(BA) Hons Business & Management with Human Resource Management

TITLE

AN EXPLORATORY STUDY OF THE POTENTIAL FOR INSTAGRAM TO FUNCTION AS A SHOPPING PLATFORM: STUDY OF BRITISH AND NORWEGIAN MILLENNIALS

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Title: An exploratory study of the potential for Instagram to function as a shopping platform: Study of British and Norwegian millennials.

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Declaration

“I declare that this Dissertation has not already been accepted in substance for any degree and is not concurrently submitted in candidature for any degree. It is the result of my own independent research except where otherwise stated”.

Signed: Marthe Pedersen

Date: 28.04.2017

Signed statement
Abstract

**Purpose**- The purpose of this research paper, is to identify the issues that can emerge from using Instagram as a potential shopping platform and the power and influence of the social media app, Instagram. This study will be investigating the trust issues with Instagram, the potential gender gap and the cultural perception by comparing British and Norwegian millennials. To achieve these aims, secondary and primary research will be conducted.

**Methodology**- Qualitative research was done by conducting focus groups in Britain and Norway to get an understanding of online users on Instagram, from diverse cultural backgrounds. This was also done to see whether there is a significant gender gap of users and their views on Instagram’s potential as a shopping platform. Overall, to get a wider understanding of their opinions on online trust issues, gender gap and culture perceptions. Secondary research was conducted generally on Instagram and the most famous sport retail account on Instagram according to subscribes and followers, Nike Inc. This was done to see how organizations use digital marketing to connect directly with their wide customer base and how they use Instagram as a potential shopping platform for online users.

**Results**- The results gathered in this study stated that there were different issues that emerges by using Instagram and that gender and culture had an impact to an extent on Instagram functioning as a shopping platform. Research conducted, showed that Instagram are constantly developing and are currently introducing an online shopping platform for their online users. They keep growing in popularity and the app is outstanding their rivals by being a multifunctional app with more than just one function to offer for their online users. Businesses takes this opportunity to promote their products, cost-effectively and to target their customers directly to create a relationship and to keep up with constant trends and change.

**Originality**- There are limited research papers and studied done on Instagram functioning as a shopping platform, which makes this study suggest a sense of individualism.

**Research paper**- Dissertation

**Key words**- Shopping platform, Instagram, social media, influence, issues, gender gap, cultural perception and millennials.

**Total wordcount**- 14,500 words
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Chapter 1
Introduction

In this research paper, we are going to look at how Instagram can function as a potential shopping platform. Investigating the potential issues regarding trust issues, to explore the gender gap and the cultural perception between Norwegian and British millennials whom own an Instagram account. To gather this information, there will be secondary research conducted on the top leading Instagram account NIKE the most known gym wear brand in the world. Primary research will be conducted in Norway and Britain to compare the cultural perception and their views on the potential for Instagram to function as a shopping platform.

Chapter 1, will be an introduction to this thesis. Chapter 2, will consist of an in-depth review of the literature which will consist of secondary research only surrounding research on the chosen topic; Instagram potentially functioning a shopping platform. Conducting the literature review will be beneficial to create a wider understanding of the chosen topic and to further advance my primary research. The research, will benefit to achieve the overall aims and objectives of this study.

Chapter 3 will cover the methodology. This suggest the research approaches and methods that was chosen for this study and why. This chapter will widely evaluate the chosen research methods appropriate for this study.
Chapter three, will consist of the results and findings that was gathered during the research.

This will be from both secondary and primary research, that was conducted reflecting back to the aims and objectives within this research paper.

Chapter four will be interpretation and analysing of the data gathered to result in several outcomes to achieve the overall aims and objectives. Lastly, Chapter 5 which will cover the key findings of this study, the aim and objectives, recommendation for future research, final comments and the chapter summary. The Harvard Reference List, appendices and other forms will be found at the very end of this thesis.
Chapter 2
The Review of literature

2.0 Chapter Overview

This review of literature, will consist of conducted secondary research of Instagram functioning as a shopping platform as well as the key issues such as trust, gender and cultural perception. Palmer (2012) defines a social network sites as “Internet based methods by which individuals and organizations can communicate with each other” (Palmer, 2012., pp.517).

2.1 The marketing eco-system

The rise in social media is a new marketing eco-system, thus increase in direct communication through digital marketing allows businesses to promote and sell their products and target their customers directly. This idea of, a new digital marketing ecosystem creates; Ubiquitous connectivity, personalization, peer-to-peer networking, engagement, immersion and content creation. This creates a dynamic relationship between the organization and the customers.

According to Montgomery and Chester (2009 p.523) defines the eco system as “Seamlessly weaving together content, advertising, marketing and direct transactions. This gives an idea of the new marketing eco system where brands want to have and intimate long lasting relationship with their consumers.
With the increase in corporation rivalry, all businesses are crying out for attention and competing against each other and wanting that competitive edge by being innovative and diversified.

This is one of the main reasons, digital marketing has become so popular. Access is a major factor, corporations wants to be seen and heard. Social media gives just that, easy access and gives corporations the opportunity to create direct intimate relationships with their customers. Social media “builds on the ideological technological foundations of web 2.0, and… allow the creation and exchange of user-generated context” (Kaplan and Haenlein, 2010, pp.16).

The internet exchange process is defined as the “Exchange basic marketing concept that refers to the act of obtaining a valued object from someone by offering something in return” (Strauss and Frost, 2013). This relates to the online consumer behaviour that’s grown over the last decade, however there are 1.6 billion people whom still don’t have access to the internet. This is suggested in less developed countries, where poverty is an issue and internet is not available but also social, technological, cultural, and legal issues is a hindrance.

**2.2 Instagram**

Instagram is a social media mobile app where you can sign up, create your own profile privately or publicly. This app allows to post pictures or videos from existing camera roll or you can take a photo through the app and post it for the world to see. This app allows you to personalize your own homepage with your life in pictures. The app allows you not only to follow your friends and family but also anyone who owns an Instagram account unless they have put their profile on private, if so they must follow back for you to see their photos (Lux, 2011). When posting a photo, you can
choose from eleven different filters (Appendix, 1). Even boring photos can look intriguing, the possibilities are endless. You can follow anything from; companies, fashion designers, celebrities, family and friends or anyone whom own an Instagram account. Instagram was launched the 6th of October 2010 by Kevin Systrom and Mike Krieger (Leonard, 2012)

Instagram was bought by Facebook for 1 million dollars (Anderson, 2016). The App was #1 in the App store within the first 24 hours and reached 1 million downloads on December 21, 2010. The app is available in seven different languages and has now surpassed 25 million users in early March 2012 and now they have over 400 million online users (Instagram, 2015).

When connecting with others, when posting a photo its popular to hashtag a word relevant to the photo. This makes it go viral. Baines and Fill (2014) defines Hashtag as “a word or phrase prefixed with the symbol #, often used in microblogging to group messages about similar topics” (Baines, and Fill 2014).

2.3 Instagram for business statistics

Brands constantly look for cheaper ways to advertise their products, in 2016 Instagram was used as a promotion platform for 48.8% of brands. Now, in 2017 that number has increased to 70.7% (Parker, 2016). Top brands (see appendix 2) post pictures 5 times per week, in order to stay ahead of all the competitors, frequently posting is key. Rouse, (2016) defines B2B as a marketing concept where “on the internet, B2B (business-to- business), known as e- biz, is the exchange of products, services, or information (aka e- commerce) between businesses, rather than between business and consumers. B2C is defined by Jensen (2017), the consumer is encouraged to buy the product
immediately at websites that offer consumer product are B2C. Purchases are mostly done on a price, product and emotional basis. Research suggests that B2C marketers are more likely to increase Instagram activities than B2B marketers because B2B businesses require more detail and insight. Instagram functions very successfully from B2C point of view, where businesses can access their customers so easily. In fact, Instagram might be all businesses need to inspire a purchase. For example, see (Appendix 3) of Nike posting a picture of a brand-new pair of Nike running shoes, this could inspire someone to purchase. Or a photo from a hotel in “paradise” of the pool, this might prompt someone to make a reservation because its edited to perfection (see appendix 4).

2.4 Instagram as a shopping platform- Instagram “Shop now” button

According to the statistics by Jensen (2016), Instagram’s performance suggest that 75% of online users visits a website, after looking at an Instagram advertising post. This can mean that consumers are becoming more aware of the brands that they purchase. 50% of all online users, follow at least on business and 60% mentions that they see a new brand from scrolling through photos on Instagram. These statistics suggests that Instagram does function well as a shopping platform, especially now when brands who own an account also have a “buy now” button on the left side on a photo that they post (see appendix 5). This increases the easy access to the consumer even more, this is not just advertising its building a platform for their consumers to online shop there products right away.

According to Sorokina, (2015) Since the launch of Instagram, they always wanted to just share visual content and nit URLs. Beal, (2015) defines URLs as the abbreviation of uniform resource
locater. It is the global address of documents and other resources on the world-wide web. However, finding a way around this they placed the link in bio-description in the profile instead. The developers of Instagram were worried when introducing the purchase button on Instagram. On the one hand, Instagram is used for social media marketers naturally and was attracting advertisers from all over the world and are now striving to maintain their reputation as a visual app and becoming more like a website which is not their developers vision for Instagram. This suggests, that they might lose their competitive edge of being a differentiated app in comparison to their competitors such as Pinterest and other social media and online shopping websites. Instagram did not just launch the “shop now” button but has also buttons that direct online users to install an app where you can sign up for a service or simply just “learn more”. Therefore, Instagram is now working together with brands to target online users by their demographics and interests. Advertisers are now looking for innovative ways to target their consumers by not just segmenting into age, gender or location, but targeting the places, people and the things that the people love doing. Furthermore, Instagram collaborates with Facebook to gain that information. Instagram is a natural resource to use for an advertising platform, in the past only the most attractive and known brands such as Nike or Chanel, could promote their product. However, now all businesses, all sizes can promote their product`s on Instagram. According to Parker (2016), the effect of using Instagram as an advertising platform for existing and new upcoming businesses is key to adapt to the current millennials and to keep up with the technological changes.
2.5 Trust issues & Instagram

According to Baines and Fill (2014) trust is defined as “the degree of confidence that one person (or organizations has in another to fulfil an obligation or responsibility. Trust is achieved by reducing uncertainty, the threat of opportunism, and the possibility of conflict, while at the same time building confidence, the probability of buyer satisfaction, and longer term commitment, necessary for effective relationships to be sustained” (Baines, and Fill, 2014). This suggests that trust is vital to create sustained relationships with consumers to achieve this idea of success. According to Demster (2014) (see appendix 6) the figures suggest that 56% are more concerned about their data being online.

Regulating the online market is an extreme complex issue. Montgomery et al (2012) argues, advanced technology makes it imperative for policy and regulating practices to keep in step. This is known as the “new threat” of the MME (Media and Marketing Ecosystem) because there are multiple platforms used with young consumers which increases issues of trusting the digital market.

One of the significant issues with Instagram is that it has created an “ideal beauty” image for the younger generations, which perhaps can be unhealthy due to the pictures posted being unrealistic and fiddled with. The Kardashian family net worth is around; 440 million dollars (Lear, 2016) and is world know through their TV series where they show clips from their daily lives. The family consists of Kris Jenner (the mom), Kim Kardashian West, Kourtney Kardashian, Khloe Kardashian, and step sisters Kylie Jenner and Kendall Jenner whom father is Bruce Jenner (now Caitlyn Jenner) a former Olympic champion. They are a huge influence on Instagram through fashion, make-up and fame. The
Kardashian sisters have huge influence on today’s millennials because, they have the most followers, subscribes and likes in the world and the millennials are following their every trend and move. Some might argue that they create and unhealthy image for today’s millennials and the pressure is on to look just like them. Many trends that have occurred over the last years, started from the Kardashians; Lip Fillers, contour make-up, expensive fashion trends but also the healthy trend (see appendix 7). The Kardashians have built and online empire and are often known as the “queens” of social media by using Snapchat, Instagram and Twitter several times a day. Simmons (2016), mentions that “Instagram gives you the power to modify your appearance in a way that’s practically on par with make-up and other beauty products” (Simmons, R. 2016). Kim Kardashian West is known to use the app “Perfect365” where their mission statement is “create a world of beauty” before she posts her photos to her millions of followers. The app does changes on the chosen photo using flattering tools such as teeth whitening, slimming and other tools to make yourself look “flawless”, (see appendix 8) for further details.

Kylie Jenner, the youngest of the sisters have taken over the snapchat and Instagram generation (Lear, 2016) with 92.6 million followers (see appendix 9). She has launched her own hair extention line and her own lip- kit line (see appendix 10) and Instagram is key, because that’s where she promotes her products (see appendix 11).

Khloe Kardashian, is the sister that has created the healthy trend. She has written her book “How to look good naked” and her Instagram mainly consists of workouts and results as well as products she uses to look the way she does (see appendix, 12).
Kim Kardashian is active on all social media. According to Angela, (2017) “She is a literal media mogul who runs an extremely profitable business empire. Today Kim’s empire includes a cosmetics line, personal appearance fees, television salary, a clothing line, weight loss products, perfume and retail endorsements”. Where she makes the most money is through media, especially the app store where she has her own game called “Kim Kardashian: Hollywood” (see appendix, 13), (Angela, 2017).

However, it can be argued due to the new image of being strong, healthy and fit that Instagram is providing more than just photos that are photo shopped or have a filter on it.

Instagram fitness star proves how misleading Instagram can be with two pictures taken minutes apart (see appendix 14). The famous Victoria Secret model Miranda Kerr, mentioned that they had photo shopped her photo and made her waist slimmer before posting it on Instagram (Smith, 2015) see (appendix 15).

2.6 Nike & Instagram

Nike Inc mission statement is “To bring inspiration and innovation to every athlete in the world” adapts perfectly to Instagram colourful platform (Bear and Insider, 2015). This suggests that they are adaptive to change and technology. Nike has 69 million followers on Instagram with 51.8 million mentioned hashtags (#). This ranks them 12th in the world, where celebrities take the lead (Tripnity, 2017). Nike tends to innovate the needs and exceed customer expectations. This is what gives NIKE a competitive advantage. Nike key strategy is the unshakable focus on their customers. (NIKE FY2015 annual report, 2015).
Researching NIKE, it’s clear that their focus on their customer is key. They are known for being sport focused, using famous athletes all over the world to promote their values, mission and vision. Many of these own an Instagram account. Michael Jordan, the famous basketball player is one of them who has now for 30 years had a contract with Nike. He has his own shoe line, called Air Jordan (Nike, Inc. 2017).

Highly effective branding strategy, which is this; Empower average people to feel like fully fledged athletes and win their loyalty forever, if you just do it! They believe that anyone can become an athlete. Nike spends high expenses on marketing, in fact they spend 2.8 billion dollars (Thag, 2013) on advertising and marketing through campaigns like “Endless possibilities and “find your greatness” however, it is worth it as the profits they receive are 21 billion dollars.

**Figure 1: Nike’s revenue performance**

![NIKE, Inc. Revenue Performance](image)
Nike uses the same strategy on social media, where they use Instagram at the centre that has created an engagement and emotional based relationship directly with their customers. Due to the increased pressure of the ideal self-image they are creating fitspo communities. Nike focuses on elite running, there is a lack of statistics on this however it is unmistakable evidence that, Nike fostered running club is fitness and fashion equally. This is the reason why Instagram functions extremely well as a shopping platform due to the mixture between fashion and fitness. The increased awareness of the ideal self-perception that social media promotes, suits Nike strategy. They use celebrities to represent their brand constantly to boost their reputation and to get repeat purchases (Kameir, 2014).

It might be so, that Nike focuses too much on their customers and less on their values as a world known business. For many years, Nike has been accused of child labour and horrible working conditions at their overseas manufacturing sites. This has tarnished their reputations which has overall questioned their corporate social responsibility that Nike promises and their customer loyalty. According to Day, J (2001) Nike mentioned that there was no guarantee that Nike could prevent child labour. Nike agreed to include the issues and rumours they were experiencing in a report, discussing wages and health and the impact to sustainability and the overall environmental impact it has on the local communities where they manufacture. Nike admits “Our goal… is to continue to do everything we can do to eradicate child labour in our contract factories, but we can be certain that cases will occur” the report states (Day, 2001). However, more cases of child labour have been uncover by BBC and Life magazines. Nike are admitting to their faults and are currently learning how to be a sustainable and ethical business. Even though Nike has faced some issues, they have loyal customers
who repeatedly purchase their products. To advertise their products, they use Instagram and other social media sites as well as famous athletes and celebrities to reach their target customer segment.

