MK7227 Postgraduate Dissertation

Student Number: u1634622

	Comments	Max Mark	Actual Mark
Introduction Identification of a valid topic, research question and objectives framed to Masters Level standard with academic rationale developed, clear industry contextualisation of the research topic	Supervisor Comments: 2nd marker Comments:	10%	
Critical Literature Review	Supervisor Comments:	25%	

Depth and breadth of literature search, engagement with seminal authors and papers, evidence of a critical approach toward the scholarly literature	2nd marker Comments:		
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How does Snapchat as a social media marketing platform influence consumer behaviour?

A dissertation submitted in partial fulfilment of the requirements of the Royal Docks School of Business and Law, University of East London for the degree of **International Business Management**

September 2017

[Word count: 15681]

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How does Snapchat as a social media marketing platform influence consumer behaviour?

Abstract

While the use of social media has rapidly emerged during the past few years, more and more organisations noticed the potential of marketing on social media platforms and started integrating social media into their marketing communication strategies. Several researchers argue that social media has become one of the biggest influence in consumer behaviour since people tend to turn away from traditional marketing communications channels. Therefore, examining the influence of social media marketing became more and more important. Numerous studies have already examined the impacts of social media marketing on well-established networks, like Facebook. Yet, less research is done on the newer platforms, like Snapchat.

This study aims to examine how Snapchat as a social media marketing platform influences consumer behaviour. This question is further divided into three more specific research sub-questions with regard to consumer engagement, brand awareness and purchase intention. In addition to this, hypotheses are deduced aiming to answer the research sub-questions.

The research question is answered through the use of an online survey. The data is collected using a convenience sampling method. The data collection started on the 17th of July and ended on the 15th of August. Within this time frame, the study collected about 110 valid responses. Exploratory factor analysis is used to reduce and analyse the dataset. Once the dataset is reduced, the study tests whether or not the hypotheses can be accepted and answers the research sub-questions. Finally, as a result the main research question can be answered.

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1 Introduction

1.1 Overview

This first chapter of this study gives an introduction to the research and the structure of this study. The chapter is divided into three sections. The first section talks about the background and the origin of the research. This section illustrates briefly the current knowledge on social media marketing and consumer behaviour. Furthermore, it explains the significance of this study. The next section presents the objective of the study. This section introduces the main research question, as well as the research sub-questions and hypotheses. Finally, the last section illustrates the structure of this study.

1.2 Research background and origin of research

During the past few years, the use of social media has rapidly emerged and nowadays more than 2.7 billion people worldwide are actively using social media in their everyday life (Kemp, 2017). This rapid emergence of social media usage changes the behaviour of marketing managers, as they see more and more potential in advertising on social media (Heinonen, 2011; Kumar *et al.*, 2016). According to recent reports, the expenditure on social media advertising in this years' first quarter has increased by more than 60 percent compared to the previous year (Morrison, 2017). However, social media is not only changing the way marketing managers think, it is also challenging them with an emerging new role of the consumers.

Social media has enabled consumers to be active participants rather than just passive recipients of a company's marketing message (Heinonen, 2011; Ashley and Tuten, 2015; Batra and Keller, 2016; Habibi *et al.*, 2016; Zhang and Mao, 2016). Consumers are not only able to share their experiences of a brand or product with other consumers, they are also able to share it with the brand itself. Furthermore, social media enabled them to influence the brand's marketing message in ambiguous ways. This can either enhance or

hurt the brand (Page and Pitt, 2011; Ashley and Tuten, 2015; Henninger, 2017).

It is argued that consumers tend to turn more towards social media and further away from traditional marketing channels to gain information about a brand or product (Mangold and Faulds, 2009). Therefore, it is said that social media marketing has become one of the biggest influence on consumer behaviour (Mangold and Faulds, 2009). For that reason, it seems to be of greater importance for companies to integrate social media into their marketing communication concepts (Batra and Keller, 2016).

Presently, many marketing managers seem to feel unsure about the outcomes of social media marketing and the appropriate way on how to incorporate social media into their marketing mix (Ashley and Tuten, 2015; Kumar *et al.*, 2016). Although a variety of studies on the impacts of social media marketing on to the consumer's behaviour does exist for well-established social media platforms, such as Facebook, LinkedIn and Twitter, less research has been performed on the newer ones so far, such as Snapchat (Campbell *et al.*, 2012; Rehman *et al.*, 2014b; Lukka and James, 2014).

Launched in 2011, the social media platform Snapchat, is being observed as one of the fastest growing networks (Morrison, 2015). Presently, Snapchat has more than 170 million daily active users and is one of the most favoured social media platforms, particularly among teenagers in the United States (Snapchat, 2017a; Snaplytics, 2017b). Therefore, it is not surprising that more and more companies are looking for ways to advertise on Snapchat (Snaplytics, 20171b). In spite of less existing research in the field of social media marketing influences on Snapchat, the demand further research seems to be increasing.

1.3 Objective of the study

The objective of this study is to examine the impacts of Snapchat as a social media marketing platform on consumer behaviour. As consumer behaviour is such a broad term, this study only focuses on three aspects; the consumer engagement, brand awareness, and purchase intention. The following table (Table 1.1) illustrates the main research question and the research sub-questions including the hypotheses.

Table 1.1 Research questions and hypotheses

Research question:
How does Snapchat as a social media marketing platform influence consumer behaviour?

Research sub-questions and developed hypotheses:
 	
RQ1: What are the effects on consumer engagement?
    H1:   Consumer engagement with sponsored content on Snapchat is relatively high.
 	
RQ2: Does Snapchat increase brand awareness?
    H2:   Advertising on Snapchat increases the consumers' brand awareness.
 	
RQ3: Does Snapchat influence the consumers' purchase intention?
    H3:   Advertising on Snapchat increases consumers' purchase intention.

The hypotheses are developed based on previous research findings of social media marketing and intend to answer the research sub-question. The research sub-questions aim to answer the main research question.

1.4 Structure of the study

The study is divided into five chapters: the introduction (Chapter 1), the literature review (Chanpter 2), the methodology (Chapter 3), the data analysis (Chapter 4), and the conclusion and recommendations (Chapter 5).

The introduction aims to give an overview of the study. This chapter presents the background of the study, as well as the research questions and objectives. Furthermore, it describes the structure of the study.

The literature review (Chapter 2) provides an overview of previous conducted research in the field of social media marketing and consumer behaviour. After the provision of general background information, new approaches of social media marketing are going to be introduced. At this point the literature review functions as tool to introduce the virtual platform 'Snapchat' and its use. The different advertisement products on Snapchat, also called 'ad products' (Snapchat, 2017a), are introduced and explained.

Next, the literature review focuses on the impacts of social media marketing on consumer behaviour. In this section, the influences on consumer behaviour are further divided into the effects on consumer engagement, brand awareness, sales and foot traffic, as well as purchase intention. The chapter ends with a summary of previous research on social media marketing and consumer behaviour, and identifies the research gap.

Chapter 3 is concerned with the research methodology used in this study. Here the focus is placed on the main research question, including the research sub-questions and developed hypotheses, as well as the objective of the study. It further illustrates the research methods used in this study to answer the research question. This section provides information and justification of the research philosophy and design. The decision to apply a quantitative research design by using a survey method includes the explanation of the questionnaire and outlines the survey. Furthermore, an explanation on how to analyse the gathered data is going to be attempted. In order to collect valid data, ethical issues have been taken into account. At

this point it seems to be essential to mention any limitation and challenges occurring during the research phase.

Following this, the next chapter consists of the data analysis (Chapter 4). This chapter describes the analysis conducted with the statistical software IBM SPSS and presents the findings and results. The first section of this chapter provides an overview of the sample characteristics, followed by the exploratory analysis which has been applied to investigate the collected data. Having analysed the data with the factor analysis, the study then tests whether or not the hypotheses can be accepted, and answers each research sub-question. Finally, the chapter discusses the findings and compares them with previous research on social media marketing and consumer behaviour. This provides information to whether or not the findings of this study are consistent with previous findings.

Having stated the results and explained whether or not this study is in line with the previous research, the study ends with a conclusion and further recommendations (Chapter 5). This chapter summarises how the study attempted to answer the research question, and presents the research findings. Furthermore, this chapter aims to evaluate the findings of the study as well as give recommendations for further research, management practices and its influence onto the society.

2 Literature Review

2.1 Overview

The literature review aims to provide an overview of the previous research on social media marketing and its impacts on consumer behaviour. The literature review is divided into five sections: the theoretical background on social media (Section 2.2), social media marketing (Section 2.3), social media advertising (Section 2.4), Snapchat as a social media marketing platform (Section 2.5), the impacts on consumer behaviour (Section 2.6) and finally a summary (Section 2.7) .

The first section (2.2) gives a brief overview of social media. It begins with the definition of the term and the rising importance in the consumers' and business's daily life, as well as an introduction and explanation to the social media platform Snapchat. While current research shows rising significance in integrating social media into an organisation's marketing mix, the next section defines social media marketing (2.3). This section examines the difference between the new marketing strategies emerging from social media and the traditional marketing strategies, Moreover, it addresses one one of the central marketing elements in social media; the social media content marketing and the use of user-generated content.

The following section (2.4) describes social media advertising and provides a brief overview of its effectiveness compared to traditional mass media channels. Having given an overview on social media marketing and social media advertising, the next section is concerned with Snapchat as a social media marketing platform (2.5). Here the different ad products offered on Snapchat are described.

Henceforth, the second last section investigates the impacts on consumer behaviour (2.6). This section places its focus on the Attention-Interest-Desire-Action (AIDA) model, as well as on the significance of consumer engagement. It further depicts the impacts on brand awareness, sales and traffic to the brand's location, and purchase intention.

At the end of this literature review, the key findings of the current research will be summarised and the research gap is made clear.

2.2 Theoretical background on social media

According to a recent study, around 2.8 billion people worldwide are actively using social media (Kemp, 2017). During the past few years social media has rapidly emerged and has become a key factor in influencing consumer behaviour (Husain *et al.*, 2016; Mangold and Faulds, 2009).

Consumers use social media for several reasons, such as maintaining relationships with relatives or friends, interacting with other consumers in a community, or sharing experiences and information (Husain *et al.*, 2016; Ahmad *et al.,* 2016; Kim and Drumwright, 2016; Habibi *et al.*, 2016).

A variety of definitions for the term social media are presented in literature. Many researchers define social media as a consumer-controlled or self-generated environment, where consumers create the content and share their information and experience with each other (Zhang and Mao, 2016; Ahmad *et al.*, 2016). According to Mangold and Faulds (2009, p.357), social media is a 'variety of new sources of online information that are created, initiated, circulated and used by consumers' intent on educating each other'. It includes online communication channels, social networking sites, sponsored forums and discussion boards, to only name a few (Ashley and Tuten, 2015; Husain *et al.*, 2016; Mangold and Faulds, 2009).

Several researchers argue that with the emergence of social media, 'the entire marketing landscape is changing' (Heinonen, 2011, p.356; see also Lamberton and Stephen, 2016; Baines *et al.*, 2017, p.457; Batra and Keller, 2016; Kumar *et al.*, 2016; Page and Pitt, 2011). Kumar *et al.* (2016, p.1) points out that 'firms are increasingly relying on [social media] as a channel for marketing communication'. However, they also claim that traditional communication media, such as TV, are still important marketing channels to reach customers.

Many researchers support this statement by showing the importance of integrating social media into an organisation's integrated marketing communication (IMC) (Mangold and Faulds, 2009; Batra and Keller, 2016; Kumar *et al.,* 2016; Yang *et al.*, 2016; Bruhn and Schnebelen, 2017; Henninger, 2017). Batra and Keller (2016), as well as Yang *et al.* (2016) argue that social media should not be seen as a single marketing channel. It should rather be part of the IMC program as studies have examined and proven significant synergistic effects between social media and traditional marketing channels with regard to customer spending and cross-buying (Kumar *et al.*, 2016).

There exist several definitions of the IMC in the literature. The Journal of Integrated Marketing Communication defined IMC as 'a strategic marketing process specifically designed to ensure that all messaging and communications strategies are unified across all channels and are centred around the customer' (Batra and Keller, 2016, p.139). Nevertheless, in the era of social media, designing the IMC has become more of a challenge to the marketers as consumers gained more power enabling to influence the marketing messages in various ways (Bruhn and Schnebelen, 2017; Batra and Keller, 2016).

However, social media marketing is discussed in more detail in the next section. This section aims to provide background information on social media and its platforms. Hence, the social media platform Snapchat is described next.

2.2.1 Snapchat as a social media platform

As social media is defined as a 'variety of new sources of online information' by Mangold and Faulds (2009, p.357), this study focuses on Snapchat, a social media mobile application (app) which was launched in 2011 (Morrison, 2015; Junco, 2014). Snapchat is also characterised for its disappearing content (Sashittal *et al.*, 2016). Furthermore, Snapchat was one of the fastest

growing social media networks in 2015 and still has a compelling amount of users (Morrison, 2015).

On average, more than 170 million people are actively using Snapchat every day, each of them opening the app at least 18 times a day and spending on average 30 minutes inside the app (Snapchat, 2017a; Statista, 2017; Dunn, 2017). Around 60 percent of Snapchat users are between 18 and 34 years old (Sashittal *et al.*, 2016; Snapchat, 2017b).

Snapchat allows users to send messages, also referred to as 'Snaps', that will usually disappear within seconds after being opened. This action can only be repeated once (Sashittal *et al.*, 2016). These Snaps are photos or videos, which can be overlaid with special filters, such as different colours, time, temperature or sponsored geo-filters, and stickers. Snapchat users can also take pictures or videos by using special lenses. The lenses add special effects and sounds to a Snap, such as giving the user bunny ears or turning the user's head into a 'Taco Bell Taco' (Lindzon, 2016; Hellwig, 2016). Users can also create a 'story', a feature which enables users to post multiple Snaps in a 'narrative' (Sashittal *et al.*, 2016, p.194). The content of the story will be available for 24 hours and can be watched multiple times (Hellwig, 2016).

Snapchat, with its creative and playful content, as well as its exclusive and ephemeral environment, has become a unique platform for users and marketers (Nakhata and Fox, 2016; Sashittal *et al.*, 2016). While some brands are still afraid to use Snapchat as a marketing platform because they are unsure about the outcome (Siu, 2017), other brands, such as Gatorade, Taco Bell or L'Oréal, have already experienced successful marketing campaigns with Snapchat (Shaoolian, 2017; Gee, 2017).

Though according to a recent report by the Social Media Examiner, only 7 percent of all surveyed marketers are using Snapchat. Nevertheless, around 42 percent of the marketers want to learn more about the app (Richter, 2017; Stelzner, 2017), and thus, how to best incorporate Snapchat into their marketing mix to reach their consumers (Snaplytics, 2017c). Current

marketing literature about Snapchat is still at an early stage and there is need for further research on Snapchat out of a consumer behaviour perspective (Nakhata and Fox, 2016).

Yet the different marketing opportunities, i.e. the ad products, on Snapchat and its potential, are discussed in the later part of this literature review (2.5). An overview of social media marketing and social media advertising in general will be given beforehand.

2.3 Social media marketing

The emergence of social media has enabled companies with new marketing opportunities to reach consumers and therefore, challenges the traditional marketing strategies. As mentioned in Section 2.2, it became increasingly important for organisations to integrate social media into their marketing communication strategies (IMC) (Kumar *et al.*, 2016; Yang *et al.*, 2016; Batra and Keller, 2016; Husain *et al.*, 2016; Kim and Drumwright, 2016; Ashley and Tuten, 2015; Wang and Kim, 2017; Mangold and Faulds, 2009).

