An Experiment: Instagram Marketing Techniques and Their Effectiveness

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By Ashley Ha

Abstract

Social media marketing has become the newest form of advertising for companies. The mobile-social platform, Instagram, has become an important tool for marketing. About two-thirds of big companies are already using Instagram to their advantage. There are no set guidelines on how companies should be advertising themselves on Instagram but there are patterns. The purpose of the study is to find out which Instagram marketing technique out of the three I've chosen can be the most successful when trying to achieve more followers, have a wider brand recognition, and increase sales. The marketing techniques I've chosen are Instagram posts showing celebrity endorsements, customers wearing a company's product, and hosting Instagram contests where a consumer will post an Instagram for a chance to win a giveaway. When analyzing and interpreting results from three questionnaires conducted among college students at California Polytechnic State University, San Luis Obispo, it revealed that this sample group is not likely to follow an Instagram account after seeing a celebrity endorsement post. More findings are presented under the measures section and theoretical and practical implications, limitations and future research can be found under discussion.

Literature Review

About Instagram

Instagram is one of many social media applications that the Internet population is using on a daily basis. It is a simple photo-taking and photo-sharing application that was released on October 6, 2010 created by Kevin Systrom and Mike Krieger. When looking under the FAQ on Instagram's website, the application is defined as a fun and quirky way to share your life with friends through a series of photos (Instagram, 2015). The application allows one to use their mobile phone to snap a photograph, choose a filter to transform the image, and post it on the application. Everyone who creates an account on Instagram has a profile and news feed. Every user profile has a "Followers" and "Following" count which represent how many people they follow and how many users are following them (Webtrends, 2015). To interact with other people, you can double tap an Instagram post to "like it" or you can comment on the post by tapping on the comment button. To find other accounts to follow, you can press the Search tab. You can also find people by looking through suggested photos or a list of people. As the application continued to develop, more features were added. On January 2011, Instagram added the use of hashtags to help users discover both photographs and each other. A hashtag can be defined as a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic. On December 2013, Instagram added Direct. This feature allowed users to send photos to specific people directly from the application as a messaging service. Through the last five years, Instagram has become a place where people can visually share and interact with each other in a new way.

Instagram has only been around for less than five years but the amount of users grew immensely. Two months after the initial launch of the application, there were already 1 million registered users. By September of 2011, there were 10 million registered users. Only seven

months later, the amount of registered users tripled to 30 million (Digital Buzz, 2012). Facebook

acquired Instagram in April 2012 for $1 billion. Instagram continued to grow by 23% while

Facebook only grew by 3% (Digital Trends, 2013). In December 2014, Instagram co-founder

Kevin Systrom announced that Instagram has 300 million users accessing the site per month.

When looking at the demographics of Instagram users, over 90% of the users are under the age

of 35. Business Insider states that Instagram is largely made up of urban, youthful demographics

with a significant skew toward women. Specifically, 68% of the users are female and 32% are

male. With the heavy use of Instagram, companies have found this to be new niche for

marketing.

Marketing via Social Media

Social media marketing (SMM) can be defined as a form of Internet marketing that

utilizes social networking websites as a marketing tool (Rouse, 2011). It has become the newest

form of marketing and advertising for companies. Rouse (2011) states that the goal of SMM is to

produce content that users will share with their social network to help a company increase brand

exposure and broaden customer reach. This type of marketing is done through various social

media websites such as Facebook, Twitter, Instagram and more to promote website traffic and

engage users. Successful social media marketing is done when companies create content that

attract an audience and others share it on their social media outlets. The process of sharing

content with others is called eWoM.

Electronic word of mouth (eWoM) can be defined as any statement based on positive,

neutral, or negative experiences made by potential, actual, or former consumers about a product,

service, brand, or company, which is made available to a multitude of people and institutions via

the Internet (Henning-Thurau, 2004). Due to this new form of word of mouth, we have a larger

audience that we can communicate with via the Internet. EWoM, also called 'online referrals', influences purchase decisions, from which movie to watch to what stocks to buy (Dellarocas, 2003). Social media applications have been an outlet for eWoM where customers express their thoughts and opinions on various topics and products.