Nike also has a link to their website on their Instagram page, which takes you directly to their online store.

2.7 Gender Perception & Instagram

According to Jones (2013) he believes that the increasingly activity in social media will create more open opportunities for business to less concerns of individual’s privacy and become more open to diversity than the generation before the millennials.

According to Roth et al (2016), young women dominate Instagram as well as other visual social media apps. Roth (2016) discusses that the reason for this is that “Instagram gives you the power to modify your appearance in a way that’s practically on par with makeup and other beauty products” (Simmons, 2016). Rachel Simmons, a gender researcher mentions that due to the increased pressure in looking like celebrities there are now certain apps that can be used to make photos flawless.

Less interest then female, because Instagram is a beauty platform for mostly women. The endless competition of having the most exciting life’s, flawless skin and body. These are factors that women tend to care more about rather than men. However, there has been an increase in the promotion of living a healthy and balanced lifestyle which interests men and women equally.

According to data from April at comScore (2016), the statistics show that there are 58% female and 42% male that uses Instagram more. Selignson, (2016) argued that the reason for this is a
general lack of interest from the male perspective because Instagram is a beauty platform for mostly women.

As seen by the statistics, men use the Instagram also. However, girls are more confined to social values where appearance is perceived as the most important feature. Instagram provides a platform where you can enter that competition every day. According to Isaacs, (2017) he argues that the pressure that comes with owning an Instagram isn’t worth it for men, it is as simple as that, they can’t be bothered. “There are a lot of guys and dads on Instagram, trying to showcase some kind of perfection in my hectic life personally feels daunting. Even messiness looks aspirational on Instagram—just isn’t worth the pressure that comes with it” (Isaac, S. 2017).

According to Parker (2016) There are a list of Instagram statistics that marketers need to know. When it comes to gender, women tend to dominate the Instagram sector. In fact, in America and other countries its proven that women like Instagram just a little bit more. The figures suggest that 31% of the American Instagram users are female and 24% are male.

2.8 Cultural perception & Instagram

According to Radcliffe (2014) millennials is defined “the name given to the generation born between 1982 and 2004. It is also known as Generation Y (Gen-Y), the millennial generation follows generation X and has edged out the baby boomers as the biggest generation in American history (Radcliffe, 2014). We live in a world where we are used to and told to getting what we want. The generation “millennials” are brought up with new advanced technology, as quoted by Radcliffe (2014) “it’s the first generation to be born into a digital world” (Radcliffe, 2014).
**A) Norway**

Norway is located west in Scandinavia. Norway has a population of 5.1 million (BBC, 2016) inhabitants and the capital is Oslo. Norway is a sovereign and unitary monarchy. Norway is world known for its extraordinary nature including, the fjords, coastline and mountains which attract thousands of tourists every year. Due to Norway’s access to natural resources, such as oil and gas the economy is one of the richest in the world per capital (Reserved, 2015). The Norwegian society is built on these values and wealth, with low unemployment rates and a very small gap between rich and poor. Due to its low population rate, there are less people to share the wealth with which has given the result of exacting standards of living. Norway is known to have the smallest class-distinctions (Knight, 2015), when on the other hand, Britain still has elaborate systems of class such as lord titles given by the monarchy.

Norway is known to have high purchasing power, due to their high wages and being a part of a purchasing society where 96% of the population are online (BBC, 2016). This suggests that most of the population, and the millennials have access to social media such as Instagram, snapchat, twitter and Facebook.

Purchasing power parity exchange rate: “A measure used to determine relative wealth of the population based on the cost of an identified basket of goods, which allows us to compare the wealth of one population with another” (Baines, and Fill, 2014). We are used to put filters to cover up our reality, everything and everyone around us are supposed to be and look exclusive. However,
one of the largest values of Norway is Equality. Norway is ranked highest on equality between men and women.

Norwegian blogger Marte Frisnes was interviewed by the owners of Wear & Where (2016) website. Marte Frisnes was born and raised in Norway but moved to the UK, she owns an Instagram jewellery account and was interviewed on the difference between British and Norwegian fashion. She mentions;

“Based on Norwegian values, there is a lack of individuality. Everyone wears the same, there is always a “thing” in Norway. Either, that bag, those jeans, that jacket” (Frisnes, 2016). This suggests that you can drive through the main shopping streets and spot 30 people wearing the same coats in 5 minutes. This suggest the lack of individuality in Norway, which links with the millennials having the finance to buy the retail that’s popular. Comparing this to England, there is individuality where people where what they want to wear, this is inspiring. Norwegian youths have become to obsessed with brands that are posted by famous people and having a very high minimum wage.

B) Britain

In comparison to Norway, Britain has a population of 65,4 million inhabitants (Worldmeter, 2017). England, Scotland and Wales form Great Britain. The capital of England is London, the capital of Scotland is Edinburgh and in Wales the capital is Cardiff. The researcher conducted the two male and female groups in Cardiff, due to the Cardiff being the place of the researchers University. The English economy is one of the world largest, and the biggest within the UK.
Minimum wage for 21-24 years old, the government agreed that it should increase by 3.7 per cent to 6.95 an hour.

Comparing this to Norway, the minimum wage is between 15 and 18 pounds depending on age, experience and how long the employee have been working for the company (Arbeidstilsynet, 2017).

Britain is known to be highly influenced by social class, this concept still has an major impact in the 21st – century. Like Europe, its neighbours and most societies were divided into hereditary transmission of occupation, political influence and social status (Horton, 2015).

The gap between rich and poor is greater in England, whereas in Norway the middle class is wider and the gap between middle class and the rich is smaller compared to Britain. How does this impact social media? According to Business culture (2014) internet penetration is one of the highest is Europe with 85% of the population whom are connected to the internet. Thus more and more, have access to social media sites and apps on the move and at home. There was a survey conducted on today’s millennials regarding social media apps and sites. Students mentioned about cultural differences, one of the most common differenced was the quote “I’ve noticed that people from different countries, mainly in Europe, don’t use their full names on social media sites like Facebook and Instagram. Instead they’ll use abbreviations or a middle name in place of their surname” (Business culture, 2014). This suggests that the millennials are more aware currently, on the downsides of using social media from other incidents were personal information has been leaked or stolen from an individual.
2.9 Summary & Conclusion

Overall, the research conducted has proven that Instagram works as several types of platforms. It is an app that can communicate with people all over the world. This is key for business whom wants to share their products and advertise them for a cheaper price to raise customer awareness. Businesses like Nike or celebrities themselves like the Kardashian use Instagram as a platform to share their daily lives while using it as an advertising platform, but also now as a direct link to websites where you can shop immediate after seeing the product on Instagram to just press the “Shop now” button below the picture posted. Regarding the internet, there will always be issues concerning individuals trust to the internet. However, this depends and is up to online users when posting a photo without any security to help secure the privacy of the individuals. We choose to share our lives in pictures and most frankly, there is no privacy if you choose not to put your Instagram profile on private.

Furthermore, men and women are scientifically proven completely different. Men are active on Instagram and other social media websites especially currently with the new gym trends. However, women tend to like it just a little bit more because Instagram is mostly used to share photos of fashion, make-up and trends, things men do not find as interesting. In conclusion, Instagram functions well as a potential shopping platform, every aspect of Instagram works extremely well for it to be a potential shopping platform. Already, small ventures and medium sized enterprises uses Instagram as a marketing platform to target the millennials but also currently as the technological changes allows it, as a shopping platform for all businesses no matter the size. This results as an overall, vast opportunity to create that intimate relationship with their customer segments and increase sales and maximise profit.
Chapter 3  
Research Methodology

3.0 Chapter Overview

In this chapter, the researcher shall go through the overall approach for this study. Within this section there will be in-depth analysis of the chosen research methods; strategy, questions and aim of the study, participant samples, chosen sampling method, chosen research method and an in-depth analysis of the overall research design.

3.1 Research Question

The research question for this study conducted was; What type of issues can emerge using Instagram as a shopping platform for online users? From previous research conducted, there are several issues that online users experience from using Instagram and other social media sites/apps. These experiences can change people’s views and opinions on Instagram functioning as a shopping platform. Conducting this study, the researcher will focus on the participant’s crucial information to achieve the aims and objectives of this study.

3.2 Main Question

Within the study there is one main question and three sub questions. The main question is; 

*What type of issues can emerge from Instagram functioning as a potential shopping platform for online users?* This suggests that from using Instagram or any app or form of social media, issues will
emerge whether they are social, political, economic, technological, legal or environmental. By conducting this study, the researcher shall collect data regarding the aim and objectives.

3.3 Aim

The aim of this study is; To explore and evaluate the trust issues, a potential gender gap and the cultural perception between Norwegian and British millennials and how Instagram then function as a potential shopping platform.

3.4 Research Objectives

Within this study there are three main objectives, through conducting research the researcher has been able to gather valid information that has been beneficial to gain a sense of answer for the aim and objectives for this study. Firstly, investigate whether there are any online trust issues between online users and organizations that uses Instagram as a shopping platform. This suggests whether online users trust Instagram with their personal data, photos or any type if personal identification data. The main idea with the aim and objectives set out for this study is to find out the most common issue with using Instagram and see if the researcher can compare this with the issues mentioned from secondary data, covered in the review of the literature in chapter two (2).

The second objective is, to investigate whether there is a gender gap, using Instagram as a potential shopping platform. Using the focus groups, the researcher could research this objective by comparing male and female data from the focus groups in both countries. This was overall beneficial in terms of gaining a reliable and valid answer from these objectives. Thirdly, the last objective is to explore the cultural perceptions between British and Norwegian values on Instagram functioning as a
shopping platform. This suggests seeing if culture and the values within the British and Norwegian participants has a long-term impact on Instagram functioning as a shopping platform.

3.5 Research Philosophy

This study will focus mainly on qualitative research as this is a Qualitative interpretivist study. This suggest that this study will go beyond and gather primary, qualitative data to gain a wider understanding of what the participants thoughts and feelings are on the chosen topic of discussion.

There are two types of data; Qualitative and Quantitative data. This study will mainly focus on Qualitative as the primary research conducted is through focus groups where the researcher gathers information based on thoughts, feeling and emotions, because the data gathered needs to be interpreted using other methods than analysing it numerically.

3.6 Positivism

Positivism depends on quantifiable observations that will lead to statistical analysis. Collins (2010) suggests that “As a philosophy, positivism is an accordance with the empiricist view that knowledge stems from human experienced. It has an atomistic, ontological view of the world as comprising discrete, observable elements and events that interact in an observable, determined and regular manner” (Collins, 2010, pp.38). Furthermore, positivism studies focus more on where the researcher is independent from the study and have no human interest in the study. Which is why, a positivism approach is not suitable for this study as Ramanathan (2008) states that the observer doing an interpretivist study focuses on the human views, opinions and feelings. Therefore, the observer is a part of what is being observed. Positivist studies usually affiliates a deductive approach...
per Crowther and Lancaster (2008). However, the inductive research approach which is usually associated with a phenomenology philosophy.

Supporting the above statement is Ramanathan (2008) whom outlines the key features of approaches related to positivism and interpretivism.

**Figure 1:**

<table>
<thead>
<tr>
<th>The observer</th>
<th>Positivism</th>
<th>Social Constructionism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human interests</td>
<td>Should be irrelevant</td>
<td>Are the main drivers of science</td>
</tr>
<tr>
<td>Explanations</td>
<td>Must demonstrate causality</td>
<td>Aim to increase general understanding of the situation</td>
</tr>
<tr>
<td>Research progresses through</td>
<td>Hypotheses and deductions</td>
<td>Gather rich data from which ideas are induced</td>
</tr>
<tr>
<td>Concepts</td>
<td>Need to be operationalised so that they can be measured</td>
<td>Should incorporate stakeholder perspectives</td>
</tr>
<tr>
<td>Units of analysis</td>
<td>Should be reduced to simplest terms</td>
<td>May include the complexity of 'whole' situations</td>
</tr>
<tr>
<td>Generalisation through</td>
<td>Statistical probability</td>
<td>Theoretical abstraction</td>
</tr>
<tr>
<td>Sampling requires</td>
<td>Large numbers selected randomly</td>
<td>Small numbers of cases chosen for specific reasons</td>
</tr>
</tbody>
</table>

(Ramanathan, 2008)
3. 7 Interpretivism

This is the appropriate approach used for this study. Interpretivism is defined by Collins (2010) “Associated with the philosophical position of idealism, and it is used to group together diverse approaches, including social constructivism, phenomenology and hermeneutics; approaches that reject the objectivist view that meaning resides within the world independently of consciousness” (Collins, 2010, pp. 40). According to Saunders and Thornhill (2012) it is vital for the researcher as a social actor to listen and to acknowledge the contrarieties. The interpretivist approach is based on naturalistic data this includes; Interviews and observations such as a focus group. Therefore, the researcher chose focus groups as its method of data collection. There are two most important approaches to the interpretivist studies. Firstly, the hermeneutics which is the philosophy of understanding. This relates to literature and biblical text. Secondly, is phenomenology which is through how we learn through experiences and lastly, symbolic interactionism which is sharing meanings by which reality is compound. This suggests that for this study the interpretivist approach is the most applicable and relevant for this type of study because this study is based mostly on qualitative approaches to achieve the aim and objectives for this study.

3.8 Participants

To achieve the aims and objectives of this project, the participants that took part in the study were divided into two groups; Female and male, both in Norway and Britain. Finding the participants using judgements sampling method, this involved anyone available whom owned an Instagram
account over the age of 18. This was chosen because, it was less time consuming due to the easy access by finding the participants.

The participants chosen was from the age 18-25 male and female who owned an Instagram profile. The male and female focus groups were conducted on different days and the groups were accorded to their country of origin. In each focus group in both countries the participants were informed on the topic and given the consent forms. They all confirmed that they wanted to take part in the study and signed the consent forms before the study began. The researcher made sure the study took place in a quiet environment where the researcher could audio record the discussion about Instagram in the focus group and to minimise any risks and negatives.

The researcher travelled to Norway to locate potential Norwegian participants from the age 18-25, using the judgement sampling method the researcher could locate the participants, anyone who owned an Instagram profile and that were willing to take part in the study. The 6 females and 6 males were separately audio recorder on different days. The researcher, used judgment sampling when choosing the participants to gather in depth knowledge on Instagram knowing the participants had used Instagram for a while and were extremely familiar with the app to gain a professional view and statement for the questions asked in the focus groups.

3.9 Sampling method

The sampling method chosen for the study on Instagram functioning as a shopping platform was Judgement sampling. Judgement sampling is defined as a “non- probability sampling technique where the researcher selects units to be sampled based on their knowledge and professional
judgement” (Judgement Sampling, 2008). This sample was chosen based on this definition, as it suggests that any participants chosen must know and owe an Instagram account, which was extremely important for the study to be able to conduct reliable information and overall increase the accuracy of the study. Judgement sampling has both advantages and disadvantages impacts by using this as a sampling method. On the one hand, the judgement sampling is known to be well understood and less complex then other sampling methods used, therefore it is well suited for focus groups. It is known to be less time consuming due to the easy access of participants which leads to the strength of convenience. Furthermore, one of the main benefits of using judgement sampling is that the researcher can have their say and provide expertise and knowledge towards the study while conducting the research (Business writing services, 2011). Using judgment sampling, also suggests that there is no need to use time on mathematical or knowledge statistics.

On the other hand, the judgement sampling method has some key issues that needs to be taken into consideration. Firstly, one of the issues is that it is unscientific (Advantages and disadvantages, auditing 2013) this suggests that it does not demonstrate the principles or methods of science. The sampling method also suggests a sense of bias due to the research conducted being in groups. Due to it being discussion of a topic, the participants might disagree and cause conflict or from the researchers view favouritism may occur.

3.1.0 Research Method & Data Collection

In this study, both secondary and primary research was conducted to achieve the overall aim and objectives of finding out whether trust issues, gender and culture perception had an overall
impact on Instagram functioning as a shopping platform. The sampling method mentioned above, judgement sampling was the chosen method of sampling and the chosen method for the primary research was focus groups.