According to Tuten and Solomon (2015, p.21) social media marketing is defined as 'the utilization of social media technologies, channels, and software to create and communicate, deliver, and exchange offerings that have value for an organisation's stakeholders'. Husain *et al.* (2016, p.21) define social media marketing as 'a form of internet marketing that implements various social media networks in order to achieve marketing communication and branding goals'. The researchers Ashley and Tuten (2015) even propose that social media marketing also combines marketing activities, such as customer relationship, buyer research, customer service, as well as sales promotion and advertising channel. Several research results show various opportunities of social media marketing for an organisation, including branding, strengthening consumer relationships, and also influencing purchase decisions (Ashley and Tuten, 2015; Kumar *et al.*, 2016; Husain *et al.*, 2016). Recent studies report that social media may enhance brand awareness and loyalty, high consumer engagement and strong

customer-brand relationships, in addition to increases in sales and firm's profits (Dessart, 2017; Habibi *et al.*, 2016; Ashley and Tuten, 2015; Kumar *et al.*, 2016).

Presently marketers are yet still unsure about how to correctly incorporate social media into their marketing communication mix. Several research studies have examined the various impacts of social media marketing so far. Nonetheless there is still need for more research on the effective use of social media as a marketing instrument to reach the desired outcome, especially with regards to consumer behaviour (Mangold and Faulds, 2009; Habibi *et al.*, 2016; Zhang and Mao, 2016; Kim and Drumwright, 2016).

2.3.1 Social media marketing vs. traditional marketing techniques

As mentioned before, the growing emergence of social media challenges the traditional marketing strategies. Social media changed 'the way consumers live on a daily basis' (Tuten and Solomon, 2015, p.21) as 'consumers are dramatically shifting both their media usage patterns and how they utilize different media sources to get the information they seek, which thus influences when, where, and how they choose brands' (Batra and Keller, 2016, p.122). Therefore, social media became one of the biggest influences on consumer behaviour (Mangold and Faulds, 2009; Husain et al., 2016; Lamberton and Stephen, 2016).

According to Mangold and Faulds (2009, p.360), 'consumers are turning away from traditional sources of advertising' and turning more towards social media platforms for more information about a product, service or brand. It is argued that traditional mass marketing communication becomes less effective (Mangold and Faulds, 2009) and as a result marketers turn to 'social media marketing to complement, and sometimes, replace, traditional marketing channels' (Baines *et al.*, 2017, p.454).

Social media marketing took over the traditional mass marketing communication strategies. The traditional, linear one-way communication strategy lost its effectiveness and is replaced by a new interactional

communication strategy (Page and Pitt, 2011; Hennig-Thurau *et al.*, 2013; Tuten and Solomon, 2015; Howard *et al.*, 2014; Yang *et al.*, 2016; Bruhn and Schnebelen, 2017). With the emergence of social media, the consumer gained more power over the content and timing of a marketing message, while the marketer lost some control over the content (Mangold and Faulds, 2009; Page and Pitt, 2011; Habibi *et al.*, 2016; Bruhn and Schnebelen, 2017). Consumers became active participants, who are able to share their information and experience of a brand, product or service with the company, as well as with thousands of other consumers (Page and Pitt, 2011; Heinonen, 2011; Batra and Keller, 2016; Hennig-Thurau *et al.*, 2013; Habibi *et al.*, 2016; Lamberton and Stephen, 2016). Hence, social media is often seen as an 'extension of the traditional word-of-mouth' (Mangold and Faulds, 2009, p.359; see also Kumar *et al.*, 2016; Henninger, 2017).

However, marketing in social media has become a challenge for marketers due to the fact that the consumer has gained an abundance of power over the content of the marketing. The consumer can now influence and shape the brand's message in various ways, leaving the outcome of a marketing message unpredictable (Habibi *et al.*, 2016; Hennig-Thurau *et al.*, 2013). This can either enhance or hurt a brand, depending on the consumer's engagement (Page and Pitt, 2011; Ashley and Tuten, 2015; Henninger, 2017).

While there are various studies about the difference of social media marketing and traditional media marketing, there is still need for more research to determine the effects of social media marketing on consumer attitudes and behaviour (Hudson *et al.*, 2016). Several research studies examine the importance of implementing social media into a company's IMC (Section 2.2). The researchers claim that social media should not be a single source of marketing communication (Batra and Keller, 2016; Yang *et al.*, 2016). Although social media marketing has evolved rapidly (Kumar *et al.*, 2016; Lamberton and Stephen, 2016; Mochon *et al.*, 2017), studies also depict that traditional marketing still plays an important element in marketing (Batra and Keller, 2016; Kumar *et al.*, 2016). Batra and Keller

(2016, p.127) argue that 'although online communications may be more influential than mass communication for many consumers, mass media might be the major means of stimulating it'.

2.3.2 Social media content marketing and user-generated content

One central element of social media marketing is the content marketing (Jobber and Ellis-Chadwick, 2016). The term content marketing is defined differently by various researchers. The Content Marketing Institute (2015, cited in Ahmad *et al.*, 2016, p.332) defines it as 'a strategic marketing approach that focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience to gain profit'. Other researchers define it as 'the active role of consumer participation for sharing' (Ahmad *et al.*, 2016, p.333), in addition to 'sharing the information regarding the products and brands to attract others to participate in purchasing activities that create the engagement relationship between consumers and the companies' (Ahmad *et al.*, 2016, p.332). Despite the slight differences, all researchers seem to agree that good content is crucial to drive consumer engagement. It also enables companies to raise brand awareness and build strong relationships between the consumer and company (Ahmad *et al.*, 2016; Ashley and Tuten, 2015; Geurin and Burch, 2016; Jobber and Ellis-Chadwick, 2016).

One important model of content marketing is user-generated content (UGC) (Jobber and Ellis-Chadwick, 2016). User-generated content is the creation of content by consumers which often refers to brand related subjects (Smith *et al.*, 2012; Malthouse *et al.*, 2016; Kim and Johnson, 2016). According to Kumar *et al.* (2016, p.2) UGC 'serves as an effective source of word of mouth and an indicator of product quality'. Depending on the social media platform, UGC can take on different forms (Smith *et al.*, 2012). Previous research shows that UGC became a new important marketing tool, which has various impacts on consumer behaviour, such as raising awareness, or increasing purchasing behaviour (Malthouse *et al.*, 2016; Kim and Johnson,

2016). Yet, as mentioned above, marketers have experienced a decrease in some power over the content. Therefore, UGC can have ambiguous effects on the brand; it 'can either help or hurt an organisation's marketing and branding efforts' (Geurin and Burch, 2016, p.275).

Several studies show the different forms of UGC on well-established social media channels along with their effectiveness. As Snapchat is still a very young and unique platform, less UGC research seems to be available on the Snapchat platform. This makes it worth examining the ad products Snapchat offers, including their impacts on consumer behaviour.

2.4 Social media advertising

Another element arising with the emergence of social media is social media advertising. Unlike social media marketing, social media advertising is not necessarily driven by consumer engagement, as it is usually considered as paid media, rather than earned media (Campbell et al., 2012). However, same as the UGC, advertisement on social media can take on different forms, such as display ads or sponsored stories (Zhang and Mao, 2016). Zhang and Mao (2016) state that advertising on social media, compared to the traditional advertising, e.g. on TV or radio, shows higher intrusiveness. In addition to this, the use and expenditure on social media advertisement has heavily increased during the past few years (Kumar *et al.*, 2016; Mochon *et al.*, 2017; Zhang and Mao, 2016; Morrison, 2017).

A study by Zhang and Mao (2016) examines the effects of display ads leading into higher retail sales. On the contrary, Batra and Keller (2016) argue that social media advertising does not show any significant effect on the sales for a department store. They have determined that the most effective advertisement in this case is the use of traditional advertising media, like catalogue and TV.

2.5 Snapchats as a social media marketing platform

An overview of the current research on social media and social media marketing has been given so far. Thereafter, the focus now lies upon Snapchat as a social media marketing platform

Snapchat provides three different advertisement products: sponsored geo-filters, sponsored lenses and 'Snap Ads'. Snapchat describes their 'ad products [as] … fun and effective, for every objective' (Snapchat, 2017c). A recent report by Snaplytics (2017a) demonstrates the increasing importance of Snapchat as a marketing platform, as it is the only social media platform which does not show a decline in its reach. Another report by Mediasience (2016) examines the effect of video advertising on different Social Media platforms and the traditional media channel, in this case on TV. The report shows that, although consumers spend more time watching the advertisement on TV (Figure 2.1), the emotional response (Figure 2.2) and purchase intention (Figure 2.3) is much higher on Snapchat compared to other social media platforms and TV (Mediascience, 2016).

Figure 2.1 Absolute Time Locked/Ad on Screen Time

Absolute Time Looked /
Ad on Screen Time

30%	47%	60%	78%	83%
Facebook	Instagram	YouTube	Snapchat	TV
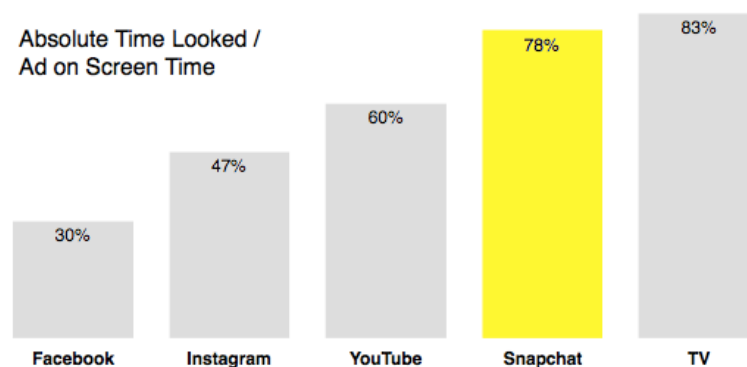
(Source: Mediascience, 2016)

Figure 2.2 Emotional Response
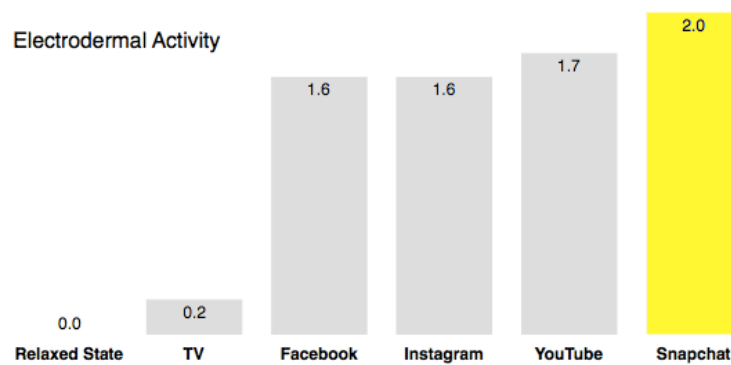
(Source: Mediascience, 2016)

Figure 2.3 Purchase Intention in percentage
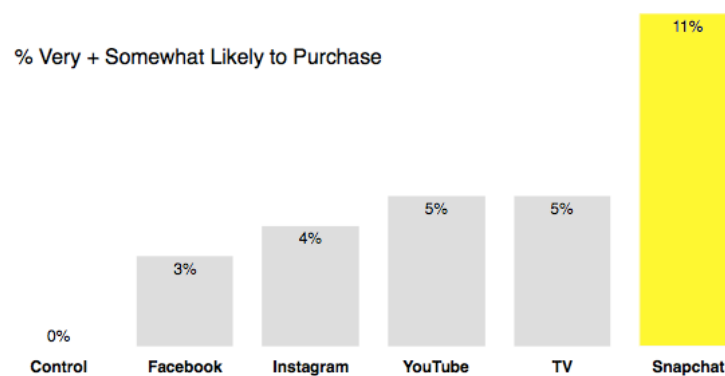
(Source: Mediascience, 2016)

2.5.1 The different ad products offered on Snapchat

The following Table (Table 2.1) describes the different advertising products on Snapchat:

Table 2.1 Snapchat's ad products

Ad products	Use and explanation	Examples

Geo-filters	• Snapchat users can add a filter by simply swiping right or left after they took their Snap (Oetting, 2017). • Geo-filters 'allow [brands] to be where your product is bought, thought about, or consumed' (Snapchat, 2017b). • Geo-filters are usually used to raise awareness, interest and action (Snapchat, 2017b). • Enable users to share, not only where they are, but also what they are doing with their friends and community (Gee, 2016; Schaller, 2017). • Brands usually provide geo-filters in a specific location, such as when the user is in the store, or on special events or holidays, like Prom or around Christmas (Oetting, 2017; Heine, 2016).	*Figure 2.4 Burger King Geo-Filter* (Source: Snapchat, 2017d) Figure 2.5 Coca Cola Holiday Geo-Filter (Source: Snapchat, 2017d)
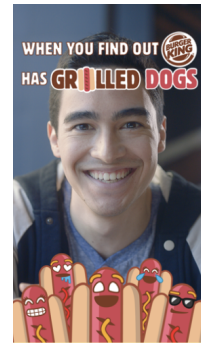
Sponsored lenses	• Compared to the geo-filter, the user can see and apply a lens when taking a Snap. • To apply a filter, users have to hold their finger down over a face on the camera, either on their own, when the front camera is enable, or on someone else's. The camera will focus on the face and the app will allow the user to choose between different lenses (Oetting, 2017). • Analogues to the geo-filters, branded and non-branded filters exist (Oetting, 2017). In this study however, the focus has only been set upon the outcome of the branded filters. • Lenses are used to creatively reach and engage consumers. • They 'are the most playful and memorable way to increase awareness' (Snapchat, 2017c). • Most brands use the filter for special holidays, for instance Taco Bell creating a Snapchat lens, which turns the user's head into a taco, for Cinco de Mayo (Schaller, 2017; Figure 2.6).	*Figure 2.6 Taco Bell Lens for Cinco de Mayo* (Source: Johnson, 2016) *Figure 2.7 Michael Kors Sponsored Lens* (Source: Snapchat, 2017d)
Snap Ads	• A 'Snap Ad' is the only marketing campaign on Snapchat, which is firm-generated. • A 'Snap Ad' is a 'vertical video ad' with the option of attachments and audio. • The attachments are each customised for different objectives. An attachment can be a website, an App install or a longer video (Snapchat, 2017c). • Snap Ads will appear between users' stories, live stories or within the 'Discover channel' on Snapchat (Brown, 2017; Heine, 2017a). • Research shows that 60 percent of the ads will be watched by people with the audio turned on, meaning the people are not only watching, but also listening to the brand's message (Schaller, 2017).	*Figure 2.8 Clean & Clear Snap Ad plus Option to read* (Source: Snapchat, 2017d)
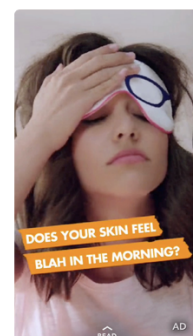
- It is also possible for users to skip the advertisement. The user does not need to watch the full ad, unlike on other social media channels or in traditional marketing communication channels (Shields, 2017).

Figure 2.9 Spotify Snap Ad

(Source: Snapchat, 2017d)

2.6 Impact on consumer behaviour

Since social media has become an important tool and influencing factor in consumers' daily life (Mangold and Faulds, 2009; Tuten and Solomon, 2015; Lamberton and Stephen, 2016), Batra and Keller (2016, p.122) propose that the consumer's purchase decision process is 'fundamentally different today'. Compared to the traditional marketing, the role of the consumer has changed; they are active participants rather than just passive recipients (Page and Pitt, 2011; Heinonen, 2011). As mentioned in Section 2.2, social media should be part of an organisation's integrated marketing communication. It enhances an interactive communication channel, and thus, communication and relationship marketing have become central elements in the marketing strategies (Duncan and Moriarty, 1998). According to Duncan and Moriarty (1998, p.3), there should be more focus 'on relationships and meanings' rather than 'on functionalism and production'. They suggest that 'information sharing … can strengthen brand relationships' and claim that the meaning or perceived quality of a message influences the consumer's behaviour (Duncan and Moriarty, 1998, p.5). Hence, social media enables consumers to not only interact with the company, but also to exchange their experiences among other consumers over certain brand or product (Mangold and Faulds, 2009; Wang and Kim, 2017; Hennig-Thurau *et al.*; Constantinides, 2014). It is said that consumers see social media as a more

'trustworthy source' with regard to buying decision (Mangold and Faulds, 2009, p.360).

