Reaching Generation Z

A qualitative study examining marketing communication channels for targeting Generation Z to establish brand awareness

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Acknowledgements

Throughout the entire process of conducting this study, there have been several people that have provided us with valuable input and feedback whom we would like to express our gratitude towards.

First and foremost, we would like to thank our supervisor who has dedicated his experience and time to help us overcome challenges along the way. We would also like to thank our respondents for their active participation, both in interviews and through answering the survey. Finally, we would like to thank all of the opponents for providing us with relevant input and constructive criticism during each seminar helping us to refine our thesis.

This study would not have been possible to conduct without your help, thank you!

Linköping, 27 maj, 2019

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Abstract

Brand awareness and its establishment among consumers has been a central theme in previous research on marketing as it is proven to indirectly induce purchase. It is thus seen as crucial for marketers to establish brand awareness. However, a research gap is apparent in regard to creating brand awareness among Generation Z. More specifically, this study focuses on which communication channel that is best suited for establishing brand awareness for this generational cohort. Hence, the purpose of this study is to explicitly analyse the linkage between these variables and provide a guideline for companies targeting Generation Z. To obtain a deeper understanding, previous research has been reviewed and an extensive data collection has been conducted including two methods; interviews and a survey to obtain empirical evidence and valuable insights. The qualitative data was of main focus while the quantitative data gave more of an overview.

By combining and evaluating the empirical findings in relation to previous research and theory we could identify patterns and relationships that eventually led to the conclusion and final results of this thesis. The initial results concluded from this study underlined the importance of brand awareness since it was the first step for the purpose of inducing purchases. In addition, the results also highlight the importance of building upon brand awareness to establish brand liking as it will provide for the increase of purchase intention. For establishing brand awareness when targeting Generation Z, Instagram is a means of preference and should be considered as part of a mix of various communication channels in using integrated marketing communications.

Keywords: Generational Cohorts, Generation Z, Communication Channels, Integrated Marketing Communications, Consumer Behaviour, Hierarchy of effects model, Brand Awareness, Brand Knowledge, Brand Liking, Purchase Intention.
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1. Introduction

In the introducing chapter a background to the research problem is provided, which is discussed and subsequently defined. The chapter is concluded by a specification of the purpose, research questions and limitations.

1.1 Background

To remain relevant for customers in today's competitive and globalized world, it is seen as crucial for companies to allocate time and resources on trying to reach out to customers (Ammari, 2018). When recognized, “the benefits of raising awareness, acquiring leads, developing research data, receiving customer feedback, reviews, testimonials and positioning your brand as a voice of authority are often immeasurable” (Ammari, 2018, P. 1). In Sweden, companies have allocated a vast amount of resources on influencer marketing, more precisely, 660 million Swedish crowns in 2017 alone (IRM, 2018). Worldwide, approximately 500 billion Euro have been invested in marketing annually, both offline and online (Ibid).

Several factors need to be considered when designing an effective marketing strategy, including how and when a product or service is presented, priced, where and to whom it is directed, and which communication channels to use (Carson and Gilmore, 2000). The two last-mentioned, i.e. which communication channels to use for a certain target group, have received a lot of attention in earlier research both due to its complexity and its importance for the effectiveness of marketing strategies (Erevelles, Fukawa and Swayne, 2016). Another explanation for the recent focus on communication channels is linked to the advancement and progression of technology (Ibid). This has led to new marketing opportunities (Ibid) and challenges, mainly connected on how to reach upcoming targeted customer segments (Salfino, 2018), and how to establish brand awareness (Ammari, 2018; Serpa, 2018).

One such upcoming customer segment is the most recent generation, born in 1997 and after, also known as generation Z (Pew Research Center, A, 2019). Generation Z are therefore becoming an increasingly important target group for many companies (Serpa, 2018). Salfino (2018, p. 1) cited a study conducted by The Center for Generational Kinetics (2018) that; “...measured Gen Z consumers age 13 to 17 and found that more
than 90 percent of advertising impressions missed their target”, presenting one of the many marketing challenges of today.

Raised in what is considered as an insecure and unstable era, shaped by a volatile climate and financial crisis, generation Z is seen shaped by other factors than previous generations (Serpa, 2018). Examples of factors impacting this generation’s attitudes and values include years of birth, events that occurred during their upbringing and various social structures during this time (Yigit and Aksay, 2015). In addition, this generation is born into a social media world, where online interactions serve a higher purpose than real life connections regarding both information search and communication (Serpa, 2018). The differences for generation Z regarding values, attitudes and technology advancements is likely to have an impact on the consumer behaviour and therefore it will lead to market changes (Ibid).

1.2 Problem discussion

McCarthy (1960) argues that once the targeted consumer group’s preferences have been thoroughly analysed, an effective marketing strategy can be developed based on a combination of available resources. However, the number and the mix of potential strategies that can be deployed are limitless, complicating matters. To streamline the process of designing an effective marketing strategy, McCarthy (1960) developed a well-known framework around promotion, tackling issues regarding “sales promotion, advertising, and the development, training and utilization of a sales force” (McCarthy, 1960, p. 47). The marketing possibilities, however, have increased massively following technological advancements and the emergence of new means of communication (Erevelles, Fukawa and Swayne, 2016).

A key aspect of modern marketing is choosing which communication channel to market through (Williams and Page, 2011). Williams and Page (2011) argue that when choosing which marketing communication channel, one should consider various factors of the targeted consumer such as sex, income, preferences, and age. Deciding what communication channel or channels to market through is even more complex than before considering the large number of new marketing communication channels (Ibid). Generally, brand awareness is a key indicator in which could be a measurement for the
success of a marketing campaign (Leventhal, 2005). In this context, Bruhn, Schoenmueller and Schäfer (2012) discuss the creation of brand awareness and brand equity in traditional marketing communication channels and social media marketing communication channels, which are used to establish brand awareness and is connected to purchase intentions. Additionally, the communication within the various communication channels differ between traditional channels and social media affecting these variables in diverse ways (Ibid). The differences in communication in the two settings is said to be a result of customer’s change of strategies to search for information. The traditional setting will give the first impression whereas social media channels is a way for customers to search even deeper for information, e.g. from peers (Ibid).

Uribe (2015) argues that using traditional marketing communication channels, especially television, represents one of the most effective strategies to raise brand awareness. However, traditional media is costly and as it is targeting the greater mass and not personalized, could be a bit off target for some viewers (Kotler et al., 2013). In contrast, Chaffey and Smith (2017) stresses how social media as a marketing communication channel is more effective since the communication between companies and customers, as well as between customers and customers are more intense. This deliver and spread the message in marketing better, hence increasing brand awareness. In addition, according to Serpa (2018), the use of social media platforms for companies to establish brand awareness is a critical area to focus on, and perhaps mainly for enhancing the ability to reach them effectively with marketing campaigns. Simultaneously, Todor (2016) discuss issues with social media marketing, suggesting that there is a lack of trust among the users due to many cases of deceptions regarding virtual promotions. Moreover, measuring the impact of digital campaigns has proven to be tricky in comparison to traditional marketing methods. Thus, Todor (2016) argues that marketing through traditional communication channels are to be preferred due to higher level of trust, faster results (may produce more rapid and effective results when advertisements are placed strategically well), and higher longevity (Ibid).

To further complicate matters, Generation Z, who are entering marketplaces and becoming increasingly central for marketers, need to be addressed (Serpa, 2018). As previous research is lacking on how to address Generation Z, marketers lack expertise on how to advertise to them effectively, as they have different aspirations, are motivated by
different factors, and differ from previous generations (Kupec, 2017; Williams and Page, 2011). Thus, existing strategies regarding which communication channels to market through are becoming obsolete as they might not be relevant for Generation Z (Kupec, 2017).

Generation Z is characterized by attributes regarding demographics, values and experiences, which Williams and Page (2011) argue are influencing their consumer behaviour and their impressions of marketing. Since individuals in this range of age has grown up in a period where concerns and issues have been a major topic and a social influence, e.g. concerns as the wildfires in Sweden (The Guardian, 2018), in California (Nicas and Fuller, 2018) and the MeToo movement (MeToo, 2019), incidents such as these are affecting their perception of how to live and consume (Singh and Dangmei, 2016). Furthermore, Generation Z also possess collective traits which mean that these individuals have an urge to fit in. Hence, Williams and Page (2011) argue that product placement in traditional medias such as on television that are directed to this generation is effective. In contrast, Spears, Zobac, Spillane and Thomas (2015) mean that Generation Z always have had the ability to obtain information easily using the internet and been in connection with others through various online channels such as social medias. Thus, as the major source of communication occurs online, marketing strategies should arguably consider this (Ibid).

1.3 Problem definition
As outlined in the problem discussion, earlier research provides various arguments regarding the choice of marketing communication channels for establishing brand awareness. When discussing choice of communication channels in relation to Generation Z, however, previous research is lacking in content. The commercial footprint of generation Z will continue to evolve as they enter marketplaces over the coming years. Consequently, there is a need to complement previous research and existing conclusions must be re-confirmed.

1.4 Purpose and research question
In accordance with the identified research problem, the purpose of this study is to provide a deeper understanding of the characteristics of Generation Z in relation to various
marketing communication channels for establishing brand awareness. More specifically, we will examine which channel(s) are best suited for establishing brand awareness with this generational cohort and therefore has the highest potential to induce purchase.

To fulfil our purpose, we will aim to answer the following research questions;

- Which communication channel is best suited for establishing brand awareness when targeting Generation Z?
- How can the various communication channels be used for building upon brand awareness when targeting Generation Z?

1.5 Limitations

We have limited the study to Generation Z and more specifically, to people born between 1997 and 2003 as they will gradually be entering workplaces and thus increasingly relevant for marketers as their purchasing power increases. Additionally, we have limited the study to traditional marketing communication channels and social media marketing communication channels, more specifically; Television, newspapers, billboards, YouTube, Instagram, and Facebook.
2. Theoretical framework

In the theoretical chapter, a presentation of different concepts and previous research relevant to the study is given. The concepts and theories include consumer behaviour, marketing, traditional marketing, social media marketing, communication channels, integrated marketing communications and generational cohorts mainly focusing on Generation Z. The connection between these is lastly displayed in a theoretical synthesis that was used for the analysis of this paper.

2.1 Consumer behaviour

A central theme for marketers and researchers of marketing is the field of consumer behaviour, a theme of great magnitude covering a lot of ground (Solomon, Bamossy and Askegaard, 2006). Accordingly, it is a term that is difficult to define. The American Marketing Association defines consumer behaviour as; “the dynamic interaction of affect and cognition, behaviour, and the environment by which human beings conduct the exchange aspects of their lives” (Ekström, 2010, P. 32). Khan (2007), further simplifies the definition of consumer behaviour as the several decision-making processes involving procuring, appraising, using, and finally disposing a good or service. Khan (2007) demonstrates the entire process and the forming of consumer behaviour in detail (Figure 1). The figure displays how consumer behaviour does not only involve the process of purchasing a good or service, but how it starts much earlier, in the mind of the consumer (Khan, 2007).

Figure 1: Purchasing process (Khan, M. 2007)
The circle in figure 1 presents the lifestyle of consumers that are affected by different factors, internal and external, which all shape the attitudes and needs of consumers (Khan, 2007). Based on these internal and external factors, consumers react in a specific manner affecting their decision-making process. This process is illustrated in the square, which includes; problem recognition, information search, evaluation and selection, outlet selection and purchase, and eventually the post-purchase process (Ibid). However, Solomon et al. (2006) provide an opposing view, stating that consumers do not always go through this entire decision process and often the purchase behaviour is conducted spontaneously without prior planning and consideration.

Nonetheless, when being faced with a purchase decision, consumers often engage in internal searches where they access their own memories and experiences to gather information (Solomon et al., 2006). It is partly based on previous experiences, but also by simply being part of the consumer culture. It is common that consumers in a certain time of their life have been exposed to incidental learning. This occurs when consumers are being exposed to advertising through one mean or another, acquiring information passively that is then being stored and taken into consideration for the purchasing decision (Ibid). Building up familiarity and awareness is consequently a central aspect for many marketers who are actively engaging in activities to establish and maintain awareness of their brand and products (Ibid). Romaniuk, Wight, and Faulkner (2017) define brand awareness as the extent to which consumers can identify and reminiscence that a certain brand resides to a particular category of products. This involves everything from being able to recall the name of a brand to being able to recognize symbols, logos, and so forth (Hoeffler and Keller, 2002). As mentioned earlier, brand awareness results in having a significant impact on the consumer’s decision-making as it is normally used as a decision heuristic (Hoyer and Brown, 1990; Clark, Doraszelski and Draganska, 2009). Consequently, a well-known brand has an elevated chance of being selected over an unknown brand, contributing to the enhancement of purchase intention (Ibid). Edelman (2010) argue that it is in the marketers’ best interest to establish brand awareness as we live in a time where customers gather much of their information of different products and services through online communication channels. Thus, it is crucial that consumers can instinctively recall a certain brand, even though they are unable to see it physically (Edelman 2010), and as the chance of a consumer purchasing a product or service is higher if they are familiar with the brand (Hoyer and Brown, 1990; Clark, Doraszelski
and Draganska, 2009). Kuhn, Alpert and Pope (2008) further explain how the establishment of brand awareness requires consumers to know what needs are fulfilled by the brand and in which product category the brand belongs.

Once brand awareness is established, consumers may gain brand knowledge. Keller (1998) depict how brand knowledge consist of seven dimensions; awareness, attributes, feelings, images, thoughts, benefits, experiences and attitudes. Unlike brand awareness, brand knowledge involves the possession of declarative (involving e.g. knowledge of the meaning of the brand) and procedural information (information regarding brand usage for instance) related to the brand (Brucks, 1986). The possession of brand knowledge may further enhance the purchase intention among consumers (Hui, 2010). Furthermore, following the establishment of awareness and knowledge regarding a certain brand, affective commitments are established resulting in individuals developing tendencies to behave consistently in either a favourable or unfavourable way towards a brand (Lutz, 1985). Establishing a favourable sense towards a brand is a key aspect as “a core assumption in marketing research is that consumers tend to buy brands and products that they like” (De Houwer, 2008, P. 151). There is a general lack of prior research regarding brand liking, and ergo lacks a definitional clarity regarding the term (Haefner, Deli-Gray and Rosenbloom, 2011). In this context, Boutie (1994, P. 4) defines the term brand liking as a “positive attitude toward a brand based on the belief that it cares about them (or addresses them) as individuals”.
Lavidge and Steiner (1961) developed a theory based on the above-mentioned factors as part of the decision-making process, the Hierarchy of effects model. This model includes six steps, ranging from awareness of a brand or product to, eventually, the purchase decision (Figure 2).

