The female consumers’ perceptions and expectations of clothing companies’ social media presence

A qualitative study on what perceptions and expectations female students have on clothing companies, on the social media channels Instagram and Facebook

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Abstract
In today’s society, clothing companies and their consumers have an increased presence on social media where they interact with each other in different ways. This relatively new kind of interaction can have many advantages for both clothing companies and consumers. It makes it possible for the clothing companies to meet their consumers on the consumers’ home ground, and for the consumers to interact with the clothing companies. How the presence of clothing companies on social media is perceived among the consumers and whether or not this is in line with what the consumers’ expect from companies’ presence on social media, is still not completely developed.

To help the clothing companies to increase their knowledge about their consumers’ needs and what they expect of the clothing companies while being present on social media, the intention is to answer the following research question: “What are the female consumers’ perceptions and expectations of the Facebook & Instagram usage by clothing companies?”

The purpose with this degree project is to increase the understanding of how consumers perceive and expect clothing companies to act toward them on the social media channels Facebook and Instagram, in order to satisfy their needs. We aim to specifically explain how clothing companies’ are perceived on the social media channels Facebook and Instagram, based on consumers’ experiences of clothing companies’ activities. Furthermore, we aim to provide insight into what consumers expect from a presence of clothing companies on Facebook and Instagram. With this, we want to help the clothing companies to create a better relationship between them and their consumers on Facebook and Instagram.

In this explorative study, a qualitative sampling method has been used. The data collection consists of 8 semi structured in-depth interviews of female students at Umeå university. The biggest reasons for why the female consumers perceive that clothing companies have an online presence is to: Act as a source of information, communicate and socialize with their consumers and to create value by being more available. They furthermore expect clothing companies on Facebook to provide their consumers with: To make it more comfortable/easy to shop online, act as a source of information and to communicate and socialize with consumers. On Instagram the female consumers perceived that clothing companies’ want to have a presence to: Be a part of the consumer’s everyday life, reach the consumer in a relaxed way, communicate and socialize with consumers. On Instagram, the consumers expect clothing companies’ presence for: To reach the consumer in a relaxed way, make it more comfortable/easy to shop online, create value by being more available. These activities taken into consideration will increase the understanding for clothing companies’ online presence and lead to a better relationship between the clothing companies and their female consumers.

The study contributes with new theoretical knowledge about the consumer’s perspective on clothing companies on social media. Our findings show that previous recommendations regarding how companies should try to act on social media is too general, and needs to be applied based on consumer preferences, needs and the specific social media channel. The empirical contribution are the reasons that the consumers expect clothing companies to have for being present on Facebook and Instagram.
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1. Introduction

In the following chapter the reader is introduced to the chosen research topic, to have an overview of the theoretical framework and to identify the gap in the literature. First there will be a section on the reasoning why the topic at hand has been chosen and then a presentation on why social media today is of great importance will be presented. Furthermore, there will be a section that provides the reader with an understanding of how marketing has evolved from traditional marketing to digital marketing, that has spurred the fire of today’s social media as a Marketing Media strategy. Lastly there will be a section that will present the degree project’s research question, purpose, delimitations and an explanation of terms.

1.1. Subject choice

We are one management and one marketing student studying International Business at Umeå University. One of us researchers became interested in the area of studying Strategic management during courses on their ERASMUS semester in Germany and the other one became interested in Digital marketing strategy on their ERASMUS semester in France. With these two areas of interest taken into consideration, we still needed to find an additional area of interest that would suit the degree project at hand. Both of us had been introduced by a handful of professors to the emerging importance of online business from a marketing and management perspective while being abroad. Because of this, we thought that it could be interesting to combine our knowledge to investigate a topic within an online phenomenon.

The subject that we as authors both had a deep interest in and wanted to find out more about was why companies’ presence on social media brought value to their consumers. We initially knew that social media today from a company’s point of view is an online marketing tool to target their current and future consumers’ segments in an efficient way. But in what way does it bring value to the consumer? Is social media used by consumers when they question a company’s products and actions? To what social media channel do they turn? By calling the customer service, or to find the more efficient way of reaching the company on for instance social media? However, the topic social media in general is according to us very interesting since it has in our opinion revolutionized how human beings communicate. We as researchers use social media every day to interact in a virtual community with our own fellow friends, to get promotions and offers from companies and to share user-generated content such as photos and comments. By combining the chosen subjects, we became curious to see if companies add value to their consumers by being visible on social media channels such as Facebook and Instagram, from the consumer’s perspective.