Considering this, the researchers Batra and Keller (2016) point out that with the emergence of social media the well-known hierarchy of effects models, especially the Attention-Interest-Desire-Action (AIDA) model, lose their significance to capture the whole consumer's decision-making process. The researchers believe that a new, more complex model is necessary to capture the whole consumer buying decision path. On the contrary, the researchers Rehman *et al.* (2014a) claim that the AIDA model is still significant for digital marketing, like social media marketing.

2.6.1 The hierarchy of effects and the AIDA model

While numerous research studies demonstrate the application of the AIDA model in digital marketing (Zhang and Mao, 2016; Rehman *et al.*, 2014a), it is important to understand the meaning of the concept. According to Rehman *et al.* (2014a, p.301), the hierarchy of effects defines 'the process of purchasing that customers go through a series of steps that take place with attention, interest, desire and then ends up in purchase decision'. One of the oldest hierarchy of effects models is the AIDA. It illustrates the different stages of a consumer's purchase decision (Fill and Turnbull, 2016):

Figure 2.10 The AIDA model

Attention   Interest   Desire   Action

(Adapted from: Jobber and Ellis-Chadwick, 2016, p.451)

Within the last decade, researchers have developed several different hierarchy of effects models. Lavidge and Steiner (1961, cited in Fill and Turnbull, 2016) propose an extended model, which is also known as the

'hierarchy of effects model'. Their model suggests that the consumer passes through six stages before making a purchase decision (Figure 2.11).

Figure 2.11 Hierarchy of effects model

Figure 10.5
Stages in the hierarchy of effects model
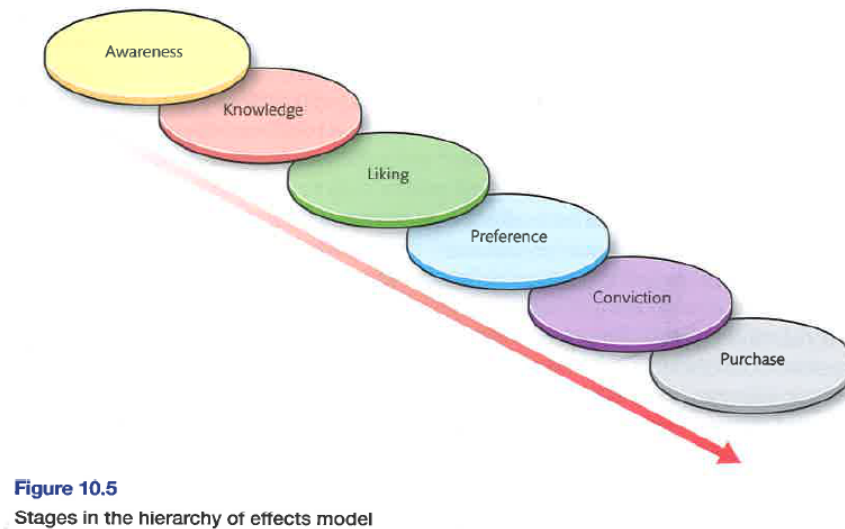
(Source: Baines *et al.,* 2017, p.392)

Even though a wide variety of different hierarchy of effects models exist, the AIDA model is still the most effective and widely used to explain consumer's purchase decisions (Rehman *et al.*, 2014a; Rehman *et al.*, 2014b; Lemon and Verhoef, 2016). Studies on the effectiveness of online advertisement, such as e-mail advertisement and social media advertisement, e.g. on Facebook, prove the influence of utilising the AIDA model (Rehman *et al.*, 2014b; Lukka and James, 2014). Moreover, a high demand for more research regarding different social media channels and different types of advertising still remain (Rehman *et al.,* 2014a; Rehman *et al.,* 2014b).

2.6.2 Consumer Engagement

Referring to the new, active role of consumers with the emergence of social media, it is proposed that one of the main outcomes companies hope for whilst integrating social media into their IMC, is driving consumer

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engagement (Wang and Kim, 2017). Consumers can engage with the brand or the brand-related content in various ways. Engagement can either be passive, by simply consuming the content, or it can be active, by creating and sharing information or experiences (Ashley and Tuten, 2015). Shao (2009, cited in Schivinski *et al.*, 2016, p.65) argues that people engage in three ways: consuming, participating, and producing brand-related media.

The definition of consumer engagement varies greatly among scholars (Dijkmans *et al.*, 2015). While some of them define engagement as 'behaviors [that] go beyond transactions, and may be specifically defined as a customer's behavioural manifestation that have a brand or firm focus, beyond purchase, resulting from motivational drivers' (Wang and Kim, 2017, p.18), others simply define engagement as 'a consumer relationship that recognizes that people are inherently social and look to create and maintain relations not only with people, but also with brands' (Ashley and Tuten, 2015, p.17). According to Ashley and Tuten (2015, p.17), consumers engage along five characteristics: 'valence (value), form (type of resource utilized), scope (temporal and geographic), impact, and customer goal for engagement'. They are motivated to engage with a brand or brand-related content by either intrinsic or extrinsic goals (Kim and Drumwright, 2016). Research demonstrates that consumer engagement has a positive influence on customer relationships and satisfaction, brand awareness, loyalty and trust, as well as purchase decisions and firm performance (Wang and Kim, 2017; Dijkmans *et al.*, 2015). Furthermore, recent studies reveal that the engagement on Snapchat is up to four times higher than on similar social media platforms, such as Instagram (Siu, 2017).

2.6.2.1   Brand Awareness

Evidence emphasises that social media marketing has positive effects on brand awareness (Wang and Kim, 2017; Dijkmans *et al.*, 2015; Felix *et al.*, 2017). Marketing literature does claim that brand awareness is not a good measurement for determining marketing effectiveness though, as 'awareness does not necessarily lead to purchase' (Baines *et al.*, 2017, p.198). It is,

however, a good measurement for determining to whether the message reached the consumer (Baines *et al.*, 2017). Numerous studies depict that brand awareness increases when companies creatively engage consumers on social media (Husain *et al.*, 2016). The brand is a very important element for companies, as it represents their identity and image. Social media has simplified the measuring and monitoring of the customers brand awareness and marketing managers are also able to react to the customers' demands in a more capable manor (Ahmad *et al.*, 2016). Still, it is important to note that the brand's image can be hurt, when the consumer feels the 'relationship is one-sided or the brand does something that is not consistent with the consumer's identity' (Ashley and Tuten, 2015, p.16). Regarding to Snapchat, several reports show that advertisement on Snapchat increases brand awareness, e.g. Clean&Clear, Empire and Honor (Snapchat, 2017d).

Figure 2.12 Empire Sponsored Lens Campaign and its marketing results
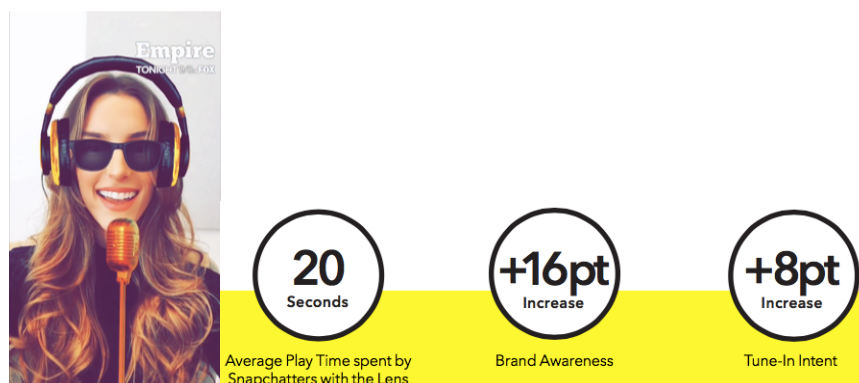
(Source: Snapchat, 2017d)

2.6.2.2 Increased sales and traffic to brand locations

According to a study by Fulgoni and Lipsman (2014), marketing or advertising, particularly on social media, increases both online and offline retail sales. The study also shows that short-term digital advertisement is as effective in terms of offline sales as a long-term advertisement on TV

(Fulgoni and Lipsman, 2014). In addition, a report by Oracle Data Cloud in 2016 states that 92 percent of advertisement campaigns on Snapchat lead to positive in-store sales (Tay, 2016; Kingham, 2016). This supports the fact that Snapchat is an effective platform to increase sales (Kingham, 2016). A more recent study encourages this statement. The recent study was an advertising campaign for a new face mask by L'Oréal. It involved users posting videos, reviews or photos with the product on Snapchat. The advertising campaign resulted in more than 500 story postings and reports conclude, that sales have risen by 51 percent for the face mask (Heine, 2017b). Snapchat itself also provides information about their successful marketing campaigns (Snapchat, 2017d). Besides sales, they offer valuable information to whether the campaign increases traffic to the website or the brand location. Especially the use of Snapchat's geo-filters seems to prove an increase of foot traffic to brand locations. A current example is the geo-filter campaign of the American fast-food chain restaurant, Wendy's, which resulted in attracting more than 40,000 people visiting the restaurant within a week after the campaign (Johnson, 2017).

Figure 2.13 Wendy's Sponsored Geo-Filter Campaign and its increase in sales and foot traffic
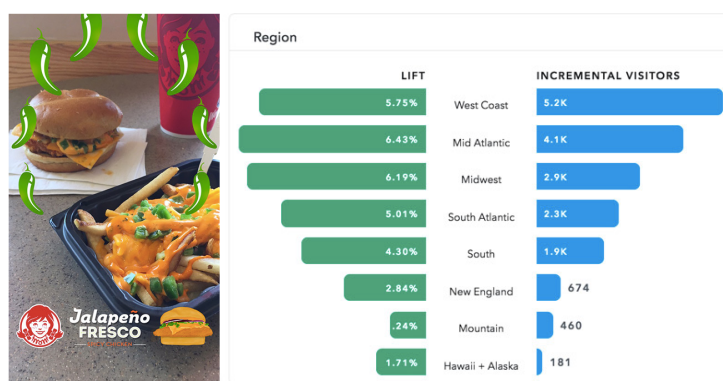
(Source: Johnson, 2017)

2.6.2.3 Purchase Intention

As evidenced by Figure 2.13, social media marketing lifts retail sales and traffic to the brand's location. It is obvious that social media influences the consumers' purchase intentions and buying decisions (Husain *et al.*, 2016, p.27). The consumers' purchase intention can be drawn back to the introduced AIDA model, which reflects each stage of the consumers' decision-making process (see Section 2.6.1). Recent reports show that advertising on Snapchat increases consumers' purchase intention, e.g. for the companies Benefit, Bud Light, Kraft and Michael Kors, to only name a few (Snapchat, 2017d). One of the most successful campaigns is by the company Jameson, which has experienced a lift in their purchase intent by 42 percent after running a geo-filter campaign on St. Patrick's Day (Snapchat, 2017d).

Figure 2.14 Jameson Geo-Filter Campaign and its marketing outcomes
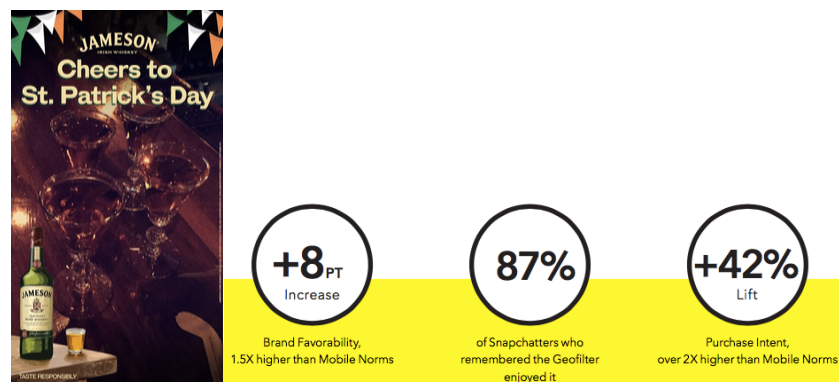
(Source: Snapchat, 2017d)

2.7 Summary

The review of the recent marketing literature provides a clear overview of social media marketing and its impacts on consumer behaviour. Current marketing literature suggests that social media is an important and effective marketing tool. Yet, marketing managers should not solely focus on social media, as traditional marketing communication media is still powerful. Therefore, most researchers still examine the importance of integrating

social media into an organisation's IMC. This challenges most marketing managers since little is known to date about how to incorporate social media in the most appropriate way. Additionally, there is limited knowledge to whether the use of social media will help marketing managers to reach their target audience and meet their objectives, such as building strong consumer relationships or increasing sales. Nevertheless, several research studies have clarified the positive influence of social media marketing on consumer relationships, branding, consumer engagement and sales, to only name a few.

In conclusion, further research about the appropriate way to integrate social media into a company's IMC. Obviously, research on the influence of social media marketing is necessary as well. Moreover, as numerous studies only focus on well-established social media platforms, such as Facebook or LinkedIn, there is still great demand for further research on other social media channels, such as Snapchat. To date, there is little empirical evidence of the marketing opportunities on Snapchat, despite the fact that the outcomes of social media campaigns have been presented on Snapchat. Hence, this study aims to examine the influence of Snapchat as a social media marketing platform on consumer behaviour. Furthermore, it aims to determine whether similar impacts on consumer behaviour can be found on Snapchat; in comparison to previous research on other social media platforms.

3 Methodology

3.1 Overview

Previous research on the impacts of social media marketing used a variety of different research methods. To determine the appropriate research method for this study, this chapter discusses the different research methods. The appropriate research method will ensure the validity of the study (Saunders *et al.*, 2012; Bryman and Bell, 2015). Therefore, the first section (3.2) states the research questions and the hypotheses developed from the previous research. The next section (3.3) then gives a brief overview of the different research philosophies and examines the appropriate philosophy for this study. Following this, the research design (3.4) is presented. This section determines the most appropriate research strategies and instruments to conduct this study, as well as describes the sampling technique and data collection. Thereafter, the next section (3.5) describes how the study attempts to analyse the data. To ensure reliability and ethical principles, the following two sections (3.6 and 3.7) describe the testing for reliability and present the ethical considerations taken in this study. Finally, the last section (3.8) expose the limitations and challenges regarding the methodology.

3.2 Research Question and hypotheses development

The current literature emphasises on the importance of a clear research question to ensure a good research process (Saunders *et al.*, 2012; Bryman and Bell, 2015). According to Bryman and Bell (2015, p.10) a clear research question is essential because it will 'guide … [the] decisions about the kind of research design to employ; [and] about what data to collect and from whom'. According to Blumberg *et al.* (2014, p.54), only 'when … the research question is clearly stated, it is possible to develop essential sub-questions that will guide planning on the project'. Therefore, this section states again the main research question along with the three research sub-

questions and their hypotheses. The main research question this study aims to answer is:

How does Snapchat as a social media marketing platform influence consumer behaviour?

This research question is further divided into three different, more-specific sub-questions to 'reveal the specific pieces of information … to answer the research question' (Blumberg *et al.*, 2014, p.55). These questions are also considered as 'investigative questions' (Saunders *et al.*, 2012, p.43). Saunders *et al.* (2012) propose that these questions can lead to greater specificity regarding the research questions. Moreover, in accordance with Blumberg *et al.* (2014, p.55) 'they guide the development of the research design'. To answer each research sub-question, the researcher develops hypotheses based on the previous research of social media marketing and its influence on consumer behaviour. The following table presents the research sub-questions including their hypotheses:

Table 3.1 Research sub-questions and the developed hypotheses

RQ1: What are the effects on consumer engagement?   H1:   Consumer engagement with sponsored content on Snapchat is relatively high.
RQ2: Does Snapchat increase brand awareness?   H2:   Advertising on Snapchat increases the consumers' brand awareness.
RQ3: Does Snapchat influence the consumers' purchase intention?   H3:   Advertising on Snapchat increases consumers' purchase intention.

