Instagram Brand Equity

How Generation Y can be reached through Instagram Marketing

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Preface

This bachelor thesis was written in the spring of 2016, with beginning in early January and ending in May. Most of the work was done when the two of us were apart from each other, in different countries. One of us was located in Sydney, Australia, and one of us was located in Vancouver, Canada. It created some difficulties regarding time-zone differences, the distance between us, and how to stay connected. But with help of today’s technique, Internet, social media, Skype etc. it made it possible for us to complete the work. We were in these Cities because of our internships, and both of us got to work practical with social medias and Instagram as a marketing tool for the companies we worked for. Because of this reason, we were even more interested in our research subject, which we soon will get to. Although the idea of this thesis started in different countries, everything was completed at Halmstad University in Sweden.

We would like to express a big thanks to all the respondents who answered our surveys and helped us complete this thesis by sharing their experiences, opinions and thoughts about companies and their content on Instagram.

Also, a big thank you to our supervisor Ulf Aagerup, who guided us throughout the process of the creation of the thesis. He gave us good advices and constructive criticism to keep us on track, and how to make a valid and reliable work.

We now proudly present our bachelor thesis and hope it will give you valuable insights about how to use Instagram as an efficient marketing tool, and hopefully further interest in the subject.

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Abstract

Title: Instagram Brand Equity – How Generation Y can be reached through Instagram Marketing

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Supervisor: Ulf Aagerup

Purpose: The purpose of this research is to get more insight in what makes a company’s Instagram page interesting for Generation Y, and why they chose to follow it. The objective is to find out more about their incentives to follow a company and what images they actually like to see in the Instagram feed from a company. Last but not least, we want to provide new, customized conceptualization and suggestions followed by suggestions for any future research in the same area of subject.

Theoretical framework: This part consists of previous essential theories about the subject - such as social media, Instagram, marketing communication and brand theory - that can support our research and be analyzed with the new empirical findings.

Method: Abduction was chosen as the scientific approach, which is a mix of deductive and inductive approach and this mix can reveal deep structures and knowledge. We also used the triangulation method: a quantitative survey with 162 respondents, a qualitative survey with 7 respondents and an observation of 3 companies on Instagram.

Empirical framework: This section consists of the answers from the qualitative and the quantitative survey, and the observed collected data.

Conclusion: Generation Y follow a company’s Instagram because of their individual interest in the product or the business of the company. They like it because it can give them inspiration and motivation, and also provide them with news and insights from the company - and therefore a better understanding of it. The relationship with a company can be different depending on interest, lifestyle, and identity, and this results in different reasons for customers to follow a company. A fashion brand can be followed because of desirable products in the images. A sports or workout company can be followed for motivation. It can also be because of studies or work. By sharing the right content, providing informative and inspirational images, a company can, by using Instagram as a marketing tool, strengthen the relationship to their target customers and improve brand equity.

Keywords: Instagram, Marketing, Generation Y, Brand Equity, User Generated Content
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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 and the key words.

1.1 Problem Background
Today, the use of internet, social media, mobile apps, and other digital communication technologies is part of billions of people’s daily lives (Kim, Lloyd & Cervellon, 2016). Social media is a huge opportunity for companies and brands to use since it is very easy to share to others what you like and do not like. And social media has fueled part of this growth: worldwide there are now more than 2 billion people using social media. Marketers have responded to this fundamental shift by increasing their use of digital marketing channels. In fact, by 2017 approximately one-third of global advertising spending is forecast to be in digital channels. Thus, future consumer marketing will largely be carried out in digital settings, particularly in social media and mobile devices. Firms can reach out to people through social media that otherwise would not be reached (Tsimonis & Dimitriadis, 2014).

The social media landscape is constantly evolving, and this shift is likely to accelerate with the growth of mobile platforms. In a world where there are more mobile phones than toothbrushes, consumers are likely to leverage their power in social media to be more demanding of marketers. Social media can strengthen or kill a brand; the key to success lies in how quickly companies can change their mind set and adopt new strategies in response to consumer preferences (Kohli, Suri & Kapoor, 2015). Social media channels are inexpensive and also user-friendly, the scalable internet and mobile-based technologies allow for the sharing of user generated material. Various definitions describe social media as ‘content that has been created by its audience’ and as ‘online tools and platforms that allow internet users to collaborate on content, share insights and experiences, and connect for business or pleasure’ (Tsimonis & Dimitriadis, 2014).

Instagram started in 2010 and currently the number of users is over 400 million (Instagram, 2016). Started as a Social Networking Site, Instagram has evolved in ways that users would have never imagined. What is special about Instagram is the fact that it encourages electronic word of mouth, which exist solely on the concept of sharing. Companies can simply tag the username for the Instagram business to allow other potential consumers to browse through that Instagram account in just one click away (Latiff & Safiee, 2015). Among public relations professionals, Instagram is seen as an effective way to build brand personality and loyalty. Also, using newer social media platforms often allows a brand to reach out to a different part of the public and visual images tend to be more engaging than text alone (Guidry, Messner, Jin & Medina-Messner, 2015). In Sweden, 40% of the population has used Instagram at least once, and in the ages 16-25, 50% are using Instagram daily (Internetstatistik, 2016). Goor (2012) states that most existing social media marketing studies focus on Facebook. In this study we have therefore chosen to investigate the social media Instagram and how companies can use the app as a powerful marketing tool towards consumers in Generation Y.

1.2 Discussion
According to Booth and Matic (2011), corporate marketers never had control of the brand. The ownership of the brand and its reputation has always belonged to the consumer. Companies feel pressure to control the brand conversation. They may not currently have a voice in the social media space and feel an acute need to immediately jump into the conversation flow to simply catch up. Companies cannot control the conversations within
social media, but they can influence them. Booth and Matic (2011) further state that global enterprises are struggling today to understand how social media impacts their brands. Many of their consumers and influencers are gaining a large share of voice in the market thanks to the power of social media that bring together people who share common interests. Therefore, consumers are impacting brand equity as never before.

Today Instagram has reached a similar popularity as Twitter with over 400 million users. Millions of photos are posted every day and users are very active on Instagram with about a third of them returning multiple times a day. As a photo and video-sharing app for mobile phones and tablet computers, the social network Instagram has all of the components for causing crises for companies and organizations, but also has the potential to be used as a pre-crisis monitoring tool for public relation practitioners (Guidry et al., 2015). Instagram is, according to Guidry et al. (2015), an effective way to build brands and increase customer loyalty. The fact is that there has been very little academic research conducted on Instagram at this point and on the impact and use of it.

Taking a photo and hitting share is easy, and according to Guidry et al. (2015) public relation professionals need to become much more engaged on this increasingly popular social media platform. According to Kietzmann, Hermkens, McCarthy and Silvestre (2011), it is clear that despite the fact that social media is very powerful, many executives are reluctant or unable to develop strategies and allocate resources to engage effectively with social media. And that communication about brands happen, with or without permission of the firms in question. It is today up to a firm to decide if they want to get serious about social media and participate in it, or continue to ignore it. Both can have a tremendous impact.

1.3 Purpose
The purpose of this study is to gain insight in why Instagram users chose to follow a brand’s Instagram page, and what kind of images a company should post to create a popular and appealing page. This can in turn illuminate how brands can use this platform as a marketing tool in a more effective way. In this study we have collected existing theories about social media, Instagram, marketing communication and brand theory. By analyzing and comparing existing theories with the collected empirical data, we reached several conclusions that can benefit businesses in their marketing activity on Instagram towards consumers in Generation Y.

1.4 Research Question
Due to this discussion, the following question will be answered in this research:

How can companies use Instagram as a marketing tool to engage Generation Y and strengthen their brand equity?
1.5 Disposition

**Introduction:** In this section we explain the problem background, the purpose of the thesis as well as our research question. Important definitions and key words are presented.

**Theoretical Framework:** This sections contains secondary data collected from literature and scientific articles, this is the foundation of our thesis.

**Methodology:** In this section we explain the choice of methodology and presents how our research was conducted.

**Empirical Framework:** All the empirical findings from our qualitative as well as quantitative research are presented in this chapter.

**Analysis:** In this chapter, the theoretical framework is compared and analyzed with the empirical data.

**Conclusion:** This chapter contains the conclusions we reached in our study, created marketing models, recommendations to businesses that want to improve their Instagram marketing and also suggestions for further studies.

1.6 Key Words

Instagram, Marketing, Generation Y, Brand Equity, User Generated Content

1.7 Instagram Dictionary

**Hash tag:** A digital label and function that make the words after the symbol # (a hash tag), searchable when writing a post in social media. When using hashtags, you tag the most important words and make them clickable, which makes it easy 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 news feed can choose to follow it and will be followers of that specific account.

**News feed:** A feed where you can see the mix of posts from the accounts you chose to follow. The feed will show the posts in a flow with the most recent post in the top post.

**Share:** Content that you share/upload on your profile that will appear in your followers’ news feed. This can be content you created yourself or that is created by other users.

**User generated Content (UGC)/ Repost:** When you share content created by another Instagram user.

**Behind-the-Scenes:** Showing content with insights from the business.
2. Theoretical Framework

In this chapter the chosen relevant theories for this thesis are presented. The theories are divided into Social media, Brand Community and Brand Theory.

2.1 Social media

Social media is a generic name for communication channels that allow its users to communicate directly with other users through, for example, texts, images or sounds (Nationalencyklopedin, 2016). Laroche, Habibi and Richard (2013) implies that the content in social media is not consumed by people passively, instead, it is produced, shared and consumed by users’ actively generating content.