3.1.1 Secondary research

Secondary research involves “gathering existing data that’s already been produced, for example researching the internet, newspaper and company reports” (BBC, 2006). When researching the aim on whether there were any trust issues between online consumers and an organization that had an Instagram account, the researcher used secondary information as well as asking the participants deprived mentioning the chosen organization of research of Nike the sport retailers because they are the largest corporation on Instagram according to followers and subscribes. The researcher asked questions regarding trust, if they had felt or experienced any trust issues while owning an Instagram account.

3.1.2 Primary Research

The researcher exceptionally chose to conduct qualitative research because of the chosen method of gathering data using focus groups. The use of focus groups was beneficial for the researcher to gather in depth feelings, emotions and longer answers to get valid and the most reliable results. When conducting the primary research for the study, the chosen method of qualitative data was focus groups as this was the most relevant to the research conducted.
3.1.3 Procedure

In this study, the participants were provided with consent forms given by the researcher which they signed before participating in the study. The researcher went through the process step by step to the 6 participants in each group. Participants were told that their personal identification was completely confidential and that they had the right to withdraw at any time during the study. Participants were asked to participate in a focus group, where there would be a discussion on the topic of the social media app, Instagram. The study took place in a calm environment where the participants felt comfortable to share their true feelings and thoughts on the questions asked.

3.1.4 Focus Group

Barbour and Kitzinger (2012) defines focus groups as “The method is particularly useful for allowing participants to generate their own questions, frames and concepts and to peruse their own priorities on their own terms, in their own vocabulary. Focus groups also enable the researcher to examine people from different accounts are articulated, censured, opposed and changed through social integration and how this relates to peer communication and group norms” (Barbour and Kitzinger, 1999:5).

While the researcher was conducting their research upon focus groups they were aware of the following criticisms discussed by Krueger and Casey (2014); Within focus groups participants seem to intellectualize where they discuss their past behaviours which suggests that they tend to portray themselves as rational, thoughtful and reflective individuals. However, not all human feelings are seen to be reflective and thoughtful which is why this becomes a major issue within a focus
group (Krueger and Casey, 2014). Focus groups are also known not to tap into emotions, people are
unaware of what drives their emotions which can be different from participant to participant. For
some individual’s emotions, thoughts are a cognitive process which for some it is not and the
thoughts of a participant may be unreliable because they are unable to articulate the emotions. This
leads to the third criticism, of participants that may make up answers to give in the study if they had
limited or no experience. Furthermore, this was not an issue as the researcher used judgement
sampling where all participants owned an Instagram account and were fully aware of the social
media app.

Projective questions were asked in this study to help minimize the criticisms above. The
questions were formed to focus on what they feel rather than their thoughts. The participants who
took part in the study, shared their opinions and feeling thus they did not show any signs of anger,
defensiveness or crying during the study.

When conducting a focus group, it could produce trivial results. This could happen if the
groups are too large and if the topic of discussion is very complex. If the focus groups are more then
10-12 participants this can become an issue because, the researcher wants and needs is to observe
and have a genuine conversation with its participants to make them feel comfortable in a calm
environment. This will make the participants want to open-up about their thoughts when answering
the questions asked. Trivial results were not an issue in this study because the focus groups were a
maximum of six participants in both male and female groups. Dominant individuals can influence the
results from the focus groups (Krueger and Casey, 2014., pp.15), however this could be minimized by
a skilful moderator and could even become a beneficial learning process.

Due to the topic being media and communications studies, the researcher decided that conducting focus group was more fitting than other research methods (Seal, 2004). According to Seal (2004), focus groups is a form of qualitative research and works well for exploring social meanings.

There are several reasons why focus groups are useful for this exploratory study; It is a beneficial way of conducting research if the topic is new and there is limited secondary information out there of the chosen topic of discussion (Litosseliti, 2003). This relates to the fact that Instagram is currently popular, and there are still limited studies conducted on Instagram functioning as a shopping platform. Therefore, conducting focus groups for this topic enabled the researcher to gain different perspectives on the same topics from four different focus groups, but in this study the researcher also gained knowledge on the cultural differences between Britain and Norway. One of the major benefits of conducting focus groups, is that the researcher gains knowledge on participant’s views, attitudes, beliefs, responses and perceptions on a specific topic. In this case, the discussion of what type of issues that can emerge from Instagram functioning as a shopping platform (Morgan, 1997). Lastly, the generating of innovative ideas is one of the main benefits because the researcher can have a discussion with the participants and come up with a solution to the questions asked in the focus group.
3.1.5 *Method of analysing data*

The method to analyse the qualitative data gathered was a deductive approach where the researcher used the information gathered from the focus groups to then look for similarities and differences. This approach was used because resources and time was limited (Haregu, 2012), for gathering the information which made the approach relevant to this study. The researcher recorded the four focus groups in both Norway and Britain. When analysing the data, the researcher listened to the recordings and translated the Norwegian focus groups into English while typing up the transcripts for analysing. When listening to the English focus groups the researcher acted upon the same approach and typed up the discussion. The researcher put together a transcript document from both countries and analysed the answers in depth before making connections and comparing the results (see appendix 16).

3.1.6 *Research ethics*

Research that involves human participants, there are many areas to cover when it comes to research ethics (Walton, 2015).

When conducting the research for this study, the researcher chose to only approach female and men over the age of `18` whom owns an Instagram account, this was because this would minimize risk as the participants chosen were legal “adults”.

When it comes to ethical considerations of focus groups, reliability is often lacked. This is because, the different participants focus groups were conducted in four different environmental contexts. This could have an overall impact on the answers and the reliability of the study. However,
the researcher made sure that all participants were fully aware of their rights and made sure they felt comfortable before the focus group was conducted.

Validity is known to be “The most fundamental consideration” in evaluating the procedures, methods used to evaluate (AERA, APA, and NCME, 1999, p.9). When conducting the focus groups, validity was considered strong. This is because the topic of discussion is based on reality and focused on an issue that is occurring currently in the real world. All participants that took part in this study was given brief introduction and all the consent form to ensure that all the documentation was right as well as making the participants feel comfortable to increase accuracy when answering the questions within the focus group.

Projective questions were asked in this study to help minimize the criticisms above. The questions were formed to focus on what they feel rather than their thoughts. The participants who took part in the study, shared their opinions and feeling thus they did not show any signs of anger, defensiveness or crying during the study.

3.1.7 Chapter summary

Overall, this chapter has in-depth covered the research methodology used within this study. All the research processes and approached were fully critical analysed where also the risks discovered were taken into full consideration. The ethical procedures and ethics of the study was taken into consideration before, during when carrying out the study and after the study. This was crucial to make sure the study was conducted properly and that the participants were informed and felt comfortable to take part, which furthermore increased the validity, reliability and accuracy of this study.
Chapter 4

Results, Analysis and discussion

4.0 Chapter Overview

This chapter will consist of the results of the qualitative data collected for this study. The results will be analysed and compared against each other. Any themes, relationships and patterns will be identified and analysed. The similarities and differences between the results of the data collection between the two countries will be in-depth analysed and discussed in this chapter. The secondary data collected for the literature review will be compared with the primary data gathered. The age and name of the participants are all confidential, however the countries the participants are from will mentioned to compare the data from the British and Norwegian millennials.

4.1 Participant Profile

The researcher’s participants were divided into four groups. Two focus groups in each country, one female and male groups. The aim of this research was to find out what type of issues that could occur by using Instagram as a potential shopping platform for online users. Due to the participants being from two different countries, creates a wider sense of diversity. This suggest that the results are more reliable because the primary data collected, comes from two different cultures where different views and opinions were made. As mentioned in Chapter 3, the participants were
chosen through judgment sampling, where all owned an Instagram account and were in the age between 18-25 years old. All participants were of white ethnicity, male and female.

**Figure 2:**

![Bar chart showing participants in percentage]

The table above suggest that in Norway and Britain all twenty-four participants were able to take part in this study, this increases the reliability of this study. There were 24 participants, participating in the focus groups. Furthermore, when analysing the results of this study the 24 participants will be mentioned in percentage from the 100% attendance (24 participants= 100%).

**4.2 Results:**

The data was collected through focus groups and were strictly qualitative. The focus groups were audio recorded, and after they were conducted the researcher conducted a transcript of all focus groups. Two of the focus groups that were conducted were audio recorded in Norwegian and therefore, translated to English and written down in the transcripts. After the data gathered, the
researcher destroyed the audio recordings in order to protect the confidentiality promised to the participants.

4.3 Results and Analysis Question 1 and 2- Usage of Instagram

To achieve the aims and objectives for this study, it was important to find out the issues, gender perception and the cultural impacts between men and women. To start the focus group, the questions were generally about Instagram. To analyse how long the participants have owned an Instagram account and how many times they visit Instagram a day, the researcher found the median from the numbers the participants gave in the focus groups. Houghton (2005) defined median as “The middle number, when such a sequence has an odd number of values. For example, in the sequence 3, 4, 14, 35, 280, the median is 14” Listening to the audio recordings, the researcher conducted this mathematical statistical analysis, finding the median of the numbers given. Patterns and relationships occurred as listed in the diagram below.

Question one was; How long have you owned and Instagram account for? Focus group number one was females from Britain who had a variety of answers, see (Appendix 5a??). Calculating the average, suggested that between the six participants the average of owning an Instagram account was four years. This suggest that two years after the launching of Instagram, the participants participating in this study became aware of the app.
4.4 Results and analysis of Question 3 and 4- Promotion & Purchase on Instagram

**British Females**

The data gathered from the focus groups, it was very clear that 100% of the 6 participants, was fully aware of products being promoted on Instagram daily. The results suggest that women tend to notice and pay more attention than men, because of different interests. Instagram has more accounts on make-up, fashion and what is looked at stereotypical girl things. Back in Chapter 2, in the review of literature the gender perception was mentioned in depth, that the reasons why men don’t notice and put more of an effort into Instagram purchasing is because the lack of interest.

According to the British participants, the results suggests that 5 out of 6 females had seen a promotion on Instagram while they had owned an Instagram account. One participant wasn’t aware of the promotions, as this participant mentioned that they just didn’t pay attention or didn’t have any interest. When it was regarding purchasing an actual item of Instagram, three of the participants said they were most likely not to purchase an item of Instagram.

**Norwegian Females**

According to the Norwegian participants they were more likely to purchase as they said that they were fully aware of the promotions and they were most likely to purchase if the product was something they wanted and couldn’t get a hold of in Norway. 100% of the Norwegian female participants said that they were aware of the advertisement on Instagram. However, when it came to purchasing an item off Instagram only 20% of the participants had seen a promotion and then
purchased. The items that were purchased of my participants were skin related products that were not available in Norway. The remaining 80% were aware of the promotions, but wouldn’t think about purchasing using Instagram as shopping platform.

**British males**

The male focus groups in general were quite different in comparison to the female groups where even though they were from different countries, the females would most likely to purchase an item that they had seen promoted on Instagram than the males. 100% of the British males had all seen promotions on Instagram and were fully aware that products were being promoted, however participant 1 stated that the products were usually women related and were off no interest to purchase. Participants 4, also stated something important that purchasing was not the reason for using Instagram. It was more for following friends and family and especially gym related things for inspiration, not for purchasing because there were other websites for that, which were more common to purchase from.

**Norwegian males**

According to the Norwegian focus group, there was only one male (10%) that had purchased an item seen on Instagram. The remaining 90% (5 participants) said that they had never purchased an item off Instagram and probably wouldn’t either. This was for the same reason that the British males mentioned, about purchasing items of Instagram not being the reason they were on the social media app. It was more for posting photos, following, friends and family and other things that were off more interest. The repeating pattern, shown by the males both Norwegian and British was that
they would use online shopping for food and clothes but they would never see Instagram as a potential shopping platform that they would go and purchase clothing. Participant 4, mentioned that he would gain inspiration by following known celebrities and fitness models to get some ideas for fashion or fitness thus he would never purchase anything as he agreed that there were other websites to purchase from, and would rather purchase from stores that online.

4.5 Results and analysis of Question 5- Key Reasons online users use Instagram

**British females:**

The British female participants, 3 of the six female participants were using Instagram to follow family and friends when they post photos. 2 other participants were on Instagram to follow celebrities that post about fashion, food, and make-up tutorials, to gain inspiration and tips. The last participant, participant 6 mentioned that she uses Instagram for all of those reasons. She said she was on Instagram daily to post her own photos, follow friends, family and to get inspiration from celebrities. One of the British participants mentioned the Kardashian sisters, and that she followed Kim Kardashian for fashion and make-up tips, because she was obsessing over her style and fashion sense.

**Norwegian females:**

The Norwegian females result were different but so similar. The results suggest that the key reasons why females are on Instagram is to get inspiration for fashion, make-up and other interests that females are interested in. The Norwegian female participants results shows; One participant said that the main reason she used Instagram was for her own benefit where she could post photos and
create an account of memories, kind of like a photo album but online. This was the only participants who had this key reason why she used Instagram. Two of the participants had similar views that the key reasons they used Instagram was to follow people and see what they post, especially their favourite celebrities. The remaining 3, participants said that they were on Instagram for the key reasons that most of the British females were and that was for; Fashion, make-up tutorials and so on. Roth et al (2016) discusses in Chapter 2, about how women tend to dominate Instagram.

**British males:**

The British males or the male focus groups in general had somewhat different views on the key reasons why they were using Instagram. Three of the participants, used Instagram mainly to follow fitness and gym accounts to get inspiration on how to gain the most muscle. In Chapter 2, the review of literature Parker (2016) discussed the increase popularity of fitness and health among men and women that have Instagram accounts to inspire the online users to live a healthy life style. Two of the other participants that took part in the study said that they were most interested in using Instagram to follow famous Instagrammers on gap years. This was so they could get inspiration of where to go on a holiday or another gap year. The last participant, said that the key reason he used Instagram for was to follow friends that he had met at University or after travelling in order to keep up with what they are doing in their daily lives.

**Norwegian males:**

In the results of the Norwegian males, they were quite like the British male results. However, due to fashion pressure in Oslo more males said they would use Instagram for fashion purposes but
also to post and follow their friends. Three of the participants, said they would use Instagram to follow fashion accounts such as; Norwegian Couture or Moods of Norway. Two very successful, premium clothing lines. Another participant said he agreed with the fashion trends, but that he followed accounts that were more lifestyle focused. The remaining two participants said they would use it to post their own photos of fitness and training from the gym and the progress that they were making, like a digital diary for everyone to follow who took the same interest in training and the gym.

4.6 Results and analysis of Question 6 and 7- Trust Issues with Instagram

**British females:**

The results for the British females suggest that 60% of the participants did trust Instagram with their personal photos, the last 40% said they had never given it a thought. They knew they posted photos on own risk. Therefore, they didn’t put Instagram in charge of their photos. If they wanted to protect their photos they could make their profile private so that the photos they post can only be seen by people they follow back which would usually be friends and family.

**Norwegian females:**

The results from the Norwegian participants were that 50 % so, 3 participants all had their profile on private where they said that they had experienced issues with privacy and disturbing messages from other social media apps/sites. Therefore, in order not to experience this again some of the participants decided to make their profile private to protect their personal identification also. However, one of the participants was not aware that the profile could be made private and mentioned that there was little information focused on privacy on Instagram. She mentioned, that
she defiantly does not trust any type of internet or social media. The participant, said that she would make her profile private after the focus group, as she said, “it’s scary to think that anyone in the entire world can access your personal photos and screenshot them” This means they can steal your identification pretty much. In chapter 2, the review of literature regarding trust issues and Instagram the trust issues of online users are discussed in-depth.

**British males:**

In comparison to the females, a clear pattern was discovered that they didn’t think about the security at all and they also mentioned that they didn’t believe everything posted on Instagram as this was just common sense. The only thing that three of the British male participant mentioned was that the only security issue they didn’t like was for the future when applying for jobs, that they could access their photos. The male participants said that due to their age, most of their pictures was from partying and vacations. They concluded, that this was quite scary in terms of their future, but they didn’t see Instagram as an issue for their security.