The first research sub-question aims to investigate the engagement rate on Snapchat (RQ1). It is said that consumer engagement has positive effects on consumers' brand awareness and purchase intention. As recent reports state, Snapchats engagement rate is up to four times higher compared to other social media platforms (Siu, 2017; Section 2.6.2), the study developed the following hypothesis: (H1) Consumer engagement with sponsored content on Snapchat is relatively high.

The second research sub-question aims to examine whether or not advertising on Snapchat raises the consumers' brand awareness (RQ2). The literature review states that social media marketing has positive effects on brand awareness (Section 2.6.2.1). Thus, the study deduced the following hypothesis: (H2) Advertising on Snapchat increases the consumers' brand awareness.

The third research sub-question intends to examine the influence of Snapchats' ad products on the consumers' purchase intention (RQ3). The literature review reveals that social media marketing influences consumers purchase decision (Section 2.6.2.3). Furthermore, the literature review provides evidence that social media marketing drives sales and traffic to the brand's location (Section 2.6.2.2). However, as this study does not have access to any sales data, it only focuses on the purchase intention. For this reason, the following hypothesis is developed: (H3) Advertising on Snapchat increases consumers' purchase intention.

Having clearly described the research questions, the next section focuses on the appropriate philosophy to conduct this study.

3.3 Research Philosophy

The whole research design process can be illustrated as an 'onion' (Saunders *et al.*, 2012; Figure 3.1). To understand how the data is collected and analysed, it is important to understand and explain the 'outer layers of the onion' first (Saunders *et al.*, 2012, p.126).

Figure 3.1 Research 'Onion'
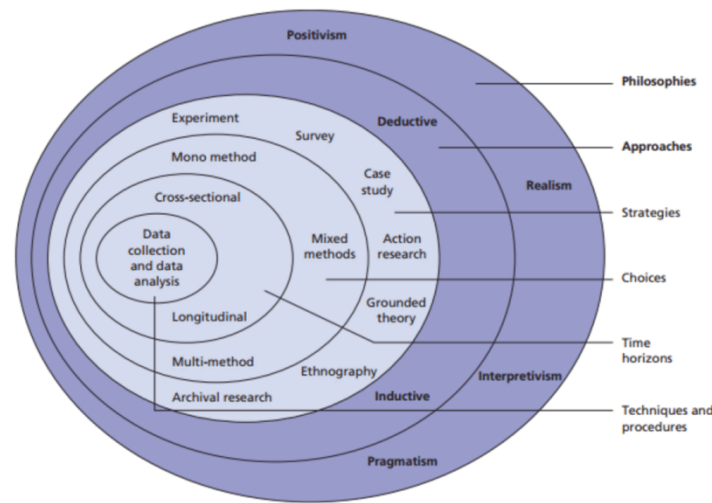
(Source: Mark Saunders, Philip Lewis and Adrian Thornhill 2011; illustrated in Saunders et al., 2012, p.128.)

Therefore, the first layer necessary to understand is the research philosophy. The research philosophy can be defined as the view of the world and it also influences the whole research design. The 'two most distinguished research philosophies' are positivism and interpretivism (Blumberg *et al.*, 2014, p.16).

3.3.1 Positivism

Positivism is regarded as a research position that adopts the viewpoints of natural sciences. The research is only interested in collecting the data of an observable phenomenon and is conducted in an independent, objective and value-free way (Blumberg *et al.*, 2014; Saunders *et al.*, 2012; Bryman and Bell, 2015). In general, a hypothesis is generated from existing theory which is tested and either confirmed or rejected. This approach is considered as deductive (Saunders *et al.*, 2012; Bryman and Bell, 2015). The positivist researcher tries to pin down the world to the simple elements in order to

better understand and generate law-like assumptions of the phenomenon (Blumberg *et al.*, 2014; Saunders *et al.*, 2012).

3.3.2 Interpretivism

On the other hand, interpretevism asserts that natural and social science are essentially different. Interpretivism is more concerned with the 'human action … than with the forces that act on it' (Brymann and Bell, 2015, p.28). Interpretivists claim that it is impossible to analyse the world objectively, as the people as well as their intentions and actions give the world meaning (Blumberg *et al.*, 2014). As a result, interpretivism research, unlike positivism research is not value-free. The researcher tries to interpret how people view the world, including considering people's beliefs and motives (Blumberg *et al.*, 2014).

3.3.3 Justification for Research Philosophy

After a brief overview of both research philosophies, the following figure summarises some further key differences (Figure 3.2). As this study is only interested in gathering observable data and facts, the appropriate research philosophy is positivism (Saunders *et al.*, 2012). This study has no influence on the data collection, and therefore allows the research to be conducted in a value-free and objective way. Moreover, this study is likely to 'create law-like generalisations like those produced by scientists' (Saunders *et al.*, 2012, p.134), as it aims to examine whether previous findings and theories of social media marketing can be found in the example of Snapchat. This can be referred to as a deductive approach of the study, which is a common approach used in positivism (Bryman and Bell, 2015). Lastly, the problem has been reduced into simple elements. Different concepts that can be measured, have also been determined in order to answer the research question. In this study, the original research questions have been divided into three sub-questions. By doing this, the reduction and simplification has been validated (O'Gorman and MacIntosh, 2014).

Figure 3.2 Comparison of the research philosophies: postivism and interpretevism
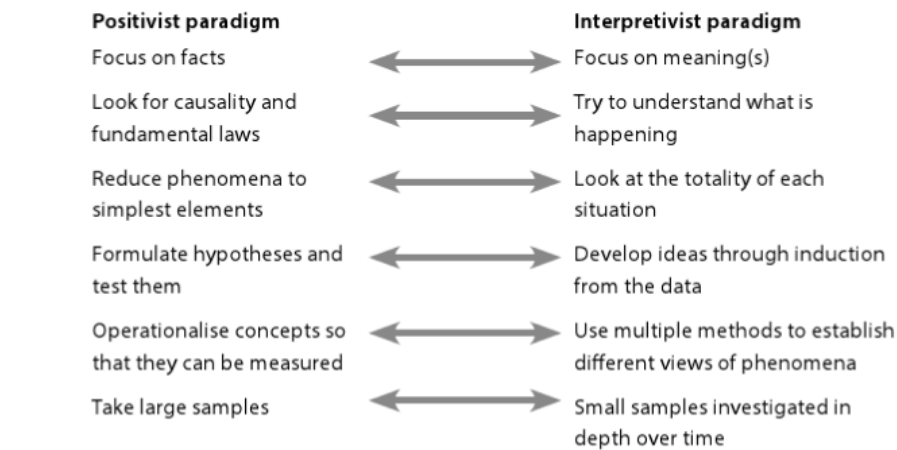
Figure 4.1: The positivist and interpretivist paradigms compared

(Source: O'Gorman and MacIntosh, 2014, p.61)

3.4 Research Design

After the aforementioned research approach, the next layer of the 'research onion' necessary to fully understand is the research design, and especially the research strategy.

3.4.1 Quantitative Research

The considerations of the research philosophy and approach make it easier to decide whether the appropriate research design is quantitative, qualitative or a combination of both. Although the literature simply distinguishes quantitative and qualitative research into numeric and non-numeric data, this distinction is too narrow in order to decide which method to choose (Saunders *et al.,* 2012). As mentioned above, this study applies positivism and a deductive approach. Therefore, a quantitative research strategy is most appropriate. The literature demonstrates the relationship between quantitative research and positivism, as well as a deductive approach and an objective view of the social world (Saunders *et al.,* 2012; Bryman and Bell,

2015). Bryman and Bell (2015) illustrate the quantitative research process, which starts with elaborating a theory and generating hypotheses, then selecting the research design and at the end, collecting and analysing the data in order to make inferences about the findings. This demonstrates a deductive approach (Bryman and Bell, 2015), which is used in this study. The hypotheses generated from the literature review have already been mentioned in Section 3.2. Hence, the next step is choosing the right research strategy for the collection of the data.

3.4.2 Survey as a research strategy

A variety of different quantitative research methods exist. However, for the research conducted in this study, the most appropriate strategy regarding the research question, philosophy and design, is a survey. According to Bryman and Bell (2015), a survey method is a good strategy to examine people's behaviour and attitudes, as well as to gather information about their background. A survey seems to be the most appropriate choice for this study, as the aim is to examine the influence of Snapchat's ad products on consumer behaviour. Considering the time horizon, surveys are often conducted within a certain time frame. This study is by definition cross-sectional, as it only examines the impact in the given time frame (Saunders *et al.*, 2012; Bryman and Bell, 2015). Regarding the type of survey, this study uses the method of a web-based self-completion questionnaire (Bryman and Bell, 2015). This method provides various advantages, such as cost and time efficiency, due to much cheaper and quicker administration. It also provides a wider geographical coverage and convenience for the participants, as they can complete the questionnaire whenever they want to. On the other hand, a few challenges and disadvantages do exist. The questions must be clear and easy to understand, as there is no interviewer to clarify. Furthermore, some participants may not complete the questionnaire which could cause a high risk of flawed and inadequate data. In the contrary, other participants may complete the survey more than once, also culminating a bias (Bryman and Bell, 2015).

3.4.3 Questionnaire development

A clear structure of the questionnaire and development of the survey is crucial. It ensures the gathering of right data and reduces the risk of ambiguous effects or misunderstandings of the respondents with regard to the questions asked. While one purpose of this research is descriptive because it tries to describe the phenomena of social media marketing on Snapchat. The other purpose is explanatory, as it tries to examine and analyse the relationship between the marketing strategies and its impacts on consumer behaviour, particularly with respect brand awareness, purchase intention and consumer engagement (Saunders *et al.*, 2012). According to Saunders *et al.* (2012, p.171), the 'descriptive research … may be a forerunner to … a piece of explanatory research'. In order to gather enough data for the research, the survey aims to collect data in types of opinion, behavioural and attitude variables (Saunders *et al.*, 2012). Bryman and Bell (2015) suggest the use of closed questions, since this makes it easier to analyse and compare the data, as the questions are often pre-coded.

The survey for this study consists of 80 questions in total and uses various types of closed questions (Table 7.1). As claimed by Bradley (2013, p.200) 'good questionnaires use a variety of techniques to help answer the research question'. The outline of the questionnaire is provided in Table 7.2, a sample of the complete survey is provided in the appendix (Section 7.2).

Since the study is about the influence of the ad product on Snapchat, it is important that the participants are familiar with the platform and its use. A filter question, asking whether the participant is a Snapchat user, is used at the beginning of the survey to ensure that only Snapchat users are responding (Saunders *et al.*, 2012). If the participant identifies himself as a Snapchat user, he can start the survey; if not, he will be brought to the end of the survey.

3.4.4 Sampling strategy

The next essential part of quantitative research is choosing the appropriate sampling strategy (Bryman and Bell, 2015). In accordance to Bryman and Bell (2015, p.197), a sample is a 'segment of the population that is selected for investigation', whereas a population is defined as 'the universe of units from which the sample is to be selected'. In this research, the population consists of all active Snapchat users worldwide. However, it is quite difficult to collect data from the entire population and therefore, a sample, which represents the whole population is necessary (Saunders *et al.*, 2012). The literature presents two types of sampling techniques: probability and non-probability.

This study chooses non-probability sampling, as the probability of the unit selected and the characteristics of the population is not known (Saunders *et al.*, 2012). Non-probability sampling offers various methods, such as convenience, quota or snowball sampling (Saunders *et al.*, 2012; Bryman and Bell, 2015). In context of this research, convenience sampling is used, as it is a fairly uncomplicated and a less costly way to collect data (Saunders *et al.*, 2012), since the researcher only uses techniques available to oneself (Bryman and Bell, 2015). It is also claimed that convenience sampling is a very common technique in consumer behaviour research (Bryman and Bell, 2015). Moreover, Saunders *et al.* (2012) claim that convenience sampling is often used when the respondents have to meet certain criteria, such as in this study, where respondents have to be a Snapchat user.

3.5 Data Analysis

With the intention to answer the research questions, the researcher develops different hypotheses based on theory and previous research (see Section 3.2), which need to be tested and then accepted or rejected. The following sections describe the analyses of the hypothesis testing.

3.5.1 Factor analysis

While developing the questionnaire, it was essential to consider the data analysis to ensure that the proposed questions answer the research questions (Saunders *et al.*, 2012). As mentioned above, the survey uses multiple variables to measure the influence of Snapchat's ad products on consumer behaviour. A common model to simplify the data and reduce the number of variables is the factor analysis (Bryman and Bell, 2015). Factor analysis is a statistical 'technique for discovering patterns among variables to determine if an underlying combination of original variables (a factor) can summarise the original set' (Blumberg et al., 2014, p.485). Often a factor represents multiple variables, respectively in this case, questions (Reinard, 2006).

As this study aims to examine which factors identify and measure the effects on consumer engagement (RQ1), brand awareness (RQ2) and purchase intention (RQ3), three factor analyses are necessary. The most appropriate method for this is the exploratory factor analysis (Blumberg et al., 2014; Pallant, 2016; Reinard, 2006). According to Pallant (2016, p.182), 'exploratory factor analysis is often used in the early stage of research to gather information about … the interrelationships among a set of variables'. Furthermore, the literature divides exploratory factor analysis into principal component and common factor analysis (Reinard, 2006). This study uses principal component analysis (PCA) since it is the most appropriate method for summarising datasets and transforming the given datasets into linear combinations (Pallant, 2016).

Having reduced the datasets and identified which factors measure each outcome, the study then attempts to test whether the proposed hypotheses can be supported.

3.6 Reliability of the study

To assure that the study fully answers the research question, the researcher needs to examine whether the chosen research instrument is reliable, meaning that it shows consistent data (Saunders *et al.*, 2012). As this study uses multiple-indicators to measure and examine the impacts (see Table 7.1), the need for internal reliability is of importance (Saunders *et al.*, 2012). One way of testing this is by using Cronbach's Alpha (Saunders *et al.*, 2012; Bryman and Ball, 2015).

3.7 Research Ethics

Another crucial element to consider in business research, especially when human beings are involved in the research process, is ethics (Saunders *et al.*, 2012). Bryman and Bell (2015) point out four areas, which should be avoided to ensure ethical principles: harm to participants, lack of informed consent, invasion of privacy and deception.

This study uses an online questionnaire, where the data is anonymised and only available for the researcher. Moreover, most of the questions offer a 'Prefer not to answer' option, especially in the demographic section of the survey. Therefore, participants can decide whether boundaries have been over-stepped or if their privacy has been invaded and choose which information should be shared. The participants are informed about the research process and objective and also asked for their consent via an 'Agree' button, before they can start the survey. Additionally, informing the participants about the research objective also ensures that no deception occurs. Prior to conducting the survey, the researcher also applied for ethical approval at the university. The ethical approval letter can be found in the appendix (Section 7.1).

3.8 Limitations and challenges

Having explained the research methods, it is also important to look at the limitations and challenges involved in the research process. As a quantitative research design is used in this study, 'the analysis of relationships between variables creates a static view of social life that is independent of people's life' (Bryman and Bell, 2015, p.179). Hence, this study does not consider how different events may have influenced the research findings, as well as it cannot describe how a relationship between the variables is developed (Bryman and Bell, 2015). The survey strategy allows the researcher to examine the relationships between the different variables. However, to explore more about the consumers' attitude and behaviour and to investigate how the variables may be related to each other, a second research instrument, such as an in-depth interview, would be necessary (Saunders *et al.*, 2012). Thus, the research results of this study are limited to being descriptive and explanatory.

This study also faces some challenges with the use of an online survey and convenience sampling. The first challenge may be the existence of a sampling error. Especially when it comes to non-probability sampling, it is said that the sampling population may not be representative for the whole population, meaning the findings cannot be generalised (Bryman and Bell, 2015). Another challenge regarding online surveys is that respondents may not finish the survey and as a result, the study may lack data. At last, although it is said that an online survey allows one to reach a wider geographical sample, the literature claims that the response rates are low (Saunders *et al.*, 2012; Bryman and Bell, 2015).