Social media is used for socializing, news coverage, marketing, organizing, cultural exchange or entertainment. It often takes the form of web services where a company owns the servers and while its users generate the website content and the communication through it. Examples of these company owned social medias are Facebook, Youtube, Tumblr, Twitter (Nationalencyklopedin, 2016), Pinterest and Instagram (Guidry et al., 2015). According to Laroche et al. (2013), social media is often described by researchers as “people's media” or “people's web”, which implies that the main goal of social media is to bring people together and to facilitate interactions among them. Kim & Johnson (2016) mean that one of the ways consumer interaction happens via social media is through user generated content, which refers to media content created by members of the general public and includes any form of online content created, initiated, circulated, and consumed by users. According to Bruhn, Schoenmueller and Schäfer (2012), marketers can expect that brand communication will cease to be generated only by the company, but increasingly by the consumers themselves through so called user-generated social media communication. Firm-created social media communication is under the control of the company and the brand manager, whereas user generated social media communication is independent of the company’s control.

2.1.1 Marketing in Social media

During the past decade, the rapid evolution of the internet has offered consumers many new opportunities (Tsimonis & Dimitriadis, 2014). Besides the obvious use of searching for information and communicating without boundaries, Tsimonis and Dimitriadis (2014) state that it is nowadays possible to express feelings and thoughts through social media. Attracted by the rapid penetration of social media into society, firms are increasingly using them as a part of their marketing and brand building activities. The interactive nature of these digital media not only allows sellers to share and exchange information with their customers, but also allows customers to share and exchange information with one another. Using social media, organizations can forge relationships with existing as well as new customers and form communities that interactively collaborate to identify problems and develop solutions for them. These interactions change the traditional roles of both seller and customer in exchange relationships. Indeed, customers add value to the interaction, generating content, and they can influence purchase decisions of others in peer-to-peer interactions. (Tsimonis & Dimitriadis, 2014).

2.1.2 Instagram

Instagram is a photo- and video-sharing platform as well as a social networking channel that allow users to take and share photos after applying a choice of digital filters to their pictures via an Instagram smartphone app (Guidry et al., 2015). Instagram was launched in 2010 (Lee, Bakar, Dahri & Sin, 2015), and has today more than 400 million users, with more than 80
9 million pictures shared daily and 3.5 billion daily “likes” (Instagram, 2016). Images are easily shared from Instagram over to other social media platforms like Facebook, Twitter, and Tumblr. Started as a Social Networking Site, Instagram has evolved in ways that users would have never imagined (Latiff & Safiee, 2015).

The use of photos has fundamentally changed due to digitization. Specifically, photos are no longer about preserving special memories and are fast becoming chronicles of the fleeting moments of an individual’s everyday life (Lee et al., 2015). Instagram is available both as a mobile application and through the web, but users can only share photos by using the mobile application. Instagram has already become as popular as Twitter with 17 percent of online users already using Instagram (Guédry et al., 2015). Guédry et al. (2015) state that Instagram has a significantly smaller number of users than Facebook, but the users of Instagram tend to visit the platform more frequently. For instance, some 57% of Instagram users visit the site at least once a day and with 35% doing so multiple times per day.

2.1.3 Generation Y
Generation Y refers to people born after 1981 and these members are called, according to Bolton et al. (2013) digital natives rather than digital immigrants. They are the first generation to have spent their entire lives in the digital environment; information technology profoundly affects how they live and work.

Generation Y actively contributes, shares, searches for and consumes content – plus works and plays – on social media platforms. Generation Y consumers have benefited from the increased availability of customized products and personalized services, they “want it all” and “want it now”. A need to interact with others is a key reason for Generation Y’s use of social media. Generation Y as social media users, are more likely than older age groups to prefer social media for interactions with acquaintances, friends and family. They are also more likely to value others’ opinions in social media and to feel important when they provide feedback about the brands or products they use (Bolton et al., 2013). Generation Y is attracted to a wide variety of media, regularly using blogs, reviews, and social networks to openly express their interests and feelings (Valentine & Powers, 2013).

Generation Y has created a difficult challenge because they are not as influenced by traditional media as previous generations. For a message to appeal to Generation Y, it must be quick, direct, and honest. Generation Y has been described as an enigma to most marketers and new marketing techniques are being used that will more effectively reach Generation Y consumers. The same marketing formulas that resonated with earlier generations no longer work for Generation Y because this group is skeptical of traditional advertising. (Valentine & Powers, 2013).

2.2 Brand Community
A community is made up of its member entities and the relationships among them and it can be explained as “a specialized, non-geographically bound community, based on a structured set of social relationships among users of a brand” (McAlexander, Schouten & Koenig, 2002, p. 39). Through communities, people share essential resources that may be cognitive, emotional, or material in nature. Communities whose primary bases of identification are either brands or consumption activities, that is, whose meaningfulness is negotiated through the symbolism of the marketplace (McAlexander et al., 2002).
A brand community from a customer experiential perspective, is a fabric of relationships in which the customer is situated (McAlexander et al., 2002). Crucial relationships include those between the customer and the brand, between the customer and the firm, between the customer and the product, and among fellow customers. Like every other community, a brand community is made up of its entities including its members, their relationships and the sharing of essential resources either emotional or material (Laroche et al., 2013). McAlexander et al. (2002) demonstrate that marketers can strengthen brand communities by encourage shared customer experiences in ways that alter those dynamic characteristics.

A brand community is a collective of people with shared interest in a specific brand, and encourage management of a product to engage their consumers whereby in such communities, people may engage in several types of behaviors, such as helping other customers or sharing experiences with them (Latiff & Safiee, 2015). According to Kim and Johnson (2016) a brand engaged customer shows willingness to be involved with a brand and gather information about the brand, talk about it, and exhibit its use to others.

There is an agreement among brand researchers that one of the main consequence of building and enhancing brand communities and consumer experience within the context of brand community is to make customers loyal to the brand (Laroche et al., 2013). Laroche et al. (2013) consider that online communities, as a social structure, have positive effects in the way that enhanced relationships increases brand trust, which in turn have positive effects on brand loyalty:

![Fig. 1 Model of the effects of brand community on Social media (Laroche et.al. 2013, p. 80)](image)

Laroche et al. (2013) mean by creating and enhancing brand communities based on social media, and by facilitating feelings of community, usefulness, information sharing, and strengthening the social bonds among members and other elements of the brand, marketers can increase brand trust and loyalty. Their research shows that brand trust positively influences brand loyalty. Hwang and Kandampully (2012) claim that we - as human beings - tend to feel more loyal to what we feel connected with, attached to, and love. Prior work has demonstrated that strong consumer brand relationships enhance consumers’ brand loyalty. Consumers are more devoted to brands with which they feel commonalities and brands that express important aspects of their identity. Human beings tend to like people with whom they share common traits. The same notion applies to brand-consumer interactions.
2.2.3 User generated Content

According to Smith, Fischer and Yongijan (2012) user generated content is an important means through which consumers express themselves and communicate with others online. Further it is what is produced in the moment of being social, as well as the object around which sociality occurs. Kaplan and Haenlein (2010) state that user generated content can be seen as the sum of all ways in which people make use of social media. Also, UGC is related to, but not identical with, electronic word-of-mouth (Smith et al., 2012). Smith et al. (2012) claim that UGC takes on many different forms, such as Twitter tweets, Facebook status updates, and videos on YouTube, as well as consumer-produced product reviews and advertisements. Importantly for marketers, much UGC across various media is brand related and has the potential to shape consumer brand perceptions.

2.3 Brand Theory

2.3.1 Brand Identification

Brand Identification means, according to Sook Kwon, Kim, Sung and Yoo (2014), that brands can express one’s individuality, and serve as tools for social integration or connection to the past; they can even symbolize personal accomplishment. Consumers frequently compare their images with imagery associated with a brand. Especially, greater associations or similarity between a brand and a consumer can lead the consumer to animate, humanize or somehow personalize the brand; one might consider the brand a partner in an ongoing relationship. Consumers may hold highly positive attitudes towards a brand and seek out like-minded consumers (Sook Kwon et al., 2014).

Brands can strengthen consumer identities by serving self-presentation goals, and thus consumers use a brand as a tool for representation of their values and identity. To do so, shared commonalities between a consumer and brands are necessary. The self-presentation goals can have different importance depending on the product categories: fashion products, for instance, are commonly used tools for self-presentation (Hwang & Kandampully, 2012). According to Gensler, Völcker, Liu-Thompkins and Wiertz (2013), individual consumer’s use possessions and specifically brands as resources to construct and express their identities, and in the process might even go so far as to change and customize them to fit their individual identity projects. Consumer–brand connections contain valuable information since consumers also derive brand meaning from a brand’s users. The amount of details provided about a brand’s followers affects consumers' inference about and attitude toward the brand.

2.3.2 Brand Equity

Brand equity is defined as the differential effect of brand knowledge on consumer response to marketing efforts. The ultimate aim of branding is favorable response from consumers. Companies attempt this by marketing products to customers, highlighting differentiating characteristics (Kohli et al., 2015). Building a strong brand with great equity provides, according to Keller (2001), a host of possible benefits to a firm, such as greater customer loyalty and less vulnerability to competitive marketing actions or marketing crisis; larger margins; more favorable customer response to price increases and decrease; greater trade or intermediary cooperation and support; and increased marketing communication.