The major reason why we as researchers have chosen to write about value from a strategic management perspective on social media from a consumer’s perspective is because it is a relevant and up-to-date topic that has a great impact on social media marketing activities and that it is a gateway for companies to directly meet their consumers on their own home ground (Mercer, 2015).

1.2. Problem background

In August of 2016, Vera Bradley, an American design company of hand bags, luggage and accessories for women, launched their social media campaign: “#itsgoodtobeagirl.” The intention of this campaign, according to Vera Bradley (Vera Bradley blog, 2016), was to create a social movement where the advantages of being a woman was brought
to light in order to tackle the present obstacles that women face in the society today. It also intended to provide Vera Bradley with the opportunity to interact with their consumers on social media, and let the consumers provide their own created content related to the topic of the campaign. Examples of content posted by Vera Bradley on various social media channels were pictures with light coloured backgrounds and quotes from women answering the question why it is good to be a girl. Such as: "Ordering a soy-milk half-caf vanilla latte without judgement.” The reason behind the Vera Bradley’s social media campaign was to extend their marketing activities by integrating social media as a channel. The desired outcome that they hoped to achieve through this was to generate higher consumer awareness while at the same time increase the perception of Vera Bradley as a socially and gender equality conscious company (Lauchlan, 2016). Instead, it ended up in a social media storm of critique. The main response from the social media community was that the campaign instead of having a feminist theme, was demeaning to women and lowered their character as it was focusing on superficial objects like cosmetics and shopping (Olivero, 2016).

In today’s highly connected society information and content has the ability to spread online like a rapid fire, many times leaving the companies completely unable to control what is being said about them (Kaplan & Haenlein, 2010, p. 60). Social media gives the consumers the opportunity to unrestrictedly interact and produce among the brands, the company activities that they enjoy and within their social network; but also to report and distribute the thoughts and actions that upsets them.

As in the case of Vera Bradley, increasing numbers of companies are finding ways to strategically implement social media as an integrated part of their marketing plan. A lot of conducted research regarding this topic, and some theories have been established regarding the implementation of social media in marketing strategy. The general “know-how” on how to take advantage of this relatively new way of marketing and how to be successful while using it. But what has not yet been widely researched is the consumer's perspective in terms of company value creation on social media. In this degree project we will therefore be focusing on how value is created for consumers by having companies on social media.

In Sweden, females between the ages of 16-25 spend on average 12,1 hours while men in the same age category spend 9,7 hours a week on different social media networks. The largest social network among the Swedish population that uses the Internet is Facebook, and Instagram is the second largest. (Davidson & Findahl, 2016, p. 43, 47).

According to the report: “The winds of change: Women in employment and management” (Svensk Näringsliv, 2016), women in Sweden graduate with better grades on all educational levels and also graduate from higher instances of education overall compared to men. From the report that includes statistics from the over 60,000 companies that are a part of the organization, the amount of women that are managers within these companies have seen a steady increase over the last decade and was at 37% in 2015. Another result from the study shows that compared to 1998 where the percentage of women that were CEO’s were at 9%, that percentage was up to 17% in 2015. With the current trends presented in the report, the Confederation of Swedish Enterprise estimates that the increase of women as managers and CEOs will only continue to increase in the future. With this in mind, we as researchers thought that it could be of interest for us, but more importantly, it could contribute both theoretically
and practically to research and companies to be provided with an insight into a specific consumer segment, namely Swedish female university students. The reason behind this is that young highly educated women in a society that moves into a direction of gender equality in the workplace can be considered as an emergent economic force in society, which will only continue to grow stronger in the upcoming years. We believe that it is of importance for companies to get a deeper understanding about this segment’s perspective on what generates value to them in regard to companies on social media.

1.3. Theoretical background
For us as researchers, it has inspired us to conduct research about the perceptions and expectations of the female segment 19-25 year olds’ in terms of how companies on social media create value for their consumers by their social media presence. In the study by Hyllegard et al. (2013, p. 236-237) of females from the different generations baby boomers, generation X and generation Y and how motives vary for being a fan of different companies on Facebook, they found that these motives differ based on the generation. The outcome that was shown to be the most prominent for being a fan of a company on Facebook was product/brand consumption. What this finding suggested was that it could shape the behaviour patterns of consumption like website visits, purchase of products and how loyal a consumer is to a brand. The key implication of the study was that companies can use Facebook to better support the consumers decision-making process which ultimately can result in higher sales and revenue. In addition, Hyllegard et al. (2013, p. 237) suggest that for future research, it is important to further investigate how different generations have different reasons for having companies on for instance the social media channel Facebook.