**Figure 2: The Hierarchy of effects model (Own illustration of Lavidge and Steiner, 1961)**

Lavidge and Steiner (1961) further divide these six steps into three subgroups;
- *The cognitive component*, where awareness is first established regarding the product or brand (Think).
- *The affective component*, where preferences and liking are established (Feel).
- *The conative or motivational component*, which involves conviction of a purchase (Do).

With basis on the Hierarchy of effects model, marketers tend to design and adopt their advertisements differently in relation to the different steps and are designed with the intention of moving up the ladder (Lavidge and Steiner, 1961). When first launching a new product, marketers tend to put emphasis on the initial steps, aiming to establish awareness and communicated knowledge regarding their product or brand. As time progresses, advertising emphasis advances through the steps, eventually leading to the final step, attempting to induce purchase (Ibid). Vakratsas and Ambler (1999) argue that earlier stages have a stronger impact on consumer’s decision making in a persuasive
model such as the Hierarchy of effects model, implicating the importance of creating and maintaining brand awareness to initiate the process. There are several types of the Hierarchy of effects models that have been circulating for a long time, including the AIDA model (Copley, 2015), which was developed by Lewis in 1899. Since the initial model, there have been several alterations and modifications made to the Hierarchy of effects models including different starting and ending points, varying phases of communication, and so on (Jones, 1986). Thus, in this study, the Hierarchy of effects model developed by Lavidge and Steiner (1961) will be of focus and applied to further scrutinize the establishment of brand awareness for Generation Z.

2.2 Advertising

A central aspect of marketing is advertising (Kotler, Armstrong and Piercy, 2013), which is defined as a “structured, paid, and non-personal form of communication designed to disseminate information about goods, services, and ideas in a creative and persuasive manner” (Uribe, 2015, P. 1). When constructing an advertising strategy, there are two key elements involved; creating an advertising message and selecting which media that should be used to transmit the message (Kotler et al., 2013). Historically, emphasis have been put on phrasing the message, with choosing the media being the secondary step (Ibid). However, due to an increased number of communication options, the emphasis and importance have shifted to the choosing of which media to advertise through (Ibid). The media landscape can be divided into two larger groups, traditional communication channels (Kumar, Choi and Greene, 2017) and social media communication channels (Charlesworth, 2015).

![Traditional vs. Social media communication channels](image)

Figure 3: Traditional vs. Social media communication channels (Own model, 2019)
2.2.1 Traditional marketing communication channels

Traditional marketing occurs offline, e.g. through television, billboards, print, magazines and sometimes directly to the customer in real life to establish brand and product awareness (Kumar, Choi and Greene, 2017) and that “stimulates need recognition and initiates consumer information search” (Dinner, Van Heerde and Neslin, 2014, p. 540). The various marketing communication channels are diverse regarding their attributes, e.g. information and entertainment, and even though they serve under the same segment - traditional marketing - they can be different (Danaher and Rossiter, 2011).

In many regards, traditional marketing is directed to the mass market, e.g. a TV commercial or an advertisement in a newspaper (Ibid). Furthermore, the overall purpose of traditional marketing is to create brand awareness and to get the attention and gained interest from potential customers, which could be defined as the initiation process of a conversation and engagement of an audience (Kotler, Kartajaya and Setiawan, 2017). Traditional marketing is mainly connected to advertisements, meaning that it is marketing that is purchased and communicated through mass marketing communication channels such as television, billboards and newspapers (Fahy and Jobber, 2012). The purpose of using traditional media is mainly because its broad reach and that the information is usually repeated and do not change facilitating recollection of the message (Ibid). Simultaneously, traditional marketing is mainly based upon demographics and social affiliations to enable segmentation and customer profiling to establish awareness (Scullin, Fjermestad and Romano, 2004).

Advertising in traditional media is also useful for creating legitimacy and establishing brand and product awareness due to the wide spread (Fahy and Jobber, 2012). The main objective for traditional marketing and using advertisements as a form is to create brand awareness and to initiate interactions with potential customers (Uribe, 2015). To make this possible, the interest of viewers of e.g. a television advertisement must be aroused for the intended information and communication to reach the audience (Ibid). As traditional marketing is mainly targeting the greater mass, it is enforcing mass marketing, which makes the content within often general and not customized for each person (Kotler et al., 2013). Marketing in communication channels such as television, newspapers and billboards mainly affect consumers and viewers in two manners, directly through the...
communication and information within e.g. an advertisement, or indirectly by initiating an information search process (Kotler et al., 2013).

2.2.2 Social media marketing communication channels
Social media platforms are used by marketers and companies to advertise and interact with existing and potential customers online (Charlesworth, 2015). The marketing options include in-display advertisements where the marketing content is shown in relation to another video, banners, in-stream advertisements where the marketing content is presented as a trailer before the actual video content is shown, company posts, promoted company accounts where companies can pay for the sake of being suggested to users and finally by search engine optimization (Ibid).

Marketing on social media platforms are ways to engage with customers, reaching them and trying to better understand them through interactions (Chaffey and Smith, 2017). This type of marketing is effective regarding communication as it involves both business-to-consumer and consumer-to-consumer communication. This enhances the engagement between the company and its customers as well as enhancing the engagement among customers as they can discuss and share their thoughts (Ibid). This communication also increases the ability for companies to establish awareness online as it has a positive effect on search engine optimization and social media optimization (Ibid).

Marketing in social media allow companies to include their customers in the development of their business by customers giving feedback, presenting their needs and also further market the brand by sharing and reviewing (Chaffey and Smith, 2017). Chaffey and Smith (2017, p. 225) define social media as a “digital media which encourage audience participation, interaction and sharing” where the marketing aspect is described as “both protecting and expanding your brand: Monitoring and facilitating customer-customer interaction, participation and sharing through digital media to encourage positive engagement with a company and its brands leading to commercial value” (Ibid). The purpose of using social media is to capitalize on customer-to-customer communication and engagements to establish brand awareness and to create a presence online. Some of the most popular and largest social media platforms include Facebook, Instagram (Chaffey and Smith, 2017) and YouTube (Duffett, Petrosanu, Negricea and Edu, 2019).
Within the field of social media marketing, one commonly used strategy by companies to reach their targeted audience is the use of influencer marketing (Hurt, 2017). Influencer marketing is a strategy that utilizes the presence and influence certain personalities have on social media platforms to market their brand using the influencer’s reach and voice to create awareness (Ibid). It is the process of targeting influencers so that they in turn can target their followers (Lagrée, Cappé, Cautis and Maniu, 2018). Two other strategies enrolled in social media marketing other than influencer marketing is search engine optimization (Gudivada, Rao and Paris, 2015) and social media optimization (Sahai, Goel, Malik, Krishnan, Singh and Bajpai, 2018). The former involves marketing where e.g. the company’s name ranks higher than others when searching for the same word relevant to the company (Gudivada et al., 2015). The latter involves and is defined “as the process of increasing the popularity and awareness of the product in the minds of the people” (Sahai et al., 2018, p. 52). The segmentation process in social media marketing is regarding customer preferences and how customers behave, mainly online, to customize offerings (Scullin, Fjermestad and Romano, 2004).

2.3 Marketing communication channels

2.3.1 TV
Television as a marketing communication channel can be utilised in two main ways, namely, commercials as advertising and product or brand placement in television programmes (Uribe, 2015). The main incentive of this marketing communication channel reflects the potential large spread of information due to the large audience (Kotler et al., 2013). Further incentives for this type of marketing communication channel involves the effect it has on viewers regarding their senses as they can both hear and see the communication within advertisements (Ibid).

2.3.2 Billboards
Billboards refer to out-of-home marketing, i.e. marketing through an outdoor media (Jun, Bae, Ju and Chung, 2016). This marketing communication channel has been widely used by marketers over a long period of time and is regarded as one of the most effective traditional marketing communication channels in terms of the creation of awareness (Ibid). Furthermore, it has also developed in relation to technological improvements over
time. There are essentially two strategies involved when conducting marketing through this communication channel, non-digital and digital formats, e.g. a poster or in video format (Jun, Bae, Ju and Chung, 2016).

2.3.3 Newspaper
Newspaper is a traditional marketing communication channel which is a form of print advertising (Sridhar and Sriram, 2015) where marketers can purchase coverage to communicate with the audience (Eberl, Wagner and Boomgardeen, 2018). Paid advertising in newspapers is one of the largest traditional marketing communication channels (Pettegree and Der Weduwen, 2018). Advertisements in newspapers is essentially a form of mass marketing and targets everyone reading newspapers, which can be seen regarding the diverse mix of advertisements in this format (Ibid). To some extent, newspapers as a marketing communication channel is attractive for marketers as it allows them to perform segmented marketing through local newspapers (Kotler et al., 2013). In addition, this communication channel delivers value for companies and marketers as the information that is marketed is seen as credible (Ibid).

2.3.4 YouTube
YouTube is an online video sharing platform, which is its main function, albeit, the platform is functioning as a search engine and a marketing communication channel as well (Duffett, Petrosanu, Negricea and Edu, 2019). As a marketing communication channel, YouTube is a multi-option platform where companies can either share video content on their own channels, by video advertising as a commercial on other channels content, with banners and by exploiting search engine optimization (Ibid). As of now, YouTube is the third largest website in the world and it is the largest platform for sharing videos (Ibid). YouTube is said to attract its users by offering its content and membership for free, which could be the reason why over 1.5 million people visit and use the platform each month where the large usage and audience is an incentive for companies to conduct marketing via this platform (Ibid).

2.3.5 Facebook
When discussing social media marketing, Facebook is one of the largest advertising platforms (Sanne and Wiese, 2018). By using Facebook, companies can interact with their
customers in an effective manner since there are a vast amount of data sets regarding demographics and other statistics that are useful for marketers when looking to target a particular audience (Ibid). By advertising on Facebook, companies can use two strategies, namely; organic advertising that is free of charge and paid advertising. The organic strategy involves posts on the homepage of the company whereas the paid strategy involves advertisements and posts companies pay for (Ibid).

2.3.6 Instagram

Instagram is one of the largest social media platforms regarding sharing of pictures (Colliander and Marder, 2017; Statista, B, 2019). The platform attracts a large audience where the platform had over 600 million active users worldwide by late 2016 (Munoz and Towner, 2017). Instagram presents marketing opportunities in two main ways, namely; brand owned pages and promoted brand posts (Barry et al. 2015).

2.4 Integrated marketing communications

There is no agreed upon definition of integrated marketing communications (IMC) and several of the existing definitions are often contradictory (Duncan, 2002; Kitchen, 1999; Kliatchko, 2008; Schultz et al., 1993; Smith 2002; Shimp, 2003). Keegan et al. (1992, p. 631) define integrated marketing communication as “the strategic co-ordination of all messages and media used by an organisation to collectively influence its perceived brand value”. As the use of social media marketing communication channels are becoming more commonly used, today's economic context is becoming more competitive where there is a constant battle to gain customer’s attention (Duralia, 2018). Thus, the use of integrated marketing communication has become increasingly used to create a favourable outlook towards the brand and its offer (Ibid). The above-mentioned factors combined with the fact that today's media and consumers are more fragmented than ever before, are factors explaining the increased popularity of integrated marketing communications (Duralia, 2018; McArthur and Griffin, 1997; Semenik, 2002; Smith, 2002). Today, marketing communication tools that historically have been separated and specialized, need to be integrated, following the IMC concept, as synergy is crucial to reap the benefits from the various facets of marketing communication channels most effectively (Pickton and Broderick, 2001).
2.5 Generational cohorts

There are several generational cohorts that exist today, namely, the Silent generation, Boomers, X, Millennials/Y and Generation Z which are pictured in figure 3 (Pew Research Center, C, 2019).

![Generations and Age](image)

*Figure 4: Generations and Age (Pew Research Center, C, 2019)*

The differences regarding age, but more specifically the mindset, opportunities and prerequisites for each generation have an impact on consumer behaviour, attitudes towards consumption and basic values (Rosca, 2018). There are mainly two qualifications for the separation and division between these various generational cohorts, namely, a qualitative distinction and a quantitative distinction (Ibid). The qualitative distinction between generations is regarding differences in soft measurements such as values, beliefs, attitudes whereas the quantitative distinction is in regard to age solely (Ibid). When discussing generational cohorts, there are existing stereotypes to each generation. The differences refer to certain agendas individuals in a generation have, how they communicate with each other and how they perceive communication in general (Stanton, 2017). All these factors are consolidated from individuals in separated groups that have gained experience from certain events reflecting economic, cultural and political occurrences (Liang and Xu, 2016). As the individuals in a cohort ages, they will also continuously experience the same events
throughout life, hence affecting them similarly regarding these soft measurements and behaviours (Ibid). These are the basic factors that will create and enhance the identity of a generational cohort, which also is the reason why various cohorts can be separated (Ibid).

When trying to understand individuals, e.g. in a specific generation, different perspectives and comparisons to contraries are useful and even necessary (Parment, 2016). Regarding generations, each individual is included in one of the existing cohorts and their inhesion is based on assembled factors that they have in common (Ibid). By considering these factors, such as societal events, values, communication, political factors and even global occurrences - the understanding of individuals and generational cohorts become clearer (Ibid). Furthermore, as generational cohorts are somewhat defined upon the basis of previously mentioned factors and collective traits, age becomes a variable of definition as well (Ibid). As individuals enter their most formative years at the age of 16 and exit at 24, individuals in the same age ranges form cohorts naturally from that perspective (Ibid).

In relation to marketing, generational cohorts and especially the understanding of them is a profound benefit if obtained (Parment, 2013). Being able to identify and understand generational cohorts as homogenous groups could essentially mean that marketing strategies and offerings could be assembled accordingly in a standardized manner. This could result in homogenous responses, e.g. same positive outcome at each point of contact, which are beneficial for companies as the complexity generated from diversity can be lessened (Ibid). Hence, profound segmentation based upon generational cohorts is advantageous in marketing and retailing (Ibid). The next section will provide a theoretical understanding and overview of the generational cohort that is the focus of this study, namely, Generation Z.