The basic premise of Keller’s (2001) ‘customer-based brand equity pyramid’, in Figure 2, is that the power of the brand resides in the minds of customers; what they have learned, felt, seen and heard about the brand over time. The challenge for marketers in building a strong
brand is to ensure that customers have the right type of experiences with the products and services and their accompanying marketing programs so that their feelings, images, beliefs, perceptions, opinions, and so on become linked to the brand. The four steps in Keller’s (2001) pyramid represent a set of fundamental questions that customers invariably ask about brands:

![Customer-based brand equity model (Keller, 2001, p. 17).](image)

Achieving these four steps involves establishing six brand-building blocks in the pyramid: brand salience, brand performance, brand imagery, brand judgments, brand feelings and brand resonance.

Brand salience is the brand identity, and relates to the customer awareness of the brand: how easily and often the brand is evoked under various situations. It involves linking the brand: the brand name, logo, symbol and other associations in memory. Brand salience influences the formation and strength of brand associations that make up the brand image and gives the brand meaning. It is of crucial importance during possible purchase or consumption opportunities (Keller, 2001). Traditionally, creating brand knowledge and awareness entails significant financial investment in advertising and promotion budgets in order to garner marketplace notice. Brand awareness spreads much more virally through social media than traditional media (Kohli et al., 2015).

According to Gensler et al. (2013) the idea that brand identity is reflected by the image and lifestyle of its customers is nothing new, more important, social media make those associations more visible and impactful. This expands the role of a brand's social identity, and the various participants in telling brand stories are knowingly or unknowingly absorbed into the brand's identity. As a brand's social network now consists of many voluntary connections from consumers; these people are voluntarily following or liking the brand, and this affects the authenticity of a brand's social identity, and at the same time adds complexity to the management of brand identity. Melin (1999) states that the brand personality is important for building a strong brand identity. The goal is to humanize the brand product, to give it a soul and consumers choose branded products as they choose friends as it reinforces their self-image.

Brand performance and brand imagery - brand meaning - involves establishing a brand image. Brand performance relates to the ways in which the product or service attempts to meet customers’ functional needs. The product itself is the heart of brand equity as it is the primary influence of what customers experience with a brand, what they hear about a brand from
Brand responses are according to Keller (2001) how customers respond to the brand and what the customer think or feel about the brand. Brand judgements are more from the consumer’s head; personal opinions and evaluations with regard to the brand. It is all the product performances and imagery associations of the quality, credibility, superiority, and consideration. The brand feelings are more from the heart. It is customer’s emotional responses and reactions with respect to the brand, how the brand affects customers’ feelings about themselves and their relationship with others. It can be feelings such as warmth, fun, excitement, security, self-respect, and social approval (Keller, 2001).

Brand resonance is the ultimate relationship and the level of identification that the customer has with the brand. It refers to way they feel that they are “in synch” with the brand. It is characterized in terms of intensity or depth of the psychological bond that customers have with the brand, the loyalty, as well as the level of activity engendered by this loyalty (e.g. repeat purchase rates, the extent to which customers seek out brand information, events, other loyal customers, etc.). And by true brand resonance, the customers express a higher degree of loyalty to the brand such that they actively seek means to interact with the brand and share their experiences with others; the engagement (Keller, 2001). Brand engagement is a key component in building relationships between brands and customers (Kim & Johnson, 2016).
3. Methodology
In this section of the thesis we will clarify and explain the choice of method we used to collect data relevant for the objective of our study.

3.1 Choice of Scientific Approach
In this study we focus on consumer behavior and what content, posted by companies, Instagram users in Generation Y find interesting and why they chose to follow a company’s Instagram page. There are a lot of available research covering the subjects social media, brand engagement, WOM and brand identity, but previous social media research are mostly focusing on the social media channel Facebook. Because Instagram is a relatively new social media channel and there is not a big amount of previous research done on Instagram from a marketing point of view, we decided to investigate this subject more closely.

Induction and deduction are not the only scientific alternatives; abduction is an alternative where the researcher can move between theory and empirical data to see patterns, reveal deep structures and gain knowledge (Alvesson & Sköldberg, 2000). We started by using the deduction approach, which means collecting the theory first, and then collect the empirical data. It means that you gather expectations about how the world look like and then you collect empirical data to see if the expectations are reflected in the reality (Jacobsen, 2002). We collected existing theories from previous research about marketing and consumer behavior on social media by using our key words. After we established a broader understanding about marketing through social media, as well as consumer and company behavior on Instagram, and we created a questionnaire with open questions and made observations to gather qualitative data about the subject. By using the information from the theoretical framework as well as our qualitative study we designed the quantitative survey, designed to best answer our research question. After this empirical data collection, we moved back to find more theories to be able to understand and get better answers on our initial research question. This was the inductive approach which therefore made our overall approach abductive.

3.2 Research Method
According to Jha (2008) the research question must be considered first before deciding what kind of research method that will be used, second the accessibility of the data, and whether the data are or are not quantified, according to the design of the study, third. In other words, the decision about what data to collect, as well as what to do with those data after they are collected, should be dictated by the research question.

Jacobsen (2002) states that quantitative methods collect information that is transcoded to numbers, while qualitative methods gather data in the form of words. Quantitative methods has to be deductive (widely) - that they are built by categorization of information before it is collected, that the questions are fixed and the alternatives of answers are given - which put strong limits on what information that is collected. Qualitative data is more open to new information which can be surprising and not expected, and because of this, qualitative data methods are often associated with inductive approach. Both qualitative and quantitative research have its advantages and drawbacks (Jacobsen, 2002), which is why we chose to mix these methods.

We examined our research question by conducting a qualitative questionnaire and observation as well as a quantitative survey. This is, according to Jacobsen (2002), called a triangulation. The idea of triangulation is that, with different types of methods, it is possible to better
determine a particular phenomenon (Alvesson & Sköldberg, 2000) and also help to show if the research is valid (Jacobsen, 2002).

3.3 Data Collection

We collected both primary and secondary data to establish a broader understanding about our research question: *How can companies use Instagram as a marketing tool to engage Generation Y and strengthen their brand equity?* Primary data is collected straight from persons or groups of persons and it means that information is collected for the first time. The collection of data is tailor-made for the specific problem (Jacobsen, 2002). The other type of collecting is according to Jacobsen (2002), secondary data, where the information is not gathered by the researcher straight from the source. The information is collected for another purpose, another problem, which the researcher want to illustrate.

3.3.1 Primary Data

3.3.1.1 Quantitative selection

To better understand why consumers decide to follow brands on Instagram a quantitative survey was conducted. According to Internetstatistik (2016) 92% of Sweden’s population were using internet in the year of 2015 and 40% of the population in Sweden has used Instagram at least ones, this gives a theoretical population of roughly 3,5 million people. In the ages 16-25, 50% are using Instagram daily (Ibid). Instagram is only fully functional when using their mobile app through a smartphone. According to a research conducted of Internetstatistik (2016) internet users in the ages 16-25 use a smartphone to surf online 13,9 hours a week, the number of hours spent online using a smartphone decreases with age. This information led us to the decision to target social media users from Sweden in the ages 16-30.

3.3.1.2 Quantitative Survey

To create our quantitative survey we used Google drive’s function Google form. The function let us design a survey with different answer alternatives and also provided us with a summary over the collected data once the survey was answered. The term *company* was in the survey referred to as a product, service, brand, organization or authority. According to Kothari (2004) a survey can be structured or unstructured, where the structured surveys are those in which there are definite, concrete and pre-determined questions. The researcher should note that each question in a questionnaire must be very clear because any sort of misunderstanding can do irreparable harm to a survey. In general, all questions should be: easily understood, simple, concrete and conform as much as possible to the respondent’s way of thinking (Kothari, 2004). With this in mind we designed a structured survey with fixed alternative questions that we made as simple and clear as possible. To reach our targeted audience we shared a link and created an event on Facebook. We received 162 answers.

3.3.1.3 Qualitative selection

The qualitative research selection consists of a questionnaire that was sent to different individuals by email, and they had a few days to answer - where and whenever they had time. The questionnaire was created to gain a deeper insight about why people follow a specific company on Instagram. Observations were made to be able to see how people actually act, and not how they say they act. This was made by using the Instagram tool Iconosquare.com - on a specific time and place.
3.3.1.4 Qualitative Questionnaire
To gain deeper knowledge about consumers’ motivation to follow a company on Instagram we designed a questionnaire with the structure of an open question formula (Jacobsen, 2002); 11 open-ended questions let the respondent answer individually, with the respondents own words. The questionnaire was sent out through email to seven people living in Sweden. They could be answered in a very natural and familiar environment for the respondent. According to Jacobsen (2002), the environment where the interview is held - the context - can affect the respondent and is called the context effect. The respondent can give contrived answers in those environments, when the respondent is not in his/ her natural environment. Although, Jacobsen (2002) state that there always is some kind of context effect when no environments are natural for a person, the interfering object in a home can be, children, partner, telephone etc. Our respondents could answer the interview where they wanted to, since it was sent to them in a formula over internet, and this could avoid the context effect from unnatural environments where they did not feel comfortable. The reason for why we chose to make this digital interview, was also because of the fact that our location were in other countries (Australia & Canada), than the object that we were investigating (Sweden). Internet made it possible to do this interview questionnaire.

The respondents that answered were chosen through different criteria. In qualitative approaches, there are not only one, but more than one criterion, and the selection to these methods are controlled by the purpose of the research (Jacobsen, 2002). According to Jacobsen (2002), an aware choice of who is spoken to, is just as important in qualitative as in quantitative research. We chose our respondents by the fact that they were Instagram users, Swedish and a mix of ages and genders.

3.3.1.5 Qualitative Observation
To gather information through observations means that the researcher watch what people do and how they act in different situations. It register what people actually do, rather than what they say they do (Jacobsen, 2002). We made observations of what kind of content Instagram users actually liked on three different companies Instagram accounts; the most popular images throughout a time period. We chose to investigate the companies: Nelly, Happy Plugs and Oatly. These companies were chosen by the fact that they are Swedish brands acting in different types of industries and have many followers on Instagram.

