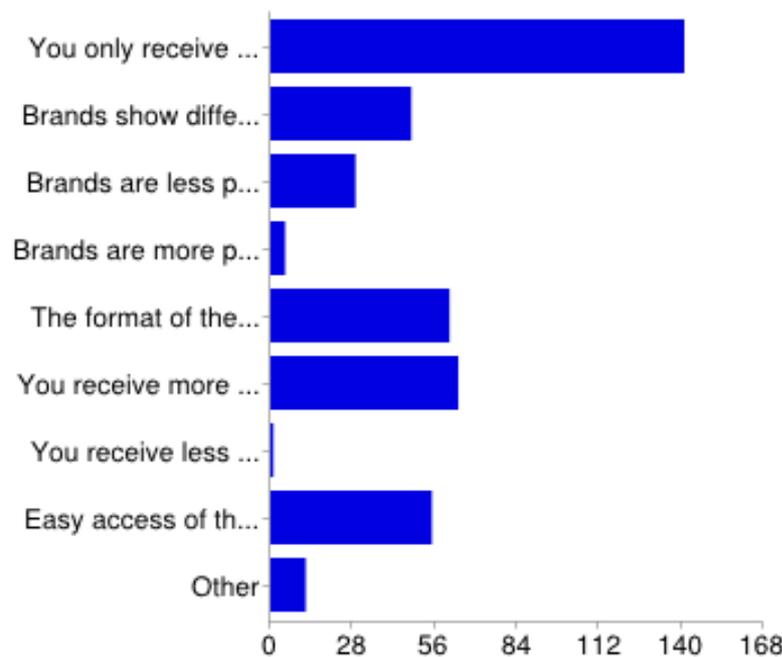
### 4.2.2 Branding

**What kind of brands/industry do you follow on Instagram?**



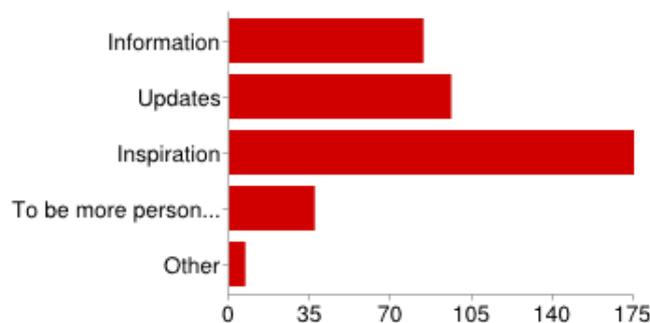
When it comes to what kind of industries the respondents followed brands within, there were a lot of different answers. However, the most frequent industry was *Fashion* which 61 percent of the respondents followed, then *Wellness* (44 percent) and *Sport* (31 percent). *Interior* and *Beauty* got 27 and 26 percent each. The industries that were less followed was electronic or technology and financial services. The respondents who did choose *Others* (12 percent) gave the answers tattoos, design, photography, building industry, advertising and humour. The respondents could choose as many alternatives as they wanted which makes the sum of the percent more than 100.

### What do you consider is the best thing with following a brand on Instagram?



The majority of the respondents (71 percent) considered the best thing with following brands on Instagram to be that they on Instagram *Only receive updates from brands they had choose to follow*. Further, the respondents considered the best thing with following a brand on Instagram to be; *Receiving more updates from brands* (32 percent), *The format of the content on Instagram with pictures and videos* (31 percent), the *Easy access to brands* on Instagram (28 percent), that *Brands show different sides of themselves on Instagram* (24 percent) and that *Brands were less promotional* (15 percent.). A very small amount of respondents considered the best thing to be that *Brands were more promotional* (3 percent) and that they get *Less updates from brands* (0 percent). Among the six percent that did choose the category *Other*, the founded answers were; Instagram is good to connect and interact with the brands, that brands shows funnier advertising on Instagram, that brands have competitions and that brands have offers. The respondents could choose as many alternatives as they wanted regarding what they considered to be the best with Instagram which makes the sum of the percent exceed 100.

### What do you want from brands on Instagram?

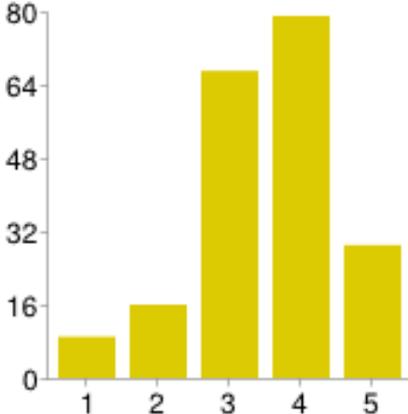


What the respondents wanted to have from brands on Instagram was mostly *Inspiration* that 88 percent demanded. Followed by the category *Updates* (48 percent), *Information* (42 percent) and 19 percent wanted the brands *To be more personal than in other forums*. The four percents of answers under *Other*, were containing answers such as no commercial, news

and offers. The respondents could choose as many answers as they wanted since there are possible to want more than one thing, this made the sum of the percent more than 100.

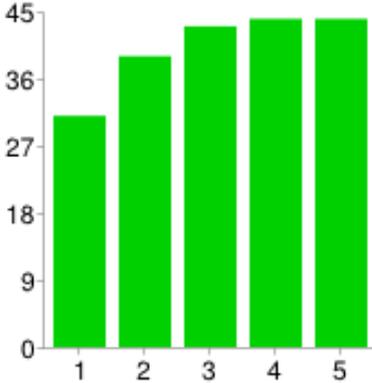
*The questions about if the respondents considered brands to be more human-like on Instagram than on other forums, if Instagram made them aware of brands that was unknown to them before and if Instagram made them more loyal to a brand were all scale questions, were the respondents picked an answer from one to five which suited them most. One represented “no, never” and five represented “yes, definitely”.*

**Do you consider brands on Instagram to be more human-like than in other forums?**



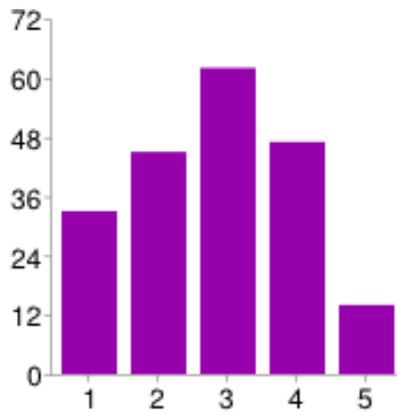
When the respondents were able to choose from one- to five if brands were considered to be more human-like, 40 percent did chose the number four and 34 percent of the respondents chose three on the five-point scale. Next, 15 percent of the respondents choose the number five which meant that brands were definitely more human like on Instagram than in other forums. Five percent did choose one on the scale and eight percent did choose two.

**Have Instagram made you aware of brands that was unknown to you before?**



The question if Instagram made the respondents aware of brands that was unknown to them before was relatively even among the answers. The ranking leaned a little towards that Instagram made the respondents aware of new brands by 22 percent of the answers for both four and five on the scale compared to 15 percent for one and 19 percent for two on the scale.

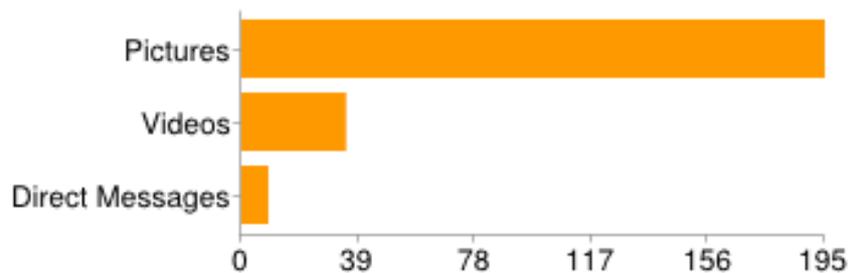
### Have Instagram made you more loyal to a brand?



When ranking if Instagram made them more loyal to a brand most of the respondents (31 percent) took the middle alternative, number three on the five-point scale. The answers two (22 percent) and four (23 percent) were almost the same but there were more people ranking that Instagram never made them more loyal (16 percent) than that Instagram definitely made them more loyal (7 percent).

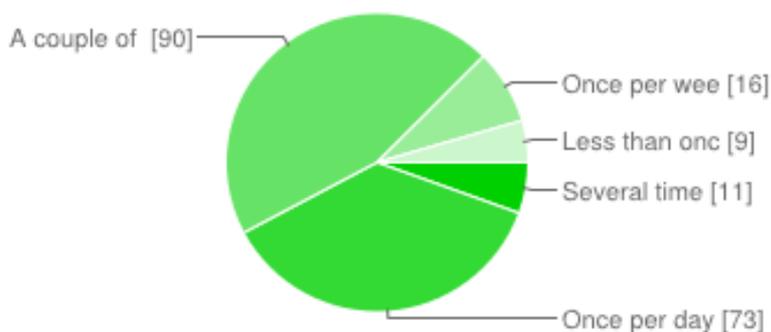
### 4.2.3 Marketing communication

#### Which type of communication do you prefer from brands on Instagram?



When asking the respondents which way or ways they wanted to be communicated with from brands on Instagram far the most (99 percent) wanted *Pictures*. Five percent wanted brands to use the *Direct message* function and 18 percent wanted *Videos*. The respondents could choose as many answers as they wanted due to the fact that they could want more than one type of communication, which makes the sum of the percent exceed 100.

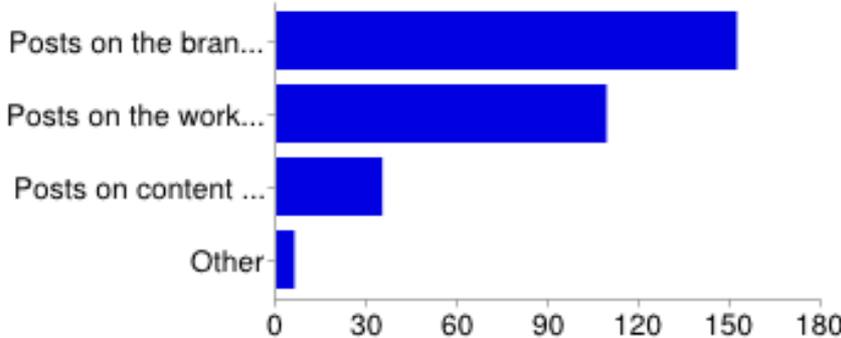
#### How often (in general/average) do you want brands to upload new posts on Instagram?



Most of the respondents (45 percent) wanted brands to upload new posts *A couple of times per week*, and 37 percent preferred *Once per day*. *Several times every day* were preferred by six

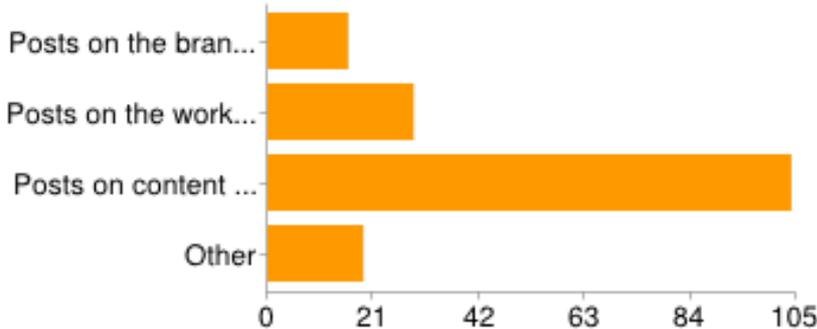
percent and *Once a week* or *Less than once a week* with eight verses five percent of the answers.

**What content do you prefer on Instagram?**



Most of the respondents (77 percent) wanted *Posts on the brands product/service* followed by 55 percent who wanted *Post on the workplace/the employees/behind the scenes*. In the bottom the alternatives *Posts of content not directly related to the brand* and *Other* end up with 18 and four percent each of the respondents votes. The respondents who did choose the alternative *Other* wanted more sneak peeks, updates and contests on Instagram. Due to the possibility of wanting several types of content the respondents could choose multiple answers which makes the sum of the percent exceed 100.