1.3.1. Social Media
Social media is defined by Oxford Dictionary as: “Websites and applications that enable users to create and share content or to participate in social networking.” (Oxford, 2017). Social media are applications and tools created essentially for Internet or cell phones to enable people to share information among them. It includes networking sites like Facebook and Instagram, but also bookmarking sites like Reddit. Blogs and forums that allows people to be present and interact with each other are also included. Evans (2012, p. 33) points to what he considers as the most significant characteristics that social media implies to a marketing manager, namely that it is a synergetic procedure where creating, sharing, altering, and destroying information happens.

1.3.2. Traditional marketing to digital marketing
Dating back to the 1950’s and forward, theorists in the marketing discipline began to include what could be perceived as the reality of the marketer, and developed a managerial approach to marketing. This further led to the establishment of the marketing mix, which is the view of marketing that has become most popular (Lagrosen & Svensson, 2006, p. 27). The marketing mix consists of the variables that a company can control to impact demand on the products that they are offering. The original four variables are product, price, place and promotion (Kotler & Armstrong, 2010, p76). The concept of modern marketing is described by Jobber & Fahy (2009, p. 3) as: "The achievement of corporate goals through meeting and exceeding consumer needs better than the competition". Consequently, Jobber & Fahy (2009, p. 3-4) argue that in order for this concept to be applicable there are three conditions that has to be satisfied by an organization. They are: (1) consumer orientation, (2) integrated effort, and (3) goal achievement. The first condition takes into consideration that an organization should
focus on what will satisfy their consumers. The second condition that must be accomplished acknowledges the importance of integrated acceptance from an organization to create satisfaction for their consumers. The third and final condition that must be met regards an organization’s corporate objectives in terms of management putting faith into the process of achieving corporate success by satisfying consumers. In regard to the consumer orientation, Kotler & Armstrong (2010, p. 30) explains that in order to understand your consumer, you need to know their needs, wants and demands. Needs are either physical (like food, clothing and shelter), social (for example, group inclusion and friendship), and individual (like awareness and self-knowledge). When needs become influenced by cultural and personal preferences, they turn into wants. Although wants can take different shapes due to different influences, they are things that will meet the needs. Depending on the purchase capacity, the wants will turn into demands for people, where they will choose the goods that generate the most benefit and comfort.

During the 1980’s, companies became more receptive to the concept of satisfying the consumers, which could be an advantage over their competitors. The thought process behind this was that a satisfied consumer would continue to buy a company’s products while also sharing the satisfying experience to people in their surroundings. This further developed into companies actively focusing on satisfying the consumer’s every need, and develop a long-lasting relationship with the consumer, as studies showed that it is economically cheaper to retain a consumer than to gain a new one (Schnaars, 1998, p. 186-187). Forwarding into the last decade of the 20th century, the competition for consumers increased as the marketplace became even more global due to the rapid development of computer storage, the Internet and IT solutions. This increased the need for companies to become even more consumer oriented, and to continuously retain their consumers by providing tailored products and services. During this time of better technology, increased competition and higher consumer demands, it became important for a company to establish a track record of the different encounters that the consumers did with different departments within the company. As a result, the gathered data was put into a company database where employees from different departments quickly could get a deep insight of how a specific consumer’s relationship was with the company, and to tailor offerings to this specific consumer based on the premises of that relationship (Mitussis et al., 2006, p. 575-576).

1.3.3. The importance of Big Data from the company's perspective
Marr (2015, p. 9) explains that the concept of "Big Data" comes from the fact that an increasing number of our activities are online, which in turn generates a continuous stream of data, that can finally be analysed to increase the knowledge, and measure almost anything. Marr (2015, p. 9) also highlights that although an enormous amount of data is being collected, it is rather the availability of analysing the data that is of value which can improve how decisions are made. Schmarzo (2015, p. 15) discusses how big data can be used to identify potential consumers, increase the engagement of clients and improve how a company creates value. He also highlights that big data analytics needs to be integrated throughout an organization for it to be financially and competitively efficient. With the emergence of new technology that allows for better consumer knowledge, Arthur (2013, p. 10-11) argues that it is marketers that can favour most from this. In order to accelerate the engagement from consumers and to acquire new ones while also generating effective marketing activities, marketing needs to be based on the gathered and analysed continuous stream of big data. One example of how data is
generated is through social media. Social media has changed how consumers gather information, show support of brands, what products they buy, and how and where they interact with people. This allows companies to get deeper insight into their consumers’ activities and behaviours’ with a variety of analytical tools, and at the same time use traditional marketing strategies to get a better view of their consumers’ needs (Zhenning et al., 2015, p. 1563-1564).