3.3.2 Secondary Data
Internet has been our primary source of secondary data, most of the theoretical data was collected from scientific journals found using Halmstad University databases. Key words that were used when finding scientific journals were social media, Instagram, marketing, brand engagement, brand identity, brand image, brand awareness, eWOM and user generated content.

3.4 Choice of Social Media Channel
Instagram started 2010 and has already more than 400 million users (Instagram, 2016). In Sweden more than 50% of the population in the ages 16-25 use Instagram daily (Internetstatistik.se), this creates a great opportunity for marketers to reach out to their customers. Because this social media channel is relatively new not a lot of research has been done about how it can be used as a marketing tool and what makes it successful, therefore we choose to research marketing on Instagram.
3.5 Validity and Reliability

Validity represents that the researcher measure what is intended to be measured, and that it is of relevance. It can be split up into internal and external validity. Internal validity refers to if the study actually measure what the researcher want to measure and the conclusions are relevant according to the execution. The external validity is results from a restricted area, example a specific time and place and it is the extent to which the results of a study can be generalized to other situations and to other people - it is called transferability. (Jacobsen, 2002). According to Jacobsen (2002), reliability and credibility means that the research has to be trustworthy. It cannot be vitiated by manifest error of measurement. The question that has to be asked is: would we get about the same results if we conducted the exact study one more time? Our observation gives high validity since it registers what the users actually does in a natural context, instead of what they say they do - as in an interview (Jacobsen, 2002). The fact that we use triangulation in our research, gives a broad perspective and can result in deeper understanding about the research question (Alvesson & Sköldberg, 2000).

3.6 Critic to Methodology

Even though we chose our methods supported by existing theories and literatures to give us valid and reliable results, Mattson and Örtenblad (2008) state that it is important to present both advantages and disadvantages with the method chosen for the study. Therefore we will in this section add criticism to the choice of method. Firstly, by the fact that the qualitative questionnaire was sent by email, it was not possible for us to ask supplementary questions upon their answers. Even though the respondents gave us deep insights in their thoughts, we might could have gone even deeper into this. Secondly, we chose to target people between 16-30 years old, living in Sweden. By using Facebook as a tool to reach our target group we quickly received answers, but the respondents we were able to reach through our Facebooks, were mostly our friends and family. Our friends consist of most part female in the same ages as us (20-30), which might have given us a distorted result.
4. Empirical Framework
In this chapter we present the data collected from our qualitative and quantitative research.

4.1 Qualitative Research
In this section the questionnaire is presented with every question and answer from each respondent written, and the observation data is presented with images and the information collected about them - this to create a clear picture of our collected data for the reader.

4.1.1 Questionnaire

The respondents were between 24 to 30 years old, four females and three males. They followed between 4-23 companies each on Instagram.

Q1: Do the companies you follow on Instagram have anything in common?

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Isabelle</td>
<td>Food, Training and career</td>
</tr>
<tr>
<td>Elin</td>
<td>A lot interior related (like brokerage firms and interior boutiques), editorial newspapers/ magazines (Elle, Vogue, Styleby), PR-firms/ Media-firms (work related), clothing brands and consumer brands (Ben &amp; Jerry's, also work related since they are good on Instagram).</td>
</tr>
<tr>
<td>Ronja</td>
<td>They are either friends who started a business that I follow to support and to help spread or they are travel photographs who captures beautiful places.</td>
</tr>
<tr>
<td>Danne</td>
<td>Yes, 8/10 has a connection to extreme sport.</td>
</tr>
<tr>
<td>Malin</td>
<td>No, they are all very different.</td>
</tr>
<tr>
<td>Samir</td>
<td>The majority are fashion companies.</td>
</tr>
<tr>
<td>Daniel H</td>
<td>All of them are in the fashion industry.</td>
</tr>
</tbody>
</table>

Comment, Q1:
Six of the respondents state that the companies they follow on Instagram have something in common, only one follow companies that all are very different.
Q2: What makes a company's Instagram images interesting for you?

Isabelle:
Gives inspiration, “hit the right feeling”, you get the feeling that you want to be involved, quotes, beautiful colours and one harmonic feeling. One gets eager when seeing the image!

Elin:
They have to be inspiring and stylish or clever/ fun. Impersonal and too “advertising” content makes me lose interest on Instagram.

Ronja:
Big variation of the pictures. - from beautiful nature photos to tragic human death.

Danne:
It needs to be good music if there is a movie and if there is a picture it has to show something spectacular. The text has quite small impact since I don’t read it if the picture isn’t interesting.

Malin:
Beautiful pictures or informative text.

Samir:
All their updates should follow a theme, have a good image.

Daniel H:
The most important for me is the quality, always quality before quantity! A high level of quality and one constant feeling through all the photos/ posts. You should be able to recognize that a picture comes from, for example “nakd fashion”, straight away when you see the picture.

Comment, Q2:
What the picture caption, seems to be one very important thing to make a company's Instagram interesting according to these answers. To give the right feeling, be inspiring, show something spectacular, beautiful, follow a theme and also have a variation is important for the respondents as well as quality before quantity.
### Q3: Chosen company for the following questions:

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Isabelle</td>
<td>Yogobe – feed about education and classes in YOGA.</td>
</tr>
<tr>
<td>Elin</td>
<td>Filippa K – Clothing Brand</td>
</tr>
<tr>
<td>Ronja</td>
<td>National Geographic – Magazine which is mostly famous for its journalistic, and gives knowledge about different geographical places.</td>
</tr>
<tr>
<td>Danne</td>
<td>Redbull – Soft drink producer</td>
</tr>
<tr>
<td>Malin</td>
<td>Muscaristudios - Sells jewellery</td>
</tr>
<tr>
<td>Samir</td>
<td>Domeni co - Sell watches</td>
</tr>
<tr>
<td>Daniel H</td>
<td>Na-Kd fashion - private label and retailer of external brands</td>
</tr>
</tbody>
</table>

**Comment, Q3:**
The chosen companies by the respondents are different kind of companies’ acts in different industries.
**Q4: Why do you follow this company?**

<table>
<thead>
<tr>
<th><strong>Isabelle:</strong></th>
<th>For inspirational photos, tips and motivation for my own yoga training.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Elin:</strong></td>
<td>I like the brand/ trademark. They have nice clothes that does not feel too trendy or too boring. Classic and stylish design. Nice pictures and good looking people who wear their clothes on their Instagram.</td>
</tr>
<tr>
<td><strong>Ronja:</strong></td>
<td>Because they have beautiful pictures and since I am very interested in geography and likes to travel and see new places.</td>
</tr>
<tr>
<td><strong>Danne:</strong></td>
<td>Because they sponsor a bunch of different extreme sport events as well as the performers of these sports, they post many nice photos and movies of the sports.</td>
</tr>
<tr>
<td><strong>Malin:</strong></td>
<td>I like their jewellery and want to receive updates about new products.</td>
</tr>
<tr>
<td><strong>Samir:</strong></td>
<td>Inspiration, nice watches, good pictures</td>
</tr>
<tr>
<td><strong>Daniel H:</strong></td>
<td>Because I work there and I even post pictures sometimes, but also because the account has a nice and playful feeling in its pictures.</td>
</tr>
</tbody>
</table>

**Comment, Q4:**
Interest in the company’s business is a reason for many of the respondents to be a follower. Also beautiful, inspirational and motivational pictures are reasons of following.
Q5: In what way(s) has the company’s Instagram account affected your image about the company’s operation and its products:

**Isabelle:**
Positive. They have their own pictures mixed with customers. Both professionals and weekday pictures gives a trust and you recognize yourself at the same time as you get inspired. Wise words which you are more than willing to pass on.

**Elin:**
From their Instagram I perceive Filippa K as aware and stylish. They are not trendy but at the same time fashionable. I would like to have a wardrobe full of only their clothes. Sober style. Get a feeling that a typical Filippa K girl is in the middle of her carrier, knows fashion but does not follow slavishly. Invests more in a nice wardrobe that works well both in the Office but also for a drink downtown. Filippa K feels like a aware and sustainable brand.

**Ronja:**
I have opened my eyes more for the company. I think they do a very good job with medite and educate their environment about what happens, not only about environmental issues but also about how humans get affected and lives all around the world.

**Danne:**
Did not realize earlier that they sponsor so many individuals, not only events, and in that way they make these individuals to actually be able to exercise their sports.

**Malin:**
My interest for their products has increased, I have also bought products from the company after I started follow them on Instagram.

**Samir:**
A good Instagram account creates a good image, this company has done that

**Daniel H:**
For me, the Instagram account put the tone to the business, the feeling that is presented in the Instagram account will be found on the website and in the products. With that said the Instagram account has increased the expectations before you enter the website.

**Comment, Q5:**
The respondents are mostly positive about that the company’s Instagram has affected the way they look at the company. The company’s Instagram account has opened the respondents’ eyes for the company’s operations and image.
Q6: In what way(s) can you identify with the content the company post on Instagram?

Isabelle:
Hard to identify. I feel more like the things that are visible in their feed is something I would like to be IN.

Elin:
I just moved to Stockholm and started to work after my graduation. In some way Filippa K builds up a picture of how I myself would like to be perceived haha… maybe not the one I am now, but whom I would like to be. Someone who go for weekends to Big Cities, ongoing in the carrier, right cultural and can afford to shop everything and from them haha!

Ronja:
I am interested in Geography and would like to know more about climate changes to be able to have an opportunity to help it myself. I get inspired. I also have visited some of the places in their pictures and I think that is very fun to see. I also get more inspired for future travels.