According to a survey by McKinsey & Co, two-thirds of big companies now use Web 2.0 tools such as social networks or blogs with use of internal social networks up 50% since 2008 (USA Today, 2012). The use of social media networks as a tool of marketing has increased immensely. Marketers have already increased their social media advertising spending to $5 billion in 2014 up from $4.1 billion in 2013 (eMarketer, 2013). There are numerous amounts of marketing techniques used via social media networks to engage customers. Some of these ways can be without cost and some can. According to Tuten & Solomon (2013), several options for branding include placing paid display advertising, participating in social networks as a brand persona, developing branded engagement opportunities for customer participation within social networks, and publishing branded content.

One of the marketing techniques that companies use to market their products is hiring a spokesperson or celebrity. According to Telegraph (2015), the top ten most popular Instagram accounts are all celebrities who all have around 30 million followers. By partnering with one of these celebrities, you are already reaching an engaged and targeted audience of 30 million people. This social media plan is cost-effective and can be very influential. In December 2013, Speedo launched "Art of the Cap", where the company enlisted Olympic athletes and artists in a charitable social media campaign (Birkner, 2013) The Olympic gold medalists were paired with an artist where they collaborated to design a swim cap that will be sold to benefit charities that

were chosen by each swimmer. The promotion of this campaign was done all through Speedo's Facebook, Twitter, Instagram, Pinterest, website, and YouTube.

Alyssa Igawa, Marketing Director for Speedo USA stated (2013):

"You could buy a commercial, and it'll run three times and it never lives again. We wanted this campaign to have longer legs. We wanted to engage everybody in a conversation, and we wanted to tell more stories with our athletes. With social, we could do that much easier. We didn't have to pay for media like we could have to if we were buying print or TV, and consumers wouldn't have latched on to it as easily. We used all of our earned and owned social channels, and all of our blogger friends, to have people tell stories on our behalf and get that buzz out there."

Art of the Cap was a successful social media campaign because of the Olympic gold medalists. Igawa stated that the company has always communicated with athletes on social media to congratulate them on swims and birthdays and to ask to promote product along the way but they have never done a campaign where they asked the swimmers to participate (Birkner, 2013). When Speedo created a campaign featuring Olympic Gold medalist swimmers, the company's large swim community was interested. According to Cialdini's Liking Principle, we like people who are similar to us and the fact holds true whether the similarity is in the area of opinions, personality traits, background, or lifestyle (Cialdini, 2006). The young swimmers that follow Speedo's social media networks hope to someday win a gold medal of their own. By showcasing Ryan Lochte, an Olympic swimmer, marketing Speedo's new product, the swim community is targeted and are influenced to purchase a swim cap.

Another well-known marketing technique is featuring your customers on your Instagram feed. This is an effective tool especially in the clothing industry. According to the Social Media

Examiner (2014), when customers see photos of other "regular" people using a product, they are more likely to buy. This social proof is a very powerful motivator because visitors gain trust by seeing others using the products they are about to buy. Social Proof is one of Robert Cialdini's key principles of influence and it states that one means we use to determine what is correct is to find out what other people think is correct (Cialdini, 2006). We are particularly susceptible to this principle when we're feeling uncertain and we're even more likely to be influenced if the people we see seem to be similar to us. Testimonials from satisfied customers show your target audience that people who are similar to them have enjoyed your product or service and they are more likely to become customers themselves (Polanski, 2012). Many of us know the unrealistic body figure of models wearing clothing on a website. When we see a picture of someone with a similar body figure as ours, we are more likely to buy the product because of the realistic way that it looks on the body.