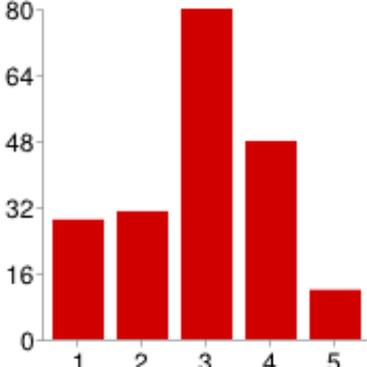
**What content do you not prefer from brands on Instagram?**



When asking which content the respondents did not prefer, the majority (65 percent) chose the answer *Post on content that are not directly related to the brand*. Followed by 18 percent who chose *Posts on the workplace/the employees/behind the scenes*, 12 percent choose *Other* and 10 percent *Post on the brands products/service*. Among the answers under *Other* there were found comments such as, advertising, spams, political opinions, commercial and promotional content. Since the possibility of respondents not wanting several kinds of content they could choose multiple answers which make the total percent more than 100.

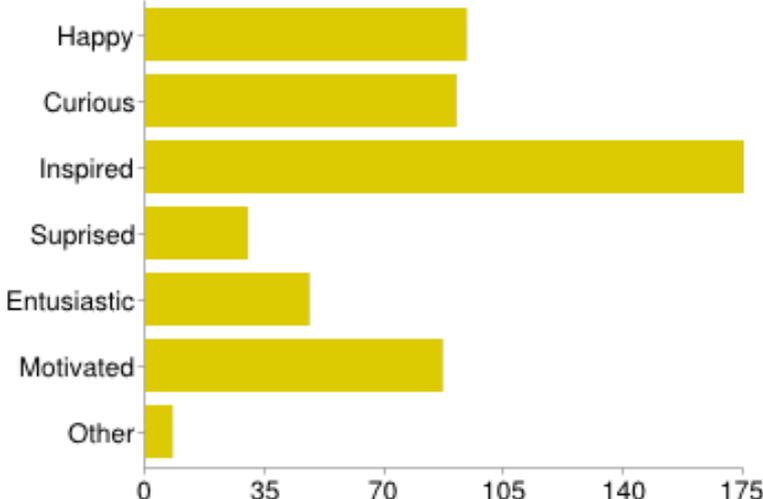
The question about the respondents feelings about commercial posts/content is a scale question, were the respondents picked an answer from one to five which suited them most. One represented “I strongly dislike it” and five represented “I strongly like it”.

**What are your feeling about commercial post/content from brands on Instagram?**



When asking about the respondents feelings towards commercial posts and content 40 percent chose the number three on the five grade scale followed by the number four (24 percent). The number one and two were represented by 15 and 16 percent of the respondents and finally six percent voted five, meaning they strongly liked it.

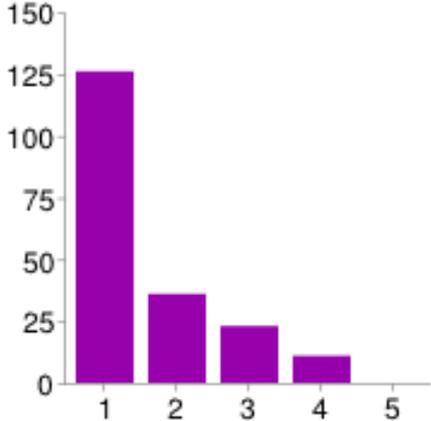
**What kind of emotions do you want to feel when looking at a post from a brand?**



*Inspired* is the emotion most wanted by the respondents when using Instagram, represented by 88 percent and 175 persons in the survey. The emotions *Happy*, *Curious* and *Motivated* came next with 47, 46 and 44 percent each of the respondents’ votes. The three answers in the bottom were *Enthusiastic*, *Surprised* and *Other* with the percent rate of 24, 15 and four. The four percent who chose *Other* answered with the emotions entertained and honestly. The respondents were able to choose as many emotions as they wanted to, which makes the sum of the percent exceed 100.

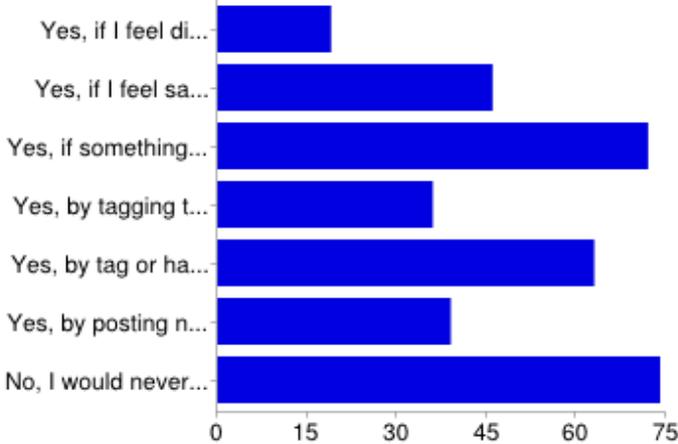
The question about if the respondents would comment on a brands post is a scale question, were the respondents picked an answer from one to five which suited them the most. One represented “No, never” and five represented “Yes, often”.

**Do you ever comment on a brands post?**



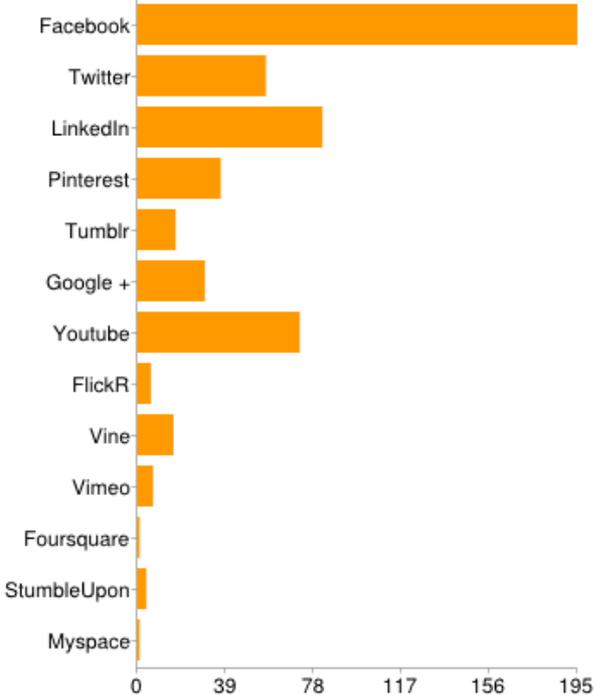
A majority (64 percent) of the respondents answered that they would never comment on brands posts, by choosing the number one on the five grade scale. On the five grade scale 18 percent answered with the number two and 12 percent the number three. Six percent choose the number four and nobody (0 percent) chose the number five.

**Would you share information regarding brands on your own Instagram?**



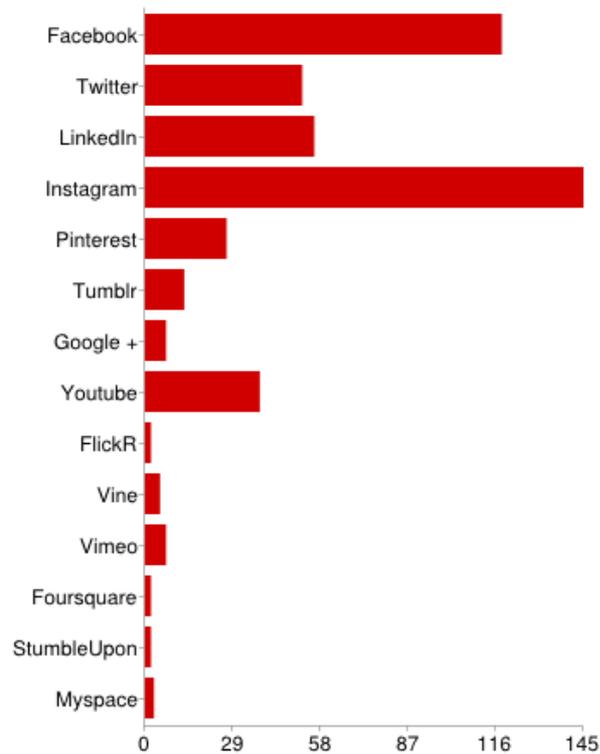
When asking if the respondents would share information regarding a brand on their own Instagrams, the answer *No, I would never share information regarding a brand* and *Yes, if something funny or extraordinary happened related to the brand* got almost the same amount of percent (37 and 36 percent). Among the respondent 31 percent answered that they would share information by *Tag or hashtag brand names*. *If I feel satisfaction regarding a brand*, *By posting new purchased products* and *By tagging the location of a place related to a brand* ended up with 23, 19 and 18 percent of the respondents answers. It was nine percent who would share information if they *Felt dissatisfaction regarding a brand*. Since it is possible to share different kinds of content regarding brands the respondents could choose multiple answers which makes the total percent more than 100.

**Which social media are you active on besides Instagram?**



Facebook is the most used social media among the Instagram users. *Facebook* received the majority of the respondents' answers with 195 votes, resulting in 98 percent of all respondents. The most popular social media besides *Facebook* were *LinkedIn*, *YouTube* and *Twitter* with 41,36 and 29 percent of the respondents answers. The other pure photo sharing media *Pinterest* and *FlickrR* received 19 and three percent of the votes. The other media with the last votes were *Google+* (15 percent), *Tumblr* (nine percent), *Vine* (eight percent), *Vimeo* (four percent) and *StumbleUpon* (two percent). Social media with just one vote were *Foursquare* and *Myspace*. Due to the possibility to be active on more than one social media the respondents could choose as many alternative they wanted which made the sum of the percent me more than 100.

### Which social media do you prefer for brands to use?



The final and last question regarding which social media the respondents prefer brands to use *Instagram* and *Facebook* landed in the top, with 75 and 61 percent of the respondents' answers. *LinkedIn*, *Twitter*, *Youtube* and *Pinterest* followed with 29, 27, 20 and 14 percent of the answers. *Tumblr* got seven percent and *Google+*, *Vine*, *Vimeo* and *Myspace* got four, three and two percent of the votes. The social media with two of the respondents' votes, representing one percent, was *Flickr*, *Foursquare* and *StumbleUpon*. Since there are possible that respondents wants brands to be active on more than one social media the respondents could choose multiple answers which made the total percent exceed 100.

#### 4.2.4 SPSS Statistics

This data are made in the statistical program SPSS to get more information about the numeric answers of the scale questions as well as the age and gender question. The different tests that have been done are a One Sample T-test, a explored analysis and a descriptive analysis. Then, the data that seemed relevant were collected and placed in a own made chart. Some questions have been answered by less than the 205 respondents in the sample and that is shown in the column “n”. To be able to test the gender question it has been done a transcoding were “Female=1” and “Male=2”.

| Question  | n (respondents) | Mean Value | Median | Std. Deviation | Std. Error | Mean Value for Confidence Interval |
|---|-----------------|------------|--------|----------------|------------|------------------------------------|
| Gender (1=Female, 2=Male)   | 205             | 1,24       | 1      | 0,439          | 0,031      | 1,18-1,31                          |
| Age   | 205             | 23,8125    | 24     | 2,192          | 0,15815    | 23,5005-24,1245                    |
| Do you consider brands on Instagram to be more human-like than in other forums? (Scale 1-5) | 200             | 3,4844     | 4      | 0,98724        | 0,07121    | 3,3439-3,6248                      |
| Have Instagram made you aware of brands that was unknown to you before? (Scale 1-5)         | 201             | 3,1719     | 3      | 1,37517        | 0,09843    | 2,9777-3,3660                      |
| Have Instagram made you more loyal to a brand? (Scale 1-5)                                  | 201             | 2,8229     | 3      | 1,16951        | 0,08289    | 2,6594-2,9864                      |
| What are your feelings about commercial post/content from brands on Instagram? (Scale 1-5)  | 200             | 2,8958     | 3      | 1,10175        | 0,07779    | 2,7424-3,0493                      |
| Do you ever comment on brands posts? (Scale 1-5)  | 196             | 1,599      | 1      | 0,90448        | 0,06566    | 1,4694-1,7285                      |

Chart 4.2.4, SPSS statistics constructed by the authors.