2.5.1 Generation Z

As generations are most commonly separated by age, Pew Research Center (A, 2019) has divided Generation Z as individuals born in 1997 and later (see also Schwieger and Ladwig, 2018; and Singh and Dangmei, 2016).
To understand this generation’s characteristics, one must first look at the environment these individuals have been brought up in that has formed their basic attitudes and beliefs (Schwieger and Ladwig, 2018). This generation’s environment has been shaped by “political tension, violence and societal instability post-9/11. Gen Zers have never known a world in which they could not instantly connect and have information and communication channels immediately at their fingertips” (Schwieger and Ladwig, 2018, p. 46). Such environmental and societal events are all factors that have affected the characteristics of this generation and what they expect from their peers (Ibid). These expectations are mainly noticed in workplaces, e.g. what individuals included in Generation Z expect from employers, managers and co-workers. Some of these expectations and criteria include the need for respect, transparency in communication, ethical behaviour from people in their surrounding and equal opportunities as their peers (Ibid). Regarding consumption and this generation’s behaviour towards purchasing, these individuals appreciate efficiency and customization, which is why they appreciate online retailing (Ibid). Generation Z and the individuals within, appreciate relationships both with other peers and with companies, therefore it is argued that companies could enhance the relationship-building by using interactive marketing with the option to directly communicate with the brand and to use storytelling to build their brand image (Ibid).

The characteristics of the individuals included in Generation Z are described as very diverse, although they are also strongly characterized by their upbringing affected by the heavy usage of digital components and platforms within the online environment (Mohr and Mohr, 2017). Individuals included in Generation Z are further described as collectivists, meaning that the group aspect is central in this population’s lives (Mohr and Mohr, 2017). A study conducted by the Pew Research Center (B, 2019), enhances this explanation regarding Generation Z from the perspective of diversity and collectivism. What is important for this generation is social questions, issues and attitudes that are mainly connected to the climate and human equality (Ibid). Which is why the environmental aspect is of importance when discussing a generation (Ibid) and to acknowledge the underlying factors of behaviour (Carter, 2018). Additionally, as individuals born in this era have been present online and connected through social media during most of their upbringing, this aspect becomes important when describing these individuals as it has helped to form this generation as well (Ibid). When discussing the aspect of connectivity, technology and being present online, the differences are not that
extensive when comparing Generation Z to the prior generation, albeit the incorporation of such components differ as the everyday usage is higher for individuals included in Generation Z (Schwieger and Ladwig, 2018).

Due to the consistent access to internet and mainly search engines that enhances the speed of obtaining information, Generation Z “place a priority on how fast they can find the right information, rather than on actually knowing the right information.” (Schwieger and Ladwig, 2018, p. 48) which is why brand awareness becomes interesting to study. To somewhat summarize or, pinpoint, the characteristics of Generation Z, Schwieger and Ladwig (2018, p. 48) list the main points as “They value hard work that is duly rewarded. They are independent, resilient and realize they must work hard to achieve. They value trust, fairness, loyalty and respect from their employer. They are ambitious, self-starters and entrepreneurial. They are creative and appreciate personalization. They plan for the future and are willing to learn on their own.” Due to the entrepreneurial mindset and self-achieving tendency, which is a result of seeing prior generations find own paths to making money, individuals of Generation Z are set to be more financial aware than the prior generation (Carter, 2018).

2.6 Theoretical synthesis

When analysing and collecting data we have used a theoretical framework manifested in the proposed synthesis (See figure 5). The model considers traditional marketing communication channels (TV, newspapers, and billboards) and social media marketing communication channels (Facebook, Instagram, and YouTube). The integration of the above-mentioned communication channels go under integrated marketing communications. Furthermore, there is a relation between brand awareness, brand liking and purchase.

This theoretical synthesis has been used for the analysis where we have examined the relationship between the aforementioned variables. More specifically, which communication channel that is best suited for establishing brand awareness and building upon it when targeting Generation Z.
Figure 5: Theoretical synthesis and model of analysis (Own model, 2019)
3. Methodology

This chapter discusses the methodological strategies used for this study including the research approach, the research design, data collection methods, sampling, quality of research, ethics, method of data analysis and a brief conclusion and connection of and between the methodological decisions.

3.1 Abductive research approach

When conducting a study there are several research approaches available to follow, namely; deduction, induction and abduction (Bryman and Bell, 2011). These approaches are regarding the relationship between existing theory and the data collection from a study that is being conducted (Ibid). A deductive approach is described as a relationship that starts from existing knowledge, theory, which is used to form hypotheses that is then either supported or rejected by the empirical findings. Furthermore, the relationship is based on that theory and the constructed hypothesis will create the path of the data collection (Ibid). In contrast, an inductive approach is referred to a process where the relationship between theory and empirical findings that is more elastic and flexible, not following and starting from theory as much as a deductive approach (Ibid). By using an inductive research approach, researchers can change their path depending on new findings and new theory derived from new strategies involved in the data collection (Ibid).

Furthermore, an abductive research approach refers to the combination of the deductive and the inductive research approach and is, according to Dudovskiy (2018) like puzzle-building. Dudovskiy (2018) states that an abductive research approach fixes the issues with deduction and induction in providing the whole picture of a phenomenon and the lack of evidence for choosing theory when assembling hypotheses. Therefore, we have used an abductive research approach for this study with an examining angle to answer our research questions. Furthermore, we have chosen this research approach since we wanted to further explain a phenomenon that cannot be explained to the extent necessary at a current stage by existing theory. Existing knowledge only briefly described and explained it and did not show the connection between Generation Z and which communication channels that is best suited regarding brand awareness. In addition, by using an abductive research approach it enabled us to use data from two collections to investigate the targeted population. By combining the two data sets, it enhanced our
ability to more effectively answer our research question as the two collections complemented one other. As we gathered answers through two means; interviews and a survey, and had 10 interview respondents and 70 survey respondents, it presented us with the opportunity to compare the findings. While comparing the findings and matching them against each other, we could identify patterns and objectives that were interesting and useful for this study. Therefore, the abductive approach was beneficial for us as we could use the strategy of puzzle-building to obtain value from the various data sets.

3.2 Cross-sectional design

The research design of a study involves how and when the data collection takes place and what variables that are included when investigating a research problem (Bryman and Bell, 2011). There are two such designs that can be conducted, cross-sectional design and case-study design. Cross-sectional design refers to data collection and the process where there are two or more cases involved and at one determined point in time where two or more variables are measured (Ibid). By conducting a cross-sectional design, the focus lies within finding variations and patterns between the different cases and variables, and to find a representation of the phenomenon that is being examined (Ibid). Furthermore, as this research design was regarding an investigation at one single point in time, four weeks of conducting interviews and collecting data from a survey, it was suitable for mapping the phenomenon at that exact time (Ibid). Regarding the data sets that have been collected, it is of importance that it can be standardized (Ibid). The standardization was enabled due to a predetermined set of interview questions that each interviewee answered and a structured survey with no open ended questions that were the exact same for each respondent. Overall, the main object of conducting a study using this research design is to find patterns between variables that are measured, hence, collecting data from surveys and interviews are commonly used (Ibid).

Case-study design on the other hand refers to the investigation of just one sole case. The purpose of investigating only one sole case is usually the complexity and width of it, and when investigating, the researcher’s purpose is to explain and understand the phenomenon by using its context (Ibid). In this study, a cross-sectional design has been conducted. The purpose was to find patterns between different variables, Generation Z, Communication Channels and Brand Awareness that was correlated with Brand Liking
and Purchase Intention. The various cases that were investigated were individuals within Generation Z and the goal was to find patterns between the variables in the setting of the population. As we gathered data from two means - interviews and a survey - we were able to answer questions that had been structured in relation to relevant theories that enabled us to identify and analyse potential patterns that arose.

3.3 Data collection

Regarding data collection for this study, we combined two diverse data collection methods in the form of primarily conducting interviews with participants belonging to Generation Z and through an online survey. A smaller selection of interviewees participated, where questions similar to the survey were asked, although with a more open-ended approach. When doing so, in accordance with Rossman and Wilson (1985), we used the more elaborate data from the interview collection to assemble information and an understanding of the research objectives that enabled a better elaboration of the more numeric data that was collected from the survey. Therefore, we chose to conduct our investigation using both methods, since it provided an even more in-depth understanding of the phenomena, a more accurate representation of the population and a better answer to our research questions. The following step after the data collection, from the interviews and survey, was that we interpreted and analysed the findings. Moreover, we gathered data for the theoretical framework, where the data collected was in the form of secondary data. Based on the secondary data, we structured an interview guide and survey questions that were the basis of our own data collection of primary data that was combined with secondary data for the analysis.

3.3.1 Review of earlier research

As an initial step, we conducted a literature review of scholarly articles, books and other sources relevant to both Generation Z, advertising and consumer behaviour, mainly regarding brand awareness and communication channels. By doing so, we provided a structured description, summary, and critical evaluation of these works to date. More specifically, the literature review was designed to provide a schematic overview of the sources we explored while researching this topic that enabled for a theoretical basis in producing a solid understanding for companies that are targeting the population of Generation Z with marketing to establish brand awareness.
3.3.2 Survey

Surveys are in general used to examine a targeted population, to gather information about demographics, general characteristics, opinions and beliefs, to get results from the respondents belonging to the certain group (Moser and Kalton, 1971 in Bell, 2010). The targeted group that answers a survey is a sample of the total population that is being examined and therefore function as a representative group (Ibid). To get result from the survey, the same questions were asked to all respondents so that the structure was the same for every participant, thus standardized, and so that the results and answers could be analysed in the same manner (Ibid). According to Bell (2010), it is of great importance when conducting a survey that the researcher finds an actual representative group, which will enhance the reliability of the sample group as it can represent the total population. In this study, the survey was conducted in order to complement the findings from the interviews that were more extensive and in-depth. The purpose of this was to partly have more data to rely on for the analysis and partly because of that we wanted to see if there were any differences between the two data sets or if they agreed with one another. Furthermore, the survey functioned as a mapping of the respondents giving an overview of their attitudes and beliefs towards the subjects investigated.

3.3.3 Interviews

We conducted interviews to gain a better understanding and deeper insights of what was examined and to explain the motivations and answers from the survey more in-depth. An interview is performed to evoke information from the interviewee (Bryman and Bell, 2011). The aim of conducting an interview is to elicit information regarding behaviour, attitudes, norms, beliefs, and values of the interviewee or her perception of others (Ibid). There are several different types of interviews depending on the nature and degree of strictness of the interview. Moreover, the number of interviewees and interviewers can vary and depending on the choice, the outcome may differ (Ibid). In this study we conducted a semi-structured interview. Although its composition was similar to a structured interview as the we had a list of predetermined questions all related to the topic and was used as an interview guide - but with available flexibility in how to reply and the ability to ask follow-up questions (Bryman and Bell, 2011). The aim was to interview one
interviewee at the time to avoid any external influences. We aimed to be two interviewers involved as we wanted to mitigate the risk of the interviews becoming unstructured.

In this study a total of 10 interviews were conducted in a semi-structured manner. The interviews were conducted with individuals all in the ages between 17 and 21 and were conducted either in Stockholm at various places or in Linköping. When choosing the locations for the interviews, the aim was to find a suitable and quiet environment in order to exclude any form of distractions and external influences. The aim was to be two interviewers present during the interviews and only one interviewee being interviewed at one time. All the interviews were recorded and later transcribed for our own benefit and for increasing the validity and reliability.

The 10 interviewees have been given fictional names in order to provide a more personal presentation of the data while simultaneously providing confidentiality to the interview respondents, the names are the following; (R1) Hillary, (R2) Bill, (R3) George, (R4) Ronald, (R5) Barack, (R6) Jimmy, (R7) Richard, (R8) Michelle, (R9) John, and (R10) Franklin.

3.3.4 Triangulation
The concept of using two different research methods when collecting data is referred to as triangulation (Bryman and Bell, 2011). By conducting a study or, more precisely, when collecting data using two collection methods, researchers could examine the research problem and field of research from more than one perspective and angle by gathering data from several instances. The main purpose of using triangulation is to increase the reliability and validity of the empirical findings - to enhance the ability to be confident when presenting the findings (Ibid). This definition of triangulation supports the choice of conducting our study using two data collection methods. We aimed to use the more in-depth and elaborate data collection from the interviews to help explain the data collection from the survey as it provided more of an overview and mapping of the targeted population.
3.3.5 Operationalization

Operationalization in research refers to the forming of measurements, e.g. questions in an interview guide, in relation to concepts, e.g. concepts used in theory (Bryman and Bell, 2011). The process of operationalizing a study provides a basis and structure for data collection and the structure of the analysis of the empirical findings in relation to theory (Ibid). Regarding operationalization, its importance is derived from the aspect of developing relevant questions that is connected to theory that the research can obtain valuable answers from (Jacobson and Furgerson, 2012). In this study, the operationalization has been conducted in accordance with the previous explanation. Hence, questions have been developed and arranged in relation to relevant concepts. The division of concepts and related questions are presented in the figure below (Table 1).

Table 1: Division of concept and related questions (Own model, 2019)

<table>
<thead>
<tr>
<th>Concept</th>
<th>Questions Survey</th>
<th>Questions Interview</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Background questions</td>
<td>1-4</td>
<td>1-4</td>
<td>These questions helped describe the respondents and made sure that they represented the targeted population. The questions that were asked was regarding age, gender, occupation and in which city the respondent lived.</td>
</tr>
<tr>
<td>Consumer Behaviour</td>
<td>5-6 &amp; 9-10</td>
<td>5-14</td>
<td>These questions helped to map the consumer behaviour of the respondents and also helped us to understand how the respondents were influenced by marketing in general.</td>
</tr>
<tr>
<td>Communication Channels</td>
<td>11-13</td>
<td>15-29</td>
<td>These questions helped us to understand how the respondents reacted to marketing in different communication channels in general.</td>
</tr>
<tr>
<td>------------------------</td>
<td>-------</td>
<td>-------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Traditional marketing and Social media marketing</td>
<td>7-8</td>
<td>30-34</td>
<td>These questions helped us understand how the respondents reacted to marketing in particular communication channels and additional information that was of use for mapping behaviour towards marketing.</td>
</tr>
<tr>
<td>Concluding questions</td>
<td>N/A</td>
<td>35-37</td>
<td>These questions helped to make sure that the respondents had the opportunity to answer properly. These questions also provides the opportunity for summary and additional comments. In addition, these questions made sure that the respondents were aware of the purpose of the interview.</td>
</tr>
</tbody>
</table>

### 3.4 Sample

A sample is a subset of a larger population and is used to provide an accurate representation of a larger population (Czaja and Blair, 2014). As we wanted to research and examine Generation Z, individuals within this generation were targeted for the data collection to answer our research question. Considering the size of the population, we performed a non-profitability sampling, or more specifically, a convenience sampling where we limited our study to individuals born between 1997 to 2003.