Instagram contests utilizing hashtags has become a successful marketing technique as well. The type of Instagram contests range from simply asking users to like their photo to be entered to win, asking people to comment on an entry by asking them to tag their friends, and creating a photo challenge contests which is the most popular type (Social Media Examiner, 2014). The photo challenge contests ask users to post a photo on their personal account and use the specific hashtag you created. The winner of an Instagram contests usually wins a prize that is related to your product or service. Instagram contests are beneficial for both the participants and the company. The company receives free marketing from customers when they post an Instagram and a lucky winner will receive a prize. However, not everyone will participate in this Instagram contest. When using social judgement theory, followers will determine it is worth creating a photograph and posting it on their personal feed. Social judgement theory is the perception and

evaluation of an idea by comparing it with current attitudes (Hovland, 1980). When an Instagram user is looking at a photo challenge contest and realizes that they are not interested in the prize, they will not participate. Users will also not participate if they are not interested in the Instagram account. Therefore, when creating an Instagram contest, it is important to target the right audience and to pick a relevant prize that followers will be interested in.

Rationale and Current Study

According to the 2013 Social Media Industry Report, 86% of marketers believe social media channels are important components of their marketing initiatives. Fast Company, a business magazine, states that 93% of marketers use social media to promote their business (Cooper, 2015). Social media marketing has become an important aspect for companies to communicate with their customers. The January 2014 GWI Social Summary found that Instagram came first when looking into active usage which is why I decided to choose this social media application for my research. I want to find out which Instagram marketing technique can be the most successful when trying to achieve more followers, have a wider brand recognition, and increase sales. For this study, I took three different Instagram images that employ specific marketing techniques and asked participants to complete a brief online questionnaire. There were three Instagram images per marketing technique with four sets of similar questions that followed. Each participant looked at a questionnaire with three examples of a single technique. The first marketing technique provides three images of celebrities endorsing or wearing the company's' products. The examples showcase celebrities such as Taylor Swift, Beyonce, and Kim Kardashian who have millions of followers on Instagram. This strategy is connected to Cialdini's principle of Liking. The second marketing technique that I used in my questionnaires is showing Instagram posts of customers. I provided three images from different companies that

they posted on their Instagram featuring their customers with their product. This marketing

technique is an example of Cialdini's principle of social proof. Lastly, the third marketing

technique is hosting a hashtag and Instagram contest. There are three Instagram posts with

directions on how to enter and what hashtag they should add when entering. This technique is

tied to Social Judgement Theory. Not all customers are likely to participate and through this

theory they decide whether it is beneficial for them to do the challenge or not. By administering a

quantitative study, I will find out which marketing technique via the social media application

Instagram can prove to be the most successful.

RQ: Which marketing technique on Instagram will achieve more followers,

have a wider brand recognition, and increase sales?

Method

Participants

This study was conducted at California Polytechnic State University, San Luis Obispo.

There were 292 female undergraduate college students all with different majors that participated

in this. The mean age of the subjects was 19.85 years old and a standard deviation of 1.29. 13%

of the participants were 18 years old, 40% were 19 years old, 12% were 20 years old, 21% were

21 years old and 14% were 22 years old.

Survey and Procedure

In this study, I asked participants to pick one of out of the three questionnaires that I

provided. All three questionnaires asked similar questions but had different brand names and

different images that correlated with one of the three Instagram marketing techniques (See

Appendix A). All three of the questionnaires started out with the same first two questions which

were asking about demographics. The first question asked about gender. The second question

asked participants to write in their age. After these two questions were answered, participants looked at a three specific Instagram post for each marketing technique. They were then asked four questions after each image shown. Each questionnaire consisted of 14 questions with three images attached to them. I decided to distribute the questionnaires via Facebook because it is a simple survey that can be done on the Internet. Facebook also receives a lot of daily traffic. I had around 98 responses for each survey by the end of the day.

Measures

Participants answered each of the four questions for each of the three posts in their version of the questionnaire. Under each Instagram post, there were four similar questions asked that were the dependent measures. The questions were asked in a Likert scale form. The dependent measures were measures of familiarity, likelihood to follow, likelihood to shop the company's website and likelihood of telling their friends. For the measure of familiarity, the answers ranged from Not at all familiar (1) to Extremely familiar (5). When measuring likelihood to follow, likelihood to shop the company's website, and likelihood of telling their friends, they were all asked in a Likert scale form as well. Participants were asked to choose from Very unlikely (1) to Very likely (5).