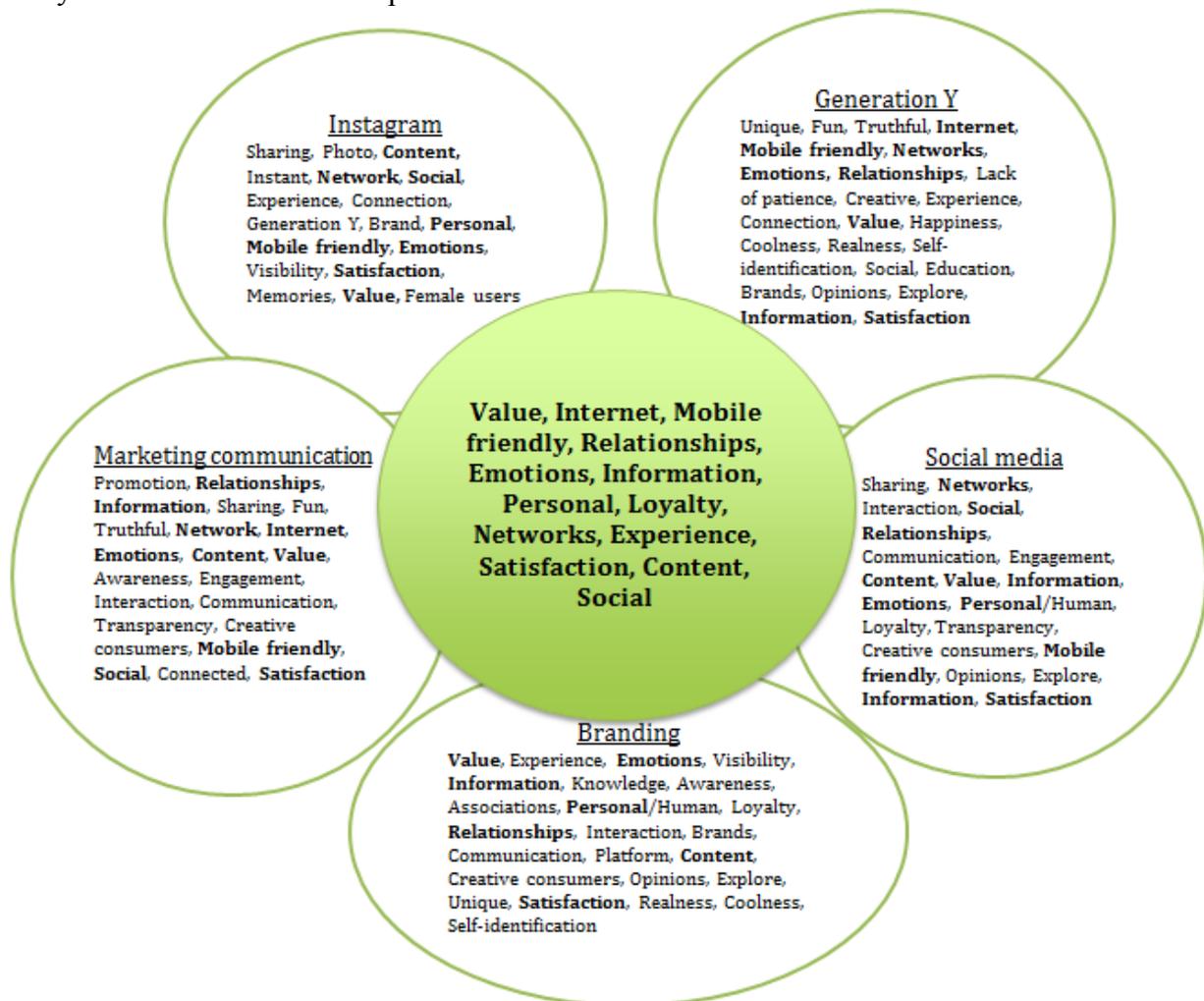
Since the answer female has been transcoded into number one and male into number two and both the mean value, the median and the mean value for the confidence interval are the value one or close to one there were mostly females in the sample. The most common age is between 23,5 and 24 years old. The five last questions in the tablet are five-scale ranking questions where three is the middle alternative. A mean value within the confidence interval over three, as for the question about Instagram making brands more-human like, means that it does, at least a bit. A mean value below three, as for the question about commenting on brands post, means that the respondents do not often comment. The other scale-ranking questions, about if brands made the respondents aware of unknown brands or if Instagram made the respondents more loyal and their feeling against commercial posts are very close in mean value for confidence interval. The median and the mean value were also very close to the middle alternative three. This makes it hard to say that the answer leans significantly in any direction. The numbers under the standard deviation means that the different values are spread around the mean value with that certain number, both greater and less than the mean value (Körner & Wahlgren, 2002). The questions with the highest standard deviation are those questions that did not significantly leaned on any direction and they did not contribute to the research with strong indications. The numbers listed under standard error means that the estimated mean value could be wrong with the standard error digits, both greater and less than the mean value (Körner & Wahlgren, 2002).

## 5. Analysis

*This section is analyzing the data founded in this study. It starts by briefly analyzing the qualitative interviews and the quantitative survey individually to get an overview about the outcomes before analyzing all the collected data, both primary and secondary together in the last section. All sections starts with a short analyze of the respondents before dividing it under branding and marketing communication.*

### 5.1 Theoretical model

By carefully going through the theories we have found these keywords for each theoretical subject of branding, marketing communication, social media, Instagram and Generation Y. The keywords that most of the subjects had in common and the ones we considered as most important are centralized in the middle of the model. These words are going to be further analyzed in the end of this chapter.



*Model 5.1, Theoretical model constructed by the authors.*

## **5.2 The qualitative interviews**

*This part of the analysis will compare the different interviews with each other and will only focus on the qualitative data.*

### **5.2.1 Respondents**

The respondents from the qualitative interviews were seven persons, five females and two males. The ages were relatively even spread between 20 and 27 years old and three of them were working and four were studying. All besides one used Instagram at least every day and most of them several times a day. None of them posted pictures every day but once a week or more rarely and the main purpose for posting own picture was when special events occurred.

### **5.2.2 Branding**

The brands that were followed by the respondents comes from different industries but it is possible to see some similarities regarding that many respondents were following brands in the fashion, wellness, sport or food industry. They explain this by stating that these brands suits their interests and that they were favourable when it comes to getting inspiration, which is seen as the main purpose. The majority of the respondents were very loyal to their friends and they get inspiration and information regarding new brands from them. A few respondents have found brands that were unknown to them before by the popular page or mostly by what friends like. However, most of the respondents did only choose to follow brands that they already knew.

The respondents disagree with each other according to the possibility of Instagram creating brand loyalty. Some of them seems to think that Instagram can increase their buying habits from the brands followed due to the chance to see their products or services more often and some thinks that Instagram would never change their buying behaviour.

There were some indications that brands were considered as more personal and human-like on Instagram than on other forums which seems to be positive among the respondents. The biggest reason why seems to be that the respondents think that brands posts different and more personal content on Instagram when comparing with other forums. The respondents seems to like when brands posts pictures of persons and the employees. This personal content and the fact that they get regular information and updates from brands in a natural way have made some respondents feel closer to the brand

### **5.2.3 Marketing communication**

The respondents do agree with each other that a mix of posts from brands on Instagram were the best way to keep interest among the brands followers. The mix should contain private pictures, advertisement, inspirational and informational pictures. None of the respondents considered the direct message function to be a good communication way for brands. Most of them preferred pictures but some also videos, due to the fact that videos could contain and show more of the brand which seemed to create extra value and curiosity among some respondents. The negative aspects of brands using videos seem to be that the respondents considered videos to be more time consuming than pictures. Almost all respondents were aware of the advertisement on Instagram and there were mixed feelings among the respondents regarding if they like it or not. Some respondents accept it and do not reflect over this kind of content, the other half dislike these pictures and do not want them to exist on Instagram. It was extremely rare that the any of the respondents would comment on brands posts and almost the only way they share information about a brand is by tagging different places connected to the brand. What most of the respondents did, were that they talked with

friends or families about content they saw on Instagram and which they knew would be appreciated by these relatives.

The emotions desired by the respondents on Instagram were mostly inspiration, happiness and curiosity. The respondents wanted to see funny and inspirational pictures to create these feelings. One kind of content that stands out as preferable within the respondents, were posts that focused on the products, which were preferred because they gave inspiration. The respondents wanted these pictures to be with the products in an interesting or unusual environment. Behind the scenes posts were also very popular among the respondents. When posting behind the scenes content it is important for the content to be relevant and connected to the brands products and business. Irrelevant content was seen as unnecessary and would often lead to the brands being unfollowed, according to the respondents. It is important that all posts contribute with value, which should have a clear connection to the brand. The majority of the respondents were users of Instagram, Facebook, LinkedIn and Twitter. Instagram is considered as a great network to post more private pictures. Most of the respondents seems to consider Facebook as overloaded with information and promotion from brands which have made them relatively immune for brands who are communicating through Facebook. The respondents seems to consider Instagram as a better forum to receive brand communication since they only see posts from the brands they have chose to follow and that the posts from brands in general do not seem to be as promotional as in other forums.

### **5.3 The quantitative survey**

*This part of the analysis will focus on the quantitative data and the general trends found when analyzing the survey.*

#### **5.3.1 Respondents**

The majority of the respondents were females (74 percent), students (79 percent) and they were in the age between 22-25 years old. It seems like Instagram users from Generation Y were in general (73 percent) using Instagram several times a day and the main purpose seems to be to see what friends are doing (92 percent) followed by the possibility of seeing nice posts (52 percent), sharing what the respondents themselves are doing (51 percent) and keeping up with brands or celebrities (40 percent).

#### **5.3.2 Branding**

It is possible to find indications that leans towards that fashion brands (61 percent) were preferable when it comes to following a certain industry on Instagram. Fashion was followed by wellness (44 percent), sport (31 percent), interior (27 percent) and beauty (26 percent) when it comes to the most popular industries. The best thing with following brands on Instagram seems to be that the users only receive content from the brands they have chosen to follow (71 percent). Inspiration (88 percent) seems to be what the Instagram using Generation Y demanded from brands on Instagram and there were small indications (mean value for confidence interval 3,3-3,6 on five-grade scale, with 95 percent certainty) that brands were more human-like on Instagram than on other forums. If Instagram makes the users from Generation Y more loyal (mean value for confidence interval 2,7-3 on five-grade scale, with 95 percent certainty) and create awareness (mean value for confidence interval 3-3,4 on five-grade scale, with 95 percent certainty) are more uncertain, since the answers were outspread and neutral.

### **5.3.3 Marketing communication**

There are strong indications (98 percent) that pictures are more demanded than videos and direct messages when brands are communicating with Generation Y on Instagram. When it comes to frequency in communication the Instagram using Generation Y tends to want brands to upload maximum one post a day (37 percent) and preferably a couple of times per week (45 percent), not more rarely than that. Content in the posts from brands should mostly focus on the brands product or service (77 percent). Posts with focus on the workplace, the employees or behind-the-scenes material also seemed to be accepted in a certain extent (55 percent). Content that seemed to be non-preferred by Generation Y on Instagram were posts with content not directly related to the brand (65 percent) for example pure environment pictures or irrelevant quotes. The feelings about advertising and commercial posts from brands on Instagram were quite neutral (mean value for confidence interval 2,7-3 on five-grade scale, with 95 percent certainty) and the respondents seemed to neither like or dislike it in a very strong way. Inspiration tended to be the emotion that most of them were seeking to get from brands on Instagram (88 percent). Something they had a strong and relatively unified view about were that they would never comment on a post uploaded by a brand (mean value for confidence interval 1,5-1,7 on five-grade scale, with 95 percent certainty). It seems equally likely that Instagram users from Generation Y would share information about a brand on their own Instagram when something extraordinary would happen regarding that brand and that they would never share anything regarding a brand on their own page (36 and 37 percent). A part of them could also tag or hashtag a brand name (31 percent), tag the location (18 percent) or post something if they were satisfied (23 percent).

There were strong indications that Facebook was by far the most popular social media platform for those from Generation Y that also uses Instagram. Almost all of the requested Instagram users were also active on Facebook (98 percent) but a part of them seemed to prefer brands to communicate through Instagram (75 percent) rather than Facebook (61 percent).