4 Data analysis

4.1 Overview

Having presented the current knowledge on social media marketing and consumer behaviour along with the research methods used in this study, this chapter now sets its focus on the analysis, findings, and discussion of collected data. The collection of the data, more specifically of the online survey, has started on the 17th of July and ended on the 15th of August 2017. Within this given time frame, a convenience sample of 167 participants was collected. Yet, after cleaning the data from missing values and invalid responses (e.g. no Snapchat user), the study is left with 110 valid respondents. It is of importance to only consider responses from actual Snapchat users since the study intends to answer how Snapchat as a social media marketing platform influences consumer behaviour.

This chapter is divided into three sections: the description of the sample (4.2), the data findings and results (4.3), and the discussion (4.4). The first section (4.2) describes the characteristics of the convenience sample. This provides a good overview of the socio-demographics of the survey respondents. Furthermore, it is useful for further analysis whether the outcomes differ between the groups. The next section (4.3) presents the data findings and the results of the analysis. Exploratory factor analysis, more specifically the component factor analysis (CFA), is used to analyse the data. The researcher uses the statistical software IBM SPSS to analyse the data; a very common software used in quantitative research (Bryman and Bell, 2015). This section is further divided into smaller sub-sections illustrating the results of the factor analysis for each research sub-question with regard to consumer engagement (RQ1) (4.3.2), brand awareness (RQ2) (4.3.3), and purchase intention (RQ3) (4.3.4). In addition to presenting the results of the factor analysis, each section further consists of the hypothesis testing.

Having stated the findings and tested whether or not the hypotheses can be accepted, the next section (4.4) discusses the results in comparison to

previous research findings. Finally, the chapter concludes with a summary of the research findings (4.5). In addition to summarising the results to the three research sub-questions and hypotheses, this section answers the main research question.

4.2 Sample characteristics

Before presenting the results of the analysis, this section describes the socio-demographic characteristics of the sample along with the daily time spend on social media platforms and Snapchat in particular. As mentioned above, the study has reached a convenience sample of 110 valid respondents. The following table (Table 7.9) shows the demographic characteristics of the respondents. Is it noticeable that most of the respondents (65.5%) are between the age of 18 and 24, and nearly all respondents are students (83.6%). Moreover, about 70 percent of all respondents are female.

In addition to this, the study provides information about the daily time spend on social media and Snapchat (Table 7.10). Although most of the respondents spend between two to four hours on social media (33.01%), most of them only spend 30 minutes or less daily on Snapchat (64.1%). Furthermore, Table 7.11 illustrates a contingency table between the time spend on social media and on Snapchat. The contingency table allows one to analyse and examine the relationship between the time spend on social media and the time spend on Snapchat (Bryman and Bell, 2015). This study presumes that the daily time spend on social media influences the time spend on Snapchat (Table 7.11). The table (Table 7.11) presents how much time per day the respondents spend on social media along with how much time from that they spend on Snapchat. It is interesting to see that of all respondents spending between two and four hours daily on social media, half of them spend less than 30 minutes on Snapchat (Table 7.11).

In order to examine whether or not a relationship between the variables exists, the study uses the chi-square test (Bryman and Bell, 2015). Besides

examining whether or not a relationship exists, the chi-square test also allows to determine how confident one can be that there is a relationship between the variables (Bryman and Bell, 2015). The value for chi-square in this study is 42.485 and the p value is $p < 0.0001$ (Table 7.11). This determines a statistical significant relationship between the daily time spend on social media and on Snapchat (Bryman and Bell, 2015). Nonetheless, according to Spearman's rho (Table 7.12), a statistical technique measuring the relationship between two ordinal variables (Bryman and Bell, 2015), the relationship between the two variables is only weak positive (+ 0.414).

The socio-demographic findings present that Snapchat is mostly used by 18-to-24-year-olds. This is slightly consistent with previous research findings. Previous research has determined that approximately 60 percent of all Snapchat users are between the age of 18 and 34 (Sashittal *et al.*, 2016; Snapchat, 2017b). Additionally, the findings of this study support the statement that Snapchat users spend on average 30 minutes daily on Snapchat (Snapchat, 2017a). Table 7.10 presents that cumulative all respondents spend between less than 30 minutes and up to four hours daily on Snapchat.

4.3 Data findings and results

4.3.1 Exploratory factor analysis

Having described the sample characteristics, this section starts with describing the data analysis along with presenting and explaining the findings. As already mentioned in the methodology chapter (Chapter 3), this study uses a variety of different variables. In order to fully answer all three research sub-questions, the study separated and assigned the variables to each research sub-question. In addition to this, the study uses the exploratory factor analysis to reduce the assigned datasets (Bryman and Bell, 2015). More specifically it uses the principal component factor analysis

(CFA). The CFA aims to examine the interrelationship between the variables (Pallant, 2016).

Two rotational approaches to the factors are used in the CFA; oblique and orthogonal rotation (Pallant, 2016). While oblique rotation allows some correlation between the factors; orthogonal rotation, on the other hand, only provides uncorrelated factors. Many researchers argue that orthogonal rotation 'produces more easily interpretable results' (Costello and Osborne, 2005, p.3). Yet, 'using orthogonal rotation may result in a loss of valuable information if the factors are correlated' (Costello and Osborne, 2005, p.3). It is said that in social science, particularly with regard to behaviour, variables are expected to be correlated. As a result, this study uses oblique rotation (Costello and Osborne, 2005; Pallant, 2016). The most common oblique rotation is SPSS is the direct oblimin (Pallant, 2016).

Ensuring that the datasets are suitable for the factor analysis, the study tests for the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett's Test of Sphericity. The KMO value needs to be above 0.6 and the Bartlett's Test of Sphericity needs to have a value below 0.05 in order to be significant (Pallant, 2016). Moreover, in order to determine the factors, also referred to as components in the CFA; the study uses the Kaiser's criterion. The Kaiser's criterion is only 'interested … in components that have an eigenvalue of 1 or more' (Pallant, 2016, p.193).

The following three sections now briefly describe and present the results of the CFA for each research sub-questions: the consumer engagement (RQ1), brand awareness (RQ2), and purchase intention (RQ3). After having determined the components measuring each research sub-question and as a result, reduced the datasets (Bryman and Bell, 2015), the sections further test whether the developed hypotheses can be accepted.

4.3.2 Findings regarding consumer engagement

The first CFA conducted in this study aims to determine the components measuring consumer engagement. The study identifies 13 variables with regards to consumer engagement. In order to ensure the suitability of the dataset, the study tests for KMO and Bartless' Test of Sphericity. Since the KMO value is 0.843 and the Bartless's Test of Sphericity (p=0.00) significant, the dataset for consumer engagement is suitable (Table 7.3).

The CFA extracts three components measuring consumer engagement (Table 7.6). The direct oblimin rotation in SPSS provides the study with two different component matrixes; the pattern matrix and the structure matrix (Pallant, 2016). However, this study is only interested in the pattern matrix since 'it shows the factor loadings of each of the variable' (Pallant, 2016, p.199). In order to identify and name each component, the study looks for the highest factor loadings on each component (Reinard, 2006; Salkind, 2011; Pallant, 2016). A factor loading is considered high when its value is above 0.8. Nonetheless, most factor loadings are considered moderate; meaning their value is between 0.4 and 0.7 (Costello and Osborne, 2005). Values below 0.3 are not shown in the pattern matrix table (Table 7.6). These values are said to be low factor loadings and for that reason, not considered in this study (Reinard, 2006).

Table 7.6 (Section 7.5) demonstrates that component 1 has the highest factor loadings on variables measuring the engagement with sponsored and non-sponsored lenses and filters within a brand's Snapchat story. As a result, it is named *engagement and sharing of user generated content in a brand's story*. Component 2 has the highest factor loadings on variables measuring the engagement of those user generated contents (UGCs) within a private chat or the user's own Snapchat story. Thus, it is called *engagement and sharing of user generated content in private messages*. The last component, component 3, has the highest factor loadings on variables measuring the preference of sponsored and non-sponsored UGC. In addition to this, it also shows high factor loadings on variables measuring the general attitude of engagement with regard to UGC and paid advertisement. Therefore,

component 3 is named *engagement attitude towards Snapchat's marketing content* (Table 7.6).

Based on this result, the study now attempts to test the hypothesis and intends to answer the first research sub-question with regards to consumer engagement (RQ1).

4.3.2.1   Hypothesis H1: Consumer engagement with sponsored content on Snapchat is relatively high.

As a result of the CFA, three components measure the consumer engagement (Table 7.6). In order to test whether or not the consumer engagement rate with sponsored content is high, the study examines the frequency tables of each component (Table 7.13, Table 7.14, Table 7.15). It is interesting to see that more than 50 percent of all respondents never or rarely share sponsored or non-sponsored UGC within a brand's story (Table 7.13). The respondents rather prefer sharing sponsored or non-sponsored UGC within their own Snapchat story or in a private chat (Table 7.14). In addition to this, the tables Table 7.13 and Table 7.14 illustrate that the respondents share non-sponsored geo-filter or lenses more often than sponsored geo-filters or lenses.

Furthermore, most of the respondents do not want to engage with sponsored content. More than 50 percent strongly disagree or disagree that sponsored geo-filters or lenses make them want to engage with the content (Table 7.15). For Snap Ads, also called paid advertisement in this study, this percentage level rises to more than 65 percent (Table 7.15). Additionally, nearly 90 percent of all respondents either cannot decide or disagree with the statement that they would prefer sponsored content over non-sponsored content (Table 7.15).

This determines a relatively low rate of consumer engagement with sponsored content on Snapchats. As a result, the hypothesis is not supported. Moreover, these findings contradict the findings of previous

research which have examined a high consumer engagement rate on Snapchat (Siu, 2017).

Having tested the hypothesis, the study is now able to answer what the effects on consumer engagement are (RQ1). Besides determining a relatively low consumer engagement rate, the study further discovers that most respondents are not motivated to engage with the content (Table 7.15). Hence, this study concludes that the effects on consumer engagement whilst using Snapchat as a social media marketing platform are not positive.

4.3.3 Findings regarding brand awareness

Analogues to consumer engagement, the study also identifies 13 variables with regard to brand awareness. The KMO value equals 0.873 and the Bartlett's Test of Sphericitiy (p=0.00) is significant (Table 7.4); meaning the assigned dataset is suitable for the factor analysis (Pallant, 2016).

The CFA extracts two components measuring brand awareness. The Table 7.7 (Section 7.6) presents the different factor loadings of each variable on the two components. Component 1 consists of five variables with a high factor loading, whereas component 2 is composed of three variables with a high factor loading (Table 7.7). Table 7.7 shows that the highest factor loadings on component 1 are variables assuming a positive impact on brand awareness, especially regarding the use of sponsored lenses and geo-filters. For that reason, component 1 is named *user-generated sponsored content and brand awareness*. The highest loadings on component 2 are variables assuming that paid advertisement has a more positive impact on brand awareness. Thus, it is named *paid advertisement and brand awareness*.

Having identified and labelled the two components, the next step is testing the developed hypothesis regarding brand awareness.

4.3.3.1 Hypothesis 2: Advertising on Snapchat increases brand awareness.

The CFA reduced the data set and identified two components: *user-generated sponsored content and brand awareness*, and *paid advertisement and brand awareness* (Table 7.16). Both components consist of variables measuring the respondents' attitude towards brand awareness on a 5-point Likert scale. The study examines the frequency tables of both components (Table 7.17, Table 7.18), to test whether or not the hypothesis can be accepted. The tables (Table 7.17, Table 7.18) show that most respondents agree with the statement that marketing or advertising respectively on Snapchat increases their brand awareness. Moreover, most of the respondents agree that sponsored lenses and sponsored filters (49.5% for both, Table 7.17) raise their brand awareness. On the other hand, only 13.2% agree that paid advertisement increases their brand awareness (Table 7.18). Nonetheless, as cumulative 45.1% agree or strongly agree that marketing on Snapchat increases their brand awareness (Table 7.17), the hypothesis that advertising on Snapchat increases brand awareness is supported. For that reason, the findings of this study are consistent with previous research findings which have shown that social media marketing increases brand awareness (Snapchat, 2017d).

Having stated that the hypothesis can be accepted, the study is able to confirm the research sub-question whether Snapchat increases brand awareness (RQ2). According to the frequency tables of the two extracted components, *user-generated content and brand awareness* ((Table 7.17) and *paid advertisement and brand awareness* (Table 7.18), this study determines a positive influence of Snapchat as a social media marketing platform on the consumers' brand awareness.

At last, the study now conducts the CFA and hypothesis testing with respect to the third research sub-question (RQ3) and hypothesis (H3).

4.3.4 Findings regarding purchase intention

The study identifies 17 variables with regards to purchase intention. The first step is again to test whether our data set is suitable. Since the KMO value is above 0.6 and Bartlett's Test of Sphericity (p=0.00) below 0.05 (Table 7.5), the assigned dataset is suitable for factor analysis.

The CFA extracts three components out of the 17 questionnaire variables measuring purchase intention (Table 7.8). Table 7.8 presents the factor loadings for each variable on the component. Component 1 and 2 consist of various high factor loading variables, whereas component 3 has only a couple of weak factor loading variables (Table 7.8). Since the highest factor loadings for component 1 are regarding variables measuring the likelihood of making a purchase, the component is called *likelihood of making a purchase* (Table 7.8). The highest factor loadings on component 2 are variables assuming a general positive attitude and influence of Snapchat's ad products towards purchase intention. Hence, it is named *general attitude towards purchase intention* (Table 7.8). Component 3, as already mentioned above, only consists of variables with weak factor loadings. These variables also show a higher factor loading on component 1 (Table 7.8). For that reason, the study neglects component 3, as it is said that these variables fail to load on component 3 (Reinard, 2006). Thus, the study only considers two components for the analysis and hypothesis testing.

4.3.4.1 Hypothesis 3: Advertising on Snapchat increases consumers' purchase intention.

Having identified the components, *likelihood of making a purchase*, and *general attitude towards purchase intention*, measuring purchase intention, the study tests whether the developed hypothesis can be accepted. Examining the frequency tables of both components (Table 7.19, Table 7.20), the study discovers that cumulative around 80 percent of all respondents are either undecided or not likely to make a purchase after seeing advertisement on Snapchat. It is not of importance whether the

advertisement is in form of sponsored geo-filters or lenses, or as paid advertisement. Hence, the hypothesis stating that consumers' purchase intention increases, is not supported and cannot be accepted. As a result, the findings are not consistent with previous research findings which have determined increases in purchase intention (Snapchat, 2017d).

Interestingly, most of the respondents are least likely to make a purchase in case of paid advertisement (Table 7.20). About 67.1 percent of all respondents state that they are extremely unlikely or unlikely to purchase a product after seeing a paid advertisement. On the other hand, only 58 percent feel the same way after using a sponsored filter (Table 7.19).

Furthermore, Table 7.20 shows that more than half of all respondents claim that advertisement on Snapchat does not influence their purchase intention. Only 13.1 percent state that advertisement probably influences their purchase intention (Table 7.20).

Having stated that the hypotheses cannot be accepted and described the frequency table in more detail, the study attempts to answer the third research sub-question. Surprisingly, the question whether the purchase intention increases cannot be confirmed. According to the data findings of this study, advertisement on Snapchat does not increase the consumers' purchase intention.

Before answering the main research question, the following section discusses the findings of this study.

4.4 Discussion

After having analysed and presented the results with regards to each research sub-question, this section now discusses and compares the findings with previous research. Ensuring that the findings of this study are reliable, the study uses the reliability test offered in SPSS. This provides the study with the value for Cronbach's alpha, which is a common statistic measurement for internal reliability (Saunders *et al.*, 2012; Bryman and Bell,

2015). Cronbach's alpha consists of values between 0, meaning 'no internal reliability', and 1, meaning 'perfect internal reliability' (Bryman and Bell, 2015, p.169). This study determines a high rate of internal reliability, as Cronbach's alpha equals 0.964 (Table 4.1).