Danne:
I myself like extreme sport. I have done a lot snowboarding. And also motocross when I was younger. Would like to do it more than I got time to do in my current situation.

Malin:
Don’t really know if I can identify myself with their products. But they obviously like their products and so do I!

Samir:
Can’t really identify myself. Mostly want one of those watches because I like how it looks. I don’t really identify myself with the style their pictures has.

Daniel H:
A bit hard for me since it only focus on fashion for women, but as I mentioned earlier I can identify myself with the feeling and the accounts playful feed.

Comment Q6:
The respondents can both identify themselves and not, with the company's Instagram feed, although all of them seem to feel a connection to the company's Instagram feed in some ways. For example through their interest about the company’s business/products/services. One respondent “Daniel H” can identify himself with the feed even though they are positioned to women because he can “identify with a feeling”.

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4.1.2 Observation

Observation 1(3):
Happy Plugs 10 most liked images of the 100 last posted (Instagram, 2016).

Happy Plugs was founded and established in 2011, and is a Swedish designed fashion and lifestyle brand of headphones and other devices for phones and computers (Happy Plugs, 2016). In just over three years the company sold 1 million of these colourful, plastic headphones (Startuppodden, 2015, 28 May) and it is today available in over 6000 retail stores, in 70 countries worldwide (Happy Plugs, 2016). The brand is very popular in social medias; today they have over 90,000 followers on Instagram (Instagram, 2016).

Likes: 5195
Text: Marble on Marble <3 Photo via @olivianicolesilk #marble #happyplugs #headphones#weekend #happiness
Comment: This image is a repost from another Instagram user (UGC)
Tagged person/ user: Yes

Likes: 4515
Text: HAPPY FRIDAY. Featuring @makeupbyfina #tgif #friyay #marble #happyplugs #happyfriday
Comment: This image is a repost from another Instagram user (UGC)
Tagged person/ user: Yes

Likes: 4195
Text: WIN A BUNCH OF HAPPY PLUGS FOR YOU AND YOUR BESTIE. All you need to do is to tag your BESTIE in the comments below. Winner announced via Instagram 28/2/2016 #happyplugs #happiness #love
Comment: This image is posted for a competition held by the company
Tagged person/ user: No

Likes: 4168
Text: Our #snapandwin goes to beautiful @olivianicolesilk Snap a pretty photo of your #happyplugs and get the chance to win more accessories #marble #picoftheday #accessories #style
Comment: This image is a repost from another Instagram user (UGC), it is also a competition
Tagged person/ user: Yes
Likes: 4035
Text: Don’t make it harder than it has to be. Photo cred @hedinke
#mondaymotivation #dreams #style #happyplugs #accessories
Comment: This image is a repost from another Instagram user
(UGC)
Tagged person/ user: Yes

Likes: 3904
Text: Lazy Sunday. Featuring @kristinaff_ #sundaymorning
#weekend #happyplugs #chatt
Comment: This image is a repost from another Instagram user
(UGC)
Tagged person/ user: Yes

Likes: 3852
Text: Saturday vibes <3 Photo via @kevinbroda #marble #iphone
#happyplugs #music
Comment: This image is a repost from another Instagram user
(UGC)
Tagged person/ user: Yes

Likes: 3782
Text: Start the weekend off in style! Photo cred @lavensascloset
#marble #coffee #happyplugs #weekend #accessories
Comment: This image is a repost from another Instagram user
(UGC)
Tagger person/ user: Yes

Likes: 3729
Text: In the end we only regret the chances we didn’t take. Photo
cred @tiaravanessaa #pretty #happyplugs #accessories #style
Comment: This image is a repost from another Instagram user
(UGC)
Tagged person/ user: Yes
Observation 2(3):
Nelly's 10 most liked images of the 100 last posted (Instagram, 2016).

Nelly.com is a Swedish based leading online fashion business for women the ages 18 to 35. Nelly inspires with new fashion arrivals every day from around 700 different brands within clothing, shoes, underwear, swimwear, beauty products, accessories and sports fashion (Nelly, 2016). Nelly has over 288,000 followers on Instagram, with 2120 posted pictures (Instagram, 2016).

Likes: 3687
Text: Good vibes only. Photo cred @deherpetras #sundaymorning #weekend #happyplugs #rose
Comment: This image is a repost from another Instagram user (UGC)
Tagged person/ user: Yes

Likes: 7015
Text: Coachella coming up vibez! Tag your festival buddy
Comment: This image is a repost from another Instagram user (UGC), it shows to celebrities
Tagged person/ user: Yes

Likes: 6165
Text: Todays hair is EVERYTHING. Can’t wait to show you all the result of this shoot. #bts #hair #braid
Comment: Behind the scene
Tagged person/ user: Yes

Likes: 5422
Text: Kendall & Gigi looks BEYOND stunning in their switched hairs for the Balmain show, right? #balmain
Comment: This image is a repost from another Instagram user (UGC)
Tagged person/ user: Yes
Ingredients: 2 cups of flour, 1 cup of sugar, 2 eggs, 1/2 cup of vegetable oil, 1 teaspoon of baking powder, 1/2 teaspoon of salt.

Instructions:
1. Preheat your oven to 350°F (175°C).
2. In a large bowl, mix together flour, sugar, baking powder, and salt.
3. Add eggs, oil, and milk to the dry ingredients and mix until well combined.
4. Pour the batter into a greased 9x13 inch baking pan and bake for 30-35 minutes, or until a toothpick inserted into the center comes out clean.
5. Let the cake cool completely before serving.
Observation 3(3):
Oatly’s 10 most liked images of the 100 last posted (Instagram, 2016).

Oatly is a Swedish based company that develops and produces products such as drinks, yogurts and ice-cream which are based on oats instead of dairy. Today Oatly’s products are available in over 20 countries throughout Europe and Asia. The company’s sole purpose is to produce healthy and tasty products for people in all ages that is good for the environment, their motto is “Oatly makes good” (Oatly, 2016). On Instagram over 19,000 people are following the official Oatly account where they engage their followers by sharing pictures and facts about health, nutrition, events and their products (Instagram, 2016).

 Likes: 4929
Text: FRIYAYYYY. #nellyholic
Comment: This image is a repost from another Instagram user (UGC)
Tagged person/ user: Yes

 Likes: 4812
Text: Sunnies on fleeeeeeek. These will be available soon! Stay tuned! Babe @nyanelebajoa #quayaustralia
Comment: User generated image, text with information about a new product.
Tagged person/ user: Yes

 Likes: 1512
Text: You have probably already heard it. We launched a 100% plant based spread that looks like cream cheese but isn’t cream cheese. The internet loves it and so does the frosting of your Christmassy walnut cake.
Comment: Information about product
Tagged person/ user: No

 Likes: 1475
Text: A milk mustache is not the most sophisticated of mustache styles currently in use among influential mustache wearers. Wise bottle art by@bahkadisch
Comment: This image is a repost from another Instagram user (UGC)
Tagged person/ user: Yes
For when deep down inside you are really a rebel but the conformities of society’s false truths or daily business engagements don’t allow you the freedom to speak your mind in bold typefaces across your chest, there is always a more discreet approach to making a statement. Remember it is not how loud you scream, but how true you are that matters. Custom bracelet by @friendsofchris

Comment: This image is a repost from another Instagram user (UGC)

Tagged person/user: Yes

Time for the Oatly Coffee Tour. One could also call it the "saving the planet" tour. Because in addition to the fact that you’ll probably drink the best cappuccino you’ve ever had (unless you’ve had a #cappoatcino before), you’ll reduce the greenhouse gas emissions by 69% when choosing oat drink instead of cow’s milk. Yup. And first stop is Amsterdam. See you there coffee lovers.

Comment: Information about an event being held by Oatly

Tagged person/user: No

Let’s be very clear about this: milk comes from a cow and oat drink comes from plants. Which means they have nothing in common at all. Except for the fact that you can drink cow’s milk and you can drink oat drink. And you can use both in your coffee and to cook with. But that’s where the similarities end. They don’t taste the same, perform the same and they aren’t even exactly the same color. Oh and oat drink contains healthy fibers called betaglucans which are good for your heart. So for the record, we are not milk.

Comment: Information about a product

Tagged person/user: No

In your coffee, your tea, on your cereal, foamed for your cappuccino, with strawberries, for cooking, in pancakes, in your smoothie and milkshake, with your Sunday afternoon pizza or straight up in the middle of the night when you can’t sleep. Not bad, not bad at all.

Comment: Information about product

Tagged person/user: No
Right now, this amazing oat spread only comes in one flavor and that is natural. But without being a spoiler or releasing any company secrets we are considering making some seasoned versions of this product. If that’s alright with you.

Comment: Inspiration and information about product
Tagged person/ user: No

Chocolate oat drink is so hot. And so cozy. And so whatever.

Comment: Product and beverage inspiration
Tagged person/ user: No

Our fraiche is a lot like creme fraiche, but we used oats instead of creme to give you a different take on one of the most flexible ingredients in the kitchen. We leave the fine work of spicing to you for the moment.

Comment: Inspiration and information about product
Tagged person/ user: No

You might know that our foamable oat drink is specifically designed to perform in your favorite coffee drinks but you might not have understood that it tastes just as great with your morning müsli or as a base to your chia pudding.

Comment: Inspiration and information about product
Tagged person/ user: No
4.2 Quantitative Survey

In this section of the empirical framework the results from the quantitative survey is presented, 162 people answered the survey.

Q1: Age of respondents

57.4% of the respondents were 21-25 years, 21.6% were 26-30 years old and 21% were 16-20 years old.