## **5.4 The empirical data compared to the theoretical framework**

*This part of the analysis is the main part where both the qualitative and the quantitative data are compared to the theoretical framework. Both the theoretical and empirical data are being analyzed in this section.*

### **5.4.1 Respondents**

In this study, 74 percent of the respondents were women which is certainly due to the fact that the respondents needed to suit the criteria of using Instagram and following at least one brand there. Instagram's main audience is according to Brenner and Duggan (2013) women in the age of 18-29, which suited our age criteria and also explains why the main part of the respondents was female. In Sweden the most active users are women between 12-15 or 20-25 (Findahl, 2013) which can explain that the most common age in our survey was 22-25 years old. Since we decided to use a definition of Generation Y that was 18-29 years old, our sample seems representative for one of the main targets of Instagram. The biggest part of our respondents, both quantitative and qualitative, were students and since a big part of Generation Y is currently studying according to Gronbach (2008) this is nothing that would affect the result or make the sample undifferentiated.

### **5.4.2 Branding**

Clanchy (2007) describes that branding has to create an experience or an emotion that is memorable. A large group of the respondents (36 percent) considers that brands on Instagram are mostly worth talking about if they post something extraordinary. We believe that

extraordinary content has a great chance of being memorable. We consider that the desire for extraordinary posts might come from the fact which Bergh & Behrer (2013) state that Generation Y wants to be unique and special. This indicates that Generation Y has a desire to be extraordinary and that might be why they demand it from brands on Instagram and would only talk about those brands. Uniqueness is also one of five key attributes for brands that want to be successful within Generation Y (Berg & Behrer, 2013).

Another interesting outcome from the quantitative survey is that the respondents have chosen that they want brands to be active on the same forums (Instagram, Facebook, Twitter, Youtube and LinkedIn) as the respondents themselves are active on. One of the main purposes with using Instagram among the respondents was to see what their friends were doing. That the respondents want brands to be active on the same forum might be an indication that the respondents want to follow and receive updates from both brands and friends. The Generation Y using Instagram might want to lower the barriers in between them and the brands. We consider this to be a chance for companies to make their brand be a part of the consumer's everyday life, without the consumer reflecting on it.

#### **5.4.2.1 Brand equity**

Aaker and Joachimstahler (2009) consider brand awareness as an important asset, because consumers prefer brands that are familiar to them. Both the qualitative and the quantitative data indicate that Instagram is not a forum for brands to create awareness. The empirical data shows that the respondents are more likely to follow brands they are already aware of which could indicate that the Instagram users already have a certain association with the brands. Instagram might therefore be a forum for creating more positive association and not creating new awareness.

Brand personality, according to Melin (1999) is a big challenge in order to make the brand more human-like. CIPR (2012) explains that companies can be more human-like if they use social media because they can engage with their consumer. There are indications that Instagram has a possibility of giving brands a more human-like personality. Most of the respondents from the qualitative interviews consider this to be a positive thing as long as the brands do not post irrelevant content. There seems to be an agreement by most of the respondents that brands should act like brands, not like private persons, and post pictures about their products and services but in a personal and creative way. Aquin (2012) states that giving brands a personality is crucial regarding branding to Generation Y and personalities that are interesting and funny are the most appealing. According to the quantitative empirical data, 55 percent chose number four and five on a five-scale ranking, regarding if brands are more human-like on Instagram than in other forums and with 95 certainty, the general opinion, was over the middle alternative. The respondents from the qualitative interviews explain that posts with content showing different sides of the brand contributes to a more human-like brand experience. CIPR (2012) thinks that brands should try to become closer to the consumers as a way to be more human. The respondents feel that by using Instagram several times a day, the brands become a part of their everyday life.

Other indications among the respondents, regarding loyalty showed that they were not aware of the degree of loyalty towards different brands. This is read out from both the qualitative and quantitative data, the quantitative data shows that 31 percent chose the neutral number three on a five-grade scale. Number three was the most common answer and the other answers were evenly spread out. As previously mentioned about awareness, we think that Instagram is not a forum for creating new awareness, because the users tend to follow already known brands. We consider that this fact together with the neutral response indicates that

Generation Y on Instagram follows brands they already have a certain amount of loyalty towards. Further, related to the fact stated by Lee and Lee (2013) that there are a strong relation between loyalty and the need of consumer satisfaction from a brand, the qualitative empirical data showed trends among the respondents to unfollow a brand if their need for satisfaction did not get fulfilled. The satisfaction is showed in different variables such as irrelevant, uninterested or unethical content and updates that were made to often or too rare. Gronbach (2008) consider Generation Y to expect more than previous generations from brands in order to become loyal to the brands. This can explain the lack of perceived loyalty from the respondents and further we believe that the high amount of marketing and noise today contributes to the high expectations from Generation Y. We consider Instagram to be a forum that has relatively small amount of noise which our respondents from the qualitative interviews considered as favorable.

Brands in this contemporary society have an extended impact on the informational importance (Power & Hauge, 2008). There are indications that Generation Y on Instagram prefers brand related content instead of content that was not directly related to the brand. We connect the demand for this type of content with the theory from Power and Hauge about the importance of information. By getting constant information about the brands products or services as well as information about the workplace and the employees, we think that consumers might get a better knowledge about the brands. We further believe that this knowledge could help them with making decisions regarding purchases and therefore increase brand loyalty.

Aaker (1996) states that if brands become involved in the consumers' everyday life the relationship with the consumer will be strengthened. The respondents from the qualitative interviews tend to feel closer to a brand when following it on Instagram. According to Dimitriadis and Papista (2012) the requirements to build a strong brand relationship are for example that the brand needs to have an intention to support the relationships continuity and meet the consumers' functional requirements. The requirement from the respondents in this research seems to be relevant and inspirational content not more rare than a couple of times a week. If these requirements are fulfilled with continuity by the brands, the relationship with the consumers might be stronger. Ström (2010) writes that Instagram was created for private use and when companies enter they must act truly and honestly and if they do, they have the chance to become closer to their customers. We consider this meaning that brands must act more personal and post more personal content.

### **5.4.3 Marketing communication**

According to Kotler et al. (2008) the evolution of marketing communication is moving away from mass marketing and towards close customer relationships. Instagram tends to be a channel mostly for users following brands they are already aware of and if they choose to follow them it is possible to draw the conclusion that they like the brand or think it is interesting. Due to this, Instagram seems to be a great channel for communication. We think that brands should use Instagram in a similar way as they use a customer club to connect the interested and loyal customers. By giving the Instagram followers special offers as well as access to new information and product launches we think they would feel treated specially. We consider that brands should try to create a feeling of solidarity with their followers.

Pitt et al. (2012) write that social media networks have contributed to the possibility of a dialogue between companies and consumers. Our empirical data does not show that Generation Y wants or feels the need to have a dialogue with companies. Instead the respondents answered that they might discuss different content with friends but no answers indicated the intention of having a dialogue with companies or brands. The response from the

quantitative survey showed that it was relatively unlikely that anyone would comment on brands posts. This seems to make Instagram a one-way communication channel which is different from what the theory from Pitt et al. regarding the dialogue states. This indicates that Instagram is an exception from other social media and we think that the reason could be the fact that Instagram shares photos which might be harder to respond to than texts. We also consider Instagram to not have an easy way to share pictures posted by others on the users own account compared to for example Facebook and Twitter.

The majority of the respondent are using Instagram several times a day and this could be explained in the theory from Aquino (2012) that states that social media and mobile phones are highly involved in Generation Y's social life. We believe that Instagram is easy accessible because it is a mobile application and we further consider that Generation Y who uses Instagram often have the mobile nearby, which contributes to the easy access. According to Gronbach (2008) Generation Y is having a lack of patience which could explain why this study's empirical data is showing that the respondents wants companies to post pictures on Instagram once per day or several times a week. Some respondents from the qualitative interviews are even saying that they would unfollow a brand if they posted pictures too rarely. The main reason for using Instagram was to see what friends were doing (92 percent of the respondents from the survey wanted this). There were only 40 percent of the respondents from the survey that used Instagram in order to keep up with brands and celebrities. This fact together with that most of the respondents used Instagram several times a day and that the qualitative respondents uploaded own pictures once per week, could make Instagram a platform for keeping track of others. This could indicate that Instagram is a great forum for brands who are acting personal and tend to have strong relationships with their Instagram followers, which could make the brand to be seen as a friend.

#### **5.4.3.1 Push- and pull strategies**

Kotler et al. (2008) explain that there are two different strategies to get through with companies promotion, called push and pull strategies. The pull strategy focuses on reaching the end consumer (Kotler et al., 2008). We believe that Instagram is a great forum to reach the end consumer because most of the users are private persons. We consider that the industries that our respondents were following on Instagram have mostly private persons as their end consumers. According to our qualitative interviews, the respondents would unfollow a brand if they are unsatisfied. This indicates that brands must find the best way to satisfy their followers. According to Kotler et al. (2008) one of the reasons for companies not to use the pull strategy is because of its costs. Instagram is a free photo sharing network (Smith, 2014). Since Instagram is a free platform to use and the only expenses for brands are the time spent on the work with Instagram, we think that brands could overcome the barrier stated by Kotler et al.. Related to this we consider Instagram to be a cost effective communication tool for brands to use. Aquin (2012) states that Generation Y tends to disapprove with the push strategy which strengthens the fact that Instagram and the pull strategy can be positive within Generation Y.

#### **5.4.3.2 Word-of-mouth and viral marketing**

Young (2008) states that regarding word-of-mouth companies must try to be creative in order to stand out in the noisy crowd and involve the consumers. Consumers have a large impact and people tend to believe them more than the actual companies (Young, 2008). The study indicates that word-of-mouth is more used than viral marketing, the respondents were more likely to talk to their family and friends about Instagram posts than sharing them on their own Instagram accounts. As mention before was the strongest reason to share information about brands on Instagram, represented by 36 percent from the quantitative survey, if something

extraordinary happened. According to Bhat and Abulaish (2013) it is important to find the right consumers who have a large size network with a large impact on social media. The respondents in this study want to share information with their friends and see what their friends are doing by looking at their pictures on Instagram. Related to Bhat and Abulaish theory, it is important, and would probably have a large spread, for companies to reach Instagram users with a large impact and great sized social network. Boreli et al. (2013) strengthen this by explaining that location based features have become an important role in social networking. We consider that the questions asked in both the quantitative and qualitative studies were unclear regarding the location based tagging. In the qualitative interviews, regarding the questions about sharing information about brands, some discussions and reasoning led into the fact that the respondents do tag locations. We think that it is possible for the Instagram users to tag a location without reflecting over the fact that they share information about a brand. This could also be a reason for why not more of the respondents did answer that they use the location tag on Instagram in the survey. Further we believe that the location based tagging is a good way of creating viral marketing, a part of the respondents stated that they would tag themselves at places such as restaurants or hotels. We consider these types of industries as favorable when it comes to location tagging due to our opinion that consumers usually spend a long time there on special occasions. Our respondents from the qualitative interviews seemed to upload posts during special occasions which also strengthen our opinion.

#### **5.4.3.3 Content in marketing communication**

The power have shifted from the company to the consumers and today, companies want to find the right consumers to associate with the company and their product and services, in order to create value for the company (Pitt et al., 2012). We have interpreted the respondents' answers regarding what they want to see to be a demand for a mix between the brands products or services and the brands workplace, the employees or behind-the-scenes content. According to our research Generation Y using Instagram also tends to want inspiration from brands. We believe that inspiration together with the wanted content gives the respondents value. The fact that companies want consumers to create value towards the company (Pitt et al., 2012) and our interpretation of the empirical research saying that the respondents want companies to give them value, indicate that both parties have a need for value-exchange. Furthermore Scott (2013) writes that marketing online gets the best response if the content delivers value for the consumer. Lieb (2012) states that companies today should act like media to be able to get attention on the market. We consider this to be another reason that point towards the importance of brands sharing valuable content. Scott (2013) also strengthens this by saying that companies should act like PR agencies and post valuable content. The qualitative interviews shows that the respondents would choose to unfollow a brand if it posts pictures unrelated to the brand or even unethical. This can be further related to the fact that Gronbach (2008) states that Generation Y is a generation who cares about the society and the environment.