Table 4.1 Reliability statistic test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.964	.965	32

The study determined that two of the three developed hypotheses are not supported. Thus, the hypotheses had to be rejected. The following two sections first compare and discuss the findings of the rejected hypotheses with previous research studies. Thereafter, the focus is set on the discussion of the findings of the supported hypotheses with regard to brand awareness.

4.4.1 Effects on consumer engagement

According to the literature review, consumer engagement is one of the key objectives for a company whilst advertising on social media platforms (Wang and Kim, 2017). Consumer engagement can either be passive, by simply consuming the content, or active, by creating user-generated branded or sponsored content (Ashley and Tuten, 2015). Regarding Snapchat, consumer engagement can take on various forms. It can be either actively generating sponsored or non-sponsored content, in terms of geo-filters and lenses, or simply consuming other users' content or firm-generated content, such as paid advertisement.

Recent reports depict that consumer engagement rates on Snapchat are up to four times higher compared to other platforms (Siu, 2017). Nonetheless, this study explores quite the opposite. More than half of all respondents

disagree or strongly disagree that sponsored content makes them want to engage with the content (Table 7.15). As a result, the hypothesis is not supported and has to be rejected. Consumer engagement is found to be rather low (Section 4.3.2.1; Table 7.15).

Interestingly, the engagement with non-sponsored, also referred to as regular, geo-filters and lenses, is much higher than the engagement with sponsored content (Figure 4.1). While more than 30 percent of the respondents often use regular filters or lenses, nearly 10 percent often use sponsored filters and lenses (Figure 4.1).

Figure 4.1 Usage of Snapchat's UGC
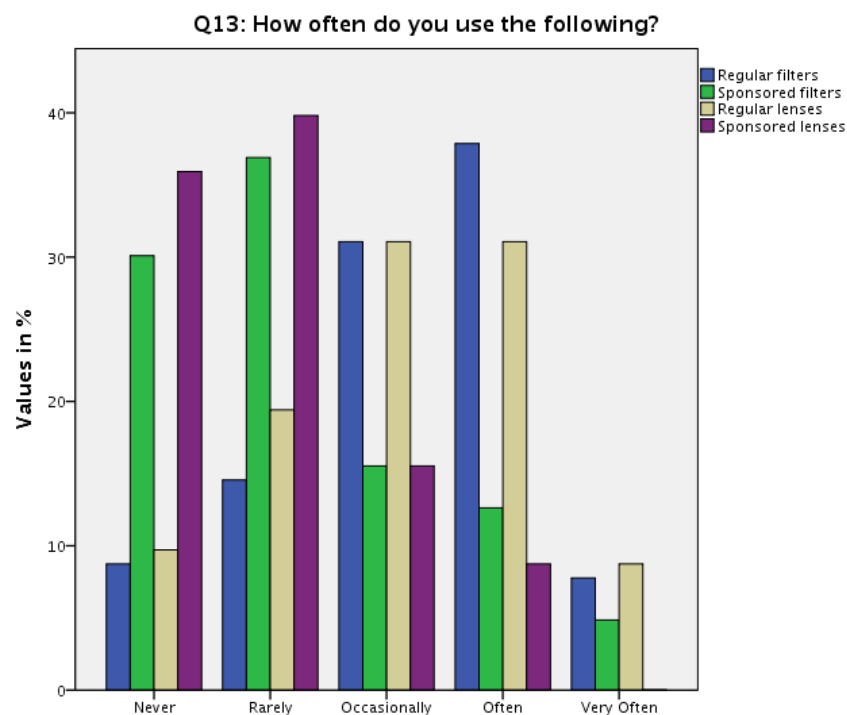
Furthermore, the study explores that respondents are more likely to share their UGC in their private story or chat (Table 7.14) rather than in a brand's story (Table 7.13). Hence, this study does not support the definition of consumer engagement 'as a consumer relationship … [in which] people … look to create and maintain relations … with the brand' (Ashley and Tuten, 2015, p.17). For that reason, along with examining no positive effects on

consumer engagement (Table 7.15), the study gives advice for management practices. Companies aiming to drive consumer engagement with the use of social media marketing, should not consider Snapchat.

4.4.2 Impact on purchase intention

The findings of this study with respect to purchase intention are, analogous to the findings of consumer engagement, not consistent with the previous research findings. Various reports demonstrate that advertising on Snapchat increases retail sales and traffic to the brand's location. As a result, the study developed the hypotheses, assuming Snapchat as a social media marketing platform would increase the consumers' purchase intention (H3). This study examines the opposite though. The consumers' purchase intention does not increase. It is observed that cumulative more than 80 percent of all respondents are either extremely unlikely, unlikely or undecided whether advertising makes them want to purchase a product or service (Table 7.19).

Additionally, various reports by Snapchat itself (Snapchat, 2017d) provide evidence that, especially the use of a sponsored geo-filter, increases the consumers' purchase intention. The literature review of this study provides an example of a successful geo-filter marketing campaign on Snapchat. The observed campaign lead to a 42 percent increase in purchase intention (Section 2.6.2.3; Snapchat, 2017d). However, this study discovered that only 20 percent of all respondents are likely to make a purchase after seeing or using a sponsored geo-filter (Table 7.20).

Another report by Mediascience (2016) depicts that advertising on Snapchat, compared to advertising on TV and other Social Media platforms increases the consumers' purchase intention the most (Figure 2.3). This study though, examines that more than 63 percent of the respondents believe that advertising on Snapchat does not influence their purchase intention (Figure 4.2).

Figure 4.2 Advertising on Snapchat and influence on purchase intention
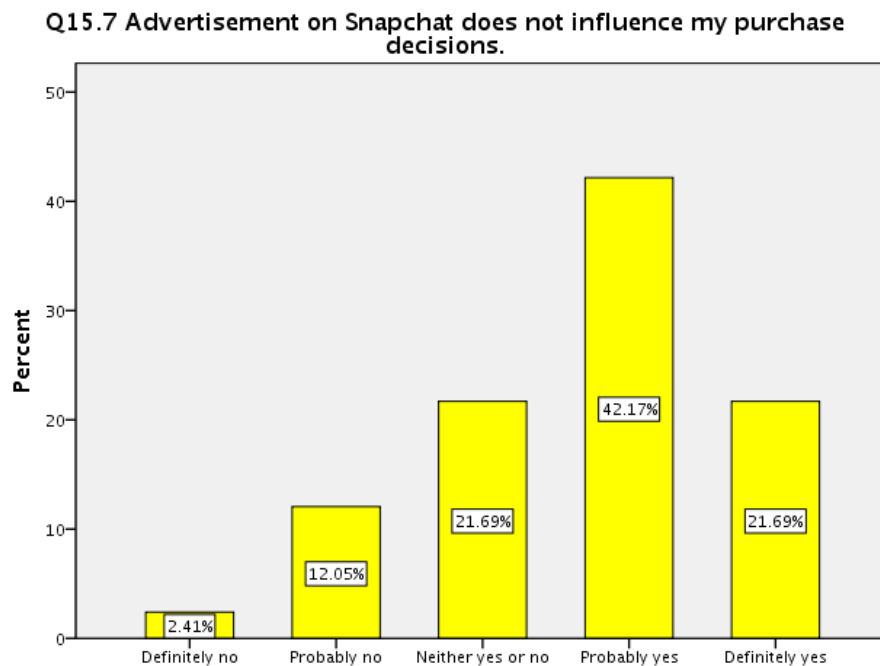
Additionally, as the literature review describes the persistent significance of the Attention-Desire-Interest-Action (AIDA) model in the purchasing process, the study attempts to explore whether the AIDA model can be applied to Snapchat (Section 2.6.1), Figure 2.10). The research findings of this study depict that only the first two stages of the model, attention and desire can be found. The stages desire and action, on the other hand, cannot be found as it is demonstrated that Snapchat does not increase purchase intention. Hence, the AIDA model cannot be used to describe the purchasing process.

For this reason, along with the rejected hypotheses regarding purchasing intention, it can be said that Snapchat is not a good marketing platform for companies wanting to increase the consumers' purchase intention.

4.4.3 Impact on brand awareness

Having explained that the findings with regard to consumer engagement and purchase intention are not in line with the previous research; the findings

regarding brand awareness, on the other hand, are consistent with previous research findings. This study confirms the previous research findings that advertising on social media increases brand awareness. It is explored that nearly 65 percent of all respondents either agree or are undecided that advertising on Snapchat increases their brand awareness (Table 7.17). Moreover, this study provides evidence that user-generated content (UGC), such as sponsored geo-filters or lenses have a more positive effect on brand awareness than paid advertisement (Table 7.17). This confirms the information provided by Snapchat depicting that geo-filters and lenses are a good way to increase awareness (Snapchat, 2017b; Snapchat, 2017c).

The study distinguishes this statement even further into the influence of sponsored geo-filters or sponsored lenses on brand awareness. Yet, the impact of using sponsored geo-filters or sponsored lenses on brand awareness are about the same; there is no significant difference (Table 7.17). More than 50 percent of all respondents agree that a sponsored geo-filter (52.7%) or a sponsored lens (54.9%) increase their brand awareness (Table 7.17). These findings are especially consistent with the previous research which have examined that brand awareness increases when companies creatively engage the consumers (Husain *et al.*, 2016; Section 2.6.2.1).

In addition to this, the study examines the daily time spend on Snapchat and the impact of using sponsored geo-filters or lenses on brand awareness. Interestingly the more time the users spend on Snapchat, the more they agree that sponsored content makes them aware of a brand (Figure 4.3, Figure 4.4). Nevertheless, it is noticeable here that sponsored lenses always make the user more aware of a brand, regardless how many minutes the users spend on Snapchat (Figure 4.4). Sponsored geo-filters, on the other hand, only make users who daily spend more than 30 minutes on Snapchat, more aware of a brand (Figure 4.3). With regard to paid advertisement, only 40 percent agree that the advertisement increases their brand awareness (Table 7.18). Here, it is interesting to see that the same amount of users who spend less than 30 minutes on Snapchat, agree and disagree that paid advertisement increases their brand awareness. Still, the users who daily

spend more than 30 minutes on Snapchat, most of them agree that paid advertisement increase their brand awareness (Figure 4.5).

Figure 4.3 Bar Chart sponsored geo-filters and time spent on Snapchat
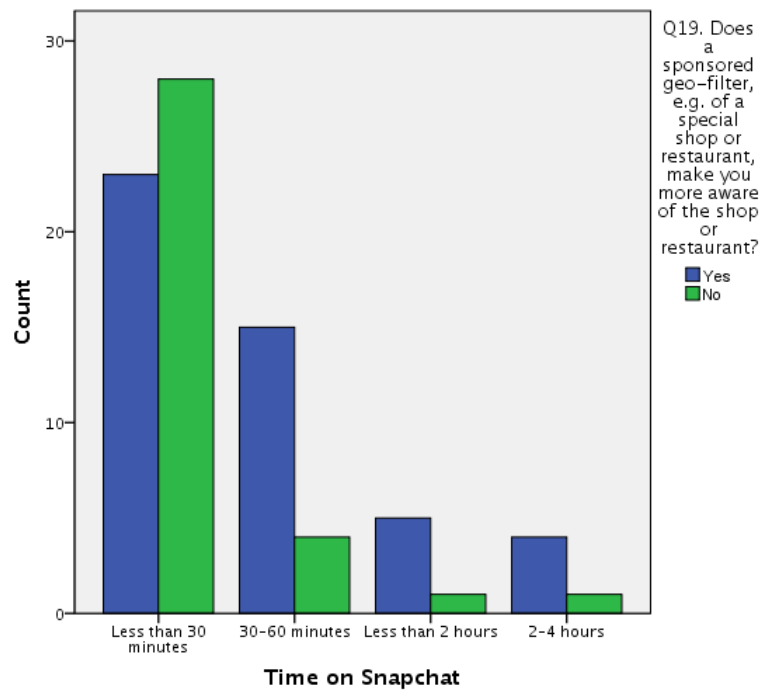
Figure 4.4 Bar chart sponsored filter and time spent on Snapchat
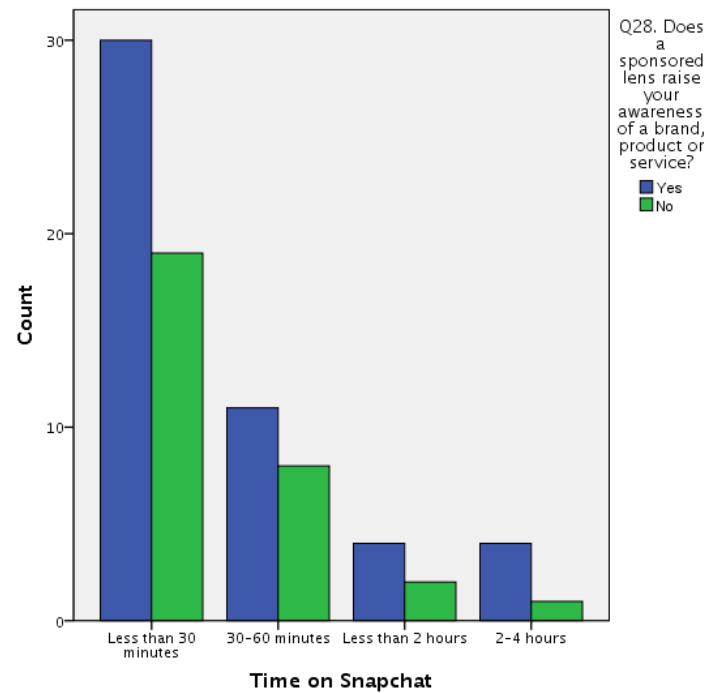
Figure 4.5 Bar chart paid advertisement and time spent on Snapchat
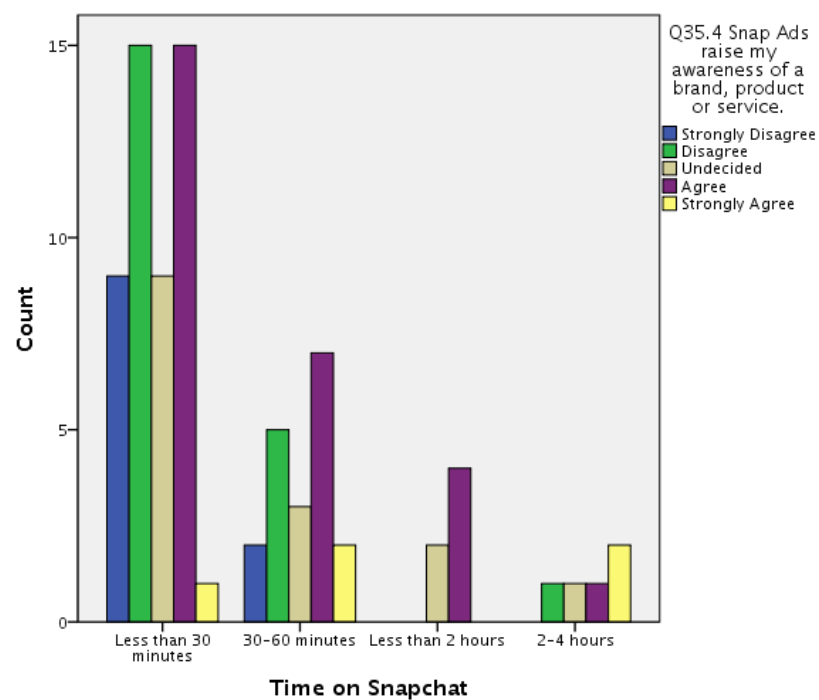
Concluding this section, the study's findings regarding brand awareness are in line with the previous research stating that Snapchat increases consumers' brand awareness (Snapchat, 2017d). Although, the literature review argues that brand awareness does not measure the marketing effectiveness as 'awareness does not necessarily lead to purchase', it enables companies to determine whether the marketing message reached the consumers (Baines *et al.*, 2017, p.198). Hence, this study provides guidance to managerial practices. Snapchat is a good platform for companies aiming to increase their brand awareness.