**Norwegian males:**

The results from the Norwegian males were quite like the British male results. This is where the participants said they didn’t believe everything they read and saw on Instagram. However, one argued that he didn’t have a reason not to believe what he read on Instagram and the security he trusted too. This was because he had his profile on private. Another participant said that like all the other social media he didn’t trust what was posted unless it was from a legit website such NRK1 or VG two Norwegian news article and websites. One participant concluded, that if security is
something the individual worries about, an Instagram profile can be made private. Therefore, it’s up to the individual and not Instagram especially when they have given the decision to keep the profile private or public.

4.8 Results and analysis of question 8 - Do you think gender is a contributing factor to a way a person views Instagram?

**British females:**

The results show that 70% of the participants agreed that gender is a contributing factor to a way person views Instagram. This could depend on different views on Instagram, some men might be into fashion just as much as girls or girls might not be interested in fashion or their appearance at all. The concluded answer was that the different views and opinions, and the differences between men and women were the reason men and women view Instagram differently.

The remaining 30% said either that they were not sure or a repeating view was that females viewed Instagram more as a beauty and fashion platform and men would have completely different views that would result in females and men viewing Instagram differently. For example, one of the participant said that she only used Instagram for fashion purposes.

**Norwegian females:**

The Norwegian females in the focus group had different views and opinions on this matter. The ratio was the 40% of the women didn’t think that gender played a role in how a person views Instagram. The remaining 60% were all sure that gender does impact the way a person views Instagram. One of the participants argued that, gender shouldn’t play a role on how a person views Instagram.
Instagram because everyone is different and like different things. Especially the millennials, such a modern age were equality as increased between men and women massively since the social media age. Another participant argued differently, where she mentioned that Instagram is not something that men enjoys more than women due to Instagram being dominated by the women. Another participant then mentions that, men might post pictures of other things than women but shouldn’t necessarily change the way they view Instagram.

**British males:**

In comparison to the females from both countries, 90% of the male participants suggested that that gender was a contributing factor to a way person views Instagram. One participant said that he was never on Instagram to compare himself to other male celebrities like the females usually do. The remaining 10%, the one participant argued that he would compare himself, if he came across a fitness model on Instagram he would compare himself and wanting to look like the model. Another argument was that if there was a trend such as the charity event in November, where you don’t shave and instead grow a beard and raise money for charity.

**Norwegian males:**

The Norwegian male’s results, suggested that 60% agreed to that gender played a role in how they view Instagram and the remaining 30% believed that gender didn’t impact the way they viewed Instagram. The recurring themes, were that the males were fully aware that females were more interested in Instagram than males. One participant, mentioned that he knew about the pressure for females to look a certain way, it was a trend created by social media not just Instagram.
but other apps too. This would most likely result in that females would see Instagram more like a beauty contest rather than an app for the online users to post photos. Females would tend to put filters on their photos and edit them before posting it Instagram, us males are more relaxed and would probably use a filter but would never use other apps to edit the photo that was going to be posted on Instagram in the first place. Therefore, this participant said that “of course we view Instagram differently, female and males have completely different interests and hobbies. Even though we share some of them”. Another participant declares that, gender has no impact on how online user’s views impacts. This participant states that even though we are female or male we might enjoy the same things. To conclude, most of the participants agreed that gender had an impact on how individual online users view Instagram.

4.9 Results and analysis of question 9 - Why do you think there are more women than men on Instagram?

Within this question in the focus group, the pattern identified that all groups agreed that women use Instagram more than men and the answer was due to different interest and that Instagram was more focused on interests that females enjoy more than men.

British females:

The results from the British females suggest as discussed before; Fashion, make-up products, skin-products and celebrities (gossip). These were things that the British females thought were the reason for them being on Instagram more than men. One participant mentioned that she believed, that men are least likely to obsess over any type of social media, social media is usually on
emergence, and yes males care but females are more conscious about their looks. They care how many likes and comments they get on their photos, men do to but not the same amount as females. One participant states, that almost all of her female friends own an Instagram account and they are all there for the same reasons, some of what they might not even admit. Females enjoy attention, the likes, comments, subscribes that the females get from posting a photo boosts their self-esteem which is why they try to edit their photos because the celebrities put such a high standard when editing their photos before posting them for their fans to see. This relates back to Chapter 2, where the new unrealistic self-image is discussed in section 2.5, Trust issues and Instagram.

**Norwegian females:**

The Norwegian females suggested the same answers as the British females that is was due to different interests than men. One participant mentioned she was so intrigued how people live their lives, especially rich celebrities that share the lives on Instagram. She than mentions that she had asked her partner, why he didn’t have an Instagram account and it was because it didn’t interest him at all and that it was an unrealistic image of reality. There was no reason for him to “waste time”.

One participant than mentioned that women might be more curious than males, they like to follow their friends and look at what they post more than men who would probably just call their friends and ask to meet, women are maybe more reserved in a certain way.
**British males:**

Most of the British males agreed that it was due to different interests. One participant said that every time he would go on Instagram there would be posts on fashion and promotion on make-up. Which are things that most males don’t care about. Another participant argued that over the years it has become pressure for males too, to look a certain way. It’s not only the females, the new healthy life style has increased massively and the pressure to go to the gym or play sport has become such a trend it’s a must to be a part of a team or gym. One participant supported this theory, and said that even his youngest brother at the age of 14 said that all his friends go to the gym which is why he wanted to become a member too, he further commented that they even post photos on Instagram and snapchat during or after the gym session.

**Norwegian males:**

The Norwegian males agreed that women are probably more on Instagram than men because they invest more time into it than men. The key finding here suggested that interest was a part of this reason, this relates back to Chapter 2, in the review of literature where it is discussed that due to different interest’s women use Instagram more. The males also mentioned editing, and that they would never think about editing their photos before posting it on Instagram.
4.10 Results and analysis of question 10 - What impact do you think culture has on Instagram functioning as a shopping platform?

**British females:**

According to the British females, the key words that repeated itself were finance, values and opportunities. One participant mentions, that some cultures are more modern and richer that others and could therefore, increase the successfulness of Instagram functioning as a shopping platform. One participant says it`s not the culture but up to the individual`s preference, weather they are used to buying things online or if they do it the usual way of purchasing things in stores.

One participant even stated that, she didn`t think culture could impact the way Instagram could function as a shopping platform because she believed that Instagram was a global social media platform where it would work for all cultures as a shopping platform. Another participant then argues that, cultural has minimal impact on Instagram functioning as shopping platform because it has created an enormous pool of online users, trends of rich kids from all over the world that post their lives in photos, celebrities and so on. To conclude, it would work well as shopping platform for its current online users.

**Norwegian females:**

One participant suggest that Scandinavian culture impacts the way Instagram could function as a shopping platform because of different views on online shopping, technology and access. One participant then mentions, someone from a rich country with high wages and internet access are more likely to purchase than less developed countries. Another participant agrees with the
statement, and says that social class could impact on how Instagram would function as a shopping platform.

**British males:**

The British male’s states that culture could in fact have a significant impact on consumer buying behaviour. One participants say that norms within a culture could perhaps influence others, if many buy online others will follow. Another participant states that surroundings, and people that you surround yourself with and the external influences can all impact on how Instagram can function as a shopping platform.

**Norwegian males:**

Within the Norwegian male focus groups, 100% of the participants believe that culture can impact Instagram functioning as shopping platform. One participants mention that Norway has a healthy lifestyle where the healthy food, fitness and hikes are within the Norwegian values. This will impact other Norwegians buying decisions. Another participant than states that Norwegians are very fond of quality which could impact Instagram as a shopping platform for Norwegians because they would most likely purchase from a high premium product store rather than not knowing id the quality is right when purchasing online. Another participant, then agrees and say that the younger millennials and generation usually follow trends and because of Norway’s small populations trends spread even faster and has everyone eating, wearing and doing the same things.
4.11 Results and analysis of question 11- Do you believe in the statement “Instagram is taking over the world?”

**British females: 80% vs 20%**

The Results suggest that 80% of the British females believed in the statement that Instagram is taking over the world. The remaining 20% believed that it had an influence or it was a trend but was not going to take over the world.

The British females had mixed views on this statement, during the focus group the researcher experienced some good discussions due to different viewpoints from each participant. This means that the participants were not influenced by each other, and had their own views. This resulted in more valid results for this question the table above suggests that one participant believed that Instagram is necessarily not taking over the world but its defiantly having an enormous impact or influence on the current and younger millennials. Relating back to the literature review, it states clearly that the current millennials have been vastly influenced by todays social media apps, sites and experiences pressure. Participant 2, supported this statement by saying how popular the social media app was, and that it was only going to develop so yes, it is practically taking over the world. Participant 3, argued that it wasn’t taking over the world it is just a trend that everyone is obsessing over like millennials have done in the past. It is a long trend, but sooner than later another app just like Instagram will take over and become an even bigger trend and the millennials will follow. Participant 4, believed that it would take over the world, the business world. Participant 4, said the reasons for this was because the Instagram app has been around for so long now and millions of
people use it which is why it’s only going to continue to develop further. In Chapter 2, in the literature review Leonard (2012) mentions the timeline of Instagram and how it has developed over the years and become a better version, especially for businesses when promoting their product and now the “shop now” button, which takes the customers directly to the online shopping website.

Participant 5 and 6 had similar opinions about Instagram taking over the world, they both agreed to this statement and mentioned that they had never seen an app other than Facebook that’s just risen into such popularity and everyone they know and know of own an Instagram account.

**Norwegian Females: 50 % vs 50 %**

In comparison, the Norwegian females results suggests that 3 of the participants (50%) of the focus group, believed that Instagram was taking over the world and the remaining 3 participants (50%) did not believe in the statement within question 12 in the focus group. The participants showed different views and opinions which lead to a debate between the researcher and the 6 participants present in the focus group. Participant 1, says that she is agreed with the statement 100%, the reason for this was mainly because of its popularity. Not since Facebook has any social media app or site become so popular over time. This suggests that in the future it’s going to keep develop over time, and pretty much much take over the world. Participant 2, debates with participant 1 that yes, its popular but due to the increase in competition and technology surely there is going to be another app that will take its place. Participant 3, then says that it is there to stay, it’s the future Facebook. It’s possible to message people, send photos, post photos, and use it as snapchat. There is now a custom made snapchat on Instagram, which outweighs Snapchats as its competitor.
Participant 4, disagrees with the statement and mentions that it’s not just Instagram taking over the world. It’s social media and the internet which is, the way we can communicate with each other by using the internet that has changed the world. Participant 5, agrees with the statement and said that she agrees with that both Instagram and other social media and websites created by internet are currently and going to take over the world.

The last participant, participant 6, argued that yes, it’s had a huge influence on the current millennials and the older generation but it’s not going to take over the world. It might have an impact on the business world within marketing products but it won’t ever take over the world. More likely, Facebook took over the world a decade ago, and we can’t remember a time without it, Instagram is still new and has not had an impact on the world just yet but puts more pressure on today’s generation for sure when it comes to looking the best. The pressure is on for the younger generation to look like the Instagram models and to travel to explore just like them. “I am sure I am not just speaking for myself, I am so influenced or tempted, when I see a post on Instagram of some model by the beach or a pool somewhere to go abroad”. Parker (2016) mentions in Chapter 2 about the temptations that Instagram provides for the online users, and business such as travelling agencies post the most beautiful photos with a model in the background.

**British males: 90% vs 10%**

In focus group 3 with the British males, 5 of the participants disagreed with the statement provided for them. The remaining 2 participants, agreed with the statement. The first participant said that he agrees with the statement because it has already taken over. It’s taken over the world of
social media, he mentions that he sees Facebook and other social media as outdated, whereas Instagram is constantly changing. There is always something new with Instagram, that’s exciting because they are always changing and adapting to the millennials. Participant 3, then says that he doesn’t believe that social media can change the world, only political decision can, social media has an impact yes but not on the world. Participant 2 then argues, that the world before social media wasn’t the same as it is today, so yes it has changed the world in some way. And when about the political decisions, well even Barack Obama owns an Instagram account. Participant 3 then states, sure but not Instagram on its own. Participant 4, then mentions that he agrees with participant 3, Instagram has changed the world but social media sure has, it has had an influence the last 7 years of its existence. It has changed the way people dress, self-image and created an unrealistic image for the younger generation. Participant 5, says “I don’t agree with this statement, because yeah it’s had its way of influencing one generation but what about the rest of the world. Not everyone uses Instagram surely”. The last participant, disagrees with the statement but said he agreed with participant 5’s views and opinions on the statement and therefore wouldn’t comment any further.

Norwegian males: 100 % Agreed

The Norwegian males had a completely different view in comparison with the British males where they all believed and agreed with the statement provided for them. This focus group was different in away where there was no discussion, more like a conversation between the moderator and the participants on how social media, especially Instagram has changed the world. Some of the key words that were identified in this focus group were; Influence, trends, the social media
**generation and development.** The main conclusion of this focus group was the Instagram is changing the world due to it being a trend setting platform. This suggests that people are using Instagram as a platform for the social media generation (millennials) to promote all sorts of things weather its politics, travelling, beauty image, fashion or food. Before Instagram, the younger generation didn’t experience such pressure that they do currently. This was discussed in Chapter 2, the review of literature in section 2.5 where Lear, (2015) debates about the pressure of appearance created by celebrities.

**4.12 Results and Analysis of question 12**

**British females**

All British females were aware of businesses using Instagram as a shopping platform.

**Norwegian females:**

Three participants said they knew of it but hadn’t noticed it, the rest of the participants mentioned they had noticed the shop now buttons.

**British males**

The British males debated that they didn’t notice that the businesses were using Instagram as a shopping platform but that it was a profitable idea.

**Norwegian males:**

The Norwegian males debated that they had seen different examples within fashion, not sure the brand but that they had seen promotions and a direct link to purchase the item.
4.13 Chapter summary

The chapter consisted of an in-depth analysis of the results and findings asked in the focus groups conducted in Britain and Norway. The transcripts were analysed in detail to bring out the patterns and themes discovered in this study to achieve the aim and objectives mentioned throughout the previous Chapters.
Chapter 5
Conclusion, Discussion and Recommendation

5.1 Chapter Overview

In this Chapter, the researcher shall go through the key findings of the study conducted. This chapter will also put weight on the aim and objectives and if these have been answered. The key findings of the study will be included, recommendation for Instagram functioning as a shopping platform, strengths and weaknesses of the study, final ethical considerations, final comments and lastly a chapter summary.

5.2 Aim and Objectives

The aim of this study was to explore and evaluate the trust issues, gender gap and the cultural perception between Norwegian and British millennials on how Instagram could potentially function as a shopping platform. This study also intended to see what type of other issue that occurs from Instagram and from the potential shopping platform. To gain an answer for the main aim it was key to have three objectives to achieve the aim of the study.

1. Investigate whether there are online trust issues between online users and organizations that uses Instagram as a shopping platform.

2. Investigate whether there is a gender gap, using Instagram as a potential shopping platform.
3. Explore the cultural perceptions between British and Norwegian values on Instagram functioning as a shopping platform.

5.3 Key findings

- One key finding of this study was that all the participants, female and male were fully from both Norway and Britain were fully aware of businesses that were promoting their products on Instagram. However, not all were aware of the current “Shop now” button. One interesting factor, was that most of the female participants would like to purchase products they had seen on Instagram. However, one issue was that they couldn’t afford it.

- The difference between women and men interests on Instagram. This could have an impact on how Instagram could function as a shopping platform. This suggests that it would be more successful for women because males weren’t using Instagram for the same reasons. They were more interested in travelling profiles, gym and healthy lifestyles accounts.

- 36% of all participants believed it was down to the individual and not the gender or culture that could have an impact on Instagram functioning successfully as a shopping platform. According to following celebrities and instafamous people, it was equal both male and female models, celebrities and so forth that had the same interests of fashion and promoting products for organizations.
Male participants didn’t see Instagram as a shopping platform, that wasn’t why they used Instagram for. The findings stated that the male participants would shop elsewhere, such as in stores or just go directly onto to online shopping website of the chosen business as they believed that was easier. However, for the male’s lifestyle accounts on Instagram was more appealing.

Another key finding was the debate on the influence social media has today on the younger generation, the millennials. Which is why it could function so well as a potential shopping platform for the social media generation as Instagram already had millions of online users and could maximise profits if this was to become the main app for online shopping of products from businesses all over the world regarding the size.