Further regarding the content, Baird and Parasnis (2011) states in their study that there are a difference between what consumers really want and what companies think consumers want. In their study consumers prefer discounts and purchases and companies think consumers want to learn about new products and general information. According to our qualitative studies no respondents did not even mention the possibility of wanting discounts on Instagram and doing purchases are not possible. Our empirical data seems to be more similar with the factors that the companies think the consumers want than the factors the consumers wanted according to Baird and Parasnis study. A huge part of all the respondents in our quantitative survey did consider inspiration (88 percent) to be what they wanted from brands on Instagram

followed by updates (48 percent) and information (42 percent). Updates and information are possible to connect to the three factors general information, learn about new products and exclusive information that is highly ranked on what companies think that consumers want in Baird and Parasnis study. Their choice of different factors and our choice of different factors that consumers seemed to want from companies are a bit different. The reason might be that their study is made on social media in general and that our study only is focusing on Instagram. We did choose our alternatives in the quantitative study based on the answers in the qualitative study. The difference between our study and Baird and Parasnis indicates that there might be a difference regarding what consumers want on Instagram compared to other social media or that the fact of our respondents belonging to Generation Y.

According to Bergh and Behrer (2013) Generation Y is a very emotional generation and inferred from the collected empirical data the most desired emotions on Instagram are inspiration, happiness and curiosity. Further Chan (2011) explains that curiosity could be created from the companies by teasing the consumer with content and information. Regarding the feeling of being inspired consumers have a tendency to feel so if they see majestic and special photos that creates awe (Chan, 2011). Our research showed that the respondents were looking for inspiration on Instagram. We consider that the fact that most of the respondents followed fashion, wellness and sport brands might be related to Chan's theories regarding awe. If an Instagram user see beautiful pictures of models, clothes and bodies it might create a feeling of awe and therefor a feeling of inspiration. We think that these industries (fashion, sport and wellness) might be favourable among Generation Y on Instagram because they generate the feeling of inspiration. Marketing communication to Generation Y must create emotions since Generation Y make most of their decision with the hearth (Lewis, 2013).

#### **5.4.3.4 Marketing communication tools**

According to Kotler et al. (2008) promotion is the element companies are using to communicate with their customers. According to our research the respondents have different feelings towards promotional communication. There were different opinions towards promotion on Instagram but the qualitative interviews showed that one of the reasons to have Instagram is the fact that it is considered to be a forum with fewer promotional post. Our respondents considered advertising to be unavoidable on social media and therefore we believe that their tolerance level is relatively high. According to Chan (2011) companies should not use Instagram for promotion, instead they should use the forum to show the brand and pictures behind-the-scenes. Instagram have started with sponsored post where the private users will have the chance to mark post that is uninterested (Instagram, 2014). Today's consumers are exposed to a large amount of noise which includes advertising. The constant amount of noise also makes the advertising becoming irrelevant to the consumer (Safko, 2012). Scott (2013) strengthens that opinion by mentioning that another risk with advertising online is that the consumers might ignore the advertising if they notice it. The fact that users can hide uninteresting advertisement will give Instagram information about what the users like and do not like, which is good to know creating further commercials (Instagram, 2014). We consider the possibility to hide unwanted advertising to be a smart strategic choice by Instagram to reduce the risks and it could also be a chance to make the advertising appear in the users feed in a natural way. We consider the fact that advertising seems irrelevant and ignorable to be a wakeup call for companies. Companies need to create clever and extraordinary advertisement to minimize the risk of being ignored and irrelevant to the followers. Further we think it is a good idea for companies to adapt their advertising strategy after the saying "less is more". We believe that the high amount of noise contributes to the importance of a selective strategy meaning that brand should post relevant content rarely. Our opinion that brands should be clever and selective in their advertisement could also be

strengthened by our research that shows that the respondents are more willing to share information about a brand if they post extraordinary content. Safko (2012) consider that companies must embrace the online tools and engage their consumers in both an innovative and non-traditional way, which we also believe strengthen our opinion.

The qualitative study indicates that Facebook is a forum with too much promotion and that Instagram is a better option in order to avoid that kind of marketing communication. We consider it necessary to keep pure advertising away from Instagram in order for Instagram to continue as a noise free and personal forum. Kotler et al. (2008) states that a combination of marketing tools is the best and most successful tool of them all. Our study indicates that a mix of relevant content is the best communication tool on Instagram. Our study also shows that the majority of the respondents on Instagram also used Facebook and that a very low number of Instagram's users are active on other photo sharing forums such as Pinterest or Flickr. Furthermore the quantitative survey shows that the respondents consider Instagram to be the most favorable forum for brands to use, followed by Facebook. Even if many of the respondents from the qualitative study had a negative feeling towards Facebook regarding branding, 98 percent of the quantitative survey respondents did use Facebook.

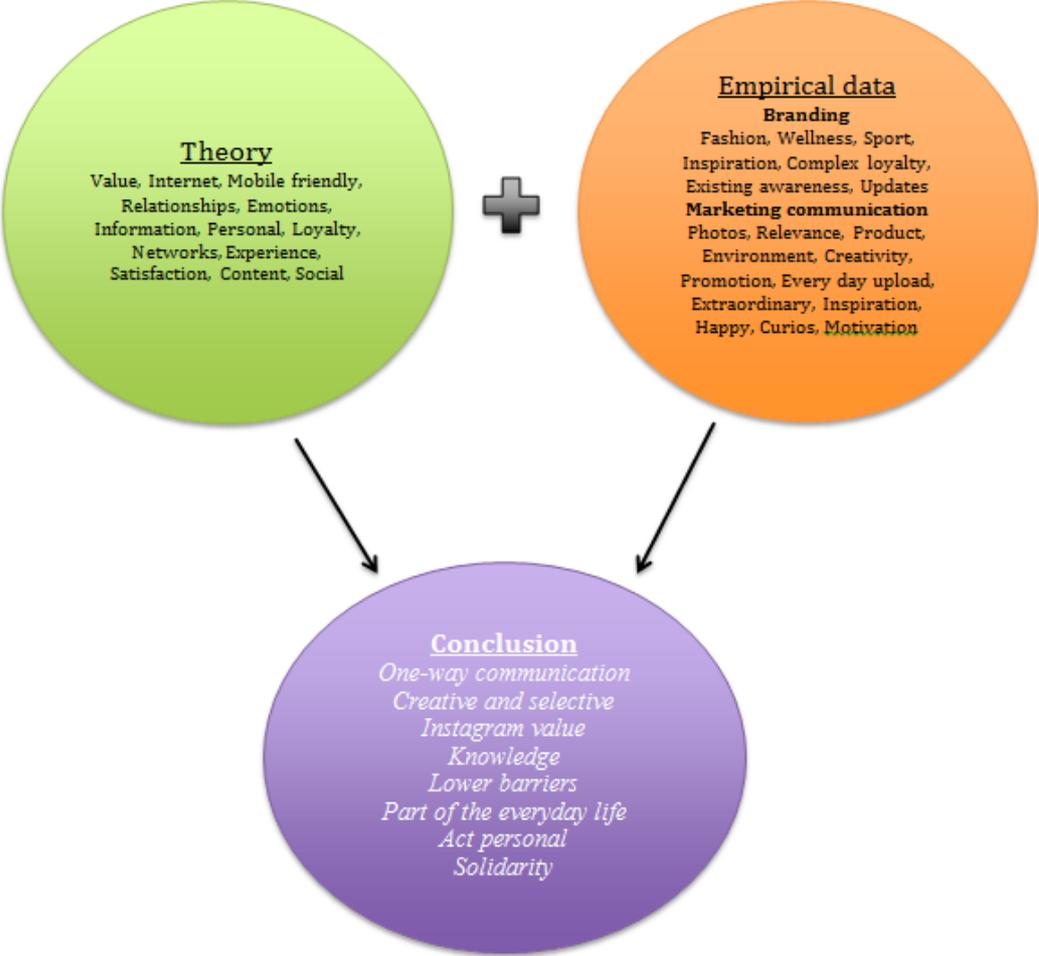
According to Ström (2010) it is crucial for the content on social media to be mobile friendly. Instagram was created as a social network for mobile devices and is today limited on the web (Instagram, 2014). As mentioned in the beginning of the marketing communication chapter, we consider Instagram to be a good forum because it is easy to use on mobile devices and the fact that all the content on Instagram is mobile friendly. The video and mostly the direct message function on Instagram was not considered useful or wanted by the respondents, some respondents from the qualitative interviews said that videos could be too time consuming. Even if the respondents did not prefer videos as much as pictures, we consider the video function as a good way for companies to contribute with value to their brands. According to us should the brands use videos as a complement and not post them as often as photos in order to create value for the followers. We also believe that videos can contribute with more content and stimulate more senses through audio and movement. Our opinion is that it seems easier to be creative and have extraordinary content if the posts are a combination between sound and movement. We think that the direct message is unnecessary for brands to use since the respondents from the qualitative interviews did not wanted brands to push themselves on them, they wanted to find the brands by themselves.

Lieb (2012) states that content must be valuable and explains that it must be sent in the right time. Scott (2013) describes that one way to create valuable content is to find out the different personas in the company's target group. We consider that companies can reach some of their segments on Instagram but that they should be careful when dividing the segment further. Internetworld (2013) and Ahmad (2014) explain that direct message is a function on Instagram who enables the user to send direct messages to individuals or groups. Our study shows that the respondents do not use or appreciate the direct message function, they value the fact that they can choose which brands to follow. We consider that brands should not use direct messages on Instagram instead they should focus on getting the right followers and post content on their own feed that is valuable for all of their followers. The typical user of Instagram is a woman between 18 and 29 years old (Brenner & Duggan, 2013). We believe that it is good for brands to have in mind when planning their strategy for Instagram that the main group is females in the age 18-29. It might be a smart idea to form the content after their values, if the brands aim is to reach a broad audience. If none of the companies target groups matches this segment we think that they should review the balance between the effort put into

Instagram and the gain from it. This is the situation of today and we think that it is possible that the future of Instagram might belong to a larger audience.

### 5.4.4 Analysis model

By comparing and analyzing the theoretical framework together with the empirical data we constructed this analysis chapter and also an analysis model. Further this leads us into our conclusion where the outcome of this research is presented.



Model 5.4.4, The analysis model constructed by the authors.

# 6. Conclusion

*This chapter contains our conclusions based on our analysis as well as interesting topics as proposals for future research.*

Duffy (2013) considers it to be important for marketers to rethink their branding and communication in order to be successful. Uzunian (2013) states that in the social media universe, Instagram is the supreme ruler. Because of these facts among others, we have focused our research on branding and marketing communication on Instagram towards Generation Y, which is the main audience on Instagram according to Walter (2013). The research question we will answer in this conclusion is “*How does marketing on Instagram work in order to reach Generation Y?*”

The purpose of this study is to find out how Instagram works as a marketing channel in order to reach Generation Y. Further the purpose is to contribute with theoretical knowledge about what communication Generation Y prefers from brands on Instagram, why they prefer it and what it can lead to. We have developed a conclusion model which is the outcome from analyzing the theoretical framework together with the empirical data. This model includes the conclusions keywords and this model will start and permeate our conclusion.



*Model 6, The conclusion model constructed by the authors.*

Theories state that Generation Y is creative and has a desire to be unique. The theories also state that it is a lot of noise in the marketing environment, which contributes to consumers thinking about advertising as irrelevant and ignorable. Based in our research we consider Generation Y on Instagram to have a demand for extraordinary content. We also think that brands that would like to stand out in the noise and reach Generation Y on Instagram must be creative and selective regarding their advertisement. By selective we mean that brands should post relevant content rarely and adopt the saying of “less is more”. Our respondents indicate that a positive thing with Instagram is that it is a forum with less promotion than other forums they are active on. We believe that it is important for brands to have this in mind and keep pure advertising away from Instagram, in order for Instagram to continue as a personal forum.