4.5 Summary

Concluding this chapter, the main research question '*How does Snapchat as a Social Media marketing platform influence consumer behaviour?*' is now answered. The following table (Table 7.21) briefly summarises the findings and states the answers to each research sub-question and hypothesis.

Snapchat as a Social Media marketing platform only positively influences brand awareness. Most of the respondents state that advertising on Snapchat increases their awareness of a brand. Therefore, the study confirms that Snapchat is a good platform for companies intending to increase brand awareness.

On the contrary, with regards to consumer engagement and purchase intention, Snapchat does not positively influence the consumer behaviour. Besides having explored that consumer engagement on Snapchat is surprisingly low, the study has also determined that Snapchat does not increase the consumer's purchase intention. Hence, Snapchat is not a good platform for organisations aiming to drive consumer engagement or increase purchase intention.

Finally, the answer to the main research question is that Snapchat influences the consumers' behaviour in ambiguous ways. While Snapshot positively

influences the consumers' brand awareness; this study examines rather negative effects on consumer engagement and purchase intention.

5 Conclusion and recommendations

5.1 Overview

The last chapter of this study summarises how the study addressed to answer the research questions and critically reflects upon the findings. This chapter is divided into three sections. First (Section 5.2), the research methods used to answer the research questions are summarised and described. Following this, the next section (5.3)summarises and reflects upon the research findings. Further this section provides theoretical and managerial implications. Finally, the last section (5.4) provides recommendations for management practices, as well as for future research. This section critically evaluates the study and describes the limitations of this study.

5.2 Research methodology

This study aimed to answer how Snapchat as a social media marketing platform influences the consumer behaviour. The study used a quantitative and deductive research approach, to examine the influence. The main research question was divided into three more specific research sub-questions due to the fact that consumer behaviour consists of various elements. These sub-questions intend to explore the effects on consumer engagement (RQ1), brand awareness (RQ2) and purchase intention (RQ3). In addition to this, each research sub-question consisted of a hypothesis based on previous research.

The research method used was an online survey. An online survey allowed the study to reach a wider geographical coverage. Furthermore, a convenience sampling method was used (Saunders *et al.*, 2012; Bryman and Bell, 2015). The data collection started on the 17th of July and ended on the 15th of August. The study was able to collect 167 answers. Nevertheless, after clearing the data, the study was left with 110 valid responses. To analyse the responses, the study used the statistical software IBM SPSS.

Principal component factor analysis (CFA) was used to analyse and reduce the data. Moreover, it was used to identify which variables measure the components (Bryman and Bell, 2015; Pallant, 2016). Having identified and labelled the components the study then tested the developed hypotheses. This provided the answers to the research sub-questions. Finally, these results then answered the main research question.

5.3 Research findings

The study collected 110 valid responses. These responses were analysed using principal component analysis (PCA) to identify what variables measure each research sub-question. As a result, the PCA reduced the dataset and allowed the study to test whether the hypotheses can be accepted by examining the frequency tables of each component.

Surprisingly, only one of the three hypotheses can be supported and found to be consistent with the previous findings. The other two hypotheses had to be rejected as they examine quite the opposite than what they hypothesised.

The supported hypothesis (H2) states that the consumers' brand awareness increases when organisations or companies advertise on Snapchat. This is in line with previous research which has examined that social media advertising increases brand awareness. Furthermore, as Snapchat offers three different ad products, the study examined which of these has the most influence on brand awareness. According to several reports especially the sponsored geo-filters and lenses are said to increase brand awareness (Snapchat, 2017d). This study confirms this statement. It demonstrates that more than 50 percent of all respondents agree that these have a more positive effect on their brand awareness than the Snap Ads, or paid advertisement respectively (Table 7.17). Hence, this study is seen to be consistent with the previous findings with regard to brand awareness. Additionally, it is empirically shown that the consumers' brand awareness increases whilst seeing an advertisement on Snapchat. For that reason, it can be said that Snapchat is a good platform for companies who intend to increase their brand awareness.

On the other hand, with respect to consumer engagement, hypothesised to be high (H1), and purchase intention, supposed to increase (H3), the study is not consistent with previous findings. The literature review states that consumer engagement can take on many different forms. Furthermore, it is evidenced that the engagement rate on Snapchat is much higher compared to other social media platforms (Siu, 2017). This study determines quite the opposite though. It is shown that most of the respondents do not want to engage with the content, particularly with respect to sponsored content (Table 7.15). The users rather prefer using non-sponsored geo-filters and lenses and are more likely to share their Snaps with their friends on Snapchat rather than sharing it within a brand's community (Table 7.13 ,Table 7.14).

Analogues to consumer engagement, the research findings with regard to purchase intention are also not consistent with previous research. In accordance to the literature review, it is claimed that social media marketing increases the purchase intention. Moreover, it is evidenced that advertising on Snapchat increased purchase intention and even further increases retail sales and traffic to the brand's location (Tay, 2016; Kingham, 2016; Snapchat, 2017d). Yet, this study does not approve those findings. It rather discovered the opposite; advertising on Snapchat does not increase the consumers' purchase intention. More than 60 percent of the respondents stated that advertising on Snapchat does not influence their purchase intention (Figure 4.2).

All these three research sub-questions were addressed to answer the main research question. The study proves that social media advertising on Snapchat influences the consumers' behaviour both positively and negatively. These findings contribute the current research. The study discovers and proves the positive effects of social media on brand awareness. However, the study does not examine positive effects on consumer engagement or purchase intention.

5.4 Recommendations

Having stated that the study's research findings contribute to the current research, this section aims to give recommendations for management practices and future research.

A recent report depicted that only 7 percent of all surveyed marketers presently use Snapchat (Richter, 2017). Yet, it is reported that around 42 percent want to learn more about the platform (Richer, 2017; Stelzner, 2017). This study provides information for the marketers about how they can use Snapchat as a marketing platform. Since unexpectedly the study only examined positive effects on brand awareness, the study implies that Snapchat is a good platform for companies aiming to increase brand awareness. Furthermore, this study examined which of Snapchat's ad product is the most effective to increase brand awareness. The most effective way is by using a sponsored geo-filter or sponsored lens. The study found no significant difference between the two. Nevertheless, it is demonstrated that sponsored geo-filters and lenses increase the brand awareness far more than paid advertisement (Table 7.18).

For companies intending to engage consumers or increase their purchase intention, Snapchat may not be the optimal platform. Although Snapchat provides a creative and fun atmosphere for consumers to engage, this study examined that consumers engagement is relatively low (Table 7.15). Additionally, it discovered that most of the respondents rather prefer non-sponsored content over sponsored content (Table 7.13, Table 7.14). This raises the question why consumers rather prefer non-sponsored content and moreover, to what may motivate them to rather engage with sponsored content. The literature review states that consumers are either extrinsically or intrinsically motivated to engage with the content (Kim and Drumwright, 2016). Future studies could examine the motivation of Snapchat's users to engage with sponsored and non-sponsored content.

In addition to this, future studies may also consider examining why Snapchat does not increase the consumers' purchase intention. Recent reports do not

only depict that advertising on Snapchat increased purchase intention, they also increased retail sales (Kingham, 2016; Snapchat, 2017d). However, this study did not examine any positive effects on the consumers' purchase intention. These findings are by far the most surprising. Especially since the reliability test demonstrates a high reliability of the study (Table 4.1)

Thus, as this study used convenience sampling, it may be interesting to replicate the whole study with a probability sampling method. Another advantage of replicating the study with a probability sampling is the ability to generalise the results for the whole population. The convenience sampling does not allow this (Bryman and Bell, 2015).

Concluding this study, it provides valuable insights into Snapchat as a social media marketing platform. Nevertheless, the study is also limited in terms of its generalisability and its time frame. Besides replication the study with a probability sample, future research could also analyse the effects in a longer time period. This study only examined the influence within a one month time frame.

Furthermore, future research could use a qualitative research approach. It is criticised that a quantitative study creates a more static view of the phenomenon (Bryman and Bell, 2015). A qualitative research may describe better why Snapchat users' do not want to engage with sponsored content. Moreover, qualitative research may discover the motivation of the users to engage as it seeks to understand the behaviour and belief behind the users' action (Bryman and Bell, 2015).

Lastly, future research could also compare the influence of Snapchat with those of another social media platform, such as Instagram, on consumer behaviour. Concluding this, many opportunities for future research still exist. Particularly on newer, not so well-established social media platforms future research is needed. Nevertheless, this study added some valuable knowledge to the previous research. Moreover, it provided managerial guidance by determining what ad product on Snapchat works best to increase brand awareness.

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7 Appendices

7.1 Approval letter

School of Business and Law
University of East London

Date: 14ᵗʰ July 2017

Dear Fabienne,

Student Name:	Fabienne Engelke
Student ID Number	U1634622
Project Title:	How Does Social Media Advertising on Snapchat Influence Consumer Behaviour
Project/Dissertation Module Code:	MK7227
Supervisor Name:	Diliara Mingazova

I am writing to confirm the outcome of your application to the University Research Ethics Committee (UREC), which was considered at the meeting on **13ᵗʰ July 2017**.

The decision made by members of the Committee is **Approved**. The Committee's response is based on the protocol described in the application form and supporting documentation. Your study has received ethical approval from the date of this letter.

Should any significant adverse events or considerable changes occur in connection with this research project that may consequently alter relevant ethical considerations, this must be reported immediately to SREC. Subsequent to such changes a revised research ethics application form should be completed and submitted to SREC.

Approved Documents

The final list of documents reviewed and approved by the Committee is as follows:

Document	Tick where included
SREC Application Form	✓
Participant Information Sheet	✓
Consent Form	✓
Questionnaire/Interview guide	✓
Letter of Consent (Organisation or Company)	✓

**School of
Business and Law**
University of East London

Approval is given on the understanding that the UEL Code of Good Practice in Research is adhered to.

Please ensure you retain this letter for your records.

With the Committee's best wishes for the success of this project.

Yours sincerely,

Dr Raoul Bianchi
Reader in International Tourism and Chair, SREC
School of Business and Law
University of East London
Docklands Campus, University Way
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7.2 Online Questionnaire Sample

Social Media Marketing on Snapchat

Page 1

Introduction *

Thank you taking part in this survey determining the impacts of social media advertising on Snapchat on consumer behaviour. This survey aims to answer the research questions how advertising on Snapchat influences our consumer behaviour in regard to engagement, brand awareness and purchase intention.

Your participation is completely voluntary. Your survey responses will be strictly confidential and the data obtained from this survey will only be for the use of this study.

Please accept the following statement to start the survey:

'I consent to the processing of my personal information for the purposes explained to me. I understand that such information will be treated in accordance with the terms of the Data Protection Act 1998
Submission of a partially completed or fully completed questionnaire implies consent to participate in the study and you will be unable to withdraw your data.'

◯ Agree

Page 2

Are you an active Snapchat user? *

◯ yes
◯ no

Demographics

What is your gender? *

◯ Female
◯ Male
◯ Prefer not to answer

What is your age? *

◯ 18-24

◯ 25-34

◯ 35-44

◯ Over 45

◯ Prefer not to answer

What is your highest level of education? (If you're currently enrolled in school, please indicate the highest degree you have received.) *

◯ Did not complete high school

◯ High School degree or equivalent (e.g. GED)

◯ Some college, no degree

◯ Trade/technical/vocational training

◯ Bachelor's degree (e.g. BA, BS)

◯ Master's degree (e.g. MA,MS, MEd)

◯ Professional degree (e.g. MD, DDS, DVM)

◯ Doctorate degree (e.g. PhD, EdD)

◯ Prefer not to answer

Which of the following would best describe your primarily area of employment? *

◯ Student

◯ Employed for wages

◯ Self-employed

◯ Military

◯ Retired

◯ Unemployed

◯ Prefer not to answer

◯ Other: [ ]

Snapchat Usage

How much time do you spend daily on social media applications (e.g. Facebook, Instagram, Twitter, Snapchat etc.)? *

○ Less than 30 minutes

○ 30 – 60 minutes

○ Less than 2 hours

○ 2 – 4 hours

○ 4 – 6 hours

○ More than 6 hours

How much time do you spend daily on Snapchat? *

○ Less than 30 minutes

○ 30 – 60 minutes

○ Less than 2 hours

○ 2 – 4 hours

○ 4 – 6 hours

○ More than 6 hours

Why do you use Snapchat? (Pick any of the following) *

☐ Social interaction

☐ Following celebrities

☐ Following brands

☐ Discover channel

☐ Other [   ]

Which of the following do you use more often? *

○ Lenses

○ Filters

○ No Preference

How often do you use the following features: *

	Never	Rarely	Occasionally	Often	Very Often
Regular filters (e.g. coloured filters, filter with current weather, time, speed, etc.)	○	○	○	○	○
Sponsored filters or geo-filters (e.g. brand sponsored, product sponsored)	○	○	○	○	○
Regular lenses (e.g. dog ears, etc.)	○	○	○	○	○
Sponsored lenses (e.g. brand sponsored, product sponsored)	○	○	○	○	○
Multiple filters at the same time (at least one of them is a sponsored filter)	○	○	○	○	○
Lenses and Filter (at least one of them is sponsored)	○	○	○	○	○
Discover Channel	○	○	○	○	○

Attitude towards Social Media advertising on Snapchat

Please answer the following statements *

	Strongly disagree	Disagree	Undecided	Agree	Strongly Agree
I am actively aware of any ads while using Snapchat.	○	○	○	○	○
Marketing on Snapchat increases my awareness of a brand, product, movie, restaurant, etc.	○	○	○	○	○
I enjoy the sponsored lenses or filters by brands, movies,	○	○	○	○	○

7.3 Tables for methodology chapter

Table 7.1 Different types of questions used in survey

Type of question	Question	Purpose	Aim in this study
Category questions	Demographical questions (e.g. Gender, Age, Employment)	• Respondents can only fit into one category • Facilitates collecting data about attributes (Saunders *et al.*, 2012)	Provide valuable background information of respondents
List questions	Yes / No	• Quick to answer and analyse (Saunders *et al.*, 2012) • Measures attitude and behaviour	Measure respondents' attitude and action
Rating Questions		• Collect data about respondent's opinion (Saunders *et al.*, 2012; Bradley, 2013)	Measure respondents' awareness and opinion of marketing messages
	Likert Scale (five-point rating scale)	• Measures how strong respondent agrees or disagrees with a statement (Saunders *et al.*, 2012) • Measures respondent attitudes (Bradley, 2013)	Measure respondents' attitude and opinion toward different marketing messages
	Simple itemised rating scale	• Used to measure purchase intention, likelihood or frequency (Bradley, 2013)	Measure respondents' behaviour and action, such as purchase intent

Table 7.2 Outline of the questionnaire

Outline of the questionnaire

1. Introduction
    a. Consent Form
2. Opening question
    a. Snapchat user (Yes/No, Filter Question)
3. Demographics
4. Snapchat Usage
5. Attitude towards social media advertising on Snapchat
6. Effectiveness of social media advertising on Snapchat
    a. Sponsored filters and Geo-filters
    b. Sponsored Lenses
    c. Snap Ads / Paid Advertisement

7.4 Factor analysis reliability tests

Table 7.3 KMO and Bartlett's Test of Sphericity consumer engagement

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.843
Bartlett's Test of Sphericity	Approx. Chi-Square	820.141
	df	78
	Sig.	.000

Table 7.4 KMO and Bartlett's Test of Sphericitiy Brand Awareness

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.873
Bartlett's Test of Sphericity	Approx. Chi-Square	579.703
	df	78
	Sig.	.000

Table 7.5 KMO and Bartlett's Test of Sphericity purchase intention

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.881
Bartlett's Test of Sphericity	Approx. Chi-Square	1165.208
	df	136
	Sig.	.000

7.5 Factor analysis consumer engagement

Table 7.6 Pattern matrix consumer engagement

	Pattern Matrix[b]		
	Component		
	1	2	3
	Engagement and sharing of UGC in a brand's story	*Engagement and sharing of UGC in private messages*	*Engagement attitude towards Snapchat's marketing content*
Q14.4 Sponsored lenses make me want to engage with the content of the brand, organisations, etc.			0.542
Q14.6 Sponsored filters make me want to engage with the content of the brand, movie, organisation, etc.	0.361	0.315	0.300
Q14.12 Snap Ads make me want to engage with the content (e.g. swipe up for video, swipe up for article, swipe up for App Install).			0.751
Q14.8 If a sponsored filter is available, I rather use the sponsored filter than a regular filter.			0.790
Q14.9 If a sponsored lens is available, I rather use the sponsored lens than a regular lens.			0.853
Q26.3 Share the Snap with the sponsored geo-filter in their brand's story.	0.885		
Q26.4 Share a Snap with no or a regular filter in their brand's story	0.907		
Q26.5 Share the Snap with the sponsored geo-filter in your story or in a private chat.		0.781	
Q26.6 Share a Snap with no or a regular filter in your story or a private chat.		0.920	
Q32.1 Share the Snap with the sponsored lens in their brand's story.	0.911		
Q32.2 Share a Snap with no or a regular lens in their brand's story.	0.873		
Q32.3 Share the Snap with the sponsored lens in your story or in a private chat.	0.350	0.670	
Q32.4 Share a Snap with a regular lens in your story or a private chat.		0.923	

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

a.   3 components extracted.
b.   Rotation converged in 5 iterations.