Q2: Gender

The majority of the respondents were women 71.6% and 28.4% of the respondents were men, which means that 116 females and 46 males participated in the survey.

Q3: How much time do you spend on Instagram every day?

43.8% spend 1-2 hours using Instagram every day and 43.2% use the app less than an hour each day. 8.6% use the app 3-4 hours a day and 4.3% more than 5 hours every day.

Q4: How many times per day do you open Instagram?

28.4% of the respondents open Instagram 5-7 times per day, 23.5% 8-10 times per day, 23.5% 11 times or more per day, 20.4% 2-4 times per day and 4.2% 0-1 times per day.
Q5: How many companies do you follow on Instagram?

27.8% of the respondents follow 1-2 companies on Instagram, 22.2% follow 3-4, 19.1% follow 5-6, 14.8% follow 11 companies or more, 8.6% follow 7-8 and 7.4% follow 9-10 companies on Instagram.

For the questions below the respondents were asked to choose one of the companies they follow to base their answers on.

Q6: Which of the below alternatives are reasons for why you follow the company?

80.2% of the respondents answered that *Inspiration* is one of the reasons they follow the company and 48.1% answered that it is because of *Beautiful images*. 37.7% answered because of *News/information about the company*, 25.3% *News/information about the world environment*, 24.2% *I use/have used the company’s product/service*, 19.8% *Work/education related*, 17.3% *The images reflect an identity I strive to*, 15.4% *Offers*, 11.1% *The images reflect my identity*, 6.2% *Competitions*, 3.7% *Other reason*.

Q7: Has the company’s Instagram contributed to a purchase of the company’s product?

On the question if the company’s Instagram has contributed to a purchase of a product/service from the company 40.7% answered no and 39.5% answered yes, 19.8% answered they do not know.
Q8: Do you note if the company’s Instagram images are their own or if they are taken from another user (reposted image)?

58% of the respondents answered that they do note if the pictures the company post are their own or if they are user generated, 15.4% answered that they do not and 26.5% answered that they do not know.

Q9: What do you prefer the most in a company’s Instagram feed?

The majority of the respondents (53.1%) answered that they prefer a mix of the company’s own images and reposted images from other Instagram users. 37.7% answered the company’s own images, 2.5% answered they prefer images created by other Instagram users/re-posted images and 6.8% answered that they do not know.
For the two last question in our survey we wanted to see how different types of images affect the respondent's view of the company. We asked the respondents to answer the questions with help of a Likert scale; where 1= not at all, 3=neutral and 5=very much.

Q10: To what degree is your image of the company and its product (or service) affected positively, based on these types of Instagram images:
This question examine how different types of pictures posted by a company can affect the image of a company positively. On three out of five questions the majority of the respondents answered three on the scale, which is interpreted as neutral.

An average number below three is closer to not at all and above three is closer to very much.

Three of the different alternatives received an average number above three; an image of a product with an offer (3,20), an image with another consumer using the product (3,22), and an image with news about the product (3,62).

Two of the alternatives received an average number below three; an image with a celebrity using the product (2,75) and an image with a competition for the product (2,59).

The most popular answer among the respondents, were the Image with news about product, 42% of the respondents answered a four on the scale.

Q.11: To what degree do these Instagram images create a credible image of the company and its product or service:
This question examine how different types of pictures posted by a company can affect the image of a company’s credibility.

Three of the different alternatives received an average number above three, which means that the images have a positive effect on the company’s credibility; an image of a product and a tagged person (3,25), an image with a clear promotional message (3,02), and an image from “behind-the-scenes” (3,53). Two of the alternatives received an average number below three; an image consumed by a person who is not tagged (2,76) and an image of a product consumed by a celebrity (2,64).
4.3 Discussion of Results
In this section our empirical findings will be discussed.

4.3.1 Qualitative Questionnaire
In this section of the discussion the focus will only be on the qualitative data that was collected through interview questionnaires. The answers from the respondents will be compared with each other.

4.3.1.1 Respondents
All of the respondents use Instagram and follow multiple companies on it. The average number of how many companies they follow was 11, with 4-5 as the least and 23 as the most. 6 of 7 of the respondents say the majority of the companies they follow have something in common, only one say that the five companies she follows are all very different.

4.3.1.2 What Kind of Companies They Like to Follow - Theme or Not!
What kind of company the respondents follow seems to depend on interests and a personal reason for following it, according to the answers. All of them are following different types of businesses, and even though they tempt to say they follow it because of different reasons, their answers could mean that the company need to express something in the pictures; something personal, inspirational with a feeling, beautiful/nice/spectacular and interesting photos as well as photos of good quality. Several of the respondents follow a company that in some way show an identity they look up to and feel inspired by in their everyday life.

Both Daniel H. and Samir think the photos in the feed should follow a theme to be able to see a company image, and to make the brand recognizable. These two respondents are following a majority of fashion companies, which can be connected to their idea that it is important to be able to recognize the brand and its image when looking at the photos in the feed. Ronja also thinks the photos should follow some kind of theme in the way of having a variation in the photos, and not just show the same thing.

The respondents all value beautiful and spectacular images. Some do not read the caption at all when some think it is important that the caption is personal and not too formal.

4.3.1.3 Why They Follow a Specific Company and How They Identify With a Company's Instagram Content
All of the respondents choose a company in the industry they said that the majority of the companies they follow acts in. These answers confirm and complement recent questions and answers that they follow a company by their interest.

Not all our respondents felt that they could identify themselves with the company’s content, although some of the respondents connect through feelings. Isabelle seeks motivation and inspiration and get the feeling of wanting to belong and connect with the company. Elin seeks her own identity through the brand's Instagram and its products, and it is something she would like to wear and an identity she strive towards. Although the company Daniel H. is following is positioned towards women he can connect through a feeling. Ronja feel that the company’s Instagram and its content has opened her eyes and she now has a deeper insight in the company’s operations and feel inspired from the images.
Malin and Samir both follow a company because it sells a product they are interested in and have/want to buy. The companies Instagram accounts provide them with information and news about the products.

4.3.1.4 How Their Following Has Affected Their View of the Company’s Image
The respondents think the company’s Instagram has affected their view of the company’s image in some way(s), and none of them in a negative way. The positive effect vary among the respondents. They can tell things about the company's work which they did not realize earlier - in a positive way. Malin’s interest in the company's products has increased and she even bought the products after she started following their account. Some of the respondents think it is important for a company to show a well thought-through image through their Instagram content.

4.3.2 Observations
In this section the three observations are discussed. The three chosen companies are different; they sell different kinds of products or services. Based on their last 100 posted photos, it is found which 10 that are liked the most.

4.3.2.1 Happy Plugs
Happy Plugs most liked photo of the 100 last posted had 5195 likes, which is 5.19% engagement compared to their followers. The least liked photo of the 10 has 3687 likes which is 3.68% in engagement level. 9 of their 10 most liked photos are user generated content; the photos are re-posted from other Instagram accounts, and they have tagged a person in it. They have a mix of products in their photos and faces of people. In all their 10 most liked photos, it is at least one product featured in it, although it is put in some kind of context.

2 of the 10 most liked images are connected to competition. One of these are not user generated content photo, but people need to tag a friend in the comments to be able to compete, which could also possibly generate the likes. The other photo present a winner from a snap-competition where people must feature a product in their photo. Also they invite people to post more photos of Happy Plugs to have a chance to win more products, which could be a reason for the likes. None of their most liked photos involve any faces, although the majority involve some kind of fashion/other product (9 out of 10) such as manicure/nail polish, makeup, Apple products, marble, clothes, woman underwear, accessories and interiors - all are user generated content.

4.3.2.2 Nelly
Nelly’s most liked photo of the 100 last posted had 7015 likes, which is 2.43% engagement level based on the number of followers. The least liked photo out of the 10 has 4812 likes which is 1.67% engagement level. In all their 9 of 10 most liked photos they have tagged another Instagram user which can explain the photos as user generated content. The one photo that is their own, is a backstage photo, which is a teaser of a photo shoot where they show a girl’s hairstyle.

The photos does not seem to only promote their products since they do not mention any of their products in the pictures except from 3 out of these 10 photos. Still these 3 photos caption people who wear their clothes and they seem to be reposts from other accounts. The majority of their most liked photos seem to have a reason of creating a feeling or inspiration for the follower. It is mix of famous bloggers and young women, such as Tash Oakley, Devin
Brugman, Kenza Zuiten, Lisa Olsson, Kendall Jenner, Gigi Hadid, Taylor Hill, Jas Tookes and Rihanna.

4.3.2.3 Oatly
Oatly’s most liked photo of their 100 last posted had 1512 likes, which is 7.28% in engagement level based on the number of followers, which is the highest engagement level of the three companies in our observation. The least liked of the 10 most liked ones has 1164 likes, which is 5.6% of engagement level. 8 of the 10 photos consist of their products in different ways and is not reposts. 6 out of 10 photos show a product and a logo, whereas 3 of these are just the product in no context. 2 of the photos only caption the product without package (in a ready-to-eat form).

2 of the photos are user generated content, a repost with a tagged person. 5 of the photos is inspiration for how you can use the product. They show off the product in the photo with some complementary food - it is put into a possible and real context.

4.3.3 Quantitative Survey

In this section the quantitative survey will be discussed, 162 respondents answered the quantitative survey.

4.3.3.1 Respondents and Their Instagram Habits
The majority of the respondents were women (71.6%) in the ages 21-25 (57.4%). 43% of the respondents spend less than one hour per day using Instagram and 43.8% use it for 1-2 hours a day. As much as 28.4% of the respondents opens Instagram 5-7 times a day and 23.5% 8-10 times a day. 27.8% of the respondents followed 1-2 companies on Instagram, 22.2% followed 3-4 and 19.1% followed 5-6 companies.