For the findings to be generalizable, it was important that when collecting answers from the targeted sample group to find a representation and to avoid any potential bias. To
mitigate potential errors when we gathered data through a survey, we performed a pilot-study, prior to sending out the actual questionnaire. This allowed us to identify and correct potential defects. There were several reasoning for limiting our study to individuals born between 1997 and 2003, the first being that individuals born between these years are likely becoming an increasingly important sub-group for marketers as they are entering or are already a part of the marketplace. In addition, the aspect of the formative years provided for more interesting findings and enhanced the relevancy of this study in regard to building on theory and for managerial implications as well. Thus, we chose to limit our study to the selected individuals.

Regarding sampling of the individuals participating in the interview, the convenience sampling method was used in order to select participants for our interview. The participants for the interviews consisted of people in our surrounding that fitted in to our defined criteria, meaning individuals born between 1997 and 2003.

3.5 Reliability and Validity of data collection

When conducting a study, or more precisely, collecting data, it is of importance that the answers and information gathered are reliable (Bell, 2010). The reliability of the data collection is regarding the production of answers and if the production will have the same result every time, e.g. if time and environment affect the result or not (Ibid). Another important factor regarding data collection, connected to reliability, is validity (Ibid). Validity concerns the aspect of how the data collection is structured and if that structure will examine and measure what the researchers have stated and is supposed to examine and measure (Ibid). The concept of validity concerns the forming of conclusions and answers to the research question(s). Meaning that the data collection should be considered as valid for having answered the research problem and/or building on theory and if the gathered data “Do measure or characterize what the authors claim, and that the interpretations do follow from them” (Bell, 2010, p. 120).

Regarding this study, the reliability was affected poorly since we investigated a generation, meaning that the same generation as of today will probably answer differently in the future when being asked the same questions. Although, from another perspective, since this was a cross-sectional designed study, the reliability was heightened due to that
we examined cases and variables at one exact period. Furthermore, the validity of this research increased due to the operationalization we conducted, meaning that we were aware of the relationship between measurements and concepts hence, providing input also to theory as we collected data.

3.6 Ethics

When a researcher is to collect data when conducting a study, whether it is regarding the form of interviews, observations, surveys and so on, he or she should be transparent in the sense of stating exactly why the study is conducted, for what purpose the data is being collected and for whom (Bell, 2010). Regarding data collection, the concept of consent is therefore of importance and a mutual level of understanding and participation between e.g. an interviewer and interviewee is arguably something to strive for when conducting any sort of research (Ibid). Furthermore, there are four criteria for deciding if the research is ethical or not that were created by Diener and Crandall (1978), namely; “whether there is harm to participants, whether there is a lack of informed consent, whether there is an invasion of privacy, whether deception is involved” (Bryman and Bell, 2011, p. 128). It is argued that these four criteria form somewhat of a guideline of how to conduct a study that is perceived as ethical or, as a study that is following general ethical guidelines/principles (Bryman and Bell, 2011). This study followed the guidelines regarding ethics and therefore, our research did neither cause harm, lacked consent, invaded any sort of privacy nor deceived any of the involved individuals. We also made sure that the respondents were aware of the purpose behind the questions they answered and we presented information about the study in general. Moreover, before each interview, we thoroughly explained what we would do with the collected data and how personal information would be kept confidential. This was to ensure the respondents and interviewees that the information gathered was to be used for research purposes only so that they were confident and comfortable in sharing their own experience and provide thorough and sincere inputs.

3.7 Method of data analysis

The performed research and data collection generates an extensive amount of data, consisting of survey answers and interview transcripts that need to be interpreted and analysed (Bryman and Bell, 2011). Merriam and Tisdell (2016) argue that the process of
collecting and analysing data is a simultaneous process and is characterized as recursive and dynamic. Thus, it is of significance that the analysis process starts early (Merriam and Tisdell, 2016). To mitigate the risks of becoming overwhelmed with data and transcripts to analyse, we analysed, categorized and wrote memos continuously throughout the data collection process. To further facilitate the process of analysing the data, we coded the data, which involved the process of “assigning some sort of shorthand designation to various aspects of your data” (Merriam and Tisdell, 2016, P. 199).

When we analysed the gathered data, we used the grounded theory as a framework that consists of categories, properties, and hypothesis acting as the conceptual links between the different categories and properties. In its purest form, the theory involves constant comparing of the collected data (Merriam and Tisdell, 2016). There were twelve steps to follow; formulation of a general research question, the construction of sample groups, collection of data, coding of data, constant comparison of data, saturation of categories, exploration of relationships among categories, further collection of data through theoretical sampling, additional saturation of categories, testing of hypothesis, and finally collection and analysis of data in other settings (Bryman and Bell, 2011). Note that we used the grounded theory more as a framework, rather than meticulously following the theory and the twelve steps. This method of data analysis correlated well with the abductive research approach since it enabled and was structured as puzzle-building. As we also stated when discussing the research approach to this study, this reflects the arguments for using puzzle-building to obtain value from the data collection.

3.8 Conclusion of research method

To conclude this chapter, these methods were chosen for several reasons. Primarily, these methods were selected in order for us to collect and conduct an as thorough and comprehensive analysis as possible and in order for us to answer the stated research question. These methods in particular also allowed us to conduct a study generalizable and relevant for persons of interest, including marketing departments and marketers as well as it builds on theory.

Table 2: Conclusion of method (Own model, 2019)

<p>| Abductive research approach |</p>
<table>
<thead>
<tr>
<th>Cross-sectional design</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review of earlier research, interview, and survey (Data collection process)</td>
</tr>
<tr>
<td>Triangulation</td>
</tr>
<tr>
<td>Non-profitability sampling</td>
</tr>
<tr>
<td>Reliability and validity</td>
</tr>
<tr>
<td>Ethics</td>
</tr>
<tr>
<td>Grounded theory (Method of data analysis)</td>
</tr>
</tbody>
</table>
4. Empirical findings

In this chapter we will present the responses gathered from the conducted surveys and interviews, which will be divided to the following headlines; consumer behaviour, advertising, traditional communication channels, social media communication channels, the specific communication channels, and concluding questions.

4.1 Survey

4.1.1 Background findings

As a starting point, a total of 70 individuals, all part of Generation Z, answered the survey. Among the respondents of the survey, a vast majority were males (74% compared to 26% females). The spread among the respondents was greater regarding the age of the respondents, although the majority of them were born in 1998 (31%) and 1997 (30%). Furthermore, the remaining birth years included in this study was a combined total of 39% with a rather equal spread. In addition, when the respondents were asked which city they are from, 84% answered that they were from Stockholm. The remaining 16% of the respondents were spread across the country.

4.1.2 Consumer Behaviour

Regarding if the respondents shop online and how often they do so, the majority of them stated that they do it either once a month (41%) or never (36%). Similar results were generated from the question of if the respondents shop offline and how often they do so where 57% answered once a month and 24% answered that they never shop offline. In contrast, none of the respondents answered that they shop either online or offline more than five times a month.

Regarding how important it is for the respondents to have heard about the brand prior to purchase, 47% of the respondents answered that it is important, whereas solely 3% answered that it was not important at all. Regarding the importance of having prior knowledge of a brand, 51% answered that it is important whereas 3% of the respondents considered it not important at all.
4.1.3 Communication Channels

Regarding whether the respondents see advertisement on the six different communication channels it varied. On TV, most of the respondents answered that they often or very often watch advertisement. In newspapers and on billboards it was rather evenly spread and the majority of the respondents saw advertisement very rarely or occasionally in newspapers. On billboards, most respondents saw advertisement either often or very rarely and occasionally. On Facebook, Instagram, and YouTube, most respondents saw advertisement often or very often.

![Graph](image)

*Figure 6: Graph (Own model, 2019)*

How often the respondents followed up on advertisement that they have seen on any of the six communication channels, the most common answer was very rarely, with the exception of Instagram where the respondents occasionally followed up. It was significantly more rare that the respondents followed up on advertisement seen on the traditional communication channels.
4.1.4 Traditional marketing & Social media marketing

When we asked the respondents if they followed up on marketed advertisements online, more specifically in social media communication channels and how often they do so, 6% often did so whereas 34% very rarely did so.

In contrast, when asked the same question but for offline, more specifically traditional communication channels, 1% often did follow up on advertisements whereas 71% very rarely did so.
4.2 Interviews

4.2.1 Background findings

Out of the ten interviews, the division of ages and sexes varied. The interviewees were part of two sub-groups within Generation Z, males and females, where 8 were males and 2 were females. Regarding age, all participants were in the age range of 17 and 21, although the majority of respondents were born in 1997 and 1998, thus between 20 and 21 years old. Approximately 50% of the interviewees were born between 1997 and 1998, whereas the other 50% were minors (below 18), i.e. individuals born between 2001 and 1999. Furthermore, the respondents were from different cities, although the majority of the respondents either lived or spent most of their time in Stockholm, whereas the rest lives in Linköping. In regard to their occupation, the vast majority had a full-time job, some were students, and some both.

4.2.2 Consumer Behaviour

In the consumer behaviour section, questions were asked regarding whether they preferred to shop in physical stores or in online stores, the responses varied. The majority of the respondents answered that they preferred to shop in physical stores rather than online. As Bill argued, although the process of browsing among clothes and the easy access makes online stores efficient, there are several downsides that might potentially subside the benefits, which was supported by Franklin. The downsides include not being
able to try clothes on prior to purchase, inability to feel material and potentially having to return clothes.

“Of course it is more efficient and easier in many regards [...] but I do not like the consequent of potentially having to return the product as the entire process gets more tedious and time-consuming”. (Bill, 2019)

In addition, seven of the respondents favoured the sensation of being able to walk around in stores with peers. However, Hillary was among the few who preferred online stores in general as the benefits of the simplicity and ease of shopping online was seen to outweigh the costs of doing so. Hillary argued that the fact that she can browse and compare clothes in her own home, made shopping easier and more enjoyable. Franklin did to some extent also supported this, although not in regard to clothes. He stated that this was accurate for consumable products and electronic products and regarding the easy comparison that could be made when it comes to prices.

Regarding the importance of having awareness of a brand prior to purchasing; the vast majority of the respondents were unsure of how they felt. Several respondents believed prior awareness to be a lesser important factor; prior awareness was valued to a certain extent. Bill, as an example argued that it is important due to the fact that status in the end plays a moderately significant role, something that was supported by Franklin. Four of the respondents argued and maintained the belief regarding the importance of status and how external influences from peers and societal trends affect their opinion of a brand, thus consequently their attitude towards it. They argued that a well-known brand is to be preferred, which they stated increased the probability of an a product being chosen and in the end purchased. This is something John agreed with, stating that brand awareness was of importance, at least to some extent. However, Bill, George, Ronald and Franklin also stated that prior awareness of a brand plays a lesser role today than it did when they were younger. Today, the chance of choosing an unknown brand over a previously known brand is elevated as they have aged and matured. Furthermore, Ronald mentioned that the importance of brand awareness differs from various product categories. Ronald exemplified with the case of iPhones, where the importance of brand awareness was so significant that it trumped factors such as quality and price.
“When it comes to phones, even though iPhone is more expensive than others, I choose it solely based on the brand”. (Ronald, 2019)

In contrast, Ronald mentioned that such factors in other product categories could have a higher impact on his purchase intentions and finally, his purchase decision. This was an opinion that was shared with Jimmy. Which Richard, John and Franklin agreed to and developed on, as they explained how brand awareness and prior experience become much more important when purchasing technology for example, as it is often more expensive and in which they have higher standards in terms of durability and quality.

Regarding the importance of having some further knowledge of a brand prior to purchase (brand knowledge) the respondents had diverse opinions. Bill and Michelle believed that although being able to know what the brand represents in terms of important societal matters is important, they rarely took those values into account when evaluating a brand or the purchase of a product. Bill and Michelle reflected that those factors might play a role subconsciously but were unable to know for sure. Michelle and John explained how they choose to avoid purchasing from a certain brand, after that brand was exposed to using child labour. Five other respondents shared these opinions, with an emphasis on quality. The importance of having prior knowledge of a brand related in certain instances to being able to recollect to quality of the product, enhances the chances of choosing that particular product over a unknown brand. Franklin further built on this by stating that brand knowledge is appreciated as it enhances the value of a product for him. However, the majority of the respondents all stated that although they value having knowledge, they are not afraid of purchasing a product from a brand without prior knowledge. At several instances, however, they take time to do some prior research of the brand. Conclusively, the vast majority of the respondents valued prior awareness over knowledge of a brand. They stated that having heard of a brand is more important and can trump the need of doing further research of a brand. With prior knowledge, they do not take time to obtain further brand knowledge. Although, they argued that if there is a lack of awareness of a brand, knowledge is of greater importance and all respondents stated that they would take the time to do research.
Regarding what motivates a person to purchase a product after being exposed to an advertisement, either through social media or traditional communication channels, Bill, Jimmy, Michelle and John emphasised the importance of being reminded of a potential need to be an influencing factor. Often, Bill and Franklin felt that in order for an advertisement to be effective, a certain amount of relevance is crucial and irrelevant advertisements do not have the same impact on purchase intention. Furthermore, Bill, Michelle and Franklin highlighted the importance of them having a need prior to advertisements in order for the message to have an impact. They continued by stating how marketing when there is a lack of need is ineffective. This was supported by George, Ronald, Barack and Jimmy, who all agreed that when they have a need, they are more likely to be influenced by marketing. George also developed on this matter by saying how trends once again are a key aspect of marketing for it to be effective. He contradicted previous opinions by saying that trends occasionally might have a bigger influence than the existence of a need. In addition, influencers or profiles together with recurrent advertisements that enhance brand awareness had a higher impact on his purchase intentions, which also John agreed with. Ronald further built on this by stating that even though he did not have a prior positive attitude towards a product, trends and profiles have the effect of changing his mind. He also stated that his subconscious perhaps made him re-evaluate his perception due to trends and profiles.

“I believe in trends and that it has an effect. I remember when I first bought a pair of Converse and thought they were quite ugly, but when I saw that several others were wearing them I did so myself”. (Ronald, 2019)

This was also supported by the majority of the respondents who relied to a great extent on the opinion of social influencers, peers in their surroundings and other people they feel a connection to.