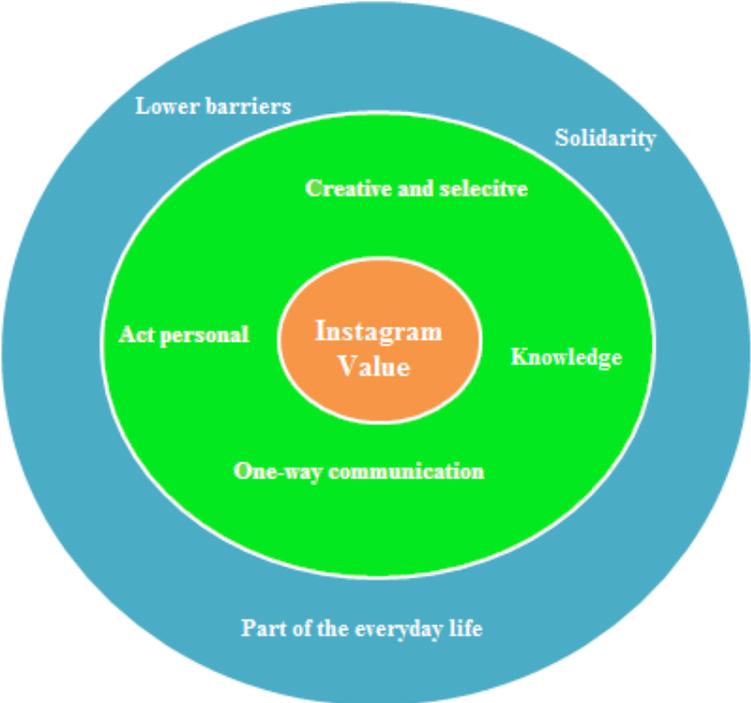
Theories regarding social media state that communication today must be two-way since companies have a demand for the consumer's opinions in order to create value to their brand. We believe that the Instagram user needs value back from the brands in shape of relevant content and inspiration. Our research indicates that the Instagram users do not have a strong demand for a dialogue with the brands on Instagram. This we believe to depend on the fact that Generation Y on Instagram does not consider it valuable to for example comment on a brand post. Due to this we consider that brands should not create content that requires two-way communication and allow Instagram to be more of a one-way communication platform. Our respondents mostly followed industries are fashion, wellness and sports and they have a strong demand for inspiration from brands on Instagram. The theories state that creating a feeling of awe can develop inspiration. We consider that these industries have a tendency to generate awe in form of posts with models and fit bodies. We believe that what is valuable for Generation Y on Instagram is a mix between wanted emotions like inspiration and relevant content related to the brand. We further consider that the content should be in the form of mostly photos combined with a smaller part of videos and that these should be updated every day or several times a week. We consider these four factors regarding emotions, content, form of content and frequency together as Instagram value within Generation Y. Together with this we consider that brands must be creative, selective and personal in order to create value for and reach Generation Y on Instagram. Further, we think this will lead to value for the brand due to word-of-mouth marketing since Generation Y on Instagram seems likely to talk to their relatives about interesting content. However, it does seem unlikely that Generation Y on Instagram would create a lot of viral marketing, but the brands will most likely get increased loyalty and relationships with their followers.

Theories states that Generation Y demand more than previous generations from brands in order to become loyal and that brands today needs to contribute with information. We consider the fact that the respondents wanted brand related content on Instagram as an indication of the demand for information which we further consider could generate knowledge about the brand. We believe that knowledge could get the Instagram using Generation Y to make more informed purchase decisions and therefore be more loyal towards a brand. We consider it to be important for companies to use Instagram as a channel to give Generation Y knowledge about the brand.

The empirical data shows that the respondents wanted brands to be active on the same social networks as the ones they were active on. We consider this to be an indication of the respondents wanting brands to be close. Further we believe that this could indicate that the respondents want to be updated on information and therefore gain more knowledge about the brand. Our research shows that Generation Y on Instagram wants brands to upload new posts more often than the respondents themselves are doing. Due to this we think that Instagram could be a way for the brands to lower the barriers between them and their Generation Y followers. Our empirical data also showed that the respondents were using Instagram in general several times a day. That fact together with the demand for brands to be on the same network as the respondents gives the brands an opportunity to become a part of their consumer's everyday life. Further regarding this we consider that brands should act personal on Instagram to appear natural in their followers news feed. The respondents in our research wanted brand related content and the theories explain that brands must have a personality. We interpret this to mean that brands should act personal but not as a private person. We think that if a brand become to private the content might be seen as irrelevant and the brands will lose followers. On the other hand if a brand act too commercial and impersonal we believe that the posted content might feel uninteresting and the brand will not create a closer relationship with their followers.

We consider that brands should use Instagram in a similar way they use customer clubs. By giving their followers a special treatment we believe that they would feel unique and related to the brand, which Generation Y desires. This special treatment can consist of special offers for the Instagram followers and new information about the brand or product launches. We think that brands adopting this could create a feeling of solidarity among their Instagram followers. There are also theories stating that marketing is moving towards creating close customer relationships, which we consider Instagram a great channel for. Our respondents did not consider Instagram as a forum for creating brand awareness since they mostly chose to follow brands they were already aware of. We believe that Instagram is a forum for creating more positive associations with the brand which will strengthen the relationship between the brand and the followers.

These conclusions have led us to creating the model Instagram marketing towards Generation Y with the purpose of answer the research question. The centre of the model is what we consider to be the key factor when brands are communicating towards Generation Y on Instagram. The second circle explains important factors that must also be taken into consideration, finally the outer circle shows what the communication could lead to.



*Model 6.1, Instagram marketing towards Generation Y constructed by the authors.*

Finally, *How does marketing on Instagram work in order to reach Generation Y?* Generation Y on Instagram is a generation that is used to a high amount of marketing noise, because of that and their desire to be unique they demand extraordinary branding on Instagram. When marketing towards Generation Y on Instagram brands must first form the content after the Instagram value. The content should also be creative and selective as well as it should contribute with knowledge. Further the brands should focus on one-way communication and act personal in their communication. By doing this, the brands could expect a chance of lower barriers, increased solidarity and becoming a part of Generation Y’s everyday life.

## **6.1 Proposal for further research**

Through our study it has been possible to find a lot of other interesting angles regarding similar subjects. We believe that a similar research like this one will be interesting to apply on a younger generation, Generation Z. This will be of interest because they are as well as Generation Y a big audience on Instagram and a big future market for brands. We also think it will be interesting to do a study in the future regarding what impact the opening of advertising will have on Instagram. This seems interesting because our research indicated that Generation Y was against too much advertising and that they thought a positive thing with Instagram was the small amount of promotion. Another angle to further research is the consumer behaviour perspective instead of only the marketing communication and the branding perspectives. We believe that it is a lot of psychology behind the relationship between brands and Generation Y on Instagram, which would be interesting to look deeper into. Finally we consider it interesting to explore if celebrity branding could be another way to strengthen the brand on Instagram. We believe that the major part of the Generation Y users of Instagram tends to follow celebrities on Instagram. Due to this we think research regarding product placement on celebrity accounts or brands co-branding with celebrities on Instagram will contribute with important information for marketers.

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## 8. Attachments

### 8.1 The qualitative interview guide

#### General questions:

Age:

Gender:

Profession:

#### Introduction questions (Instagram):

1. How often do you use Instagram?
2. Which kind of pictures do YOU post on Instagram?
3. Do you post videos on Instagram? Do you appreciate videos posted by brands?
4. Do you use Instagram's direct message function? Would you like to receive direct messages from brands?

#### Branding:

1. What kind of brands do you follow?
2. Why do you choose to follow these brands?
3. How did you find out that these brands had Instagram?
4. Why would you choose not to follow a brand?
5. Have you ever chosen to unfollow a brand and if yes, why?
6. Does Instagram make you feel more loyal to a brand? If yes, how and why?
7. Do you feel closer to a brand when following it on Instagram? If yes, how and why?
8. Has Instagram increased brand awareness from brands you did not know much about?
9. When do you feel like a brand is human-like on Instagram (*that a brand's post is similar to a person's*)? And what are your feelings about that?

#### Marketing communication:

1. Do you consider some photos on Instagram just to be about advertisement? If yes, what is your opinion about that?
2. Do you talk about Instagram pictures/videos that brands share with your friends or family? If yes, what do you say about them?
3. Do you give brands feedback/comment on their posts? If yes, what kind of feedback?

#### Content:

Categories:

- Posts on the brand's product/service
- Posts on the workplace/ the employees/behind-the-scenes.
- Posts on content that are not directly related to the brand. *Example quotes, environments.*
- Post with other content than these mentioned above

1. What kind of content do you prefer from brands on Instagram and why do you prefer that content?
2. What kind of content do you NOT like from brands on Instagram and why is that?
3. What kind of content triggers your emotions? *Makes you feel happy, sad, curious, angry, inspired, suprised*
4. What kind of emotions do you want to feel when looking at an Instagram post from a brand?

**Social media:**

1. Which social media networks are you active on? (not just registrated on)
2. Which social media do you prefer for brands to use and why is that?
3. If you do not prefer brands to use Instagram, what do you think can be improved by brands that use Instagram to better suit you?

**Power shift:**

1. Would you share posts regarding a brand on your own Instagram?
2. Do you ever share satisfaction or dissatisfaction regarding a brand on your own Instagram?

## 8.2 The quantitative survey

Consumer Research- Instagram marketing

Please, take a minute to read this introduction text before answering the survey.

We are two students from the International Marketing Programme at Halmstad University that currently are writing our bachelor thesis about marketing on Instagram. The purpose of our study is to find out what kind of marketing communication the older part of Generation Y/Millennials wants from brands on Instagram. To be able to get a result, we need Your help to answer some questions about Your habits on Instagram and what You prefer from brands using Instagram. The survey only takes about 3-5 minutes and we really appreciate Your help!

To be able to answer our questions we need You to be between 18-29 years, to be active on Instagram and to follow at least one brand/company on Instagram.

Since we need to limit our study the questions will only include company brands and not personal brands as celebrities. So all the questions will only be regarding company brands.

Some questions have scale answers where You should try to put your answer in the box that suits Your thought and feeling the most from 1-5.

Thank You for Your participation, it means a lot!

Frida Eklöf Wallsbeck & Ulrika Johansson  
Halmstad University

**Gender\***

- Female
- Male

**Age\***

**Occupation\***

- Student
- Working
- Unemployed
- Other:

**How often do you use\* Instagram?**

\*Use does not only refers to when you uploading pictures of your own, it also refers to when you check the feed and posts by other.

- Several times a day
- Every day
- A couple of times per week
- Less than once a week

**In what purpose do you use Instagram?**

You can choose more than one answer. If no one matches, complement under "other".

- See what my friends are doing
- Keep up with brands/celebrities
- Share what I am doing with others
- Look at nice pictures/videos
- To get more personal content than from other social media
- Other:

**What do you consider is the best thing with following a brand on Instagram?**

You can choose more than one answer. If no one matches, complement under "other".

- You only receive content from the brands YOU have chosen to follow
- Brands show different sides of themselves
- Brands are less promotional
- Brands are more promotional
- The format of the content (pictures/videos)
- You receive more updates from the brand
- You receive less updates from the brand
- Easy access of the brand
- Other:

**What kind of brands/industry do you follow on Instagram?**

Choose the following example that is most suitable, it is possible to choose more than one. If no one matches, complement under "other".

- Fashion
- Wellness
- Beauty
- Interior
- Music
- Electronic/Technology
- Travel (Hotels, destinations, transportation etc)
- Non-profit/Charity
- Food & Drink (Restaurants, Café etc)
- Media (Movie, TV, Magazines etc)
- Financial services (Bank, Insurance etc.)
- Educational services
- Sport
- Other:

**Which type of communication do you prefer from brands on Instagram?**

You can choose more than one suggestion.

- Pictures
- Videos
- Direct Messages

**What do You want from brands on Instagram?**

You can choose more than one answer. If no one matches, complement under "other".

- Information
- Updates
- Inspiration
- To be more personal than in other social media
- Other:

**Do you consider brands on Instagram to be more human-like than in other forums?**

For example by sharing more personal content.

1 2 3 4 5

No, never.      Yes, definitely

**Have Instagram made you aware of brands that was unknown to you before?**

1 2 3 4 5

No, never.      Yes, definitely.

**Have Instagram made you more loyal to a brand?**

For example, if Instagram has made it more likely for you to buy and rebuy the brands products or services.

1 2 3 4 5

No, never.      Yes, definitely.