Due to the amount of questionnaires I distributed, I did a reliability analysis test on all three. I was looking for reliability of responses within each questionnaire. I wanted to see if each participant that was responding to each of the three instantiations of the marketing technique were answering similarly. To do this, I calculated the Cronbach's alpha for each question for all three questionnaires. For the Customer questionnaire,.Cronbach's alpha for Familiarity of the Company and Likelihood of Following were .42 and .43. For Likelihood of Visiting the Website and Likelihood to Tell Your Friends, it was .55 and .68. For the Celebrity questionnaire,

Cronbach's alpha for Familiarity of the Company was .74, Likelihood of Following was .77, Likelihood of Visiting the Website was .77, and Likelihood to Tell your Friends was .76. For the Instagram Contest questionnaire and third condition, Cronbach's alpha for Familiarity of the Company was .52, Likelihood of Following was .61, Likelihood of Visiting the Website was .73 and Likelihood to Tell your Friends was .75. The Celebrity questionnaire and condition two had the most reliable numbers.

Survey Statistics[1]

	Q1- Post 1	Q1- Post 2	Q 1- Post 3	Q 2- Post 1	Q 2- Post 2	Q 2- Post 3	Q 3- Post 1	Q 3- Post 2	Q 3- Post 3
Q #1	Mean: 4.59 SD:.63	Mean: 4.58 SD: .65	Mean: 1.65 SD:1.25	Mean: 2.8 SD1.64:	Mean:1.78 SD:1.35	Mean: 3.47 SD:1.44	Mean:4.43 SD:.76	Mean:4.58 SD:.71	Mean:3.78 SD:1.32
Q #2	Mean: 3.91 SD: 1.16	Mean: 3.45 SD: 1.16	Mean: 2.39 SD:1.23	Mean:2.84 SD:1.24	Mean:2.81 SD:1.36	Mean:3.09 SD:1.36	Mean:2.86 SD:1.13	Mean:3.36 SD:1.16	Mean:3.56 SD:1.31
Q #3	Mean: 3.91 SD: 1.13	Mean:2.84 SD: 1.18	Mean:2.59 SD:1.25	Mean:2.97 SD:1.21	Mean:2.89 SD:1.37	Mean:3.21 SD:1.31	Mean:2.59 SD:1.06	Mean:3.22 SD:1.16	Mean:3.58 SD:1.21
Q #4	Mean: 3.29 SD:1.13	Mean: 2.90 SD: 1.24	Mean:2.19 SD:1.16	Mean:2.52 SD:1.12	Mean:2.4 SD:1.19	Mean:2.74 SD:1.29	Mean:2.45 SD:1.17	Mean:2.92 SD:1.32	Mean:3.19 SD:1.184

[1] Q1:Familiarity of the Company
Q2: Likelihood of Following
Q3: Likelihood of Visiting the Website
Q4: Likelihood to Tell your Friends
Post 1: First Instagram Post
Post 2: Second Instagram Post
Post 3: Third Instagram Post

Results

    I decided to use the ANOVA test when calculating my results. When interpreting my results, Likelihood of Visiting the Website did not significantly differ between conditions, $F(2, 282) = .291$, $p=.75$. Neither did Likelihood to Tell Your Friends, $F(2, 282) = 2.38$, $p=0.09$. However, responses to Likelihood of Following differed significantly between conditions, $F(2, 282) = 4.03$, $p<0.05$.

    When looking at the Means Plots, I found that the mean of Likelihood of Following for the Celebrity condition (M=2.92, SD=.14) were significantly lower than the mean of Likelihood of Following for both Customer condition (M=3.25, SD=.13) and Instagram Contest condition (M=3.26, SD=.14).