The purchase process when a need is developed was a question including many similar answers and processes, at least in the starting phases of the process. Many of the respondents based their process on previous knowledge and existing brand awareness leading to them going back to stores, both online and physical, they previously had
purchased from. Bill explained how prior knowledge of factors such as quality and fit were important reasoning when it comes to purchasing for instance a pair of jeans. Bill further explained how the process varied depending of what type of article, something that many of the other respondents agreed with. Bill explained how brand awareness is a crucial factor when it comes to purchasing clothes that are relatively basic and he relies a great deal on online purchases as the quality and fit is already known since before. However, when it comes to more personalized items, physical stores are of preference as the aforementioned factors in this case are unknown. Bill exemplified by saying when purchasing new jeans, he usually purchases similar jeans as before, thus purchasing them online from a brand he previously had used as he already know the fit and size. George further built on this and gave an example from when he initially often purchased shoes from one brand. This escalated to him starting to purchase other items from the same brand as he was satisfied with previous purchases. He stated that brand awareness ultimately made him having a positive attitude towards the brand that lead to more recurrent purchases.

“For example shoes from Axel Arigato where I for a period purchased five shoes from them [...] I then started liking this brand and their shoes, which led to me purchasing shirts and other products from them as well”. (George, 2019)

Hillary provided a different approach and often took inspiration from social influencers and bloggers. She initiated the process by browsing among different profiles and celebrities that she could identify herself with and thought had a good style. Based on that, additional research was conducted that eventually led to purchase. Also here, previous purchases from brands played a central role, much like Bill, George, Ronald and Barack. Hillary, Michelle and John did also look for inspiration from social influencers and profiles from various social media communication channels, as they relied heavily on their sense of fashion and opinions. Jimmy, Richard and Franklin conducted more general research with no particular brand in mind. However, previous experiences and brand awareness played an important role.
4.2.3 Traditional communication channels

Looking at the relative usage of the different communication channels within traditional and social media communication channels, the latter heavily dominated the responses by all respondents. Many of the respondents responded that they spent little or next to no time on traditional communication channels. Within the traditional communication channels, the usage was rather evenly divided between TV and billboards with the respondents spending about one hour a day on each. Richard and John said that they watched TV one hour each evening but when commercials came on, they often started browsing social medias or started doing other things. Although, they mentioned that they still heard the sound and music from the commercials, which they stated might be stored in their subconscious. Some of the other respondents agreed with this statement, all mentioning the example of gambling and casino commercials and how they were able to recollect those commercials and what they had heard. Jimmy mentioned how he was able to distinguish the different advertisements from different companies due to the different jingles and by the different celebrities appearing in the different advertisements.

When it came to billboards, the majority of the respondents admitted to not paying much attention to them. Although, Richard and Michelle mentioned that if the advertisements were relevant, for example at the university campus, they acknowledged it. Michelle developed on this matter, stating that although she rarely actively noticed billboards, she believed that she subconsciously noticed the advertisements. Furthermore, Jimmy who was a big fan of Ice Hockey, was able to recite the different sponsors of his favourite team due to the billboards being displayed at the arenas. George further developed on this matter, giving an example of how he commutes a lot and consequently, due to lack of things to do, often looks at the different billboards on the subway or at bus stations. Regarding newspapers, the usage was low amongst all respondents, with the majority of the respondents never reading physical newspapers. Most respondents read newspapers online instead. Bill mentioned how he occasionally read newspapers at the office when he had nothing better to do. George stated that, although rarely reading newspapers, he was able to recollect one advertisements that has been displayed several times and how he generally were able to better remember recurring advertisement.
“The first thing that comes to my mind regarding newspapers is the constant advertisements for box-wine. Every time I read Aftonbladet, I see advertisements for wine”. (George, 2019)

Discussing whether or whether not the respondents tended to switch channels during commercial breaks, ignoring advertisement in newspapers or turning a blind eye to billboards, the vast majority admitted to doing so. George, confirmed that he occasionally stayed on the same channel but did something else meanwhile. Consequently, he did to some extent glance over and heard the various advertisements, especially when there was an advertisement that he enjoyed. Ronald and Jimmy further developed on this, stating that they appreciate and remember certain advertisements that they considered amusing. In addition, when storytelling occur or certain characters reappear in advertisements, the commercials were more amusing which made them more attentive. However, when asked if the respondents ever followed up and did some further research after seeing advertisement on traditional marketing, most of the respondents admitted to rarely doing so. Mostly due to the inconveniences and lack of interest. As Franklin explained, the incentive for following up advertisements from traditional communication channels were low due to the amount of effort he has to make.

4.2.4 Social media communication channels

Regarding usage of social media, it was significantly higher among the respondents compared to traditional marketing channels. The time spent on each communication channel varied between the respondents, but with Instagram being the most used social media platform generally. While Franklin only spent approximately 10 minutes per day, George and Ronald spent around five hours per day browsing Instagram. Bill further explained how usage may differ from day to day, and on a busy day the usage would be less but on days without much to do, usage increased significantly. The usage of YouTube varied as well with Bill rarely using YouTube, while other respondents, such as George and Michelle, spent somewhere around five to eight hours each day on YouTube. The usage of Facebook was the lowest among the social media communication channels with the majority of the respondents spending somewhere around 30 to 60 minutes each day, and mostly using this social media communication channel as a mean of communication.
All of the respondents followed a celebrity or a social influencer on social media communication channels but to a varying degree. All of the respondents followed a celebrity or a social influencer whom they shared similar interests with and had some sort of connection to. Jimmy was a big Ice Hockey fan, and thus followed Ice Hockey players. Richard was a big fan of music, and consequently followed musicians and music companies. Hillary and Michelle both liked fashion and make-up and as a result followed lifestyle profiles and fashion icons. When asked if they ever followed up on marketing and searched for further information, most of the respondents did so occasionally. Michelle said that it was common due to the simplicity and convenience because of the interactive marketing, which was supported by Franklin. This was also conveyed by John who also stated that in regard to the profiles he followed on social media inflict trust and that he feels a relationship with them. He stated that this relationship and trust could be directly linked to brand awareness and brand knowledge and that these two factors combined with him liking them led to an increased purchase intention of products they marketed directly or indirectly.

4.2.1 Marketing communication channels

4.2.5.1 Television

When asked if any of the respondents ever had purchased something that was marketed on TV, all of the respondents unanimously said that they never had. Hillary mentioned that it is possible that it might have happened but not to her recollection. Bill confirmed this by saying it is possible that it has happened as he might have been affected subconsciously, but could not think of any concrete examples.

“I might have seen something that was stored subconsciously, which might have led to a purchase later on”. (Bill, 2019)

Jimmy stated that he might have gotten some inspiration from advertisements from TV, leading to him conducting some more research and looking more into the advertised brand. However, he stated that he had never purchased something that had directly been marketed on TV. John agreed with this, stating that he believed that TV is a good communication channel to start with, that might awoke some sort of starting interest.
When it comes to the relevance of advertisement on TV and whether the respondents thought the marketing was relevant for them, all the respondents answered no. However, Hillary, Bill and Jimmy said that it might become relevant depending on the type of programs you watch. Jimmy exemplified by saying that the marketing became more relevant and targeted to him when he was watching Ice Hockey. Hillary confirmed this by saying how marketing was more relevant for her when she was watching reality shows. George, Ronald and Barack said that although they experienced that the marketing on TV was not relevant, there have been occasions when that sort of marketing raised new needs and interests which influenced them to search for more information about the previously irrelevant product or brand. Bill and John agreed to some extent that new needs could be raised although depending on the product category.

When asked if the respondents could recollect the most recent advertisement they had seen on TV, most of them were not able to point out precisely which brand or what product that was marketed as they rarely watched TV. However, many of the respondents were able to recall the product category. Five of the respondents all mentioned how they remember seeing advertisement for gambling and casino companies. Ronald, Barack and John further built on this by saying that they were able to recall the advertisements due to the recurrence of the message and characters. Barack said that because many of the advertisements commonly includes the same sort of message, slogan, and jingle, he was able to remember the advertisement.

“I believe since it is always the same advertisement with the same message on TV for a longer period of time, I remember it better. It has the same slogans and jingles which get stuck in my head. I am able to recollect it as it is repeated over and over again”. (Barack, 2019)

Finally, when asked if impulse purchase had ever happened due to advertising and marketing seen on TV, the respondents all answered no. Bill, John and Franklin argued that the reasoning behind this is due to the inconvenience. Franklin further argued that the reason was due to advertisements seldomly were targeting any of his needs.
4.2.5.2 Billboards

The first question regarding if the respondents had purchased anything that had been marketed on billboards, the responses varied. Most of the respondents immediate reaction was no, they had never purchased anything marketed on billboards. After some consideration, however, some of the respondents were able to pinpoint moments when they actually had. Bill, although not being able to think of a concrete example, mentioned how he most likely got affected subconsciously. George could not specify a concrete example either but stated that when he sees a compelling display window or a sign of sale, it provides an incitement to conduct some further research or even enter the store, which was supported by Franklin. Four of the respondents stated that when seeing a billboard aligning with their interest, they have previously gotten inspired and interested. Richard and John further explained how recurring billboards on many occasions can influence them when acting as a reimbursing factor. They continued by explaining how the impact is strengthened when it is linked to an interest and when the perceived relevance is high. Michelle confirmed this statement and said that she once saw an advertisement for a clothing company that she liked, leading to her actually entering the store later on. She further explained how she on a different occasion saw a billboard of clothes containing attractive colour schemes evoking an interest and need that she previously did not have.

Most respondents agreed that the relevance of billboards generally is low, with them rarely having an interest or need for whatever is advertised on billboards. Richard and Michelle did however mention that depending on where the billboard is located, it may vary in relevance. For example, both respondents mentioned how they commonly see billboards on campus, marketing parties and guest-lectures which is relevant for them. Furthermore, Michelle said that the relevancy of billboards depends on the city she is in. Other than that, however, they did agree that most billboards are severely lacking in relevance for them. John and Franklin explained how they occasionally saw a billboard that was relevant, leading to them paying some extra attention to it. John further explained that recurring advertisements in the form of billboards increase the attention paid to it.

“I believe I get influenced more by advertisements that I see over and over again [...] when I see it once, I am more likely to notice it later on”.

(John, 2019)
However, most of the respondents were not able to recall the most recent advertisement they had seen on a billboard, with the exception of Richard, Michelle and John. Richard, was able to recall a billboard for a party on campus, Michelle recalled an advertisement for a clothing brand, and John recalled an advertisement for a concert.

Although impulse purchases rarely occurred among the respondents, Bill, George and Franklin had been affected and purchased something after seeing an appealing display window and Michelle purchased clothes after seeing that particular brand being advertised on a billboard. George further explained how he saw a jacket being displayed at the front of a store but decided to not purchase it. However, a week later he saw the very same display again, leading to him purchasing the jacket. Ronald, Barack and John agreed, saying that impulse purchases are more likely to occur for them following already existing brand awareness and when being exposed to recurring advertisements.

4.2.5.3 Newspapers
Regarding marketing through newspapers and magazines, none of the respondents had ever purchased anything they had seen being advertised. Many of them due to the fact that they did not read magazines and with the relevance of it commonly being next to non-existing. All of the respondents agreed that the advertisements in newspapers were not relevant at all. Furthermore, only one of the respondents, George, remembered the most recent advertisement he had seen in a newspaper. This was rather contradictory as he claimed to next to never read any newspapers. He argued that he were able to recall it due to the recurrence of the content.

4.2.5.4 YouTube
Regarding marketing on YouTube and whether or not the respondents had purchased anything advertised on YouTube, the responses varied. Hillary explained how she watched a lot of different people on YouTube and took a lot of inspiration from them. She explained how she felt a certain amount of trust towards the people she watched on YouTube due to them dressing well. This was something Michelle agreed with, depending highly on the opinions of profiles on YouTube. She explained how she most recently needed to purchase something, and immediately went on YouTube to watch people reviewing products within that particular product category.
“For example, when I needed a new curling iron, I went straight on to YouTube, searched for different videos of people reviewing and using different brands of curling iron”. (Michelle, 2019)

Furthermore, Michelle explained how being able to see the products in action, is a contributing factor for her relying heavily on YouTube and people she follows. However, she rarely discovered new brands on YouTube, and instead used YouTube as a mean of conducting further research and obtaining further knowledge of a certain brand. Franklin contradicted this and stated that he do discover new brands on YouTube occasionally. Ronald agreed, and he feels a stronger trust towards the people showcasing products on YouTube. Franklin argued that he had purchased several items from YouTube where reviews and tutorials had played a crucial part of convincing him. Five of the respondents further explained how they commonly watch videos recommended for them which, again, acts as many incitements as many of the videos and advertisement on these videos are customized to their interests and needs. Thus, they agreed that much of the advertisement on YouTube is relevant for them, which many of the other respondents also agreed on. However, among the respondents, it was only Jimmy who was able to recall the most recent advertisement he had seen on YouTube in a specific manner. Furthermore, none of the respondents could recall ever having purchased products being advertised on YouTube by impulse, with the exception of Richard and Franklin. They mentioned how they previously had purchased products directly after having seen them on YouTube. Although Richard further stated that it was mainly due to that the advertisement on YouTube functioned as a reminder to previous advertisements and due to the interactivity with the simplicity creating a further incentive for purchase.

Finally, the question regarding the usage of search engine optimization (SEO) and whether they usually watched the first video coming up, the majority of the respondents said that they usually base the selection of videos on the amount of views, content creator or the suitability for their purpose. Franklin mentioned how he felt a stronger trust towards videos with more views.
4.2.5.5 Facebook

On Facebook, it was less common among the respondents having purchased something advertised on that particular communication channel, with much of the advertisements lacking in relevance and more being irritating. Bill stated how he never had purchased anything being advertised on Facebook, mostly due to the low usage of Facebook but also due to the advertisement being too obvious. George mentioned how he usually discovers, or is reminded of a brand through advertisements on Facebook. Something Michelle agreed with, saying how she usually when being uncertain whether or not to purchase something, often is convinced through seeing it again on Facebook. Barack stated that, although rarely purchasing something advertised on Facebook, it is the communication channels that affect him the most in terms of conducting further research. The vast majority of the respondents agreed that much of the advertisement on Facebook is relevant, most likely due to it being customized based on previous searches and purchases, but it commonly becomes to noticeable and to strenuous. Furthermore, Richard and Michelle developed on this, stating that much of the advertisement is relevant due to them following certain groups with the advertisement aligning with their interests.