One key finding was that the major factors that the Norwegian focus groups mentioned was money and wealth. And because of them, the pressure of appearance was most likely higher than in Britain because of the smaller communities. Therefore, the millennials are easier influenced by each other and social media.

5.4 Recommendation for Instagram functioning as a shopping platform

Currently, Instagram is close to becoming a shopping platform. However, from this study a good portion of the participants mentioned that they either didn’t know about the shop now button or hadn’t seen it. This suggests that, if Instagram wants to overcome their competitors they need to
raise awareness and change their business plan to differentiate and gain a competitive edge over their rivals.

5.5 Strengths and Weaknesses of this study

The strengths of this study are that it is current theme and topic, worthwhile to study and research. The chosen method of focus groups made it easier for the researcher to access its participants. However, on the other side half of the participants needed to be of Norwegian origin which meant the researcher had to travel a long distance to gather the data. Furthermore, this gave this study diversity and depth. Thus, it was cost-effective due to the researcher analysing the data by transcription from the audio recordings. The data collected was qualitative which states that the data was richer due to the participant’s true opinions and feeling on the topic. The moderator was also able to contribute with its knowledge which made the focus group more in-depth and created a valuable discussion. The qualitative data also gave the opportunity for patterns and themes to be discovered through analysing the data gathered.

On the other hand, the weaknesses experienced by the researcher within this study was that there was limited information on Instagram functioning as a shopping platform which suggests that the study quickly became challenging and time consuming. The key weakness of this study was the limitations of conducting a focus group discussed in Chapter 3. Due to the focus group being a group setting, it was easy for the participant to be influenced by each other which made some of the data collected biased.
Regarding ethical consideration, no challenges or issues occurred. The participants were briefed on the topic before the focus group began and all received consent and participant forms which are included within the appendix.

5.6 For future research

It is clear as mentioned in previous chapters that there are areas of improvements if this study was to be conducted again. The researcher should take into consideration other cultures than Britain and Norway to gain an even wider sample on opinion and views from participants with divergent backgrounds this would enhance the overall reliability of the study. The researcher shall also consider doing online questionnaires as this is a quick and a cost-effective way to gather data on such an important topic for today’s millennials. In some of the focus groups, especially females were influenced by each other’s opinions, so to minimise this for the future other research methods could be considered such as an Interviews, surveys and questionnaires.

5.7 Final comments

This study was originally thought of due to an interest in Instagram’s potential as a social media app and how it could potentially function as a shopping platform for its online users. The aim and objectives were considered when previous research had been conducted in the issues that can emerge from the internet, especially the social media and its influence on today’s millennials but not on the future development of Instagram such as it functioning as a shopping platform.
5.8 Chapter summary

This chapter has given an overview of the key findings of the study and reflected upon the original aim and objectives of this study to the extent that they have been answered. Future recommendations have been made for future research on Instagram functioning as a potential shopping platform.
Appendix

1. Different Instagram Filters

(Bing, 2011)
Appendix 2- Top Instagram brands

16. These are the 10 most popular retailers on Instagram by follower numbers:

1) Nike
2) Adidas Originals
3) Louis Vuitton
4) Dolce & Gabbana
5) Michael Kors
6) Adidas
7) Dior
8) Christian Louboutin
9) Gucci
10) Prada

Instagram statistics

1. Instagram has more than 400 million monthly active users
2. More than 75% of those users are outside the U.S.
3. More than 30 billion photos have been shared
4. Instagram users generate 3.5 billion likes per day
5. More than 80 million photos are uploaded per day

(Radcliffe, et al 2016)
Appendix 3 Nike promoting their latest running shoes

A)

B)

(Nike, 2017)
Appendix 4- Travelling agencies posting tempting photos on Instagram

A) Ving Travels
Appendix 5: Instagram Shop now, install now and sign up now buttons (the black arrows points at the buttons)

Appendix 6: Trust issues in percentage

The Privacy Paradox 77

FIGURE 6.1 Growing Consumer Concern about Their Data

(Demster, L. 2009)
Appendix 7 – The Kardashian Family

(The Kardashian, 2017)
Appendix 8 - Model shows the difference before and after editing her photo with the app Perfect365 that the Kardashians use before posting on Instagram.

Before.. After...
Appendix 9- Kylie Jenner 96.2 million followers.
Appendix 10- Kylie Jenner promotes her new lip-kit product.
Appendix 11 - Kylie sponsored & promoting for Skinny Mint a detox tea program

Appendix 12 - Khloe Kardashian promoting for Gunnar fitness and her results.
Appendix 13- Kim Kardashian: Hollywood

Ulimate Game Guide

Cheats, tips and tricks for Kim Kardashian Hollywood game - Ultimate Game Guide

Appendix 14- Fitness star proves the difference of a photo taken seconds apart.
Appendix 15- Miranda Kerr spoils that Victoria Secret fashion show photoshopped the photo underneath slimming her waist before release.
Transcripts from the focus groups

Transcripts of the British Focus Groups; Female

Focus Group 1

Moderator: Good morning everyone! Welcome to this study on the potential for Instagram to function as a shopping platform for online users. Please read carefully the participant and consent forms given to you before you sign and take part in this study. Please be aware that the study is audio recorded. You have the right to withdraw at any time during this study! Thank you.

Q1: How long have you owned an Instagram account?

Participant 1: Probably about 5 years now

Participant 2: I am trying to think, three years maybe I am not so sure. Feel like its been around and popular for a while

Participant 3: around three years because I don’t use it very often actually

Participant 4: I would think about 6 years, I remember when it first was launched and pretty sure I downloaded not long after.

Participant 5: Yeah, I would say around 4-5 years.

Participant 6: I feel like I have only had it for about 2 years, and I love it!

Moderator: It feels new but it’s been out for quite a while before it reached its peak

Q2: So how many times do you visit your profile a day?

Participant 1: Too many times, twice an hour maybe so probably more than 8 times a day
**Participant 2:** I don’t use my phone very often less than once a day for me

**Participant 1:** It’s just a natural thing when you’re on your phone

**Participant 3:** 8 times a day I think

**Participant 4:** 5 times at least for me

**Participant 5:** I reckon about 4 times, not more. I have other things to do, quite busy during the day so I probably check it at home in the evenings.

**Participant 6:** Almost every time I am on my phone I check social media so probably around 10 times or more actually.

**Question 3: Have you ever wanted to purchase an item from Instagram?**

**Participant 1:** I usually see products on Instagram being promoted, but I have never bought anything.

**Participant 2:** Yeah, all the time. The photos on Instagram always look so good, and usually there are cool celebrities promoting the products. But I am a student, so I can’t go around buying everything I think look nice.

**Participant 3:** I always see some good products promoted and I always want to buy them but usually end up not buying anything.

**Participant 4:** It was popular with promoting skin products, I saw a video on Instagram of a black face mask. I got really intrigued, it looked so effective. I decided to purchase it, however it didn’t live up to my expectations so I don’t think I will purchase anything from Instagram ever again.
**Participant 5:** No, actually I prefer seeing and touching things before I purchase. Especially if its clothes, I prefer to try it on first.

**Participant 6:** Yeah, I agree. I like what I see on Instagram but usually I wouldn’t purchase it unless it’s something I can’t get from England. So if I wanted something from USA, and could access it in England I would prefer to buy it from either yeah Instagram or other online shopping websites.

**Question 4: Have you ever seen a promotion of a product on Instagram and purchased?**

**Participant 1:** Yes, I have seen a promotion but never purchased.

**Participant 2:** Yeah, same there is so much promotion of products. I see one like every time I am on there, but I just never get around to purchasing any items.

**Participant 3:** Mostly, I wouldn’t purchase anything. As I said earlier, I always see promotions of products and stuff but would never purchase anything.

**Moderator: Why is that?**

**Participant 3:** I don’t trust the internet, I like the old-fashioned way better.

**Participant 4:** Yeah, I agree I won’t purchase again. After I purchased the face mask and wasn’t satisfied, but yeah as I said I saw the face mask and purchased right after.

**Participant 5:** I have seen promotions of course, but actually sometimes I don’t even notice them, I mostly ignore them to be honest.

**Participant 6:** Yeah, both of them. I think only once though, and also if I see a promotion I would usually go to the store and see if they have whatever I am looking for first before I purchase online.
Q5: What`s the main reason you use Instagram for?

**Participant 1:** To follow my friends and family mostly, but also of course to post my own photos.

**Participant 2:** Yeah, I would say about the same reason. I just follow my friends and family, to see what they are up to.

**Participant 3:** I totally agree! But I like to follow, food profiles, usually healthy ones. That`s where I can get inspiration for new recipes and so on.

**Participant 4:** Follow celebrities and famous make-up artists, this is what I love about Instagram. There are so many things you can learn, when it comes to fashion and make-up. Such as hair, and make-up tutorials.

**Participant 5:** I am not a huge fan of posting photos, but I like to follow life style Instagram profiles, famous fitness gurus and so on if you know what I mean, just things that inspire me daily.

**Participant 6:** I think for all the reasons that everyone has just mentioned. I like to use Instagram for everything, I follow friends and family, I shop there, and I like to be inspired by all the life style profiles and famous bloggers who post inspiration outfits daily.

Q6: Do you believe or trust everything you see and read on Instagram?

**Participant 1:** No, absolutely not. Who knows where the sources are coming from, some of it might be true but I think most photos are edited anyway.

**Participant 2:** I would say I trust Instagram, there is a lot of times I see things that I have read other places such as snapchat and stuff.

**Participant 3:** Not sure what you mean by trust, but I sure trust what I see. The people I follow, I trust what they post when it comes to their photos.
Participant 4: I don’t trust what I see on Instagram at all, I mean who knows what people to their photos now a days.

Participant 5: Yeah, totally agree. People edit their photos, use other apps to edit the photos before even posting on Instagram. I say this because I do, I would say I look different I real life than I do on Instagram.

Participant 6: Not everyone post their photos edited though, so I would say I trust the people I follow.

Q7: What do you think about the security on Instagram, do you trust Instagram with your personal photos?

Participant 1: Yeah, I would say I do because my profile is on private and if I dint have it on private I wouldn’t trust them.

Participant 2: Same! My profile is currently on private for my own security.

Participant 3: Mine isn’t, so I should probably not trust them with them but I do for now.

Participant 4: Oh, I don’t at all. I don’t trust Facebook, Instagram or any social media but I still post photos.

Participant 5: I trust them, there is a reason they make sure you can put your profile on private so I have and trust them completely.

Participant 6: I think when it comes to security online in general you can’t trust any website or app where you post photos.

Q8: Do you think gender is a contributing factor to a way a person views Instagram?

Participant 1: For sure, I think gender has everything to do with how we view Instagram.

Participant 2: Definitly, women tend to see it as a beauty and fashion platform but men might see it as a place to look at travelling or personal trainers and the gym you know.
Participant 3: Yeah, there is a huge difference on women and men.

Participant 4: I disagree, I feel like men and women are using Instagram for the same reason. To look the best, its all about the appearance on Instagram I feel.

Participant 5: Really? I think men use it for totally different reasons than us. I mean I don't know a single guy.

Participant 6: The models, men and women post edited photos of themselves all the time. So for some gender doesn't have a say in how a person views Instagram.

Q9: Why do you think there are more women than men on Instagram?

Participant 1: Simple, its and app for women.

Participant 2: Not, only men use it. There use it almost as much as we surely, they just don't put as much effort into it.

Participant 3: In my family, my mom, me and my two brothers have Instagram not my dad. This is probably due
to the social media generation. But my mom has it, and because she is female its probably because she enjoys
the process of posting pictures, getting likes and so on.

Participant 4: I think it’s because us women like to fiddle with things like this. Girls or females, can sit forever
and edit their photos because they enjoy it.

Participant 5: I agree, I think it’s generally because females enjoy it more.

Participant 6: True, I feel like Instagram is such a girly thing even though I know and follow a lot of boys who
have Instagram and post just as much picture as girls which are actually edited to I think.

Q10: What impact do you think culture has on Instagram functioning as a shopping platform?
**Participant 1:** Oh, I am not sure. Maybe it depends on the countries values and popularity of online shopping. I am guessing, places like Norway online shopping must be popular.

**Participant 2:** I think it already is functioning well as a shopping platform to be honest, businesses are promoting their products and gaining purchases because celebrities have an influence on Instagram online users. It’s kind of genius.

**Participant 3:** I agree, I think it has to do with that but also it depends I think of the finances and whether you’re a student or not.

**Participant 4:** True, like if you can afford it or not.

**Participant 5:** I don’t think it has a lot to say, there are so many online users so their consumers are already there. I think it would be a good shopping platform for celebrities, the rich and famous who are already so obsessed with Instagram.

**Participant 6:** Most of them are sponsored anyway, though. So they get it for free, if promoting it in hope to increase sales.

**Q11: Do you believe in the statement “Instagram is taking over the world?”**

**Participant 1:** I wouldn’t necessarily say taking over the world, but its definitely having an impact and influencing the younger generation.

**Participant 2:** I thinks it’s taking over the world I mean, who doesn’t know about Instagram, its literally used for everything we do and now as you say even for direct online shopping and promotion and, I reckon it’s only going to get even bigger in the future.

**Moderator:** Yes, that’s what previous researcher believe to.
Participant 3: I actually think the opposite. Instagram is currently a trend, yes. But, I think it’s probably going to die out and there is going to be a new invention soon enough that will take its place.

Participant 4: I don’t agree, it’s been around for so long which means it still is popular all over the world and is probably just going to develop over time and become an even better version.

Participant 5: I agree with that.

Participant 6: So, do I, if it was going to go off trend it would’ve done that already. Don’t you think?

Q12: Are you aware that businesses now use Instagram as a shopping platform?

Participant 1: Yes, I have seen the shop now button.

Participant 2: No, I haven’t.

Participant 3: No, I don’t think I have paid attention.

Participant 4: Seen it so many times, but never clicked on it.

Participant 5: It takes you directly to the business online shopping site right, cause then I have tried it and purchased.

Participant 6: Oh, I haven’t noticed it. Maybe they should make it bigger, because it doesn’t seem like everyone knows about it.
Transcript of British Focus group; Male

Focus group 2

Moderator: Welcome to this study on the potential for Instagram to function as a shopping platform for online users. Please read carefully the participant and consent forms given to you before you sign and take part in this study. Please be aware that the study is audio recorded. You have the right to withdraw at any time during this study! Thank you.

Question 1: How long have you owned an Instagram account?

Participant 1: I think it’s been 2 years now

Participant 2: I have had it for about 5 years

Participant 3: Yeah, same I have had it for about five years

Participant 4: Ah, let me think. I have had it for about 4 years now

Participant 5: I just downloaded it last year, I have been using snapchat and Facebook mainly

Participant 6: I don’t know the exact time but it must be coming up to 5 years now.
Participant 3: I guess it’s one of the most popular social media apps, so like everyone I know is usually on it.

**Q2: How many times do you visit your profile a day?**

**Participant 1:** 4 times maybe not so sure

**Participant 2:** 5 times maybe, I am quite busy during the day so usually check social media when I have gone to bed.

**Participant 3:** Yeah, I would say 8 times a day regularly.

**Participant 4:** Probably, more than them, like 10 to 15 times maybe.

**Participant 5:** oh, I don’t check it that often maybe 3 times a day.

**Participant 6:** Yeah, I agree, probably around 5 times, not more however it could depend on the days whether I had a day off work I would check my phone more than just 5 times.

**Q3: Have you ever wanted to purchase an item from Instagram?**

**Participant 1:** No, because the products are usually women related. Like make up or other skin products.

**Participant 2:** Neither, not the usual place I would go to shop.

**Participant 3:** Agreed with the other guys here

**Participant 4:** Well, not really because I use Instagram for other reasons that to shop there. I post travelling photos when I go abroad mostly.
**Participant 5:** I want to purchase some protein stuff for the gym but haven’t got around to doing it yet.

**Participant 6:** I have actually purchased a watch, it was a Daniel Wellington one which was on sale because a celebrity that I followed posted a picture with a 20% off voucher code using the name of the celebrity when purchasing. But I had to purchase on the same day.