**What content do you prefer from brands on Instagram?**

You can choose more than one answer. If no one matches, complement under "other".

- Posts on the brands product/service.
- Posts on the workplace/ the employees/behind-the-scenes.
- Posts on content that are not directly related to the brand. For example quotes, environments etc.
- Other:

**What content do you NOT prefer from brands on Instagram?**

You can choose more than one answer. If no one matches, complement under "other".

- Posts on the brands product/service
- Posts on the workplace/the employees/behind-the-scenes material from the company
- Posts on content that are not directly related to the brand. For example quotes, environments etc.
- Other:

**What are your feeling about commercial post/content from brands on Instagram?**

For example; brands posting ads.

1 2 3 4 5

I strongly dislike it      I strongly like it

**What kind of emotions do you want to feel when looking at a post from a brand?**

You can choose more than one answer. If no one matches you, complement under "others".

- Happy
- Curious
- Inspired
- Suprised
- Entusiastic
- Motivated
- Other:

**Which social media are you active on besides Instagram?**

Choose the ones you actively use. You can choose more than one answer.

- Facebook
- Twitter
- LinkedIn
- Pinterest
- Tumblr
- Google +
- Youtube
- Flickr
- Vine
- Vimeo
- Foursquare
- StumbleUpon
- Myspace

**How often (in general/average) do you want brands to upload new posts on Instagram?**

- Several times every day
- Once per day
- A couple of times per week
- Once per week
- Less than once per week

**Do you ever comment on brands posts?**

1 2 3 4 5

---

No, never      Yes, often

---

**Would you share information regarding brands on your own Instagram?**

You can choose more than one answer.

- Yes, if I feel dissatisfaction regarding a brand.
- Yes, if I feel satisfaction regarding a brand.
- Yes, if something funny or extraordinary happened related to a brand.
- Yes, by tagging the location of a place related to a brand.
- Yes, by tag or hashtag brandnames.
- Yes, by posting new purchased products.
- No, I would never share information regarding a brand.

**Which social media do you prefer for brands to use?**

You can choose more than one answer.

- Facebook
- Twitter
- LinkedIn
- Instagram
- Pinterest
- Tumblr
- Google +
- Youtube
- FlickrR
- Vine
- Vimeo
- Foursquare
- StumbleUpon
- Myspace

## 8.3 SPSS

### Explore

| Notes                  |                                |   |
|------------------------|--------------------------------|---|
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|                        | N of Rows in Working Data File | 205   |
| Missing Value Handling | Definition of Missing          | User-defined missing values for dependent variables are treated as missing.   |
|                        | Cases Used                     | Statistics are based on cases with no missing values for any dependent variable or factor used.<br>EXAMINE VARIABLES=Age<br>Humanlike Awareness Loyalty<br>Commercial_posts<br>Commenting_on_posts Gender |
| Syntax                 |                                | /PLOT NONE<br>/STATISTICS<br>DESCRIPTIVES<br>/CINTERVAL 95<br>/MISSING LISTWISE<br>/NOTOTAL.  |
| Resources              | Processor Time                 | 00:00:00,05   |
|                        | Elapsed Time                   | 00:00:00,08   |

**Descriptives**

|                 |                                  |                | Statistic | Std. Error |  |
|-----------------|----------------------------------|----------------|-----------|------------|--|
| Age             | Mean                             |                | 23,8125   | ,15815     |  |
|                 | 95% Confidence Interval for Mean | Lower Bound    | 23,5005   |            |  |
|                 |                                  | Upper Bound    | 24,1245   |            |  |
|                 | 5% Trimmed Mean                  |                | 23,7535   |            |  |
|                 | Median                           |                | 24,0000   |            |  |
|                 | Variance                         |                | 4,802     |            |  |
|                 | Std. Deviation                   |                | 2,19143   |            |  |
|                 | Minimum                          |                | 18,00     |            |  |
|                 | Maximum                          |                | 29,00     |            |  |
|                 | Range                            |                | 11,00     |            |  |
|                 | Interquartile Range              |                | 3,00      |            |  |
|                 | Skewness                         |                | ,381      | ,175       |  |
|                 | Kurtosis                         |                | ,000      | ,349       |  |
|                 | Mean                             |                | 3,4844    | ,07121     |  |
|                 | 95% Confidence Interval for Mean | Lower Bound    | 3,3439    |            |  |
|                 | Upper Bound                      | 3,6248         |           |            |  |
| 5% Trimmed Mean |                                  | 3,5347         |           |            |  |
| Median          |                                  | 4,0000         |           |            |  |
| Variance        |                                  | ,974           |           |            |  |
| Humanlike       | Std. Deviation                   |                | ,98670    |            |  |
|                 | Minimum                          |                | 1,00      |            |  |
|                 | Maximum                          |                | 5,00      |            |  |
|                 | Range                            |                | 4,00      |            |  |
|                 | Interquartile Range              |                | 1,00      |            |  |
|                 | Skewness                         |                | -,534     | ,175       |  |
|                 | Kurtosis                         |                | ,182      | ,349       |  |
|                 | Mean                             |                | 3,1719    | ,09843     |  |
|                 | 95% Confidence Interval for Mean | Lower Bound    | 2,9777    |            |  |
|                 |                                  | Upper Bound    | 3,3660    |            |  |
|                 | 5% Trimmed Mean                  |                | 3,1910    |            |  |
|                 | Median                           |                | 3,0000    |            |  |
|                 | Variance                         |                | 1,860     |            |  |
|                 | Awareness                        | Std. Deviation |           | 1,36395    |  |
|                 |                                  | Minimum        |           | 1,00       |  |
| Maximum         |                                  |                | 5,00      |            |  |
| Range           |                                  |                | 4,00      |            |  |

**Descriptives**

|                                  |                                  | Statistic                  | Std. Error       |  |
|----------------------------------|----------------------------------|----------------------------|------------------|--|
| Awareness                        | Interquartile Range              | 2,00                       |                  |  |
|                                  | Skewness                         | -,140                      | ,175             |  |
|                                  | Kurtosis                         | -1,199                     | ,349             |  |
|                                  | Mean                             | 2,8229                     | ,08289           |  |
|                                  | 95% Confidence Interval for Mean | Lower Bound<br>Upper Bound | 2,6594<br>2,9864 |  |
|                                  | 5% Trimmed Mean                  | 2,8032                     |                  |  |
|                                  | Median                           | 3,0000                     |                  |  |
|                                  | Variance                         | 1,319                      |                  |  |
|                                  | Loyalty                          | Std. Deviation             | 1,14859          |  |
|                                  |                                  | Minimum                    | 1,00             |  |
| Maximum                          |                                  | 5,00                       |                  |  |
| Range                            |                                  | 4,00                       |                  |  |
| Interquartile Range              |                                  | 2,00                       |                  |  |
| Skewness                         |                                  | -,025                      | ,175             |  |
| Kurtosis                         |                                  | -,846                      | ,349             |  |
| Mean                             |                                  | 2,8958                     | ,07779           |  |
| 95% Confidence Interval for Mean |                                  | Lower Bound<br>Upper Bound | 2,7424<br>3,0493 |  |
| 5% Trimmed Mean                  |                                  | 2,8843                     |                  |  |
| Commercial_posts                 | Median                           | 3,0000                     |                  |  |
|                                  | Variance                         | 1,162                      |                  |  |
|                                  | Std. Deviation                   | 1,07790                    |                  |  |
|                                  | Minimum                          | 1,00                       |                  |  |
|                                  | Maximum                          | 5,00                       |                  |  |
|                                  | Range                            | 4,00                       |                  |  |
|                                  | Interquartile Range              | 2,00                       |                  |  |
|                                  | Skewness                         | -,222                      | ,175             |  |
|                                  | Kurtosis                         | -,520                      | ,349             |  |
|                                  | Mean                             | 1,5990                     | ,06566           |  |
| Commenting_on_posts              | 95% Confidence Interval for Mean | Lower Bound<br>Upper Bound | 1,4694<br>1,7285 |  |
|                                  | 5% Trimmed Mean                  | 1,4988                     |                  |  |
| Commenting_on_posts              | Median                           | 1,0000                     |                  |  |
|                                  | Variance                         | ,828                       |                  |  |
|                                  | Std. Deviation                   | ,90986                     |                  |  |

**Descriptives**

|                     |                             | Statistic   | Std. Error |  |
|---------------------|-----------------------------|-------------|------------|--|
| Commenting_on_posts | Minimum                     | 1,00        |            |  |
|                     | Maximum                     | 4,00        |            |  |
|                     | Range                       | 3,00        |            |  |
|                     | Interquartile Range         | 1,00        |            |  |
|                     | Skewness                    | 1,346       | ,175       |  |
|                     | Kurtosis                    | ,664        | ,349       |  |
|                     | Mean                        | 1,24        | ,031       |  |
|                     | 95% Confidence Interval for |             |            |  |
|                     | Mean                        | Lower Bound | 1,18       |  |
|                     |                             | Upper Bound | 1,31       |  |
|                     | 5% Trimmed Mean             |             | 1,22       |  |
|                     | Median                      |             | 1,00       |  |
|                     | Variance                    |             | ,186       |  |
|                     | Std. Deviation              |             | ,431       |  |
| Gender              | Minimum                     | 1           |            |  |
|                     | Maximum                     | 2           |            |  |
|                     | Range                       | 1           |            |  |
|                     | Interquartile Range         | 0           |            |  |
|                     | Skewness                    | 1,196       | ,175       |  |
|                     | Kurtosis                    | -,575       | ,349       |  |

## T-Test

### Notes

|                        |                           |  |
|------------------------|---------------------------|--|
| Output Created         |                           | 07-MAY-2014 14:58:16   |
| Comments               |                           |  |
|                        | Active Dataset            | DataSet1   |
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|                        | N of Rows in Working Data | 205  |
|                        | File                      |  |
|                        | Definition of Missing     | User defined missing values are treated as missing.  |
| Missing Value Handling |                           | Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.   |
|                        | Cases Used                |  |
| Syntax                 |                           | T-TEST<br>/TESTVAL=0<br>/MISSING=ANALYSIS<br>/VARIABLES=Age<br>Humanlike Awareness Loyalty<br>Commercial_posts<br>Commenting_on_posts Gender<br>/CRITERIA=CI(.95). |
| Resources              | Processor Time            | 00:00:00,06  |
|                        | Elapsed Time              | 00:00:00,05  |

### One-Sample Statistics

|                     | N   | Mean    | Std. Deviation | Std. Error Mean |
|---------------------|-----|---------|----------------|-----------------|
| Age                 | 205 | 23,8049 | 2,19200        | ,15310          |
| Humanlike           | 200 | 3,5150  | ,98724         | ,06981          |
| Awareness           | 201 | 3,1542  | 1,37517        | ,09700          |
| Loyalty             | 201 | 2,8209  | 1,16951        | ,08249          |
| Commercial_posts    | 200 | 2,9150  | 1,10175        | ,07791          |
| Commenting_on_posts | 196 | 1,5867  | ,90448         | ,06461          |
| Gender              | 205 | 1,26    | ,439           | ,031            |

**One-Sample Test**

|                     | Test Value = 0 |     |                 |                 |   |
|---------------------|----------------|-----|-----------------|-----------------|---|
|                     | t              | df  | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference |
|                     |                |     |                 |                 | Lower                                     |
| Age                 | 155,490        | 204 | ,000            | 23,80488        | 23,5030                                   |
| Humanlike           | 50,352         | 199 | ,000            | 3,51500         | 3,3773                                    |
| Awareness           | 32,519         | 200 | ,000            | 3,15423         | 2,9630                                    |
| Loyalty             | 34,196         | 200 | ,000            | 2,82090         | 2,6582                                    |
| Commercial_posts    | 37,417         | 199 | ,000            | 2,91500         | 2,7614                                    |
| Commenting_on_posts | 24,560         | 195 | ,000            | 1,58673         | 1,4593                                    |
| Gender              | 41,056         | 204 | ,000            | 1,259           | 1,20                                      |