George and Michelle explained how they commonly were able to recollect advertisements from Facebook due to the recurrence of the marketing and having seen it previously in other communication channels that strengthens the foothold it establishes. Ronald and Barack however, countered this and were unable to recall advertisements from Facebook due to the overcrowdedness of marketing on that particular communication channel.

“The thing with social media, especially on Facebook, is that there is a lot of it [advertisements], which makes it harder to remember sometimes”.  
(Ronald, 2019)

The rest of the respondents were also unable to recall the most recent advertisement seen on Facebook. Regarding impulse-purchase, none of the respondents had done so, with the advertisement on Facebook many times merely acting as a reminder and influencing factor for further research.
Regarding the overall influence that social media communications had over the respondents, it was significantly stronger and more impactful than traditional marketing. Regarding whether the respondents had purchased anything marketed on Instagram, most of the respondents said that they had. Bill and John stated that they occasionally purchase products that were advertised on Instagram. The reason for this was because they enjoy the paid advertisements in this communication channel since it is customized for them based on previous searches and purchases. This led to the advertisements being displayed, aligning with their interests and needs, which made the advertisements more relevant and enjoyable. Furthermore, Bill explained his feelings towards this marketing method as non-problematic since it becomes a natural part of his feed as it blends in and integrates well with other pictures.

“I appreciate paid advertisements on Instagram [...] as it appears naturally in the feed when I scroll through the pictures”. (Bill, 2019)

He mentioned that he intended to purchase sunglasses which he had searched for online. As a result, this type of advertisement occurred on Instagram, which then led to him purchasing the sunglasses. George, Ronald, Barack and Franklin all confirmed the aforementioned opinions and how the simplicity and the relevancy of the advertisement provide an ease and enjoyment towards the advertisements. Consequently, leading to them all having previously purchased something marketed on Instagram.

Jimmy was among the few who had never previously purchased anything advertised on Instagram. He explained how he instead takes a lot of inspiration from Instagram, contributing towards awareness and a curiosity being raised towards the marketed brand or product. Richard, just like Bill and John, had purchased products marketed on Instagram on several instances before. He explained how he enjoys the customization and simplicity of the advertisements on Instagram as it is based on previous searches and purchases online. Michelle explained how Instagram is a great communication channel for discovering new brands. Furthermore, she explained that this was mainly due to social influencers and profiles that she follows advertising new brands. She felt that many of the social influencers and profiles she follows have common interests and good fashion sense,
therefore she feels a certain amount of trust and connection to them. Michelle suggested that Instagram has a greater impact and influence over her attitudes towards a brand and her purchase intention if the establishment of trust is used by influencers. Richard agreed to this, and with him being very interested in music, he follows many musicians and artists. These are people he feels a certain amount of respect towards, thus, has a greater amount of trust in. Consequently, he had previously purchased something that had been marketed directly or indirectly by these influencers or profiles.

Ronald agreed and further built on this, stating that he is influenced by this type of marketing method when it is directly from a sponsored post or indirectly by a profile he follows when wearing a certain brand for example. He mentioned that the influence on his purchase intention reflects the trust and relationship he has with this profile. These types of arguments were also supported in the responses of George and Barack. John also agreed with this, adding that profiles he follows and feels trust towards have a great influence in regard to his purchase intentions, which was also supported by Franklin. In addition, he mentioned that recommendations from friends have a great impact, as he mentioned that he and his friends usually share advertisements or pictures on Instagram when they have an interest in a product.

However, the majority of the respondents were not able to recollect the most recent advertisement or brand they had seen being advertised on Instagram. Most of the respondents mentioned how it most likely was an advertisement related to previous searches and purchases, but not precisely what it was. George, Ronald and Barack argued that the reasoning behind not being able to recall the most recent advertisement could be due to the fact that Instagram sometimes is being overcrowded with advertisements. This lead to an advertisement being one among others and making it harder to pinpoint a particular one for the respondents.

Regarding impulse purchases having occurred in connection with Instagram usage, many respondents agreed that it had previously happened. Michelle explained how this was due to the simplicity of interactive marketing and how just having to click on one link, acted as a incitement and contributing factor for impulse purchases. This was also something Bill and John agreed with. Hillary further developed this, stating that due to the simplicity, impulse purchases are much more likely to occur. She explained how occasionally when
browsing Instagram with no intention of purchasing anything, advertisements have led to her actually purchasing something anyway.

4.2.6 Concluding Questions
Regarding which of the six communication channels (TV, billboards, newspapers, Instagram, YouTube, and Facebook) the respondents regarded as the best communication channel to market through when the general public, of all ages, were targeted, the responses varied. Most of the respondents did however agree that the best communication channel to use was one of the social media communication channels. Richard and Franklin believed it to be Facebook, due to the usage being the highest among all ages on Facebook. Bill and Jimmy agreed on this as more and more of the older generations are emigrating to Facebook and as the advertisements are rather simple and straightforward. For Generation Z, however, the answer was unanimous, with all of the respondents saying Instagram. Jimmy and John believed it to be Instagram as the usage is among the highest among Generation Z and with the marketing being well integrated and unproblematic and also due to influencers being present. Furthermore, Franklin argued that a combination of communication channels should be considered both due to the recurrence and ability to expose the brand better through several communication channels.

As a concluding question, we asked the respondents which of the aforementioned communication channels were best suited when it came to marketing to them and establishing brand awareness and increasing purchase intentions. Again, all of the respondents agreed that social media communication channels was the way to go. The majority of the respondents said that Instagram was best suited. The reasoning behind this was mostly due to the high usage of that communication channel. Hillary argued that she was most influenced by the opinions of social influencers and profiles on Instagram, as they shared interests, with her as a consequence having a higher degree of trust. Bill and John agreed on this, and further based it on word of mouth, as they heavily relied on the opinions of friends and peers. Jimmy also agreed, and added that the advertisements on Instagram is better integrated, relevant and consequently it becomes less irritating, as it is based on previous searches and interests. In addition, Franklin agreed with these arguments but in regard to YouTube as the better communication channel.
5. Analysis

In this chapter, the connections between the theoretical framework and our empirical findings will be presented and further analysed, leading to our conclusion.

5.1 Consumer Behaviour

Khan (2007) states that consumer behaviour involves more than just the purchase of a product as he argues that the purchasing process starts in an earlier phase in the consumers mind regarding needs and attitudes, e.g. towards a brand or a product.

![Purchasing process](image)

*Figure 1: Purchasing process (Khan, M. 2007)*

This theory was confirmed by all the respondents from our data collection as they stated that their needs and interests played a crucial part in their decision-making process. The majority of the respondents had gathered previous experiences that were developed into attitudes towards certain brands. Solomon et al. (2006) also explains how by simply being part of the consumer culture, consumers form opinions and attitudes towards certain brands and products. Furthermore, Pew Research Center (B, 2019), states that Generation Z are aware and concerned with social questions and issues that have an impact on their perception of brands. As a concrete example, Michelle and John mentioned their negative attitude towards the very same brand based on their previous experiences and their values and interests not aligning with that brand. Consequently, their purchase intentions were
dwarfed. Thus, one might argue that the disliking toward particular brands arise from the opinions and attitudes constructed in the consumer culture, showing the importance and heavy influence of trends that exist. We believe that Generation Z is more aware of societal questions and issues; companies today need to be more cautious and attentive to being ethical as it otherwise might have a negative impact on brand liking, hence affecting the level of purchases negatively.

Solomon et al. (2006) add that the consumers do not always follow the purchasing process model and how the process commonly is conducted spontaneously without planning and prior consideration. This was common among the respondents where the majority had previously conducted impulse purchases. The empirical findings showed how this was more apparent via social media communication channels due to the simplicity of the interactive marketing and how just having to click on one link acted as an incitement and contributing factor for impulse purchases. This confirms that all steps in the purchasing process is not static and not always followed. Thus, we theorize that simplicity and easy access stimulates impulse purchases. The more streamlined and effortless the process of purchasing something and following up on advertisement is, the less emphasis is put on the different steps of the purchasing process. The simplicity and easy access are mainly related to marketing on social media and such communication channels. Although, the empirical findings also corroborates the arguments of the steps included in the model as the majority of the respondents, as stated, were more receptive to marketing when they had a need. When the respondents had recognized a problem, they usually searched for more information about related brands and products, evaluated their options and finally made a decision in regard to purchasing. Furthermore, the steps were more meticulously followed depending on the product category. With more expensive products, the steps were followed more thoroughly, compared to cheaper products. We believe this is due to the consumers requiring more in terms of quality and durability, thus more time spent on each step - especially information search and evaluation of options.

Solomon et al. (2006) explain how incidental learning plays an important role in the purchasing process, and that information from advertisements often is stored subconsciously. The empirical findings presented that marketing, mainly on traditional communication channels, left a subconscious imprint and impression even though they did not actively watched for instance a TV commercial as they still heard the sound and
music from it. This was further elaborated by the majority of the respondents as they were able to recollect jingles and certain brands from such marketing communication channels, which they stated might have had an impact on their purchasing decisions. One might argue that this strengthens the relevance of traditional communication channels, more specifically, the ability to stimulate different senses in regard to effective marketing. The ability to use jingles and sound prove to be very important with the empirical findings presenting how many of the respondents were able to associate certain sounds with specific brands, and more importantly, separate brands from others. Although, not actively watching, advertisements can still have an impact subconsciously. This is something we believe is lacking in social media communication channels and therefore limits the marketing possibilities and its potential. Furthermore, some of the respondents admitted to often read billboards and paying attention to them, but rarely actively contemplating its content. However, we believe that the information is subconsciously being processed and stored from billboards as well, which later will have an impact on their decision-making process, especially regarding the evaluation and selection phase of the purchasing process model and the conviction stage in the Hierarchy of effects model.

Dinner, Van Heerde and Neslin (2014) state that traditional marketing communication channels particularly have an impact on awoking a need and initiating information search. Something that was not apparent in the empirical findings with very few of the respondents initiating further information search based on advertisements seen on traditional marketing communication channels. Thus, as mentioned earlier, one might argue that the information absorbed through traditional communication channels is being stored subconsciously. Hence, affecting later stages of the purchasing processes and Hierarchy of effects model rather than initiating information search and establishing brand awareness. One explaining factor could be due to the advertisements being recurrent and constant, which confirms Fahy and Jobber’s (2012) theory regarding that recurrence of advertisements facilitates recollection of a brand. Thus, in our beliefs will have an impact on the evaluation process and conviction stage.

5.1.1 Brand Awareness
As Romaniuk, Wight, and Faulkner (2017) define, brand awareness is the ability to identify and recollect a particular brand or product belonging to that brand, including
names, logos, jingles, and so on. Clark, Doraszelski and Draganska (2009) and Hoyer and Brown (1990) argue that brand awareness is one major factor affecting the consumer decision-making process since it is a decision heuristic. Furthermore, brand awareness consequently leads to an increased possibility of a brand getting chosen over another, which ultimately enhances the purchase intention of consumers (Clark, Doraszelski and Draganska, 2009). This is also true regarding brand knowledge according to Hui (2010). Looking at the empirical findings, it is safe to say that the majority of the survey respondents highly value prior awareness of a brand, with 56% of the respondents stating that it is either very important or important. This was further supported by the interviews, with the majority of the respondents stating that being able to associate factors such as quality with a particular brand facilitates and shortens the process of information search, evaluation, and selection in the purchasing process. The respondents stated that by beforehand being aware of the brand, the likeliness of selecting that brand is increased. Furthermore, the empirical findings showed that with products that are more basic and less customized, respondents rely more heavily on prior brand awareness. Compared to more specialized and customized products, in which the respondents were more open for unknown brands and relied less on brand awareness and focused more on the product specifics.

Simultaneously, more time and effort are spent on information search and evaluation of different brands. Thus, one can see how when consumers are aware of a brand, less time is spent on evaluation and selection. In contrary to consumers having no brand awareness, they spend more time on the steps of the purchasing process. In addition, in regard to specialized products were specifics play a more vital part rather than brand awareness, as a consequent, more time is spent on these steps, brand awareness is established and knowledge increases. Thus, by offering appealing products, a previously unknown brand can establish brand awareness with new needs and interests being awoken. Hence, we argue that the aforementioned is a great way of creating familiarity and awareness.

Edelman (2010) emphasises the importance of establishing brand awareness as consumers in many instances are unable to see the products physically in social media communication channels. He also states that consumers nowadays search for much information online (Ibid). This was confirmed by the empirical findings as many of the
respondents did in fact conduct much of their research online. Simultaneously, the empirical findings presented that some of the respondents had trouble telling certain brands and advertisements apart due to overcrowdedness and similarities between them. This is something we believe is connected to the higher usage of social medias, arguably leading to the respondents and consumers being exposed to a significantly higher amount of advertisements which perhaps makes it more difficult to recollect certain brands. In contrast, in regard to traditional communication channels where the usage among the respondents was lower, they found it easier to recall brands and advertisements. Furthermore, the respondents stated that the recurrence of communication in traditional communication channels were higher than in social medias which made it easier to remember. Thus, one can argue that when looking to solely establish brand awareness of a brand, in some cases it might be better suited to advertise through traditional communication channels. Although, one might argue that due to the low usage among Generation Z and these particular communication channels being mainly dominated by already established brands, it might not be as useful for brands looking to establish brand awareness.

The following step in the Hierarchy of effects model is brand knowledge (Lavidge and Steiner, 1961), which involves the communication of the brand’s vision, values, mission and product category in relation to the brand (Ambler, 1997; Brucks, 1986). The empirical findings presented that the incentive for obtaining brand knowledge was of great importance when brand awareness was non-existing at the first interaction with a brand. Furthermore, even though brand awareness might exist, a negative perception of brand knowledge might overarch the awareness in regard to the decision made in the following step as some of the respondents mentioned. Although, when brand awareness exists, the respondents rarely search for more information to obtain brand knowledge. Hence, we argue for that brand awareness plays a more significant role in the Hierarchy of effects model since the step of brand knowledge can be skipped. As a number of the respondents stated that although they do value brand knowledge in terms of being able to agree with values, it rarely plays an important role in the evaluation and selection stages. Thus, one could argue that brand awareness is of greater importance for marketers when targeting Generation Z.
5.1.2 Brand Liking

Hui (2010) states that once brand awareness and knowledge have been established, consumers can develop brand liking, which De Houwer (2008) defines as consumers and individuals possessing a favourable attitude towards a particular brand. Looking at the empirical findings, brand liking is derived from brand awareness and knowledge that strengthen purchase intention. One respondent explained how he clearly went through the different steps, from first acknowledging a brand and obtaining knowledge to developing brand liking, to an increased purchase intention and finally purchase. This also expanded to other product categories. This supports Lutz (1985), who states that brand liking is a fundamental factor in regard to affective commitment towards a brand, meaning that once it is established the consumer will be consistent in his or her tendencies to purchase products from the same brand. This clearly occurred for the respondents who continued purchasing from the very same brand once brand liking was established. It provides the consumers with a sensation that the brand “cares about them (or addresses them) as individuals” (Boutie, 1994, P. 4) creating incentives to continue purchasing from that brand. Thus, we argue that it is crucial to establish brand liking for the purpose of enhancing purchase intentions and to induce purchase. And, to do so, one must first establish brand awareness and brand knowledge. Furthermore, one might argue that the importance of this step is heightened as it most likely will lead to additional purchases across several different product categories as trust is established towards the brand.