4.3.3.2 What Do Followers Want Companies to Post on Instagram?
When the respondents were asked to think about one company they follow on Instagram and answer two questions based on that company the majority (80.2%) answered that they follow the company for Inspiration, followed by Beautiful Images (48.1%), News/ Information about the company’s product/service (37.7%) and News/ information about the world/ environment (25.3%).

About half of the respondents (39.5%) answered that the fact that they follow the company on Instagram has contributed to them purchasing a product/service from the company, 40.7% answered No on this question.

The respondents were asked if they note when the company use their own images or user generated images, 58% answered that they do, 26.5% answered they do not know and 15.4% answered no. The majority of the respondents (53.1%) prefer a mix of the company’s own images and reposted images from other Instagram users. 37.7% prefer that the company post only their own images while only 2.5% prefer that the company only post images created by other users.

4.3.3.3 What Creates a Positive Company Image on Instagram?
The result from this question show that: an image of a product with an offer, an image with another consumer using the product and an image with news about the product, are the most preferred pictures among the respondents if a company wish to post images that will affect the consumer’s view of the company positively.
The most popular answer among the respondents, were the Image with news about product, 42% of the respondents answered a four on the scale.

4.3.3.4 What Creates a Credible Company Image on Instagram?
The result from this question show that: an image of a product and a tagged person (34.6% answered four), an image with a clear promotional message and an image from “behind-the-scenes” (36.4% answered four), are the most preferred pictures among the respondents if a company wish to post images that will affect the company’s credibility.

5. Analysis
In this chapter we analyze our data and compare the theoretical framework to the empirical framework.

5.1 Social media
Bolton et al. (2013) study suggest that Generation Y’s key reason to use social media is to interact with others. In our observations we can see that companies have adapted to this new type of media and they are now using Instagram to interact with their customers in a direct and personal way. The customers are adding value to the interaction between company and consumers by creating content (Tsimonis & Dimitriadis, 2014). Our observation show that companies today are using user generated content in their marketing through Instagram instead of creating their own. It is supported by the quantitative study that Instagram users prefer that the company post a mix of images they created themselves and user generated content, which is also seen in the most popular photos from the observation, where many of the images are user generated. We can also clarify from the quantitative study that a majority of the respondents note if the images a company post are user generated or the company’s own images.

Generation Y is skeptical to traditional advertising (Valentine & Powers, 2013) and are also more likely to value others’ opinions in social media (Bolton et al., 2013). Our quantitative survey suggest that a user generated image with a tagged person is preferred over the image with a person that is not tagged because it is seen to have a higher credibility. A tagged person makes it possible for other consumes/ followers to connect and visit the tagged persons Instagram. By liking photos and commenting, the customers are interacting with each other on Instagram. Furthermore, the respondents show in their answers that they do not dislike when a company have a promotional message through Instagram. This could be because Instagram is not a traditional advertising tool.

Valentine and Powers (2013) claim that Generation Y has created a difficult challenge for marketers, for a message to appeal to Generation Y, it must be quick, direct, and honest (Valentine & Powers, 2013). They want it now and they want it all (Bolton et al., 2013). We can see in our study that 28.4% open Instagram 5-9 times per day and 43.8% are spending 1-2 hours per day using the app. All the brands we observed on Instagram are targeting young people, which suggests that they will have to consider facts like these in their marketing activities. As we can see in the 30 pictures that received the most likes from followers, the majority were user generated, straightforward, clear, most of them with a tagged person in the user generated photos, and with a short caption; quick, direct and honest.

To actively follow a company on Instagram, according to the respondents in our qualitative questionnaire, the company must share beautiful and spectacular photos with a well thought
image that communicates a feeling. Tsimonis and Dimitriadis (2014) state that it nowadays is possible to express feelings through social media, and by using social media organizations can forge relationships with existing as well as new customers and form communities.

5.2 Brand Community

Laroche et al. (2013) suggest that a social media based brand community includes entities such as brand, product, customer, company, and social media - which is the platform for that a community exists. In their model they explain that crucial relationships include those between the customer and the brand, between the customer and the firm, between the customer and the product, and among fellow customers. In our research, this can be applied on the company’s Instagram; seen as the brand community, with the bond to their customers/ the followers and their relationship with the brand, the products and among the other followers - their fellow customers. Each Instagram account can also be seen as a brand community, where people easily have the opportunity to connect with a brand they like and also see content from other consumers in the same brand community. User generated content is an important means through which consumers express themselves and communicate with others online (Smith et al., 2012), and by reposting other Instagram users photos, it creates communication between consumers and users within the brand community – the company’s Instagram page.

As stated by McAlexander et al. (2002), through communities people share essential resources that may be cognitive, emotional, or material in nature. The same reasoning can be applied to Instagram where people can share their emotional connections about the brand and their product by posting or liking photos. Laroche et al. (2013) moreover suggest that a brand community is a collective of people with shared interest in a specific brand. Our findings show that interest in the company’s business, the brand, or the products is a reason to follow the company. Our qualitative study show that people do have different interest regarding what kind of company they chose to follow. For example: interest in sports when following Red Bull, a brand of extreme sports, interest in training/ yoga when following Yogobe – a feed about education and classes in Yoga, interest in fashion and clothes when following Filippa K, a clothing brand etc.

Laroche et al. (2013) state that people have their own incentives to join a brand community, and one essential psychological need is to feel socially connected. Our research suggests that people do have different reasons to follow a company on Instagram, seen from the quantitative survey. Most of the respondents prefer when the company’s feed generate inspirational images, beautiful images or news about the product in the images, and it creates an Instagram account interesting for them to follow. It is also supported by the answers from the qualitative questionnaire, where the respondents say the images need to have a good quality, be inspiring, beautiful etc. However, regarding the psychological need; even if the respondents in the qualitative research cannot identify themselves with the brand from looking at the product, they can identify themselves with the feeling/image that the brand has developed through Instagram, and this can be connected to Laroche et al. (2013) theory regarding the psychological need.

The theory of author Laroche et al. (2013) declare that by creating and enhancing social media brand communities and by facilitating feelings of community, usefulness, information sharing, and strengthening the social bonds among members and other elements of the brand, marketers can increase brand trust and loyalty. This can be applied to the Instagram brand community, where people appreciate user generated content on companies Instagram pages, as shown in our research: the majority of the most liked 30 photos in the observation were
user generated. This can also be explained by the theory how a brand community is created, according to McAlexander et al. (2002); that the members want to feel a connection to each other. Given that companies post images created by other users and tag them, it create a closer connection to real people. It demonstrates the bond of the members, that they like each other’s experiences of the brand/ products or connections with the company. This could strengthen the social bonds with other users, lead to increased brand trust and consequently brand loyalty, as shown in the model by Laroche et al. (2013). Furthermore, the majority of the respondents in the qualitative research say that the company’s Instagram account they follow, has affected their view of the company's image in a positive way, since it has given them a deeper understanding of the business through, for example, news and insights from the images. The respondents in our quantitative research also like the behind-the-scene photos, which can give them a deeper insight in the business. Hwang and Kandampully (2012) also claim that consumers are more devoted to brands with which they feel commonalities and brands that express important aspects of their identity. Hence, the qualitative results show that people follow companies that are connected to their identity in some way; it could be identity as in the look, such as fashion, watches, clothes, or by interests, such as geography, training or sports.

5.3 Branding

5.3.1 Brand Identification
Sook Kwon et al. (2014) suggest in their study that a brand can express one’s individuality, symbolize personal accomplishment and one might consider the brand as a partner in an ongoing relationship. Our findings from the qualitative questionnaire confirm this; several of the respondents follow companies that represents an image they want to be part of, or sells a product that they desire. The respondents also follow the company for inspiration and look up to the company image as a role model. In our quantitative survey 15.4% answered that they follow a company because the images reflect an identity they strive to, also examples of it are seen in the qualitative study when they have a goal to reach - a product they wish to buy or something wished to exercise. Hwang and Kandampully (2012) state brands can strengthen consumer identities by serving self-presentation goals and therefore shared commonalities between a consumer and brands are necessary.

When it comes to individual identity projects (Gensler et al., 2013), it is consistent with our respondents answers. Elin seeks inspiration for fashion and clothes that she would someday wish to wear, Isabelle seeks motivation/ tips for her individual project of training she wish to be in, Ronja has a craving for travel and seeks inspirations for future travel, but it also helps her understand and prevent climate changes, Danne wish to exercise more sports than he has time to, which can be seen as an individual identity project. The other three respondents in the qualitative research find the photos by the companies to be satisfying in different ways, Malin and Samir thinks the products looks nice and Malin says she want to buy them (which could be an individual project too). Daniel H might not have an individual project as it seem, as he follows it because of work, but still he can identify with the feeling of playfulness.