Discussion

    The purpose of this study was to find out which specific marketing technique used on the social media application Instagram proved to be the most successful. To measure success, I looked into achieving more followers on the account, having a wider brand recognition via eWoM and WOM, and increasing sales. With research showing that there are 150 million active users on Instagram monthly and the increased use of Instagram as a marketing tool for companies, I wanted to research which was the best way for companies to successfully communicate with their consumers. Before I started the study, I predicted that the majority of people would be influenced by a spokesperson or a celebrity. To my surprise, celebrities on Instagram were the least influential to participants. Participants were less likely to follow a company's Instagram when they saw an Instagram post featuring a celebrity wearing their product. They were more likely to follow an account when asked to participate in an Instagram contest or see a post with a featured customer. I did not think that this would be the case. Results

suggest that participants would much rather see a "regular" customer wearing the company's products than a celebrity.

Theoretical Implications

Cialdini's principle of social proof states that we are more influenced if the people we see seem similar to us (Cialdini, 2006). Based on the findings on the Customer condition, this appears to be accurate especially when comparing it to the findings on the Celebrity condition. Cialdini's principle of liking says that we are more influenced by the people we like (Cialdini, 2006). The results for the Celebrity condition either show that participants did not like the celebrities that were on the Instagram posts or they do not like celebrities at all. For the Instagram contest condition, I attributed social judgement theory for the act of participating in the Instagram contest. Social judgement theory looks into how the participant processes the message (Instagram post). Through our findings, we found that our participants were fairly neutral when shown a post about participating in hashtag and Instagram contest. If the participant was unfamiliar with the company, they might have not been interested in processing the Instagram post to either want to follow the company's Instagram account, visit the website to shop their product or to tell their friends. It also takes some effort to create an Instagram post to participate in a contest. A participant will decide if the entire process is worth it and will either proceed or not. If they do decide to participate in the Instagram contest, they might have a desire to follow the company's Instagram account to find out if they won or not.

Practical Implications

By looking at the results of the study, we found that participants are not persuaded to follow an Instagram account based on a celebrity. If companies plan to use Instagram as one of their marketing tools, they should consider the effectiveness of featuring their customers and

hosting Instagram contests. However, they should know that posting an Instagram with a celebrity wearing their product is not effective when trying to achieve more followers on their account.

Limitations

While doing this research, I ran into several problems. The first was that some of the participants simply answered the demographic questions and decided not to answer the rest. This led to an uneven amount of participant answers for each questionnaire. Another limitation was that a lot of the answers that participants chose was Neutral (3). I could not conclude some findings because neutrality did not help me figure out which marketing technique was the most effective. Being neutral meant that they would maybe follow a company visit the website, or tell their friends. It did not give me a definite answer of what they might do, therefore, I did not know how to interpret their answer. Other limitations included the examples that I provided for my participants. If a participant was unfamiliar of the company of the Instagram post, this might have affected the way they answered the four questions that followed. Many answered Not at all Familiar (1) for when I asked how familiar they were with the company. If a participant is not at all familiar, their likelihood of following the Instagram account, shopping their product, and telling their friends is also very unlikely as well. Also, my examples could have been better examples of the specific marketing technique for the participant. I could have found examples that demonstrated the marketing technique in a clearer way. Another limitation was the participants. My sample were female college students ranging from ages 18 to 22. Studies state that most female Instagram users are from ages all the way to 35 years old. Having the oldest participant being 22 years old was a limitation because I could not apply my results to the majority of females that use the application. Having all female participants was also a limitation

as well. I would have liked to have some male participants to see what their results would look like.

A limitation for the Celebrity condition could have been how likable the celebrity is to the participant. One could have answered Very Likely (5) if they like Taylor Swift, Beyonce, or Kim Kardashian already. A participant could also answer the opposite if they did not like these celebrities. The last limitation was that the Instagram posts were all one-time exposure. If this was the first time a participant saw a post about Instagram contests, they might think nothing of it. However, if an Instagram user sees multiple Instagram contest opportunities a day, an Instagram user might be more likely to participate and to tell others about the contest and company they just entered in.