5.2 Traditional Marketing Communication Channels

Traditional marketing communication channels are implemented in marketing strategies to initiate a process in the mind of the consumers regarding problem and need recognition and information search (Dinner, Van Heerde and Neslin, 2014; Kotler, 2013). However, looking at the empirical findings, none of the respondents were able to confirm this. Many of the interview respondents rarely discovered a new need or problem, nor conducted further research based on the traditional communication channels. Which was consistent with the survey where 88% of the respondents rarely or very rarely followed up on advertisements seen on traditional communication channels. Instead, the interview respondents explained that they often were reminded of an already existing need or problem, as much of the advertisements through traditional communication channels
were recurring. This confirms Fahy and Jobber (2012) theory stating how information and messages are more easily stored fundamentally since traditional marketing often is repetitive and of the same kind which they argue is an advantage of traditional media’s. Thus, one might argue that using traditional communication channels as an initial step for marketers are ineffective and could rather be used as a reminder of a need or brand. Furthermore, due to the low usage of traditional communication channels among the respondents and arguably Generation Z overall, it might not be the best communication channels for establishing brand awareness and initiating purchasing processes. Instead, we believe it can be used to reimburse the message communicated in other communication channels and therefore facilitate evaluation processes.

Fahy and Jobber (2012) argue that the main incentive for conducting marketing through traditional marketing communication is due to the large reach of consumers. Although as stated, the empirical findings presented that the usage of traditional media’s were low. Hence, the incentive presented by Fahy and Jobber (2012) is arguably flawed and incorrect when targeting Generation Z. In addition, the respondents stated that when using traditional communication channels, the brands and messages were often irrelevant, hence missed their target. Confirming Uribe (2015) who argues that traditional marketing is difficult to personalize as it is mainly targeting the greater mass. However, in contrast, Scullin, Fjermestad and Romano (2004) argue that as traditional marketing is primarily based on demographics and social affiliations, tools used to establish awareness of the brand more effectively and directed, which enables segmentation and improves customer profiling. Which sometimes could be accurate since some of the respondents stated that when watching programmes of their interests, advertisements could be aligned with it, hence more relevant. This was also true regarding billboards were the relevancy depended on location, with e.g. respondents admitting to the advertisements being more relevant on the University campus. As the usage of traditional communication channels was low among Generation Z, we argue that emphasis should be put on strengthening relevance and focusing on reaching the target more accurately.

5.3 Social Media Marketing Communication Channels
Social media marketing communication channels can be used to reach, understand and engage with consumers (Chaffey and Smith, 2017; Charlesworth, 2015). It is effective in
regard to communication that enhances possibilities for companies to raise brand awareness online (Chaffey and Smith, 2017). This was apparent based on the interview findings in which the respondents stated that they commonly discover new brands and follow up advertisements through social media communication channels. However, the survey responses showed contradictory results, with solely 6% often following up on advertisements and 41% doing so sometimes. Both sponsored advertisements and social influencers provides for streamlined and interactive marketing opportunities that were well received among the interview respondents. As advertising through social media communication channels facilitates the process of conducting further information search and follow-up processes, one might argue that not only is advertising through social media communication channels beneficial for establishing brand awareness, but for increasing brand knowledge as well.

Chaffey and Smith (2017) argue that social media communication channels and such platforms facilitates the communication between consumers, hence provides companies with the ability to better oversee and to be more attentive towards reviews and feedback. This was appreciated based on the empirical findings, as the respondents more easily were able to review potential purchases and conduct a more thorough information search. This arguably facilitates the information search and need recognition processes in the purchasing process. Furthermore, trends and opinions from peers help to establish brand awareness and to increase brand knowledge whereas reviews affect liking, preference and conviction in the Hierarchy of effects model.

Simultaneously, the respondents stated that they occasionally felt overwhelmed with marketing in these media and perceived it as overcrowded. As a consequent, it was difficult telling brands apart and they were unable to recollect specific advertisements and brands. We believe that the sensation of overcrowdedness is a result of the marketing being based on previous searches and interests with much of the advertisements being for products within the same product category. Thus, Scullin, Fjermestad and Romano’s (2004) theory, that marketing through social media communication channels allows for more customized and segmented offerings based on consumer preferences and consumer behaviour, could sometimes be seen as a downside rather than advantageous. Furthermore, we believe that the high usage of social media and as a consequent, the increased exposure to advertisements, also contributes to consumers having difficulties
telling brands apart. Although, since marketers can provide more relevant advertisements due to such factors and that it is interactive, we argue that it leads to consumers appreciating this type of marketing method, which is supported by the empirical findings.

One strategy that is commonly conducted in social media marketing communication channels is influencer marketing (Hurt, 2017). By executing this strategy companies uses the influencer’s reach to target an audience (Hurt, 2017; Lagrée, Cappé, Cautis and Maniu, 2018). From the empirical findings, we can see that all of the respondents follow certain profiles of their liking on social media’s and are occasionally affected by advertising through them, both directly and indirectly. We argue that these profiles had an impact on the purchasing process since the respondents trusted them and that they could use that to enhance the tendencies towards a purchase of the marketed product or brand. Hence affecting the stages consumers go through in the Hierarchy of effects model. Furthermore, brand awareness can arguably be established on a larger scale since these profiles usually have a large amount of followers with similar interests and likings.

5.4 Communication Channels

5.4.1 Television
Marketing through television is mainly being conducted in two ways, through advertisements for a brand and through product placement in programmes (Uribe, 2015). The empirical findings show that much of the advertisements on TV commonly lack relevance and give a notion of the advertisements not being directed to them. However, simultaneously the respondents stated that they rarely watch TV, and when they do, they watch something correlating with their interests and liking. In those cases, the respondents argued for that advertisements that were related to the TV-show and their viewers could to some extent be relevant. Although, we argue for that the relevance of advertisements on TV are generally low. However, with the usage of Generation Z being low and due to the them being rather selective of what they are watching, we believe that the relevancy could be heighten if advertisements have a connection to a certain TV-show. Hence, we argue that segmentation and finding the targeted group of the various TV-shows need to be thoughtfully considered and applied.
Simultaneously, Kotler et al. (2013) argue for that marketers and companies should consider conducting marketing through TV as a communication channel mainly based on the large scale of users since the consumer reach is large. However, based on the interview findings, the usage among the respondents was quite low, which contradicts this theory. Simultaneously, the survey findings showed that 67% of the respondents felt that they saw advertisement on TV often or very often. Thus, even though usage was low, the exposure remain high providing incentives for marketing via TV. Furthermore, the empirical findings showed that, occasionally new needs are evoked by what might be perceived as irrelevant at first sight. Thus we believe that a too segmented and restricted advertisement strategy could be disadvantageous and a balance should be found and that heavy exposure has an impact.

Other incentives for conducting marketing through TV as a communication channels is due to the effectiveness and possibilities when targeting an audience through several senses, e.g. through sound and visuals (Kotler et al., 2013). We found, based on the empirical findings that these methods are indeed effective, with many of the respondents, although admitting to rarely watching TV, were able to associate certain sounds, voices of characters, and jingles to a particular brand. Furthermore, the empirical findings showed that although many of the respondents from time to time did not actively watch the commercials, were affected subconsciously by sound and noises that they have heard from advertisements. Thus, we believe that by them subconsciously being affected by marketing will lead to an impact in the evaluation and selection phase of the purchasing process. We therefore argue that even though the communication in TV advertisements might neither consistently evoke new needs nor establish brand awareness, it can remind consumers of existing needs and problems.

The empirical findings also showed that sound had a larger impact in commercials where the relevance was low as they did not actively watch it. Although, regarding product or brand placement, the visual content was more important and had a higher impact on the audience. However, when it comes to product placements, we argue that a balance is crucial for the attitudes formed by the consumers. If the product placement were to be too obvious and strenuous with the content not being well integrated, the consumer might perceive it as intrusive and develop a disliking towards the advertised brand. Simultaneously, product placements cannot be too passive and hidden as it risk not being
noticed or acknowledged by the consumer, which was supported by the empirical findings.

5.4.2 Billboards
According to Jun, Han Bae, Ju and Chung (2016), billboards are regarded as one of the most effective communication channels when it comes to the creation of brand awareness. The interview findings, however, showed contradictory results where one main reason was due to the low relevancy of billboards. The survey findings also presented that only 1% often followed up on billboards, even though the exposure of advertisements was high. Due to difficulties of customizing the communication within this channel regarding its essential mass marketing character and it being widespread, the relevancy was often low, hence making the advertisements often missing its target. However, as presented in the empirical findings, new interest and needs could still be evoked, although an already existing interest surrounding the overall content must exist. If there is an existing interest regarding its content, the information search might be facilitated and have an impact on further stages. Furthermore, unlike several other communication channels, it is very unproblematic with consumers lacking a feeling of contempt and irritation towards this type of marketing method. Thus, we believe that there is no resistant to the advertisements with a more open minded approach. Hence, when being relevant, this marketing method can be effective mainly in regards to the evaluation and selection process. Moreover, we emphasise the importance of increasing the relevance of billboards by focusing on the positioning by better match its content with the surroundings.

5.4.3 Newspapers
Marketing through newspapers can be seen as a way of mass marketing, as everyone reading the newspapers are targeted (Pettegree and Der Weduwen, 2018). However, the empirical findings showed that none of the respondents ever read newspapers nowadays, and instead reads news online. Furthermore, only 1% of the survey respondents often followed up on advertisement seen in newspapers. Thus, we argue that marketing to Generation Z using physical newspapers is an inadequate way of reaching these individuals. Hence, marketing through online newspapers should be considered instead.
5.4.4 YouTube

YouTube is a communication channel where marketers can either share content using their own channels, market through banners, advertisements before or during videos and by search engine optimization (Duffett, Petrosanu, Negricea and Edu, 2019). Furthermore, YouTube is a widely used platform with a large number of users, hence creating an incentive for marketers (Ibid). The empirical findings showed that YouTube indeed is widely used with most of the respondents spending at least one hour each day on YouTube. Furthermore, the interview findings showed that many of the respondents relied on YouTube when searching for information, looking at different reviews and tutorials of different products. However, the survey responses showed that solely 11% of the respondents followed up on advertisements seen on YouTube. Furthermore, many of the interview respondents rarely discovered new brands on YouTube, although, we believe that it plays an important role when it comes to evaluating and selecting brands when the advertisements are delivered using influencers. Hence, we believe it to be an attractive communication channel for marketers when targeting Generation Z in terms of brand knowledge and information search.

The use of influencers when marketing a brand or product via YouTube is a commonly used strategy by companies (Hurt, 2017), which was appreciated among the respondents regarding the evaluation and selection process as they felt a relation and trust towards the different influencers. Hence, marketing through influencers is something we believe has a great impact on the selection of products and brands, as they are more susceptible to opinions from influencers and peers. Furthermore, regarding the more traditional means of advertising via YouTube, for instance banners, were less effective since the empirical findings showed that they often skipped it and in some cases even blocked it due to a feeling of annoyance and irritation. Thus, we argue that if YouTube ought to be used as a marketing communication channel, using influencers might have a bigger impact on consumers than banners and commercials when targeting Generation Z in relation to their purchasing process and the Hierarchy of effects model.

5.4.5 Facebook

According to Sanne and Wiese (2018), Facebook is appreciated by marketers since they can use statistics and demographical data to target their audience more accurately. They
also mean that Facebook can be used in different ways in regard to marketing, for instance company post on their own homepage or by paid advertising presented to all users (Ibid). The empirical findings showed that organic (non-paid) advertisements were regarded as relevant and also more appreciated by the respondents. Since it is their own choice to follow the various pages and brands, unlike paid advertisements that were regarded as less relevant and more irritating among the respondents due to overcrowdedness. Hence, we believe that organic marketing via Facebook have a higher impact on the consumers where brand awareness and knowledge is already established, thus affecting brand liking and future evaluation and selection processes. Regarding paid advertising on Facebook, we argue for that the overcrowdedness has a lesser impact on brand awareness since it makes it more difficult to separate different brands apart and advertisements even though it might be relevant. This was supported by the survey findings that showed that 77% of the respondents experienced advertisement on Facebook often or very often.

5.4.6 Instagram

Barry et al. (2015) presents two ways of marketing through Instagram; brand owned pages and promoted brand posts. These, combined with its large user base provide incentives to market on Instagram (Munoz and Town, 2017). The empirical findings showed a general appreciation towards advertisements on Instagram as it were perceived as relevant and well-integrated with the platform making the advertisements more enjoyable. All of the respondents followed social influencers to whom they shared interests and liking with. Consequently, we argue that the respondents were more open and approachable to advertisements they were exposed to. This was also confirmed by the survey findings that showed that 60% occasionally, often, or very often followed up advertisement seen on Instagram. Furthermore, due to Instagram being used the most by the respondents and perhaps Generation Z in general, we believe it to be an attractive communication channel. Furthermore, the respondents said that they had discovered several new brands on Instagram, both through influencers but also through promoted posts. Hence we argue for that this is a beneficial communication channel regarding creation of brand awareness and that the interactiveness creates incentives for information search and further actions leading to purchase intention being heightened.
5.5 Integrated Marketing Communications

Integrated marketing communications concerns the aspect of coordinating messages and medias used to influence and communicate the value that can be obtained from a brand (Keegan et al., 1992). Duralia (2018) argue that especially the increased usage of social media marketing communication channels leads to a more competitive arena regarding obtaining the interest from consumers. This was a central theme in the empirical findings as many of the respondents found it difficult to separate different brands due to the heavy exposure of different advertisements. Thus, making it difficult for brands to differentiate themselves and stand out. Hence, we argue that conducting marketing through several integrated marketing communication channels is beneficial and to be preferred since it arguably could increase a brand’s exposure while simultaneously allowing them to be recurrent in various communication channels. Something Franklin agreed with, who argued that the use of different communication channels is beneficial as it allows for the delivery of the same message in different ways. Furthermore, as the use of integrated marketing communications can stimulate different senses through the different communication channels, consumers are able to better recollect the brand. Hence, one might argue that the use of integrated marketing communications allows to reap the most of the benefits from each communication channel, which simultaneously mitigates the drawbacks of each communication channel.