**One-Sample Test**

|                     | Test Value = 0                            |         |
|---------------------|---|---------|
|                     | 95% Confidence Interval of the Difference |         |
|                     | Upper                                     |         |
| Age                 |   | 24,1067 |
| Humanlike           |   | 3,6527  |
| Awareness           |   | 3,3455  |
| Loyalty             |   | 2,9836  |
| Commercial_posts    |   | 3,0686  |
| Commenting_on_posts |   | 1,7141  |
| Gender              |   | 1,32    |

## Descriptives

### Notes

|                        |   |   |
|------------------------|---|---|
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| Comments               |   |   |
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|                        | Split File  | <none>  |
|                        | N of Rows in Working Data File  | 205   |
| Missing Value Handling | Definition of Missing   | User defined missing values are treated as missing. |
|                        | Cases Used  | All non-missing data are used.                      |
| Syntax                 | DESCRIPTIVES  |   |
|                        | VARIABLES=Age Humanlike Awareness Loyalty Commercial_posts Commenting_on_posts Gender |   |
|                        | /STATISTICS=MEAN  |   |
|                        | STDDEV MIN MAX.   |   |
| Resources              | Processor Time  | 00:00:00,03   |
|                        | Elapsed Time  | 00:00:00,03   |

### Descriptive Statistics

|                     | N   | Minimum | Maximum | Mean    | Std. Deviation |
|---------------------|-----|---------|---------|---------|----------------|
| Age                 | 205 | 18,00   | 29,00   | 23,8049 | 2,19200        |
| Humanlike           | 200 | 1,00    | 5,00    | 3,5150  | ,98724         |
| Awareness           | 201 | 1,00    | 5,00    | 3,1542  | 1,37517        |
| Loyalty             | 201 | 1,00    | 5,00    | 2,8209  | 1,16951        |
| Commercial_posts    | 200 | 1,00    | 5,00    | 2,9150  | 1,10175        |
| Commenting_on_posts | 196 | 1,00    | 4,00    | 1,5867  | ,90448         |
| Gender              | 205 | 1       | 2       | 1,26    | ,439           |
| Valid N (listwise)  | 192 |         |         |         |                |

## Reliability

### Notes

|                        |                           |  |
|------------------------|---------------------------|--|
| Output Created         |                           | 07-MAY-2014 15:01:21   |
| Comments               |                           |  |
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|                        | Filter                    | <none>   |
|                        | Weight                    | <none>   |
| Input                  | Split File                | <none>   |
|                        | N of Rows in Working Data | 205  |
|                        | File                      |  |
|                        | Matrix Input              |  |
|                        | Definition of Missing     | User-defined missing values are treated as missing.  |
| Missing Value Handling |                           | Statistics are based on all cases with valid data for all variables in the procedure.  |
|                        | Cases Used                | RELIABILITY<br>/VARIABLES=Humanlike<br>Awareness Loyalty<br>Commercial_posts<br>Commenting_on_posts<br>/SCALE('ALL VARIABLES')<br>ALL<br>/MODEL=ALPHA. |
| Syntax                 |                           |  |
| Resources              | Processor Time            | 00:00:00,03  |
|                        | Elapsed Time              | 00:00:00,03  |

## 8.4 Response rate

| <b>Question</b>                   | <b>n<br/>(respondents)</b> |
|-----------------------------------|----------------------------|
| Age                               | 205                        |
| Humanlike                         | 200                        |
| Awareness                         | 201                        |
| Loyalty                           | 201                        |
| Commercial_posts                  | 200                        |
| Commenting_on_posts               | 196                        |
| Gender                            | 205                        |
| Occupation                        | 205                        |
| How_often_you_are_using           | 204                        |
| Purpose_for_use                   | 203                        |
| Kind_of_brand_or_industry         | 201                        |
| Best_thing_with_following_a_brand | 198                        |
| Type_of_communication_prefered    | 198                        |
| Wants_from_brands                 | 198                        |
| Prefered_content                  | 198                        |
| Content_not_prefered              | 160                        |
| Emotions                          | 199                        |
| How_often_brands_should_post      | 199                        |
| Share_information                 | 201                        |
| Active_on_social_medias           | 200                        |
| Social_media_for_branding         | 194                        |

## 8.5 Percent calculations

| <b>In what purpose do you use Instagram?</b>              | <b>n=203</b> | <b>Respondes</b> | <b>Percent</b> |
|---|--------------|------------------|----------------|
| See what my friends are doing                             |              | <b>186</b>       | <b>92%</b>     |
| Keep up with brands/celebrities                           |              | <b>81</b>        | <b>40%</b>     |
| Share what I am doing with others                         |              | <b>103</b>       | <b>51%</b>     |
| Look at nice pictures/videos                              |              | <b>106</b>       | <b>52%</b>     |
| To get more personal content than from other social media |              | <b>26</b>        | <b>13%</b>     |
| Other   |              | <b>14</b>        | <b>7%</b>      |

| <b>What do you consider is the best thing with following a brand on Instagram?</b> |            | <b>n=198</b> |
|--|------------|--------------|
| You only receive content from the brands YOU have chosen to follow                 | <b>141</b> | <b>71%</b>   |
| Brands show different sides of themselves  | <b>48</b>  | <b>24%</b>   |
| Brands are less promotional  | <b>29</b>  | <b>15%</b>   |
| Brands are more promotional  | <b>5</b>   | <b>3%</b>    |
| The format of the content (pictures/videos)  | <b>61</b>  | <b>31%</b>   |
| You receive more updates from the brand  | <b>64</b>  | <b>32%</b>   |
| You receive less updates from the brand  | <b>1</b>   | <b>0%</b>    |
| Easy access of the brand   | <b>55</b>  | <b>28%</b>   |
| Other  | <b>12</b>  | <b>6%</b>    |

| <b>What kind of brands/industry du you follow on Instagram?</b> |            | <b>n=201</b> |
|---|------------|--------------|
| Fashion   | <b>122</b> | <b>61%</b>   |
| Wellness  | <b>89</b>  | <b>44%</b>   |
| Beauty  | <b>52</b>  | <b>26%</b>   |
| Interior  | <b>55</b>  | <b>27%</b>   |
| Music   | <b>40</b>  | <b>20%</b>   |
| Electronic/Technology   | <b>6</b>   | <b>3%</b>    |
| Travel (Hotels, destinations, transportation etc)               | <b>23</b>  | <b>11%</b>   |
| Non-profit/Charity  | <b>16</b>  | <b>8%</b>    |
| Food & Drink (Restaurants, Café etc)                            | <b>42</b>  | <b>21%</b>   |
| Media (Movie, TV, Magazines etc)                                | <b>37</b>  | <b>18%</b>   |
| Financial services (Bank, Insurance etc.)                       | <b>3</b>   | <b>1%</b>    |
| Educational services  | <b>11</b>  | <b>5%</b>    |
| Sport   | <b>63</b>  | <b>31%</b>   |
| Other   | <b>24</b>  | <b>12%</b>   |

| <b>Which type of communication do you prefer from brands on Instagram?</b> |            | <b>n=198</b> |
|--|------------|--------------|
| Pictures   | <b>195</b> | <b>98%</b>   |
| Videos   | <b>35</b>  | <b>18%</b>   |
| Direct Messages  | <b>9</b>   | <b>5%</b>    |

| <b>What do You want from brands on Instagram?</b> |            | <b>n= 198</b> |
|---|------------|---------------|
| Information                                       | <b>84</b>  | <b>42%</b>    |
| Updates   | <b>96</b>  | <b>48%</b>    |
| Inspiration                                       | <b>175</b> | <b>88%</b>    |
| To be more personal than in other social media    | <b>37</b>  | <b>19%</b>    |
| Other   | <b>7</b>   | <b>4%</b>     |

| <b>What content do you prefer from brands on Instagram?</b>  |            | <b>n= 198</b> |  |
|--|------------|---------------|--|
| Posts on the brands product/service.   | <b>152</b> | <b>77%</b>    |  |
| Posts on the workplace/ the employees/behind-the-scenes.   | <b>109</b> | <b>55%</b>    |  |
| Posts on content that are not directly related to the brand. For example quotes, environments etc. | <b>35</b>  | <b>18%</b>    |  |
| Other  | <b>6</b>   | <b>3%</b>     |  |

| <b>What content do you NOT prefer from brands on Instagram?</b>                      |            | <b>n=160</b> |  |
|--|------------|--------------|--|
| Posts on the brands product/service  | <b>16</b>  | <b>10%</b>   |  |
| Posts on the workplace/the employees/behind-the-scenes material from the company     | <b>29</b>  | <b>18%</b>   |  |
| Posts on content that are not directly related to the brand. For example quotes etc. | <b>104</b> | <b>65%</b>   |  |
| Other  | <b>19</b>  | <b>12%</b>   |  |

| <b>What kind of emotions do you want to feel when looking at a post from a brand?</b> |            | <b>n= 199</b> |  |
|---|------------|---------------|--|
| Happy   | <b>94</b>  | <b>47%</b>    |  |
| Curious   | <b>91</b>  | <b>46%</b>    |  |
| Inspired  | <b>175</b> | <b>88%</b>    |  |
| Suprised  | <b>30</b>  | <b>15%</b>    |  |
| Entusiastic   | <b>48</b>  | <b>24%</b>    |  |
| Motivated   | <b>87</b>  | <b>44%</b>    |  |
| Other   | <b>8</b>   | <b>4%</b>     |  |

| <b>Which social media are you active on besides Instagram?</b> |            | <b>n= 200</b> |  |
|--|------------|---------------|--|
| Facebook   | <b>195</b> | <b>98%</b>    |  |
| Twitter  | <b>57</b>  | <b>29%</b>    |  |
| LinkedIn   | <b>82</b>  | <b>41%</b>    |  |
| Pinterest  | <b>37</b>  | <b>19%</b>    |  |
| Tumblr   | <b>17</b>  | <b>9%</b>     |  |
| Google +   | <b>30</b>  | <b>15%</b>    |  |
| Youtube  | <b>72</b>  | <b>36%</b>    |  |
| FlickrR  | <b>6</b>   | <b>3%</b>     |  |
| Vine   | <b>16</b>  | <b>8%</b>     |  |
| Vimeo  | <b>7</b>   | <b>4%</b>     |  |
| Foursquare   | <b>1</b>   | <b>1%</b>     |  |
| StumbleUpon  | <b>4</b>   | <b>2%</b>     |  |
| Myspace  | <b>1</b>   | <b>1%</b>     |  |

| <b>Would you share information regarding brands on your own Instagram?</b> |           | <b>n= 201</b> |  |
|--|-----------|---------------|--|
| Yes, if I feel dissatisfaction regarding a brand.                          | <b>19</b> | <b>9%</b>     |  |
| Yes, if I feel satisfaction regarding a brand.                             | <b>46</b> | <b>23%</b>    |  |
| Yes, if something funny or extraordinary happened related to a brand.      | <b>72</b> | <b>36%</b>    |  |
| Yes, by tagging the location of a place related to a brand.                | <b>36</b> | <b>18%</b>    |  |
| Yes, by tag or hashtag brandnames.   | <b>63</b> | <b>31%</b>    |  |
| Yes, by posting new purchased products.                                    | <b>39</b> | <b>19%</b>    |  |
| No, I would never share information regarding a brand.                     | <b>74</b> | <b>37%</b>    |  |

**Which social media do you prefer for brands to use?**

**n=194**

|             |            |            |
|-------------|------------|------------|
| Facebook    | <b>118</b> | <b>61%</b> |
| Twitter     | <b>52</b>  | <b>27%</b> |
| LinkedIn    | <b>56</b>  | <b>29%</b> |
| Instagram   | <b>145</b> | <b>75%</b> |
| Pinterest   | <b>27</b>  | <b>14%</b> |
| Tumblr      | <b>13</b>  | <b>7%</b>  |
| Google +    | <b>7</b>   | <b>4%</b>  |
| Youtube     | <b>38</b>  | <b>20%</b> |
| FlickrR     | <b>2</b>   | <b>1%</b>  |
| Vine        | <b>5</b>   | <b>3%</b>  |
| Vimeo       | <b>7</b>   | <b>4%</b>  |
| Foursquare  | <b>2</b>   | <b>1%</b>  |
| StumbleUpon | <b>2</b>   | <b>1%</b>  |
| Myspace     | <b>3</b>   | <b>2%</b>  |