Future Research

For researchers who plan on doing Instagram marketing technique research, I would recommend having a larger sample with an age range from 18-35, not just 18-22 years old like I did. Since studies showed that Instagram users range from 18-35 years old, I would suggest getting a sample with this age range. Also, I would make sure that the sample has male participants and not just female participants. Around 35% of users on Instagram are male. For the Instagram posts that I provided for each questionnaire, I would suggest finding companies that are very well known so that the familiarity factor does not attribute to their answers.

For future research, when providing Instagram post examples with a celebrity or spokesperson, I would choose a male and a female. I chose two female musicians and a reality T.V. star as a representation for the Celebrity condition which might have affected some of the results. I would also recommend providing just two Instagram posts for a marketing technique. I think that showing three posts might have been too many and that two posts was the right

amount for the participant to understand what the marketing technique was. I also would suggest having a larger sample size. Even though I did have around 300 participants, around 100 for each questionnaire, I believe that having more would be better. There are so many different type of companies in the world. I decided to focus on fashion companies and not everyone is interested in fashion. When looking for Instagram posts, providing posts from all different types of companies would probably be more impactful.

The use of social media applications has become very useful for digital marketing. The mobile application Instagram is a very important tool for companies to participate in. When a company finds a marketing technique that works with their audience, it can be a successful and cost-effective strategy.

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Appendix A: Questionnaires
Instagram Marketing Questionnaire #1

How familiar are you with the company GoPro?

1 2 3 4 5

Very unfamiliar ○ ○ ○ ○ ○ Very familiar

How likely are you to follow GoPro's Instagram after seeing this post?

1 2 3 4 5

Very unlikely ○ ○ ○ ○ ○ Very likely

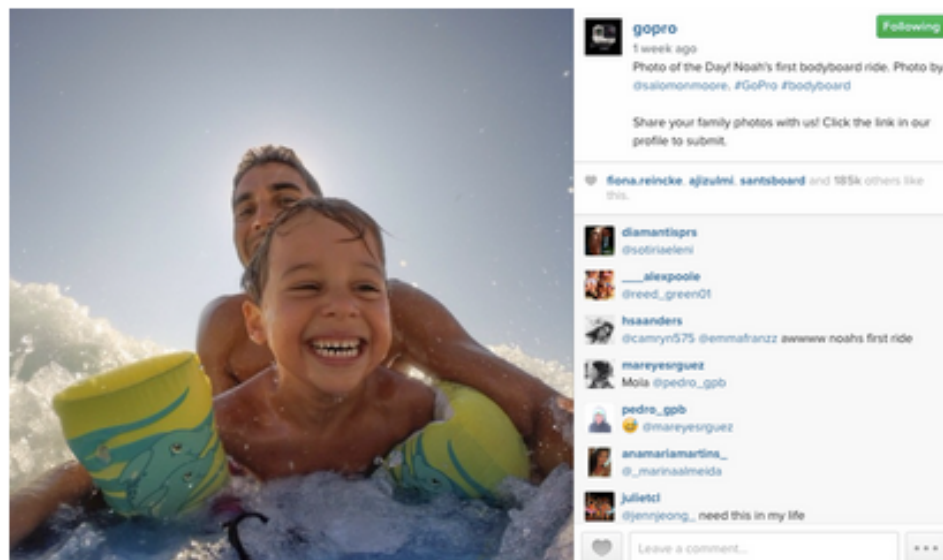**How likely are you to go on GoPro's website and shop their product after seeing this post?**

1 2 3 4 5

Very unlikely ○ ○ ○ ○ ○ Very likely

How likely are you to tell your friends about GoPro after seeing this post?

1 2 3 4 5

Very unlikely ○ ○ ○ ○ ○ Very likely

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Pin It

IT'S AS EASY AS 1, 2, HASHTAG!

Are you ready to be the VDV Babe of the week? 🙋🏻

Instagram your VDV goodies and hashtag #shopvandevort
to have your photo feautured on www.shopvandevort.com!