As today’s media and consumer landscape is more fragmented than ever before (Duralia, 2018; McArthur and Griffin, 1997; Semenik, 2002; Smith, 2002), it is crucial to engage in integrated marketing communications in order to increase exposure and establishing awareness. In the empirical findings, it was noticeable that the respondents fulfilled different steps of the Hierarchy of effects model when being targeted with marketing through various communication channels. Thus, we argue for that a main incentive for conducting marketing through several integrated communication channels is derived from that they affect consumers in diverse ways. Hence, we believe that by using integrated marketing communications it could lead to all steps being pursued in a chronological order. For instance, some respondents used Instagram as a mean of discovering new brands, YouTube and Facebook for information search and forming an opinion of a product or brand. Whereas TV and Billboards being prominent regarding recollection that arguably has an impact on preferences and conviction. Thus, we can see how by using integrated marketing communications can allow companies to exploit
different benefits from different communication channels, providing synergy, confirming, Pickton and Broderick’s (2001) theory.
6. Conclusion

6.1 Research questions being answered

Generation Z is attracting more attention from companies and marketers as they are in the beginning years of entering the market, with increasing purchasing power and more influence on how marketing strategies ought to be designed. Simultaneously, as technology advances, the marketing possibilities and tools available provide additional opportunities, but also challenges for marketers. Companies can interact and engage with their targeted consumers by conducting marketing in two settings; online and offline, which branches out in a distinct number of communication channels. The online setting includes social media communication channels such as Instagram, Facebook, and YouTube whereas the offline setting includes traditional marketing communication channels such as Television, Billboards and Newspapers. These communication channels are implemented in marketing strategies to stimulate and influence the different stages of the Hierarchy of effects model and consumers purchasing processes. One central and highly important stage of the process is establishing brand awareness, as it is the first step to induce purchase. Thus, the aim of this study was to investigate the following research questions:

(1) Which communication channel is best suited for establishing brand awareness when targeting Generation Z?

(2) How can the various communication channels be used for building upon brand awareness when targeting Generation Z?

The first (1) research question tackles the issue regarding marketing to Generation Z and through which communication channels that ought to be used in order to establish brand awareness. The theoretical framework shows that establishing brand awareness is a crucial first step since a known brand has an elevated chance of being selected over an unknown brand. Furthermore, theory have established that different communication channels present diverse opportunities in regard to engaging with customers, e.g. social media allows for more customization and interactiveness whilst traditional media allows for targeting a larger mass. The empirical findings showed that brand awareness indeed is an important and crucial aspect in which they often based their purchase decisions on.
In addition, if brand awareness is established, the purchasing process is shortened and decisions are made faster with less consideration and evaluation conducted. Furthermore, the empirical findings showed that characteristics of social media communication channels present better opportunities for establishing brand awareness when targeting Generation Z. This was based on the fact that the usage was significantly higher, advertisement better integrated and the interactive content lead to higher exposure, less contempt and better engagement. Social media communication channels also presented greater opportunities for marketing through social influencers and profiles, whom had great influence and capabilities of illuminating and spotlighting new brands. This is based on consumers often sharing common interest and displaying a trust towards social influencers and profiles leading to consumers being more receptive. These opportunities and characteristics were highly accurate for Instagram, in which presented streamlined and interactive marketing opportunities and a large network for social influencers and profiles. Thus, taking this into consideration Instagram is the best suited communication channel for companies to establish brand awareness when targeting Generation Z.

The second (2) research question is regarding how build upon brand awareness and which communication channels are best suited for doing so. The theoretical framework presents that brand awareness is of significant importance as it is the first step of the Hierarchy of effects model. However, there are several more steps before a purchase can be induced that need to be taken into consideration. The Hierarchy of effects model presents six different steps consumers follow, ranging from brand awareness being established to a purchase being conducted. Theory states how integrated marketing communications present opportunities and advantages due to the synergy created among them. This synergy and integration of communication channels provides for a composite influence on consumer behaviour where brands arguably can increase the probability of inducing a purchase. This was proven to be accurate in the empirical findings as it presented that consumers move through the various steps of the Hierarchy of effects model by first acknowledging a brand, conducting research, developing brand liking which then affected their purchase intention. This lead to them later on being consistent and continuing purchasing from the same brand. Furthermore, the empirical findings showed that different communication channels affect various steps of the model. Social media communication channels have proven to be better suited overall in
relation to the Hierarchy of effects model, whereas traditional communication channels have an impact on the conviction stage. The empirical findings presented that traditional media could enhance the probability of brand recollection when brand awareness was already established. The empirical findings state that by using social media communication channels, marketers can establish brand awareness, initiate information search to establish brand knowledge that can provide for brand liking. Furthermore, when these steps are fulfilled, traditional communication channels can be used to influence the evaluation and selection process and conviction stage. Thus, for which communication channels to use in order to build upon brand awareness and to influence all steps of the Hierarchy of effects model; companies should consider using integrated marketing communications when targeting Generation Z. Figure 12 (see below) presents how the various communication channels can be used for building upon brand awareness when targeting Generation Z.

Table 3: Summary of communication channels (Own model, 2019)

<table>
<thead>
<tr>
<th>Communication Channels</th>
<th>Pros</th>
<th>Cons</th>
<th>Affected stage of the Hierarchy of effects model</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>Repetitive, Stimulates various senses</td>
<td>Low usage, Difficult to personalize</td>
<td>Conviction</td>
</tr>
<tr>
<td>Billboards</td>
<td>Non-problematic, Relevant if positioned well</td>
<td>Difficult to personalize</td>
<td>Conviction</td>
</tr>
<tr>
<td>Newspapers</td>
<td>-</td>
<td>No usage</td>
<td>-</td>
</tr>
<tr>
<td>Facebook</td>
<td>Interactive, Relevant advertising, Organic advertising through home pages well received</td>
<td>Overcrowded, Poorly integrated ads</td>
<td>Brand Knowledge, Brand Liking</td>
</tr>
<tr>
<td>Instagram</td>
<td>Interactive, High usage, well integrated ads, Influencer networks (Trust/Large audience), Relevant advertisement</td>
<td>Overcrowded</td>
<td>Brand Awareness</td>
</tr>
<tr>
<td>YouTube</td>
<td>Interactive, High usage, Influencer networks (Trust/Large audience)</td>
<td>Poorly integrated ads</td>
<td>Brand Knowledge, Brand Liking</td>
</tr>
</tbody>
</table>

### 6.2 Theoretical implications

Previous research in regard to the variables included in this thesis and the relationship between them has proven to be absent and implicit. The variables have previously been discussed and researched but separately and in other settings. Thus, more explicit research had to be conducted to fully integrate and understand the complexity the relationships hold. More specifically, we could see a research gap regarding Generation Z, the certain stages of the Hierarchy of effects model and which communication channels that are best suited to establish the relationship between them. Thus, we have identified the various communication channels that should be considered in order to establish brand awareness and for increasing purchase intentions when targeting Generation Z.

### 6.3 Managerial implications

This research and study has examined which communication channels that is best suited when targeting Generation Z for establishing brand awareness and to induce purchase. As Generation Z differ in terms of characteristics compared to other generational cohorts, marketing strategies should be designed accordingly when targeting these individuals. These recommendations ought to be seen as accurate as this study has been conducted and investigated Generation Z and individuals within. Based on this study, the implementation of several integrated communication channels ought to be considered. Since the findings present that this induce purchases as certain communication channels correlates to various stages of the purchasing process model and the Hierarchy of effects model. Moreover, regarding the establishment of brand awareness which in this study was appreciated as the most important variable, companies should use Instagram as a mean to initiate first engagements with Generation Z.
6.4 Limitations of study

When examining this matter, we identified a number of limitations related to the issue of matter. First and foremost, due to limiting our study, only six different communication channels were examined. In reality, there are a large number of other communication channels that are being used and that are arguably affecting consumers and their purchasing behaviour differently. In addition, examining a relatively modern generational cohort is a complex matter since the individuals within are in a stage of development in which preferences are constantly changing. The complexity is also in regard to consumer behaviour, which is a highly convoluted subject in which many factors play part. Finally, another limitation was the sample as it consist of individuals mainly living in the same area and only represent a fraction of a large and diverse group.

6.5 Future Research

The findings from this study have provided further knowledge and contributed to theory, hence this can act as a basis for future research. As generations are constantly evolving, as well as technology constantly advancing, future research are not only needed to get a better understanding of these variables but also to keep existing research updated. Furthermore, we believe that marketing and how to effectively reach and engage customers will change accordingly. Thus, we stress the vital aspect of updated research in this field. Hence, we propose two themes for future research;

(1) Investigate different communication channels as they are vital in today's marketing landscape and since new means of marketing are constantly emerging.

(2) To further analyse and depict Generation Z in regard to marketing by comparing this generational cohort to others as that can present more distinct perspectives, help identifying distinguishing characteristics and provide for a more fundamental understanding.
7. References

7.1 Articles


Colliander, J, Marder, B. (2017) ‘Snap happy’ brands: Increasing publicity effectiveness through a snapshot aesthetic when marketing a brand on Instagram. Computers in Human Behavior. 78, 34-43


**7.2 Books**


Higher Education


### 7.3 Electronic sources


at: https://research-methodology.net/research-methodology/research-approach/abductive-reasoning-abductive-approach/ [Accessed 8 January 2019].


8. Appendix

8.1 Interviews

**Background**
1. Vilket år är du född?
2. Vilket kön identifierar du dig som?
3. Vad har du för nuvarande sysselsättning?
4. Vilken stad bor du i?

**Consumer Behaviour**
5. Är det vanligt förekommande att du handlar ex. kläder och accessoarer online? (Ungefär hur många gånger i månaden exempel) Vad tycker du är bra/dåligt med detta?
6. Är det vanligt förekommande att du handlar ex. kläder och accessoarer i fysiska butiker? (Ungefär hur många gånger i månaden exempel) Vad tycker du är bra/dåligt med detta?
7. Varför föredrar du att handla online/fysiska butiker framför fysiska butiker/online?
8. Har du någonsin köpt ex. kläder/accessoarer från reklam som marknadsförts på TV/Utomhusreklam/Tidningar?
   - Från alla tre? Bara en av kanalerna? Varför?
9. Har du någonsin köpt ex. kläder/accessoarer från reklam som marknadsförts på Instagram/Facebook/YouTube?
   - Från alla tre? Bara en av kanalerna? Varför
10. Är det viktigt när du köper en produkt att du hört talas om märket innan? Varför?
11. Är det viktigt när du köper en produkt att du har kunskap om märket innan? (Förklaring av Brand Knowledge) Varför?
12. Vad leder till att du troligtvis köper produkten efter att du uppmärksammar av den genom marknadsföring? Varför?
13. När du inser att du ex. behöver nya jeans - hur går din process till från behovsupptäckande till att du köper produkten (e.g. letar aktivt i fysiska affärer? Gör research innan online? Kollar vad kändisar har på sig?)
14. Är du mer mottaglig för marknadsföring när du har ett behov av en produkt? Varför?

**Communication Channels**
15. Hur många timmar per dag spenderar du på följande media? (TV, Billboards, Tidningar, Facebook, Instagram & YouTube)
16. Kommer du ihåg den senaste reklamen du såg på Instagram/Facebook/YouTube? Varför?
18. Vilka kanaler influerar dig mest, får dig att följa upp marknadsföringen (Söker efter mer information/köper produkten)? Varför?
19. Brukar du märka/tänka på att det är reklam (e.g. produktplacering, företagspost)?
20. Tror du att du påverkas mer av undermedveten/medveten reklam? Varför? (Undermedveten är ex. produktplacering - Medveten är ex. TV reklam/sponsrat inlägg)
21. Reklamen som marknadsförs på TV/Billboards/Tidningar - Anser du att den är relevant för dig?
22. Reklam som marknadsförs på Instagram/Facebook/YouTube - Anser du att den är relevant för dig?
23. Är du mer mottaglig för marknadsföring som är mer relevant för dig (baserat på tidigare köp etc)? Varför?
24. Tror du att du kan påverkas av marknadsföring som inte är relevant för dig?
25. Tror du att sådan marknadsföring kan väcka nya intressen/behov? Varför?
26. Hur ofta har spontanköp uppstått? Via TV/Billboards/Tidningar?
27. Hur ofta har spontanköp uppstått? Via Instagram/Facebook/YouTube?
28. Vad tror du är den mest effektiva (Fångar uppmärksamhet bäst) kanalen att marknadsföra genom generellt? Varför?
29. Vad tror du är den mest effektiva kanalen (Fångar uppmärksamhet bäst) att marknadsföra genom när det kommer till Gen Z? Varför?

**Traditionella kanaler**

30. Byter du kanal vid reklam?/Bläddrar du förbi reklam sidor?

**Social media kanaler**

31. Följer du kändisar/influencers - Varför?
32. Har du någonsin köpt något som dom promotat direkt/indirekt? Varför?
33. (YOUTUBE) SEO - brukar du klicka på första videon eller scrollar du ner? Varför?
34. Brukar du klicka på rekommenderade videos?

**Avslutande frågor och summering**

35. I vilken kanal skulle du säga uppmärksammar varumärken mest för dig och, varför?
36. Kan du diskutera kring i vilken kanal du uppmärksammar varumärken bäst och som påverkar ditt köpbeslut?
37. Är det någonting generellt du känner att du vill lägga till eller något som du känner du/vi har missat?
8.2 Survey
Occupation

- Student: 74%
- Working: 25%
- Unemployed

Which city are you from?

- Stockholm: 60
- Linköping
- Gävle
- Göteborg
- Hamstad
- Eskilstuna
- Norrköping
- Uppsala

84
When you see an advertisement online, how often do you follow up?

- Very rarely: 34%
- Rarely: 41%
- Sometimes: 19%
- Often: 5%
- Very often: 6%

When you see an advertisement offline, how often do you follow up?

- Very rarely: 72%
- Rarely: 17%
- Sometimes: 10%
- Often: 1%
How important is it that you have heard of the brand prior to a purchase?

How important is it that you have knowledge of a brand prior to purchase?