5.3.2 Customer-Based Brand Equity Pyramid
Brand equity is defined by Kohli et al. (2015) as the differential effect of brand knowledge on consumer response to marketing efforts. This can be connected to Instagram users and their response to brands marketing effort with posting images on their Instagram. Because power of the brand resides in the minds of customers; what they have learned, felt, seen and heard
about the brand over time. The challenge for marketers in building a strong brand is to ensure that customers have the right type of experiences with the products and services and their accompanying marketing programs so that their feelings, images, beliefs, perceptions, opinions, and so on become linked to the brand (Keller, 2001). According to our research, people have different experiences with the brands they follow. For example, Danne has a long relationship since years back when he used to perform sports, while Samir seems to have more of a shallow relationship, since he only have viewpoints on the products and not as much on the image or deeper feelings. Overall, all the respondents seem to have a positive and therefore “the right type” of experience with the brand they chose to follow. The customer awareness of the brand is regarded how easily and often the brand is evoked under various situations (Keller, 2001). Our qualitative respondents got to choose a company to think of when answering the questions in the questionnaire. This could be because it is “top of the mind” of the companies they follow on Instagram since they all followed 4 or more companies and chose this one. Posting frequent pictures on a company’s Instagram could increase the brand awareness. As stated by Kohli et al. (2015); brand awareness spread much more virally through social media than traditional.

**Brand identity** (Fig. 2, page 12): is reflected by the image and lifestyle of the consumer, and social media make these associations more visible and impactful (Gensler et al., 2013), and consumers choose branded product as it chooses friends and reinforces his self-image (Melin, 1999). The results showing that people prefer a mix of images from user generated content and companies own images, can be because of the fact that people on Instagram want the brand to give the feeling to be a friend, and the user generated images make it feel more alive. A tagged person is seen as a positive thing and can also strengthen this theory.

**Meaning** (Fig. 2, page 12): Our study suggest that people think the Instagram company fulfill some kind of function, which can be explained from Keller (2001) about brand performance which is how the product or service attempts to meet customers’ functional needs. The function, or the need can be, supported by the qualitative and quantitative research: information or news, information about new products, workout tips and to give inspiration. It is also easy for the Instagram users and company followers to get the idealized user by user generating content and tagged persons in the images. This can be connected to brand imagery and the psychological/ social need - the abstract image, such as idealized user type of person (Keller, 2001).

**Response** (Fig. 2, page 12): How the customer think and feel about the brand is according to Keller (2001) called brand responses. When a person chose to follow a company on Instagram our study suggest that they also have an opinion about the brand: the respondents in our qualitative questionnaire state that they all have a more positive view on the company since they started to follow it on Instagram.

**Relationship** (Fig. 2, page 12): Brand resonance refers to the way customers feel they are “in synch” with the brand and the intensity or depth of the psychological bond that customers have with the brand - the loyalty (Keller, 2001). Our findings from the quantitative study show that 39,5% of the respondents, by following a company had led to a purchase, which can be related to the engagement from loyalty The respondents in the qualitative survey expressed a deeper understanding for the company by following it, which can create stronger incitements to follow it and hence engaging with it - by keep following and liking it.
6. Conclusion

*In this section we present our conclusions.*

6.1 Conceptualization and Suggestions

As proved by results; Generation Y are everyday users of the social media Instagram, and some even visit the platform more than 11 times a day! Our findings show that the respondents follow at least one or two companies (27.8%), but the majority follows even more. According to the theories, Generation Y is not as brand-loyal or as driven by the same kind of brand label consciousness as Generation X was at the same age (Valentine & Powers, 2013). This makes this research important when it provide insight about what Generation Y actually like to follow on Instagram and why it is a great opportunity for companies to use it as a powerful marketing tool. Generation Y is said to “want it all” and “want it now” (Bolton et. al. 2013), and by following a company’s Instagram, opening it more than 11 times per day, they can reduce the risk of missing out on any news and posts from what they find interesting. Accordingly, because Generation Y open Instagram so many times per day and they “want it now”, we suggest for companies to post several times per day to deliver new information and inspiration frequently; the content should be quick, direct and honest.

The content in social media is not consumed by people passively - it is produced, shared and consumed by users actively generating content (Laroche et.al. 2013). Our research show that even in the company’s feed, people like when the posts contains other consumers images - user generated content. We suggest for a company to have a mix of their own photos of the products and with reposted photos. It is shown to be of preference when a person/ consumer is tagged and traceable in the image - the followers most of the time note if it is the company’s own image or a repost - the repost/ tagged person image increases the company’s credibility. By tagging, the follower know who the person is in the image. It is also supported by previous theory that online communities as a social structure, have positive effects in the way that enhanced relationships increases brand trust, which in turn has positive effects on brand loyalty (Laroche et al. 2013). We suggest the “loyalty” definition for Instagram in a different way: *that the follower remain follower of the company and keep on liking the photos - engaging with the content.*

Based on our results, the original “Customer based brand equity model” is redefined to a new (p. 44), and more suitable for Instagram as a brand community - where the “customer” is also the “follower” of a brand on Instagram. It represent four levels of brand equity, where the top level, the “In-Synch” is the highest level of a person to follow the company. It is the ultimate level for the company because the company has succeeded to create a good Instagram feed for the customer/ the follower, and the brand equity is strong. To each level, the questions remain from the original model.
**Awareness - Who are you?**
The first incentive for a person to follow a company’s Instagram is suggested to be the brand awareness. By following the company on Instagram, it increases the awareness about the brand and its image. The awareness has already woke when the person first visit the company’s Instagram and click on the “follow” button. Instagram is an easy tool for companies to increase the awareness, by making followers and their messages will spread much more virally with a smaller budget than traditional media. *They will get to know who the company is.*

![Instagram-Based Brand Equity Pyramid](image)

**Model, Instagram-Based Brand Equity Pyramid, constructed by the authors.**

**Meaning - What are you?**
Based on our research, people have their individual incentive to follow a company on Instagram - the brand has different meaning to them. Previous theories also state that people have their own incentives to join a brand community, and essential psychological need to feel connected. Here the company’s Instagram fulfill a function or need for the follower: it delivers information, news and/ or inspiration for the follower. The consumers’ imagery about the brand gets influenced by an idealized users, by seeing images of other consumers in reposts this idealized user is shaped, it can be an ideal to strive for. *When customers know what the company is, it gives them meaning.*

**Attitude - What about you?**
The feelings and judgements towards the company and the brand on Instagram can be expressed as the customer’s attitude towards the company. Our research findings show that the followers can feel positive about following the company, and more positive when the company post images of a tagged person, than *not* tagged. People also sometimes get a feeling from an image of wanting to belong *in it* or a want to *have it*. *The customer know what the company is about and creates an attitude.*

**In-Synch - What about you and me?**
We suggest that a person feel connected to the brand identity in some ways when following it on Instagram. If it is well suited with the person's identity and lifestyle, it can make the relationship deeper, as with a friend, but in this case a deeper feeling for the brand. The deeper relationship and the deeper understanding of the brand is the “in-synch” feeling that the followers get. The more In-synch they are, the more excited or intimate they are to express or share their feelings about the brand, and the products. Which is a goal to strive for. *The customer get to feel a connection with the company and the community.*
6.2 Final Conclusion

How can companies use Instagram as a marketing tool to engage Generation Y and strengthen their brand equity?

Finally, based on our research we conclude that fashion brands, such as Nelly, can for a consumer be used for self-presentation and it can strengthen the brand as suggested in the theory (Hwang & Kandampully, 2012). The brands Oatly and Happy Plugs are acting in different industries where the products are not used for self-presentation in the same way as a fashion brand. The two brands have built a clear company image through Instagram and have a high engagement on their pages. We therefore determine that even if a company sells a product that is not seen as a self-presentation product they can with a well-thought-out social media strategy and images use Instagram as a powerful marketing tool. Whatever business the company is in, they can create an interesting Instagram for people to follow and establish a relationship through feeling in the images.

Further, we conclude that a company’s Instagram can be seen as an exchange where the customers/ followers get more insight and understanding of the company. It starts with an awareness that the brand exists on Instagram by following it. Not only do they get a better understanding of the company’s products and business but also a better understanding of the idealized user by seeing the reposted images - or also, how to ideally use the product in the best practice and to get motivation and inspiration. The reason for a person to follow a specific company is because of an individual interest, and further, the previous and current experiences of the brand and the business. Either it can be because of a desirable product, as fashion brand, or because it is an inspirational content where the product is in, such as workout companies or geographic companies. Instagram is a way of strengthen bonds and relationships between customers, and between customer and the brand. It is a platform for them to meet where shared interest come together, and this results in following and liking the images posted by the company if it meets their interest and give them meaning. At last, we determine that followers find it interesting when companies post user generated content - preferably with a tagged person - or when the company is shown from a different view than they usually show, such as behind the scenes. This, can result in strong brand equity.

The conclusion is summed up in the conclusion model:

Model, The conclusion model constructed by the authors.


7. Proposal For Further Research
This research has investigated what Generation Y like on companies Instagram pages and why they follow them. Instagram is updated frequently and is getting increasingly customized by showing more of the images and accounts that are of the Instagram users interest. Because today, companies can create ads, that will be shown in the user's feed, based on where this person is located, by locations in their mobile phones, or based on what kind of images and accounts this user already have liked or already follow (Instagram Business, 2016). What we suggest as further research, in the same area as our research subject, is therefore to investigate the attitude Generation Y has towards these ads, when it is nothing they actively chose to follow. As well as what kind of images should be posted as ads to make them not stand out too much and be disturbing in their feed, but still be so interesting that the user will engage in the image by liking it or visit the company’s page by clicking on the image.

Also we find another subject interesting: how “everyday commodities” are today used as self-presentation because of Instagram. Users on Instagram tend to be presenting their identities by posting images of themselves and these “everyday commodities” - such as beverage, food, beauty products and underwear - which was not possible before Instagram and social medias. These products were something to be used in-home before and could not be seen by other people in the same width as in social medias.

Further research could focus on how companies today must consider this when they design and market their product - is it something every company need to reconsider today, no matter what business they are in, because of social media? Or, it could take the consumer's point of view - do they think of the design of a product in their purchase decisions of an “everyday commodity”, because of social media?
8. References