Come on, everyone's doing it... 😏

READY, SET, HASHTAG!

We seriously adore our VDV babes all over the world, and we want to see you!! We love how each of
our girls rock our product differently....it inspires us, it's the reason we're in this business! It's really all
about you.

Now, all you have to do is rock your Van De Vort product on instagram and #Shopvandevort for a
chance to be featured on our instagram! Our insta-family is important to us and we can't wait to see all
your beautiful faces. Seriously, we can't wait.

XOXO,

Alex

How familiar are you with the company Van de Vort?

1 2 3 4 5

Very unfamiliar ○ ○ ○ ○ ○ Very familiar

How likely are you to follow Van de Vort's Instagram after seeing this post?

1 2 3 4 5

Very unlikely ○ ○ ○ ○ ○ Very likely

How likely are you to go on Van de Vort's website and shop their product after seeing this post?

1 2 3 4 5

Very unlikely ○ ○ ○ ○ ○ Very likely

How likely are you to tell your friends about Van de Vort after seeing this post?

1 2 3 4 5

Very unlikely ○ ○ ○ ○ ○ Very likely

Submit

Never submit passwords through Google Forms.

Instagram Marketing Questionnaire #2

Instagram Marketing

What is your gender?

○ Female

○ Male

○ Other

How old are you?

[   ]

How familiar are you with the company Wildfox Couture?

1 2 3 4 5

Not at all familiar ○ ○ ○ ○ ○ Extremely familiar

How likely are you to follow Wildfox Couture's Instagram after seeing this post?

1 2 3 4 5

Very unlikely ○ ○ ○ ○ ○ Very likely

How likely are you to go on Wildfox Couture's website and shop their product after seeing this post?

1 2 3 4 5

Very unlikely ○ ○ ○ ○ ○

How likely are you to tell your friends about Wildfox Couture after seeing this post?

1 2 3 4 5

Very unlikely ○ ○ ○ ○ ○ Very likely

How familiar are you with the company Jen's Pirate Booty?

    1   2   3   4   5

Not at all familiar ○ ○ ○ ○ ○ Extremely familiar

How likely are you to follow Jen's Pirate Booty's Instagram after seeing this post?

    1   2   3   4   5

Very unlikely ○ ○ ○ ○ ○ Very likely

How likely are you to go on Jen's Pirate Booty website and shop their product after seeing this post?