**Q4: Have you ever seen a promotion of a product on Instagram and purchased?**

**Participant 1:** Seen a promotion but never purchased.

**Participant 2:** Neither, but sometimes I see something really cool and would want to buy but never do.

**Participant 3:** Same here!

**Participant 4:** Nope, I haven’t. Just follow my friends soo...

**Participant 5:** Yeah as mentioned earlier with the watch.

**Participant 6:** No, I haven’t.

**Q5: What is the main reason you use Instagram for?**

**Participant 1:** I love going to the gym so I follow loads of some real cool fitness profiles and personal trainers.

**Participant 2:** As you can see, I am the opposite. Went on a gap year couple years ago so after that I just follow some really cool people who travel the world for a living.
**Participant 3:** I think a bit of everything for me.

**Participant 4:** Absolutely, me too. Instagram has a variety of things you can follow, everything you know.

**Participant 5:** Just to stalk people is my reason, it’s fun to see what people are up too.

**Participant 6:** Same, it’s like a new way of communicating with people. It’s kind of sad, like we won’t call the friend we just visit their social media to see what they are doing.

**Q6: Do you believe or trust everything you see and read on Instagram?**

**Participant 1:** No no, that’s just common sense isn’t it.

**Participant 2:** True, it’s the internet so I wouldn’t trust much on there.

**Participant 3:** Yeah, that would be quite stupid.

**Participant 4:** I would say I have no reason not to. To be fair though, it’s crazy how some of the girls I follow edit their photos. Didn’t even know that was possible.

**Participant 5:** Yeah, some of my friends too.

**Participant 6:** It’s like they all look the same.

**Q7: What do you think about the security on Instagram, do you trust Instagram with your personal photos?**

**Participant 1:** No, don’t really think about it.

**Participant 2:** I have my profile on private so, yeah.
Participant 3: Yes, the only thing is though that like me I don’t have mine on private and because I am ** year old I party a lot and most of my photos online are from that. I have heard that businesses now check all social media before interviewing you. That’s quite scary.

Participant 4: Totally agree, didn’t really think about that.

Participant 5: Mine is private so, haven’t really given it any thought.

Participant 6: Yeah, me too.

Q8: Do you think gender is a contributing factor to a way a person views Instagram?

Participant 1: Hem, it probably does but from what I have seen it looks like the pressure to look good for example is just as high for women and men.

Participant 2: Yeah, I would say so.

Participant 3: Yes, it does. I don’t think we use Instagram as much as women do.

Participant 4: No, not really, I think it’s just what people like isn’t it.

Participant 5: True, I agree with that.

Participant 6: Yeah, we have different interests.

Q9: Why do you think there are more women than men on Instagram?

Participant 1: It must be because of we just don’t care as much.

Participant 2: yeah I cant be bothered to keep up with all the trends and everyhting

Participant 3: True, like I feel I have better things to do
**Participant 4:** They enjoy it more, I would rather be doing something fun or worth while.

**Participant 5:** Yeah, it really is time consuming

**Participant 6:** so true, I hate it because I waste so many hours on there a day.

10: What impact do you think culture has on Instagram functioning as a shopping platform?

**Participant 1:** Noo, they have already influenced everyone anyway.

**Participant 2:** For sure, probably mostly money.

**Participant 3:** Yes, I think so men didn’t online shop before now a lot of my friends including myself do.

**Participant 4:** Yeah, money and values could have an impact.

**Participant 5:** True.

**Participant 6:** Yeah, I think it does. Like my little brother was influenced by his other friends, they have all starter to go to the gym and now he wants to as well.

11: What are your views on “Instagram has changed the world?” Do you agree with this statement?

**Participant 1:** No, internet maybe yeah.

**Participant 2:** Yeah, in a way.

**Participant 3:** I guess with the way we look is the major one where it really has changed for not only men but women too.
Participant 4: Especially the healthy gym trend that’s everywhere on Instagram.

Participant 5: That’s true, didn’t really care how I looked 5 years ago now it’s a different story.

Participant 6: Yeah same here. I went through a major change in my diet thanks to Instagram.

12: Are you aware that businesses now use Instagram as a shopping platform?

Participant 1: No.

Participant 2: No, not really.

Participant 3: Seen promotion but no.

Participant 4: Yeah, I was and purchased to.

Participant 5: No I wasn’t actually.

Participant 6: Neither was I.
Transcript of Norwegian focus group; Female

Focus Group 3

Moderator: Welcome to this study on the potential for Instagram to function as a shopping platform for online users. Please read carefully the participant and consent forms given to you before you sign and take part in this study. Please be aware that the study is audio recorded. You have the right to withdraw at any time during this study! Thank you.

Q1: How long have you owned an Instagram account for?

Participant 1: I have had mine for about, five years

Participant 2: I knew about it quite quickly after it came out so maybe around six years.

Participant 3: Yeah, same around six years.

Participant 4: Ah, I am not sure but not six years so maybe 4 years.

Participant 5: I think maybe 5 years, it’s hard to tell but I have had it for a while so it’s a wild guess.

Participant 6: yes, same here! I feel like I have had it forever so I think the same, like 5 years.

Moderation: Right, let’s move on to the next question.

Q2: How many times do you visit your profile a day?

Participant 1: Ah, that’s a lot of times. Don’t think I can count them but roughly around 6 times or more.

Participant 2: I would say about 4-6 times, so maybe the same as you then.
**Participant 3:** Ah, not that much at all. Maximum of 2 times I think.

**Participant 4:** I am on more than 2 times, I would say around 5 times

**Participant 5:** Oh, I think I am on there more than all of you. More than 8 times a day for sure.

**Participant 6:** No, 3 times maximum for me.

**Q3: Have you ever wanted to purchase a product of Instagram?**

**Participant 1:** If you mean things I have seen on advertisement, then yes, all the time.

**Participant 2:** I agree, things like makeup on sale.

**Participant 3:** No, I mostly look at my friend’s profile to see what they are up to.

**Participant 4:** I would say no as well because, I usually just stalk celebrities and can’t afford what they buy anyway.

**Participant 5:** Yes, of course. I have never got around to purchasing any of the items I have seen.

**Participant 6:** Yeah, I always see products being promoted but never purchased anything.

**Moderator:** Why is that?

**Participant 6:** Just because, I usually don’t shop online anyway. And I am a student, and for some reason I see Instagram as an expensive shopping platform to be honest so can’t afford it.

**Q4: Have you ever seen a promotion of a product on Instagram and purchased?**

**Participant 1:** Yeah, fully aware of the promotion they do but never purchased.
**Participant 2:** I saw a promotion of a skin product once, like a face mask and decided to try it.

**Participant 3:** Oh, I always see the promotions, but I don’t use Instagram to purchase anything so, no.

**Participant 4:** For me, it’s like I always get so intrigued when I see the promotions and some of the things promoted, I can’t get a hold of in Norway so yeah, I do purchase items seen on Instagram sometimes.

**Participant 5:** Yeah, same. I have purchased things off there, especially skin products.

**Participant 6:** I don’t like purchasing things off the internet, prefer the actual stores.

**Q5: What’s the main reason you use Instagram for?**

**Participant 1:** I follow my favourite make up artists. I look at make-up tutorials, learn different tricks and tips from them and of course because everyone else uses Instagram.

**Participant 2:** I just use it to stalk people, that sound creepy but that’s kind of what Instagram is for.

**Participant 3:** The main reason I use it is to post pictures about my life for people to see. It’s kind of like a diary full of memories.

Participant 4: To get inspiration in my daily life, I like to follow famous people’s profiles that post about food recipes or fitness. Like something worthwhile following, if you know what I mean.

**Participant 5:** I use it to look at retail business like H&M and other brands, to see their new collection and potentially buy something if I like it.
**Participant 6:** For me Instagram is all about fashion and I like to follow fashionistas to get inspiration of how I would like to dress. I also follow my favourite make-up artists.

**Q6: Do you believe or trust everything you see and read on Instagram?**

**Participant 1:** No, not some profiles might be fake. That’s why I don’t shop at Instagram either, because it might not be proper.

**Participant 2:** Yes, I think I do. People could post things from the internet, but I usually just follow my friends and family so sure they don’t post anything that’s fake.

**Participant 3:** Well, I am the one who chooses to post my pictures there. I have never seen anything that isn’t appropriate so therefore have no reason not to trust them. There is a lack of privacy anyway, photos on Facebook and everything so why not post photos on Instagram too.

**Participant 4:** No, I mean I wouldn’t trust anything on there to be honest. I just think it’s fun to follow people and see what they post.

**Participant 5:** Yes, I would say I do. Like the other participant said there is no reason not to trust them. I think what they post is real, sure some of the celebrities might post photos that

**Participant 6:** I don’t believe much on there to be honest, I wouldn’t trust “news” posted on there if you know what I mean.
Q7: What do you think about the security on Instagram? Do you trust them with your personal photos?

Participant 1: No, I have an open profile so people can go and screenshot my picture and I won’t even notice. This concerns me, as I feel like I have no control over my photos.

Participant 2: I disagree, why don’t you just put your profile to private like me. I trust Instagram with my photos, because I can have my profile private and follow whoever I want to. This makes sure that people that could potentially steal my photos can’t.

Participant 3: I don’t trust the internet, so I don’t trust any social media apps or sites. But it is my risk that I am taking so.

Participant 4: I don’t also but, I didn’t know it was possible to put it on private. Will do it now though after this, it’s nice to know that not everyone can see your photos.

Participant 5: Yes, I have my profile on private so would say I do. The people that I follow and follow me back are the only ones that can see my photos that I post.

Participant 6: Yeah, same her my profile is also private so I trust them.

Q8: Do you think gender is a contributing factor to a way a person views Instagram?

Participant 1: Yes, I feel like boys are not into the same things that women are. Women like attention more, so likes and comments are more valuable to us than men. Men probably uses Instagram to look at their favourite gym junkie or something.
Participant 2: Yeah, it’s like I asked my partner why he didn’t own an Instagram account and he genuinely said it was because he had no interest.

Participant 3: No, I don’t think it has anything to do with gender, I think female or male its about what you like.

Participant 4: Yeah, I think it’s just because us girls are more interested in what Instagram has to offer.

Participant 5: I disagree, of course men and female have different views. We are so different and Instagram is more for females because we like to dedicate our time to it. I don’t think men are bothered as much.

Participant 6: I think it’s up to the individual, we all have different interests. Men can be very interested in fashion and make up too.

Q9: So why do you think more women are on Instagram than men?

Participant 1: Women focus more on looks rather than men, women tend to look at models and celebrities and compare themselves to them.

Participant 2: I disagree, I think men are defiantly experiencing higher pressure than before too look good.

Participant 3: Totally, I know that the pressure for guys especially when it comes to going to the gym has increased massively over the years. It’s become a trend, I think created by Instagram.
**Participant 4:** Women just tend to enjoy it more, it’s like we like to follow our friends. I think maybe if I guy wanted to catch up with some friends they would just meet up, females are a bit more discreet.

**Participant 5:** Yeah, I think men won’t put as much effort into it as women. Sure, they use Instagram but women will edit their photos to look their best. I am not sure that’s a thing guys will spend hours doing.

**Participant 6:** I think women just enjoy getting compliments and so on, who doesn’t enjoy that. I do.

**Q10:** What impact do you think culture has on Instagram functioning as a shopping platform?

**Participant 1:** Yes, Norwegian youths might have a different view on shopping at Instagram than British youths. As a Norwegian, I earn about 17 pounds an hour so for me I like to online shop a lot because I can. Not sure what British youths make.

**Moderator:** Well it depends but not even half of what you make.

**Participant 2:** I think culture does impact, its all down to you the person surrounds itself with. If everyone shops online, I would to.

**Participant 3:** Yeah, I think, different values and like you said surrounding and trends.

**Participant 4:** I would probably agree, of course culture has something to do with Instagram functioning as a shopping platform.

**Participant 5:** Not everyone can shop online, so internet access, if you own a smart phone. Its all down to the finance I think.
**Participant 6:** I think it always has an impact when it comes to the consumers, but Instagram has quite a large number of online users with such influence on each other so probably it could work without culture even having an impact.

**Q11:** What are your views on “Instagram has changed the world?” Do you agree with this statement?

**Participant 1:** I mean people can now become Instafamous, make money on followers and subscribes, so many users, if you have enough followers people will know you through Instagram. Like that it kind of has changed the world a little.

**Participant 2:** I believe it has changed the generation X, how they view themselves and how they view the ideal beauty image. However, if you have many likes it can increase your self-esteem but on the other hand it can also ruin it completely by looking at other profiles with more likes and subscribes.

**Participant 3:** In some sort of way it has, I mean not only Instagram but all social media. It’s had an impact on the online users for sure, how we should look, dress and live our lives. It’s created an unrealistic image on how we should live and present ourselves.

**Participant 4:** No, it hasn’t changed much. Too much competition, people don’t care enough and makes Instagram less important.

**Participant 5:** I think that it has opened opportunities for small and large businesses to advertise their products which is free for them and this minimizes costs and they can expand their customer awareness.
Participant 6: I think, the Kardashians are to blame maybe.

Q12: Are you aware that businesses now use Instagram as a shopping platform?

Participant 1: Yeah, I have seen it for a while now.

Participant 2: Just recently actually.

Participant 3: Same!

Participant 4: No I wasn’t. Now I do though.

Participant 5: I can’t believe I haven’t noticed, I am going to look for it now though.

Participant 6: Yeah, and it’s a good idea too.
Transcript of Norwegian focus group; Male

Focus 4

Moderator: Welcome to this study on the potential for Instagram to function as a shopping platform for online users. Please read carefully the participant and consent forms given to you before you sign and take part in this study. Please be aware that the study is audio recorded. You have the right to withdraw at any time during this study! Thank you.

How long have you owned an Instagram account for?

Participant 1: I have had mine for about 3 years.

Participant 2: It’s hard to tell but probably around the same, 6 years.

Participant 3: I probably had it later than everyone else maybe in 2014, so about 3 years.

Participant 4: I newly got Instagram, just had it for a year now. I have used other apps like Facebook.

Participant 5: I have had mine for about 4 years now, but I mostly use Facebook when I post my pictures or anything I want to share with family and friends.

Participant 6: I got it when it was just released, I was so curious that I downloaded it.

Question 2: How many times do you check Instagram a day?

Participant 1: Not that often, I like to check snapchat more.

Participant 2: I would probably say 8 times a day or more.

Participant 3: Not more than 5 I think
**Participant 4:** Same, I check Facebook all the time but not Instagram as much. So maybe 3 times a day.

**Participant 5:** Around 5 times.

**Participant 6:** 2 times maximum.

**Q3: Have you ever wanted to purchase an item from Instagram?**

**Participant 1:** No, never purchased of Instagram but other websites.

**Participant 2:** Not bought anything online ever.

**Participant 3:** Neither, I am not really into shopping anyway. So, feel like it’s more hassle to shop on like.

**Participant 4:** I have never purchased an item directly of Instagram, but I have seen a product that I liked and went to the store to purchase it not long after.

**Participant 5:** Yeah, I saw a direct link to a popular Norwegian brand, moods of Norway and bought a sweater from there once.

**Participant 6:** I haven’t either.

**Q4: Have you ever seen a promotion of a product on Instagram and purchased?**

**Participant 1:** No, and don’t think I will either.

**Participant 2:** Yeah, same.

**Participant 3:** I have never done that eithe. I find it difficult to just post pictures there!
Participant 4: That’s true, I never have, but maybe in the future, who knows.

Participant 5: Yeah, I have the sweater I talked about earlier.

Participant 6: I see things all the time that I want to, but just never do it. If I want to buy something I usually do it in town. Not a big fan of online shopping.

Q5: What is the main reason you use Instagram for?

Participant 1: To follow some cool brands, lifestyle accounts.

Participant 2: Me too, I like to follow Instagram accounts and socialize with my friends. Messaging is possible there now, and a type of snapchat thing so it’s an app with everything in one.

Participant 3: I think since everyone else had I downloaded the app, and kind of enjoy it so.

Participant 4: Same, I just wanted to see what it was all about so now I post photos but also look at other people’s life when I have the time.

Participant 5: I feel the pressure on like fashion and stuff, before I didn’t care as much and now I do. Maybe that’s because of Instagram

Participant 6: Yeah, I think it’s like the influence on us from what other guys post on there and all of them make it look so cool.

Q6: Do you believe or trust everything you see and read on Instagram?