7.6 Factor analysis brand awareness

Table 7.7 Pattern matrix brand awareness

	Pattern Matrix[b]	
	Component	
	1	2
	User-generated content and brand awareness	*Paid advertisement and brand awareness*
Q14.2 Marketing on Snapchat increases my awareness of a brand, product, movie, restaurant, etc.	0.507	0.431
Q14.13 Sponsored filter or lenses have a more positive impact on my brand awareness than paid advertisement.	0.750	-0.345
Q37.4 Brands or organisations marketing on Snapchat raise my awareness more than marketing on traditional mass media marketing channels (e.g.TV, radio)	0.528	0.432
Q14.5 Sponsored lenses raise my awareness of the brand, movie, organisation, etc.	0.828	
Q 14.7 Sponsored filters raise my awareness of the brand, movie, organisation, etc.	0.848	
Q14.14 Paid advertisement has more positive impact on my brand awareness than sponsored filters or lenses.		0.870
Q35.4 Snap Ads raise my awareness of a brand, product or service.	0.532	0.524
Q35.5 Snap Ads positively influence my image of a brand, product, service, etc.	0.373	0.696
Q19. Does a sponsored geo-filter, e.g. of a special shop or restaurant, make you more aware of the shop or restaurant?	-0.661	
Q22. Does a sponsored filter, e.g. of a new movie coming out or a new product or service, make you more aware of the movie, product or service than marketing on traditional mass media channels (e.g. TV)?	-0.757	
Q28. Does a sponsored lens raise your awareness of a brand, product or service?	-0.804	
Q24. Do sponsored filters positively influence your image/perception of the brand, product or service?	-0.682	
Q 30. Do sponsored lenses positively influence your image/perception of the brand, product or service?	-0.703	

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

a. 2 components extracted.
b. Rotation converged in 12 iterations.

7.7 Factor analysis purchase intention

Table 7.8 Pattern matrix purchase intention

	Pattern Matrix[b]		
	Component		
	1	2	3
	Likelihood of making a purchase	*General attitude towards purchase intention*	Component neglected in this study
Q15.1 Snap Ads (paid advertisement, sponsored filters and lenses) make me want to purchase a product or install an app.		0.847	
Q15.2 I am more likely to purchase a product or service, or see a movie after seeing an ad on Snapchat.		0.702	
Q15.3 I am more likely to purchase a product or service after seeing or using a sponsored lens.		0.813	
Q15.4 I am more likely to purchase a product or service after seeing or using the sponsored filter or geo-filter.		0.738	
Q15.6 Advertisement on Snapchat influences my purchase decision.		0.634	
Q15.7 Advertisement on Snapchat does not influence my purchase decisions.		-0.758	
Q37.3 Snapchats marketing strategies have more influence on my purchase decision than traditional mass marketing channels, like TV, radio, etc.	0.441	0.360	-0.411
Q27.1 How likely will you make a purchase after using a sponsored filter?	0.786		0.405
Q27.2 How likely is it that you will see a movie after using a sponsored filter related to that movie?	0.978		
Q33.1 How likely will you make a purchase after seeing or using a sponsored lens?	0.616		0.427
Q33.2 How likely is it that you will see a movie after seeing or using a sponsored lens related to that movie?	0.833		
Q36.1 How likely will you make a purchase after seeing a Snap Ad (paid advertisement) of a product?	0.597	0.322	
Q36.2 How likely is it that you will see a movie after seeing a Snap Ad (paid advertisement) about that movie?	0.986		
Q36.3 How likely is it that you will buy an app after seeing a Snap Ad (paid advertisement) about that app?	0.542		0.320
Q21. Does it make you want to purchase a product or service?		-0.354	-0.539
Q23. Does a sponsored-geo-filter make you want to see the movie?	-0.776		
Q29. Does it make you want to purchase a product or service? In case of a sponsored movie filter: does it make you want to see the movie?	-0.693		

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

a. 3 components extracted.
b. Rotation converged in 13 iterations.

7.8 Data analysis findings

Table 7.9 Sample socio-demographics

Socio-demographics		Frequency	Percent
Gender	Female	76	69.1%
	Male	32	29.1%
	Prefer not to answer	2	1.8%
Age	18-24	72	65.5%
	25-34	36	32.7%
	Over 45	1	0.9%
	Prefer not to answer	1	0.9%
Level of Education	Did not complete high school	1	0.9%
	High School degree or equivalent	28	25.5%
	Trade/technical/vocational training	2	1.8%
	Some college, no degree	5	4.5%
	Bachelor's degree	47	42.7%
	Master's degree	24	21.8%
	Professional degree	1	0.01%
	Prefer not to answer	2	1.8%
Employment	Student	92	83.6%
	Employed for wages	12	10.9%
	Self-employed	1	0.9%
	Military	1	0.9%
	Unemployed	3	2.7%
	Prefer not to answer	1	0.9%
	Total	110	100%

Table 7.10 Daily time spend on social media and Snapchat

		Social Media	Snapchat
Daily time spend on Social Media or Snapchat	Less than 30 minutes	6.80%	64.1%
	30-60 minutes	26.21%	23.3%
	Less than 2 hours	26.21%	7.77%
	2-4 hours	33.01%	0.05%
	4-6 hours	5.83%	0.0%
	More than 6 hours	1.94%	0.0%
	Total	100%	100%

Table 7.11 Contingency table daily time spend on social media platforms

Time on social media * Time on Snapchat cross tabulation

			Time on Snapchat				
			Less than 30 minutes	30-60 minutes	Less than 2 hours	2-4 hours	Total
Time on social media	Less than 30 minutes	Count	7	0	0	0	7
	30-60 minutes	Count	21	5	1	0	27
	Less than 2 hours	Count	19	8	0	0	27
	2-4 hours	Count	17	10	5	2	34
	4-6 hours	Count	2	0	2	2	6
	More than 6 hours	Count	0	1	0	1	2
Total		Count	66	24	8	5	103

Chi-square: 42.485, p < 0.0001

Table 7.12 Symmetric measures time spend on social media

		Value	Asymptotic Standard Error[a]	Approximate T[b]	Approximate Significance
Nominal by Nominal	Phi	.642			.000
	Cramer's V	.371			.000
	Contingency Coefficient	.540			.000
Interval by Interval	Pearson's R	.468	.077	5.321	.000[c]
Ordinal by Ordinal	Spearman Correlation	.414	.086	4.575	.000[c]
N of Valid Cases		103			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Table 7.13 Frequency table consumer engagement component 1

Factor 1 - Engagement and sharing of UGC in brand's story	Q26.3 Share the Snap with the sponsored geo-filter in their brand's story.	Q26.4 Share a Snap with no or a regular filter in their brand's story	Q32.1 Share the Snap with the sponsored lens in their brand's story.	Q32.4 Share a Snap with a regular lens in your story or a private chat.
Never	46.9%	49.4%	55.7%	22.8%
Rarely	19.8%	19.8%	20.3%	20.3%
Occasionally	21.0%	17.3%	15.2%	24.1%
Often	11.1%	11.1%	7.6%	24.1%

Very Often	1.2%	2.5%	1.3%	8.9%
Total	100%	100%	100%	100%

Table 7.14 Frequency table consumer engagement component 2

Factor 2 - Engagement and sharing of UGC in private messages	Q26.5 Share the Snap with the sponsored geo-filter in your story or in a private chat.	Q26.6 Share a Snap with no or a regular filter in your story or a private chat.	Q32.3 Share the Snap with the sponsored lens in your story or in a private chat.	Q32.4 Share a Snap with a regular lens in your story or a private chat.
Never	28.4%	23.5%	34.2%	22.8%
Rarely	18.5%	13.6%	19.0%	20.3%
Occasionally	25.9%	22.2%	26.6%	24.1%
Often	21.0%	28.4%	15.2%	24.1%
Very Often	6.2%	12.3%	5.1%	8.9%
Total	100%	100%	100%	100%

Table 7.15 Frequency table consumer engagement component 3

Factor 3 - Engagement attitude towards Snapchat's marketing content	Q14.4 Sponsored lenses make me want to engage with the content of the brand, organisation, etc.	Q14.6 Sponsored filters make me want to engage with the content of the brand, movie, organisation, etc.	Q14.12 Snap Ads make me want to engage with the content (e.g. swipe up for video, swipe up for article, swipe up for App Install).	Q14.8 If a sponsored filter is available, I rather use the sponsored filter than a regular filter.	Q14.9 If a sponsored lens is available, I rather use the sponsored lens than a regular lens.
Strongly Disagree	15.4%	14.3%	25.3%	20.9%	24.2%
Disagree	39.6%	38.5%	40.7%	41.8%	37.4%
Undecided	25.3%	30.8%	19.8%	24.2%	29.7%
Agree	19.8%	15.4%	13.2%	12.1%	8.8%
Strongly Agree	0.0%	1.1%	1.1%	1.1%	0.0%
Total	100%	100%	100%	100%	100%

Table 7.16 Identified components measuring brand awareness

Factor 1 - User-generated sponsored content and brand awareness	Factor 2 - Paid advertisement and brand awareness
Q14.2 Marketing on Snapchat increases my awareness of a brand, product, movie, restaurant, etc. Q14.13 Sponsored filter or lenses have a more positive impact on my brand awareness than paid advertisement. Q37.4 Brands or organisations marketing on Snapchat raise my awareness more than marketing on traditional mass media marketing channels (e.g.TV, radio) Q14.5 Sponsored lenses raise my awareness of the brand, movie, organisation, etc. Q 14.7 Sponsored filters raise my awareness of the brand, movie, organisation, etc.	Q14.14 Paid advertisement has more positive impact on my brand awareness than sponsored filters or lenses. Q35.4 Snap Ads raise my awareness of a brand, product or service. Q35.5 Snap Ads positively influence my image of a brand, product, service, etc.

Table 7.17 Frequency table brand awareness component 1

Factor 1 - user-generated sponsored content and brand awareness	Q14.2 Marketing on Snapchat increases my awareness of a brand, product, movie, restaurant, etc.	Q14.13 Sponsored filter or lenses have a more positive impact on my brand awareness than paid advertisement.	Q14.5 Sponsored lenses raise my awareness of the brand, movie, organisation, etc.	Q 14.7 Sponsored filters raise my awareness of the brand, movie, organisation, etc.	Q37.4 Brands or organisations marketing on Snapchat raise my awareness more than marketing on traditional mass media marketing channels (e.g.TV, radio)
Strongly Disagree	7.7%	6.6%	6.6%	11.0%	17.9%
Disagree	27.5%	18.7%	26.4%	23.1%	21.8%
Undecided	19.8%	23.1%	14.3%	11.0%	21.8%
Agree	42.9%	42.9%	49.5%	49.5%	28.2%
Strongly Agree	2.2%	8.8%	3.3%	5.5%	10.3%
Total	100%	100%	100%	100%	100%

Table 7.18 Frequency table brand awareness component 2

Factor 2 - paid advertisement and brand awareness	Q14.14 Paid advertisement has more positive impact on my brand awareness than sponsored filters or lenses.	Q35.4 Snap Ads raise my awareness of a brand, product or service.	Q35.5 Snap Ads positively influence my image of a brand, product, service, etc.
Strongly Disagree	24.2%	13.9%	16.5%
Disagree	36.3%	26.6%	24.1%
Undecided	26.4%	19.0%	38.0%
Agree	13.2%	34.2%	20.3%
Strongly Agree	0.0%	6.3%	1.3%
Total	100%	100%	100%

Table 7.19 Likelihood of making a purchase

Factor 1 - Likelihood of making a purchase	Q27.1 How likely will you make a purchase after using a sponsored filter?	Q27.2 How likely is it that you will see a movie after using a sponsored filter related to that movie?	Q33.1 How likely will you make a purchase after seeing or using a sponsored lens?	Q33.2 How likely is it that you will see a movie after seeing or using a sponsored lens related to that movie?	Q36.1 How likely will you make a purchase after seeing a Snap Ad (paid advertisement) of a product?	Q36.2 How likely is it that you will see a movie after seeing a Snap Ad (paid advertisement) about that movie?	Q36.3 How likely is it that you will buy an app after seeing a Snap Ad (paid advertisement) about that app?
Extremely unlikely	23.5%	19.8%	22.8%	22.8%	29.1%	24.1%	32.9%
Unlikely	34.6%	30.9%	39.2%	31.6%	38.0%	35.4%	43.0%
Neutral	29.6%	27.2%	25.3%	22.8%	24.1%	20.3%	16.5%
Likely	11.1%	18.5%	11.4%	17.7%	6.3%	16.5%	5.1%
Extremely likely	1.2%	3.7%	1.3%	5.1%	2.5%	3.8%	2.5%
Total	100%	100%	100%	100%	100%	100%	100%

Table 7.20 General attitude towards purchase intention

Factor 2 - General attitude towards purchase intention	Q15.1 Snap Ads (paid advertisement, sponsored filters and lenses) make me want to purchase a product or install an app.	Q15.2 I am more likely to purchase a product or service, or see a movie after seeing an ad on Snapchat.	Q15.3 I am more likely to purchase a product or service after seeing or using a sponsored lens.	Q15.4 I am more likely to purchase a product or service after seeing or using the sponsored filter or geo-filter.	Q15.6 Advertisement on Snapchat influences my purchase decision.
Definitely no	34.9%	24.1%	24.1%	19.3%	31.3%
Probably no	31.3%	33.7%	33.7%	33.7%	24.1%
Neither yes or no	18.1%	22.9%	21.7%	25.3%	31.3%
Probably yes	0.2%	18.1%	20.5%	20.5%	13.3%
Definitely yes	0.0%	1.2%	0.0%	1.2%	0.0%
Total	100%	100%	100%	100%	100%

Table 7.21 Summary of the findings regarding the research questions

Research question and hypotheses		Findings and results
RQ1: What are the effects on consumer engagement?		The consumer engagement rate on Snapchat is relatively low. The respondents rather engage with non-sponsored than with sponsored content.
H1:	Consumer engagement with sponsored content on Snapchat is relatively high.	Hypothesis is not supported in this study.
RQ2: Does Snapchat increase brand awareness?		Yes, Snapchat increases the awareness of a brand or product.
H2:	Advertising on Snapchat increases the consumers' brand awareness.	Hypothesis is supported and accepted.
RQ3: Does Snapchat influence the consumers' purchase intention?		No, Snapchat does not increase the purchase intention. Most respondents are not likely to make a purchase after seeing an ad on Snapchat.
H3:	Advertising on Snapchat increases consumers' purchase intention.	Hypothesis is not supported in this study.