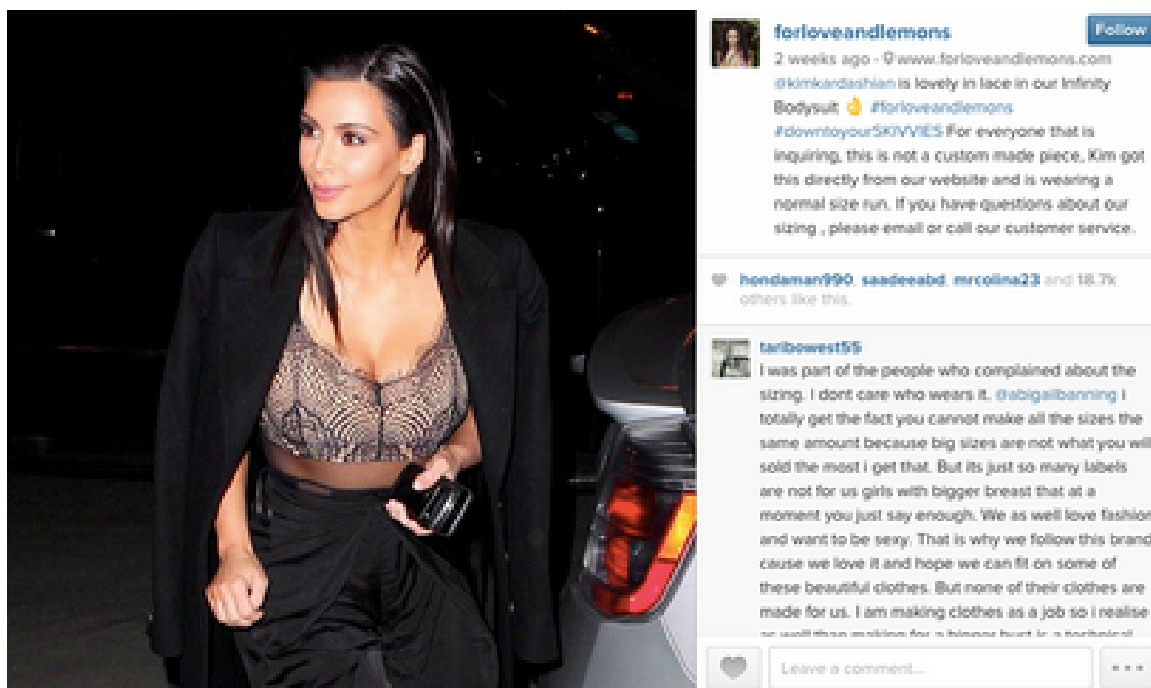   1   2   3   4   5

Very unlikely ○ ○ ○ ○ ○ Very likely

How likely are you to tell your friends about Jen's Pirate Booty after seeing this post?

    1   2   3   4   5

Very unlikely ○ ○ ○ ○ ○ Very likely

Instagram Marketing Questionnaire #3

How familiar are you with the company For Love and Lemons?

1 2 3 4 5

Not at all familiar ○ ○ ○ ○ ○ Extremely familiar

How likely are you to follow For Love and Lemon's Instagram after seeing this post?

1 2 3 4 5

Very unlikely ○ ○ ○ ○ ○ Very likely

How likely are you to go on For Love and Lemon's website and shop their product after seeing this post?

1 2 3 4 5

Very unlikely ○ ○ ○ ○ ○ Very likely

How likely are you to tell your friends about For Love and Lemons after seeing this post?

1 2 3 4 5

Very unlikely ○ ○ ○ ○ ○ Very likely

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Instagram Marketing Questionnaire #3

Instagram Marketing

What is your gender?

○ Female

○ Male

○ Other

How old are you'?

[   ]

Hashtag and Instagram Contests

How familiar are you with the company Toms?

      1 2 3 4 5

Not at all familiar ○ ○ ○ ○ ○ Extremely familiar

How likely are you to follow Toms' Instagram after seeing this post?

      1 2 3 4 5

Very unlikely ○ ○ ○ ○ ○ Very likely

How likely are you to go on Toms' website and shop their product after seeing this post?

      1 2 3 4 5

Very unlikely ○ ○ ○ ○ ○ Very likely

How likely are you to tell your friends about Toms after seeing this post?

      1 2 3 4 5

Very unlikely ○ ○ ○ ○ ○ Very likely

How familiar are you with H&M?

1 2 3 4 5

Not at all familiar ○ ○ ○ ○ ○ Extremely familiar

How likely are you to follow H&M's Instagram after seeing this post?

1 2 3 4 5

Very unlikely ○ ○ ○ ○ ○ Very likely

How likely are you to go on H&M's website and shop their product after seeing this post?

1 2 3 4 5

Very unlikely ○ ○ ○ ○ ○ Very likely

How likely are you to tell your friends about H&M after seeing this post?

1 2 3 4 5

Very unlikely ○ ○ ○ ○ ○ Very likely

How familiar are you with the brand LF?

1 2 3 4 5

Not at all familiar ○ ○ ○ ○ ○ Extremely familiar

How likely are you to follow LF's Instagram after seeing this post?

1 2 3 4 5

Very unlikely ○ ○ ○ ○ ○ Very likely

How likely are you to go on LF's website and shop their product after seeing this post?

1 2 3 4 5

Very unlikely ○ ○ ○ ○ ○ Very likely

How likely are you to tell your friends about LF after seeing this post?

1 2 3 4 5

Very unlikely ○ ○ ○ ○ ○ Very likely

Submit

Never submit passwords through Google Forms.