Participant 1: No, not at all just don’t trust the internet.
Participant 2: Same, why would anyone trust Instagram or any social media in the first place they are not safe.

Participant 3: I only trust news websites such as NRK and VG, some Norwegian news articles available online too.

Participant 4: I don’t trust what I see or read on there or anywhere.

Participant 5: I think it’s up to whoever uses Instagram, I do but mine is one private so.

Participant 6: I haven’t really thought about it, sorry.

Moderator: That’s fine, it’s not a usual question you think about daily is it.

Q7: What do you think about the security on Instagram, do you trust Instagram with your personal photos?

Participant 1: The security, hmm I haven’t really thought about the security. I think I trust them though.

Participant 2: Yeah, same, my profile is private though so don’t think I need to worry.

Participant 3: Mine isn’t, but haven’t really thought about the security.

Participant 4: I don’t trust the internet but I am on it all the time.

Participant 5: Well, mine is private just for my friends and family to see.

Participant 6: Mine is public, that’s kind off what I like about Instagram is before you could put it on private you could visit anyone’s profile and scroll through their lives in photos. Fascinating.
Q8: Do you think gender is a contributing factor to a way a person views Instagram?

Participant 1: Yeah, well I don’t know about the women but I don’t think I use it for the same reasons as them.

Participant 2: Maybe, I am not sure. But we have different interests so probably.

Participant 3: No, today’s generation are all using Instagram I don’t think gender gas a say in how we view Instagram.

Participant 4: Yeah, due to the influence it has on us we all use for some of the few same reasons.

Participant 5: I think it does have a say in how we view Instagram, because they use more time on there than men so it could be because there are more opportunities there for women than men, I am not sure.

Participant 6: The pressure to look good has defiantly increased in Oslo the last couple of years, so I think males and females see it as the same. A place to post photos edited to look your best and to get inspiration from others.

Q9: Why do you think there are more women than men on Instagram?

Participant 1: I guess because they are more obsessed and take more pride in the way they look.

Participant 2: Like I said, there are more opportunities for them there.
Participant 3: Oh, I am not sure.

Participant 4: I thought it was quite similar, boys and girls especially in the younger generation are all influenced by social media and follow trends.

Participant 5: Maybe guys enjoy other social media sites that aren’t as feminine.

Participant 6: Or maybe they just don’t care as much, like me. I don’t really think twice before posting a photo and I am sure girls do.

10: What impact do you think culture has on Instagram functioning as a shopping platform?

Participant 1: Being from Norway, we are such a small community which means that we all just follow each other.

Participant 2: Yeah, especially when it comes to fashion and that’s for us boys too. The pressure of looking the best has increased over the years.

Participant 3: I don’t think a country’s culture has an impact on any social media because they have a culture of their own, they are influenced by each other and not their roots.

Participant 4: Yeah, that’s a good point.

Participant 5: As a Norwegian born male, I do believe that culture has an impact on Instagram functioning as a shopping platform because Norway we are all quite wealthy and you’re expected to be and look your best. Having Instagram as a shopping platform has influenced this also.
**Participant 6:** Instagram is my main source of social media, it is with me everywhere I go, all my pictures are on there and it shows what I do in my day to day life. I especially think that the Norwegian culture of being wealthy impacts how much in purchase on Instagram.

**11: What are your views on “Instagram has changed the world?” Do you agree with this statement?**

**Participant 1:** Ehm, that’s a bold statement.

**Participant 2:** Yeah, not really sure if I know what it means or agree with this.

**Participant 3:** The media has really influenced Instagram so I think this statement is very media biased.

**Participant 4:** Well actually, this statement is true because look at girls now. Can’t trust any pictures, because it’s so air bushed.

**Participant 5:** Yeah, totally. I went on a date once, and she turned up looking completely different not in a bad way just different.

**Participant 6:** That happened to me as well and I don’t think men do that.

**12: Are you aware that businesses now use Instagram as a shopping platform?**

**Participant 1:** Yeah, I figured they were.

**Participant 2:** Yeah same. I have seen like some of my favourite brands like sport brands promote and have that shop now link.
**Moderator:** Like Adidas or Nike?

**Participant 2:** Yeah, both.

**Participant 3:** I was aware of the link, yes.

**Participant 4:** I wasn’t, haven’t seen it at all probably because I am not on there much.

**Participant 5:** I see celebrities be sponsored all the time.

**Participant 6:** Seen that, but not the link.
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**RESEARCH PROPOSAL PROFORMA**

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<th>Marthe Pedersen</th>
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<td><strong>PROGRAMME:</strong></td>
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<td>An exploratory study of the potential for Instagram to function as a shopping platform: Study of British and Norwegian millennials.</td>
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<td><strong>MAIN AREA OF LITERATURE</strong></td>
<td>To research, analyse and evaluate the proposed research question and to find information in terms of answering my objectives, secondary and primary research will be conducted. My main areas of secondary literature will include journal articles, news articles, news websites and academic books. For my primary research, I will conduct two audio recorded focus groups in England and Norway. I will have two groups in each country divided into six males and females in each group.</td>
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<td><strong>PROPOSED RESEARCH QUESTION:</strong></td>
<td>What type of issues can emerge from Instagram to function as a potential shopping platform for online users?</td>
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<td><strong>PROPOSED RESEARCH AIM (1 aim only) &amp; OBJECTIVES (3-4 objectives maximum):</strong></td>
<td><strong>AIM:</strong> To explore and evaluate the trust issues, gender gap and the cultural perception between Norwegian and British millennials and how Instagram then function as a potential shopping platform. <strong>OBJECTIVES:</strong> 1. Investigate whether there are online trust issues</td>
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<td>between online users and organizations that uses Instagram as a shopping platform.</td>
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<td>2.</td>
<td>Investigate whether there is a gender gap, using Instagram as a potential shopping platform.</td>
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<td>3.</td>
<td>Explore the cultural perceptions between British and Norwegian values on Instagram functioning as a shopping platform.</td>
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## DEVOLVED ETHICS APPROVAL APPLICATION SUMMARY

Student Name: ______________________  Student Number: ______

Module Name: ______________________  Module Number: ______

Programme Name: __________________  Supervisor Name: ____________

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First Submission  [  ]  Resubmission  [  ]

Date: ______________________

For use by the devolved ethics approval panel:

Panel Members  Name  Signature

Module leader: ______________________  
Supervisor: ______________________  
CSM Ethics Committee Representative: ______________________  

Date: ______________  Date of Reassessment: ____________
**Outcome:**

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Comments for projects not fully approved:

The original to be retained by the module leader and a copy given to the student
Cardiff Met. Research Ethics Committee Guidelines

When undertaking a research or enterprise project, Cardiff Met staff and students are obliged to complete this form in order that the ethics implications of that project may be considered.

**If the project requires ethics approval from an external agency (e.g., NHS), you will not need to seek additional ethics approval from Cardiff Met. You should however complete Part One of this form and attach a copy of your ethics letter(s) of approval in order that your School has a record of the project.**

The document *Ethics application guidance notes* will help you complete this form. It is available from the Cardiff Met website. The School or Unit in which you are based may also have produced some guidance documents, please consult your supervisor or School Ethics Coordinator.

Once you have completed the form, sign the declaration and forward to the appropriate person(s) in your School or Unit.

**PLEASE NOTE:**
*Participant recruitment or data collection MUST NOT commence until ethics approval has been obtained.*

**PART ONE**

<table>
<thead>
<tr>
<th>Name of applicant:</th>
<th>Marthe Pedersen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supervisor (if student project):</td>
<td>John Williams</td>
</tr>
<tr>
<td>School / Unit:</td>
<td>Cardiff School of Management</td>
</tr>
<tr>
<td>Student number (if applicable):</td>
<td>St20057302</td>
</tr>
<tr>
<td>Programme enrolled on (if applicable):</td>
<td>Business and Management with HRM</td>
</tr>
<tr>
<td>Project Title:</td>
<td>An exploratory study of the potential for Instagram to function as a shopping platform: A Study of British and Norwegian millennials.</td>
</tr>
<tr>
<td>Expected start date of data collection:</td>
<td>01/02/2016</td>
</tr>
<tr>
<td>Approximate duration of data collection:</td>
<td>8-10 weeks</td>
</tr>
<tr>
<td>Funding Body (if applicable):</td>
<td>N/A</td>
</tr>
<tr>
<td>Other researcher(s) working on the project:</td>
<td>N/A</td>
</tr>
<tr>
<td>Will the study involve NHS patients or staff?</td>
<td>No</td>
</tr>
<tr>
<td>Will the study involve taking samples of human origin from participants?</td>
<td>No</td>
</tr>
</tbody>
</table>

Does your project fall entirely within one of the following categories:
In no more than 150 words, give a non-technical summary of the project

There are three main objectives within this project, they include; Investigate whether there are any online trust issues between online users of Instagram and organizations, to explore whether there is a gender gap and cultural perceptions between British and Norwegian values on Instagram functioning as a shopping platform.

Secondary research will be conducted generally on Instagram; How it was developed, why it became one of the most powerful social media app in the world, and most importantly the potential issues and benefits of Instagram to function as a potential shopping platform. Secondary research will be conducted on the most famous retail Instagram account in terms of followers and subscribes, the sports brand, Nike Inc. Desk research will be conducted on Nike and how they use Instagram as a potential shopping platform to connect with their consumers.

To achieve my last two objectives on the gender gap and cultural perception, the researcher will conduct two focus groups divided male and female in each country. The focus groups will be audio recorded in the native languages and then translated. The sampling method chosen is, judgment sampling due to easy access and the participants chosen must own an Instagram account. All participants will have right to withdraw at any time during the process.

DECLARATION:
I confirm that this project conforms with the Cardiff Met Research Governance Framework
I confirm that I will abide by the Cardiff Met requirements regarding confidentiality and anonymity when conducting this project. 

STUDENTS: I confirm that I will not disseminate any material produced as a result of this project without the prior approval of my supervisor.

Signature of the applicant: ________________________________ Date: ____________

FOR STUDENT PROJECTS ONLY

Name of supervisor: ________________________________ Date: ____________

Signature of supervisor: ________________________________

Research Ethics Committee use only

Decision reached:

- Project approved
- Project approved in principle
- Decision deferred
- Project not approved
- Project rejected

Project reference number: Click here to enter text.

Name: Click here to enter text. Date: Click here to enter a date.

Signature: ____________________________________________

Details of any conditions upon which approval is dependant:
Click here to enter text.

PART TWO

A RESEARCH DESIGN

A1 Will you be using an approved protocol in your project?  No

A2 If yes, please state the name and code of the approved protocol to be used

A3 Describe the research design to be used in your project

---

1 An Approved Protocol is one which has been approved by Cardiff Met to be used under supervision of designated members of staff; a list of approved protocols can be found on the Cardiff Met website here
This project will include a literature review to gain secondary knowledge, which will be beneficial to establish the basis of the primary research being conducted as well as helping me gain knowledge in terms of what to ask my participants in the focus groups. My research design will include both secondary and primary research, to gain as much knowledge as possible on Instagram to function as a shopping platform in order to achieve the aim and objectives in this project.

**Research Method:**

In terms of primary research, my chosen research method will be focus groups (see attached exemplar) with six participants in each group in two different countries; Britain and Norway. In Norway, the questions and discussion will be in Norwegian, further translated when analysing the data. In Britain, it will be conducted in English.

The focus groups will be audio recorded and around twenty minutes long with around 10 questions. The participants will be briefed on the topic of discussion; The potential for Instagram to function as a shopping platform, and answer the questions prepared willingly. The two focus groups in each country shall take place in a calm, safe environment. The same procedure goes in Britain.

Conducting focus groups will be beneficial in terms of gathering important data from the participants such as their opinions, feelings, attributes and believes towards the topic of discussion. This will increase validity, with their consent and the information gained will only be used for this project therefore, will be highly confidential. The participants recruited will be anyone between 18-30 years old who are familiar with Instagram and own an Instagram account, this is called judgement sampling.

The participants will receive a brief information sheet of what the focus group is about and then fill out a participant consent form to participate in the study. The participants will have the right to withdraw at any time before and during the focus groups.
**Participants:**

- Judgement sampling method; All participants must have Instagram
- Male and Female 18-30
- Sample chosen due to guarantee no discrimination, age, gender, disability, race etc. Participants right to anonymity and their right to withdraw at any time
- Researcher will only record age, gender of the participants and their nationality

**Consent:**

Before the participants take part of the focus group the participants will complete their consent forms to confirm their participation in the study. All participants have the right to withdraw at any time during the study.

**Analysis of study:**

The researcher will be analysing both quantitative and qualitative data for this project.

**Quantitative data** - Analysing the quantitative data gathered from the conducted research as well as the secondary research. There will be facts and figures relevant to this project from my literature review and other sources. All the facts and figures will be put in excel and further into the appendices.

**Qualitative data** - Exploring academic books, journals, news articles and other secondary information will be beneficial in terms of writing the literature review for this project and to establish a wider idea of my chosen topic as well as being able to develop the most accurate and relevant questions for my participants participating in this project.

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>A4 Will the project involve deceptive or covert research?</td>
<td>No</td>
</tr>
<tr>
<td>A5 If yes, give a rationale for the use of deceptive or covert research</td>
<td>Click here to enter text.</td>
</tr>
<tr>
<td>A6 Will the project have security sensitive implications?</td>
<td>No</td>
</tr>
</tbody>
</table>
A7 If yes, please explain what they are and the measures that are proposed to address them

B PREVIOUS EXPERIENCE

B1 What previous experience of research involving human participants relevant to this project do you have?
N/A

B2 Student project only
What previous experience of research involving human participants relevant to this project does your supervisor have?
N/A

C POTENTIAL RISKS

C1 What potential risks do you foresee?
N/A

C2 How will you deal with the potential risks?

Focus group:
- Researcher will behave professionally towards the participants and provide a safe environment
- Participants to complete consent forms to gain full consent
- Give the participants a brief of the study so they feel comfortable when participating in the focus groups.
- The right to withdraw at any time from the focus group

When submitting your application you **MUST** attach a copy of the following:
- All information sheets
- Consent/assent form(s)

An exemplar information sheet and participant consent form are available from the Research section of the Cardiff Met website.
Participant Information Sheet

The potential for Instagram to function as a shopping platform. A study of; British and Norwegian millennials.

Why have you been asked to participate?
You have been asked to participate because you fit the profile of the population being studied; that is, you are on social media and own an Instagram account. Your participation is entirely voluntary and you may withdraw at any time.

Project risk
The research involves a focus group which will be recorded due to later analysis of the data collected and the completion of a questionnaire. The data collected is completely confidential and will only be used for this project only, and therefore your personal identification will be private and safe. There are no significant risks participating in this study. However, if any questions are inappropriate then feel to stop at any time. Furthermore, you can withdraw from the participation at any time during the interview and questionnaire.

How we protect your privacy

All the information gathered will be completely confidential and only used for this particular project. From the focus group, we have made sure that your identification is private and therefore completely confidential. However, your signature on the consent forms will be kept in a secure location and no other than the researcher will have access to the information. When the study is complete, all information and data gathered will be destroyed and no longer available to access.

You will be offered a copy of the information sheet to keep

Thank you!

If any enquiries about the project please contact: Marthe Roed Pedersen, Cardiff Metropolitan University Tel: 07500060588

CMU email: St20057302@cardiffmet.outlook.ac.uk
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number:
Participants name or study ID number:
Title of project:
Name of Researcher:

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered. ☐

2. I understand that my participation is voluntary and that I can withdraw from the study at ANY time, without reason. ☐

3. I agree to take part in the study ☐

4. I agree to the data from the focus group being audio recorded ☐

Signature of Participant Date

........................................................................................................................................................................
...................................................................................................................................................
Name of person taking consent
**Focus Group (English)**

<table>
<thead>
<tr>
<th>Order of the Focus Group</th>
<th>Discuss</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Group nr:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gender:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Welcome to this study. My name is Martha Pedersen and I am conducting a study on the potential for Instagram to function as a shopping platform.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Please read carefully the participant consent forms before you take part of this study on Instagram, you will receive a copy of the consent form, and please be aware that they are audio recorded. You have the right to withdraw at any time during the study. Thank you!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1) How long have you owned an Instagram account?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2) How many times do you think you visit your Instagram profile a day?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3) Have you ever wanted to purchase an item from Instagram? Please expand further.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4) Have you ever seen a promotion of a product on Instagram and purchased?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5) What is the main reason you use Instagram for? Please expand further.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6) Do you believe or trust everything you see and read on Instagram? Please expand further.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Question</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>--------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>What do you think about the security on Instagram, do you trust Instagram with your personal photos?</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Do you think gender is a contributing factor to a way a person views Instagram?</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Why do you think there are more women than men on Instagram?</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>What impact do you think culture has on Instagram functioning as a shopping platform?</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>What are your views on “Instagram has changed the world?” Do you agree with this statement?</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Are you aware that businesses now use Instagram as a shopping platform?</td>
<td></td>
</tr>
</tbody>
</table>
## Fokus Gruppe (Norwegian)

<table>
<thead>
<tr>
<th>Orden av fokus gruppen</th>
<th>Diskuter</th>
<th>Kommentar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gruppe nummer:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kjønn:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Velkommen til dette projektet! Jeg heter Marthe Pedersen å forsker på hvordan Instagram kan ha potensialet til å fungere som en handels platform.

Les alt nøye før dere underskriver på samtykke kjema, det får dere ett kopi av. Denne fokus gruppen vil bli tatt opp. Du har rett til å trekke deg fra denne fokus gruppen når som helst!

Tusen takk!

1) Hvor lenge har du hatt Instagram?

2) Hvor mange ganger sånn ca. går du inn på profilen din hver dag?

3) Har du noen gang fått lyst til å kjøpe ett produkt du har sett på Instagram?

4) Har du noen gang sett reklamering på ett produkt, også kjøpt det etterkant?

5) Hva er hovedgrunnen til at du bruker Instagram?
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6)</td>
<td>Stoler du på alt du ser og leser på Instagram?</td>
</tr>
<tr>
<td>7)</td>
<td>Hva synes du om sikkerheten til Instagram, kan du stole på Instagram med dine personlige bilder?</td>
</tr>
<tr>
<td>8)</td>
<td>Tror du kjønn har noe å si når det kommer til folks meninger om måten folk ser Instgaram på?</td>
</tr>
<tr>
<td>9)</td>
<td>Hvorfor tror du det er fler kvinner enn men på Instagram?</td>
</tr>
<tr>
<td>10)</td>
<td>Hvilken innvirkning tror du kultur har på Instagram fungerende som en handels platform?</td>
</tr>
<tr>
<td>11)</td>
<td>Hva er dine meninger på dette sitatet “Instagram har foandret verden?”</td>
</tr>
<tr>
<td>12)</td>
<td>Var du klar over at organisasjoner bruker Instagram som en handels platform.</td>
</tr>
</tbody>
</table>
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 2016003847
Participants name or study ID number: Wendy Gossel
Title of project: An exploratory study of the potential for histogram to function as a
shopping platform. Study of British and Norwegian millennials.
Name of Researcher: Hanne Pedersen
Participant to complete this section: Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above
study. I have had time to consider the information, ask questions and have had them
answered.

2. I understand that my participation is voluntary and that I can withdraw from the study
at ANY time, without reason.

3. I agree to take part in the study

4. I agree to the data from the focus group being audio recorded

Signature of Participant

Date 28.08.17

Name of person taking consent

Signature of person taking consent Date 28.08.17
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 2016DO347
Participants name or study ID number: Elizabeth Williams
Title of project: An exploratory study of the potential for Instagram to function as a shopping platform: Study of British and Norwegian millennials.
Name of Researcher: Marthe Pedersen

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered. ✓

2. I understand that my participation is voluntary and that I can withdraw from the study at ANY time, without reason. ✓

3. I agree to take part in the study ✓

4. I agree to the data from the focus group being audio recorded ✓

Signature of Participant Date

Signature of person taking consent Date

Name of person taking consent

Marthe Pedersen 28/03/17
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 2016DO347
Participants name or study ID number: Becky Edwards.
Title of project: An exploratory study of the potential for Instagram to function as a shopping platform: Study of British and Norwegian millennials.
Name of Researcher: Marthe Relesen

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered. [ ]

2. I understand that my participation is voluntary and that I can withdraw from the study at ANY time, without reason. [ ]

3. I agree to take part in the study [ ]

4. I agree to the data from the focus group being audio recorded [ ]

Signature of Participant ________________________ Date 28.03.17
Name of person taking consent ________________________

Signature of person taking consent ________________________ Date 28.03.2017
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 201600
Participants name or study ID number: [Redacted]
Title of project: An exploratory study of the perceived functions of Instagram as a shopping platform. Study of British and Norwegian Millennials.

Name of Researcher: [Redacted]

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered.

2. I understand that my participation is voluntary and that I can withdraw from the study at ANY time, without reason.

3. I agree to take part in the study

4. I agree to the data from the focus group being audio recorded

[Initial]
Signature of Participant

[Signature]
Name of person taking consent

28/03/17
Date

[Signature]
Signature of person taking consent

28/03/17
Date
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 2016/0317
Participants name or study ID number: Kelly-Marie Parker
Title of project: The role of travel in the formation of national identities
Name of Researcher: Martine Federeen

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered. [ ]

2. I understand that my participation is voluntary and that I can withdraw from the study at ANY time, without reason. [ ]

3. I agree to take part in the study [ ]

4. I agree to the data from the focus group being audio recorded [ ]

Signature of Participant __________________________ Date __________________________
Name of person taking consent __________________________

Signature of person taking consent __________________________ Date __________________________
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 201600347
Participants name or study ID number:
Title of project: An exploratory study for the perceived functionality as a shopping platform: Study of British and Norwegian micromalls.
Name of Researcher: Marthe Pedersen

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered.

2. I understand that my participation is voluntary and that I can withdraw from the study at ANY time, without reason.

3. I agree to take part in the study

4. I agree to the data from the focus group being audio recorded

Signature of Participant: ___________________________ Date: 28/03/17

Name of person taking consent: ___________________________

Signature of person taking consent: ___________________________ Date: 23/03/17
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 2016/D0347
Participants name or study ID number: 

Title of project: An exploratory study of the potential for Instagram to function as a potential shopping platform: Study of British and Norwegian influencer.
Name of Researcher: Marte Pedersen.

Participant to complete this section: 

Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered. 

2. I understand that my participation is voluntary and that I can withdraw from the study at ANY time, without reason. 

3. I agree to take part in the study

4. I agree to the data from the focus group being audio recorded

Signature of Participant: 

Date: 17.04.2017

Name of person taking consent:

Signature of person taking consent: 

Date: 17.04.2017
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 201600347
Participants name or study ID number: Nine Konosmo
Title of project: An exploratory study of the potential for mesosperm to function as a potential seed
Name of Researcher: Marte Pedersen

Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered.

2. I understand that my participation is voluntary and that I can withdraw from the study at ANY time, without reason.

3. I agree to take part in the study

4. I agree to the data from the focus group being audio recorded

Signature of Participant

Nine Konosmo

Date

1/04/17

Name of Person taking consent

Marte Pedersen

Signature of person taking consent

Date

11/04/17
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 2016/03FF

Participants name or study ID number: [Redacted]
Title of project: An exploratory study of the potential for Instagram of functions as a shopping platform: Study of British and Norwegian users.
Name of Researcher: [Redacted]

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered. [✓]

2. I understand that my participation is voluntary and that I can withdraw from the study at ANY time, without reason. [✓]

3. I agree to take part in the study [✓]

4. I agree to the data from the focus group being audio recorded [✓]

Signature of Participant: [Thora Haugan]
Date: 12/07/17

Name of person taking consent

Signature of person taking consent: [Marine Bjerkan]
Date: 17/01/17

149
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 2016DO347
Participants name or study ID number: [Redacted]
Title of project: An exploratory study of the potential for Instagram to function as a shopping platform: Study of British and Norwegian millennials.

Name of Researcher: [Redacted]

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered. [X]

2. I understand that my participation is voluntary and that I can withdraw from the study at ANY time, without reason. [X]

3. I agree to take part in the study [X]

4. I agree to the data from the focus group being audio recorded [X]

Signature of Participant: [Redacted] Date: [Redacted]

Name of person taking consent: [Redacted]

Signature of person taking consent: [Redacted] Date: [Redacted]
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 2016DO347
Participants name or study ID number: [Redacted]
Title of project: An exploratory study of the potential for Instagram to function as a shopping platform: Study of British and Norwegian millennials.
Name of Researcher:

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered. ☑

2. I understand that my participation is voluntary and that I can withdraw from the study at ANY time, without reason. ☑

3. I agree to take part in the study ☑

4. I agree to the data from the focus group being audio recorded ☑

Signature of Participant Date

[Signature]

17.04.17

Name of person taking consent

Signature of person taking consent Date

[Signature]

17.04.17

153
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 2016DO347
Participants name or study ID number:  Torje Bilde
Title of project: An exploratory study of the potential for Instagram to function as a shopping platform: Study of British and Norwegian millennials.

Name of Researcher:  

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered.  [ ]

2. I understand that my participation is voluntary and that I can withdraw from the study at ANY time, without reason. [ ]

3. I agree to take part in the study [ ]

4. I agree to the data from the focus group being audio recorded [ ]

Signature of Participant Date

[Signature] 17.04.2017

Name of person taking consent

Signature of person taking consent Date

[Signature] 17.04.2017
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 2016DO347
Participants name or study ID number: Per-Søren Haugen
Title of project: An exploratory study of the potential for Instagram to function as a shopping platform: Study of British and Norwegian millennials.
Name of Researcher: Mårten Pedersen

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered. ☑

2. I understand that my participation is voluntary and that I can withdraw from the study at ANY time, without reason. ☑

3. I agree to take part in the study ☐

4. I agree to the data from the focus group being audio recorded ☐

Signature of Participant Date

Per-Søren Haugen ____________________________ 06/07/2017
Name of person taking consent

Mårten Pedersen ____________________________ 06/04/2017
Signature of person taking consent Date
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 2016 DO 03-17
Participants name or study ID number: Nicklas Wen
Title of project: Instagram for the Design of Shopper Platform: Study of British and Norwegian Millennials.
Name of Researcher: Martin Pedersen

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered. 

☐

2. I understand that my participation is voluntary and that I can withdraw from the study at ANY time, without reason.

☐

3. I agree to take part in the study

☐

4. I agree to the data from the focus group being audio recorded

☐

Signature of Participant

Date

06.04.2017

Name of person taking consent

Signature of person taking consent

Date

06.04.2017
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 0201600348
Participants name or study ID number: Johan Bruun
Title of project: An exploratory study of the potential for metropolitan shopping platforms in British and Norwegian micromarkets.
Name of researcher: Martin Pedersen

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered.

2. I understand that my participation is voluntary and that I can withdraw from the study at ANY time, without reason.

3. I agree to take part in the study

4. I agree to the data from the focus group being audio recorded

Signature of Participant: Johan Bruun
Date: 06/04/2017

Name of person taking consent:

Signature of person taking consent: Martin Pedersen
Date: 06/04/2017
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number 201600317

Participants name or study ID number: Mats Hansen

Title of project: An exploratory study of the potential for livestreaming to function as a
shopping platform: Study of Instagram and

Name of Researcher: Nils H Pedersen

Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above
study. I have had time to consider the information, ask questions and have had them
answered.

2. I understand that my participation is voluntary and that I can withdraw from the study
at ANY time, without reason.

3. I agree to take part in the study

4. I agree to the data from the focus group being audio recorded

Signature of Participant ___________________________ Date 6/4-2017

Mats Hansen

Name of person taking consent

Nils H Pedersen

Signature of person taking consent ___________________________ Date 06.04.2017
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 2016/03/47
Participants name or study ID number: Ande Bræn
Title of project: An exploratory study of the potential for adherence to junks as a shop-
ning platform: Study of British and Norwegian multiswitches.

Name of Researcher: 

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above
   study. I have had time to consider the information, ask questions and have had them
   answered.

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   at ANY time, without reason.

3. I agree to take part in the study

4. I agree to the data from the focus group being audio recorded

Signature of Participant Date

Anders Bræn 6.01.17

Name of person taking consent

Signature of person taking consent Date

Mark Pedersen 06.04.2017

Mark Pedersen 06.04.2017
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 3.01600347

Participants name or study ID number: Ola Jørgensen

Title of project: An exploratory study of the potential for insinuation in conjunction with a shopping platform: Study of British and Norwegian minerals.

Name of Researcher: 

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered.

2. I understand that my participation is voluntary and that I can withdraw from the study at ANY time, without reason.

3. I agree to take part in the study

4. I agree to the data from the focus group being audio recorded

Signature of Participant Date
Ola Jørgensen 06/04/2017

Name of person taking consent

Signature of person taking consent Date
Marthe Aune 06/04/2017
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 2016DO347
Participants name or study ID number: [Redacted]
Title of project: An exploratory study of the potential for Instagram to function as a shopping platform: Study of British and Norwegian millennials.
Name of Researcher: [Redacted]

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered.

2. I understand that my participation is voluntary and that I can withdraw from the study at ANY time, without reason.

3. I agree to take part in the study

4. I agree to the data from the focus group being audio recorded

Signature of Participant

Date: 29.03.14

Name of person taking consent

Signature of person taking consent

Date: 29.03.14
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 2016DO347
Participants name or study ID number: G. Shelton
Title of project: An exploratory study of the potential for Instagram to function as a shopping platform: Study of British and Norwegian millennials.
Name of Researcher: M. J. M. McKenzie

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered. [ ]

2. I understand that my participation is voluntary and that I can withdraw from the study at ANY time, without reason. [ ]

3. I agree to take part in the study. [ ]

4. I agree to the data from the focus group being audio recorded [ ]

Signature of Participant | Date
---|---
G. Shelton | 29.03.17

Name of person taking consent

Signature of person taking consent | Date
---|---
M. J. M. McKenzie | 29.03.2017

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Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 2016DO347
Participants name or study ID number: Lewis Mardon
Title of project: An exploratory study of the potential for Instagram to function as a shopping platform: Study of British and Norwegian millennials.
Name of Researcher: Martin Pedersen

Participant to complete this section: Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered.

2. I understand that my participation is voluntary and that I can withdraw from the study at ANY time, without reason.

3. I agree to take part in the study

4. I agree to the data from the focus group being audio recorded

Signature of Participant: __________________________ Date: 29.03.17
Name of person taking consent: Martin Pedersen

Signature of person taking consent: __________________________ Date: 29.03.17
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 2016.DO347
Participants name or study ID number: **James Ward**
Title of project: An exploratory study of the potential for Instagram to function as a shopping platform: Study of British and Norwegian millennials.
Name of Researcher:

**Participant to complete this section:**

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered.

2. I understand that my participation is voluntary and that I can withdraw from the study at ANY time, without reason.

3. I agree to take part in the study

4. I agree to the data from the focus group being audio recorded

**Signature of Participant**

[Signature]

**Date**

29.03.17

**Name of person taking consent**

[Signature]

**Signature of person taking consent**

[Signature]

**Date**

29.03.2017
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 2016DO347
Participants name or study ID number: [redacted]
Title of project: An exploratory study of the potential for Instagram to function as a shopping platform: Study of British and Norwegian millennials.
Name of Researcher:

Participant to complete this section:  

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered.  

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3. I agree to take part in the study.  

4. I agree to the data from the focus group being audio recorded.

Signature of Participant: ___________________________  
Date: ____________  
Name of person taking consent: ___________________________  
Signature of person taking consent: ___________________________  
Date: ____________
Participant Consent Forms

Cardiff Metropolitan University Ethics Reference Number: 2016DO347
Participants name or study ID number: [redacted]
Title of project: An exploratory study of the potential for Instagram to function as a shopping platform: Study of British and Norwegian millennials.
Name of Researcher: [redacted]

Participant to complete this section:  Please initial each box.

1. I confirm that I have read and understood the information sheet provided for the above study. I have had time to consider the information, ask questions and have had them answered. [initial]

2. I understand that my participation is voluntary and that I can withdraw from the study at ANY time, without reason. [initial]

3. I agree to take part in the study [initial]

4. I agree to the data from the focus group being audio recorded [initial]

Signature of Participant

[Signature]

Date

[Date]

Name of person taking consent

[Signature]

Signature of person taking consent

[Signature]

Date

[Date]