From reviewing the academic sphere, we as researchers found that the extensive amount of conducted research has had a company perspective, rather than the perspective of the consumer, which has almost been left out. Big Data and computer generated analyses aside, we want to find out more about how the consumers as human beings reflect about companies on social media.

1.4. Research Purpose
The purpose with this degree project is to get a better and deeper understanding on what perceptions and expectations consumers have on companies when they have an online presence on the social media channels Facebook and Instagram. Hence, we want to increase the understanding, both theoretically and practically, about clothing companies’ social media presence and their online activities to facilitate a better relationship between the consumers and the clothing companies. We aim to find out what the clothing companies’ consumers perceive and expect in their social media newsfeed from the clothing companies, and to get a better understanding of the theoretical point of view in regards to the consumers’ need of having clothing companies present on social media. Practically and theoretically, we will be able to share important knowledge that can be of use for clothing companies. The purpose has furthermore been to provide information to clothing companies about how their consumers perceive them and what they expect from them. Based on the clothing companies’ activities on Facebook and Instagram.

1.5. Research question
Due to the earlier shown theoretical gap in the literature, we have chosen to conduct research on the consumers’ perceptions and expectations of clothing companies’ presence on the social media channels Facebook and Instagram, from a consumer perspective. This will contribute to a better understanding on how value can be created for the consumers, and how to form a better relationship between the clothing companies and the consumers. Hence, the degree project aims to answer the following research question:

“What are the female consumers’ perceptions and expectations of the Facebook & Instagram usage by clothing companies?”

1.6. Delimitations
We have chosen to concentrate on two of the biggest and most popular social media channels in Sweden, namely Facebook and Instagram. Due to the fact that there are many ways for clothing companies to operate on social media, the effort has been to find students that are frequently using the social media channels Facebook and Instagram. The chosen students are exposed to activities from the clothing companies online on an everyday-basis. Examples of activities are photos, status updates and
campaigns from the clothing companies. The study is narrowed down to eight selected students that will answer questions in in-depth qualitative semi structured interviews.

1.7. Explanation of terms

The purpose of having an explanation of terms in this section is for the reader to get familiar with the different expressions, terms and concepts that are used in this degree project. Furthermore, it will give the reader a sense of understanding to the keywords used throughout the study.

Social media
Social media is defined as a collective of online communications networks that serves the purpose of content-sharing, collaboration, interaction and communication-based input that actively can be shared between individuals and companies (Rouse, 2016).

Facebook
The most popular social media networking website is called Facebook. It allows the users to socially interact with each other by uploading photos and videos, send messages to business profiles and to friends, create their own personal profiles and even do live livestreams (Rouse, 2016).

Instagram
Instagram is a social network where the user may share photos & videos to friends and to others, share live story, send livestream content to followers and post comments to spread further to others (Instagram, 2017).

CRM (Customer Relationship Management)
Is defined as a marketing-lead tool to build and maintain a long-term business relationship with their consumers. It is a marketing paradigm which includes direct marketing, relationship marketing and database marketing. The tool is a powerful weapon to tailor services and develop a relationship with the consumer group or segment rather than the individual. (Chaffey et al., 2006, p. 257).

eCRM (electronic Customer Relationship Management)
The concept is an online approach to CRM, where eCRM is using digital communications and to maximize sales to current consumers and to continue give the consumers incentives to use the different online services. This paradigm shifts in CRM came from web 2.0 where e-mail communication and where databases give broad and fruitful information in order to develop and maintain consumer relationships. This approach on the other hand, provides a more personalized service than the CRM approach. (Chaffey et al., 2006, p. 256).

Electronic WOM
eWOM is the development of WOM but based on the internet, where it provides the consumers with opportunities to magnify their voices in terms of giving reviews and information on different products and services to other consumers before or after they have made the decision to purchase it. Also, the reviews can be discussed and reviewed from others on for instance blogs, social networks or forums (Scott, 2009, p.3).
2. Methodology

In this chapter the method choices that the study is based on will be presented. The first part will describe the researchers’ preconception about the topic at hand, ontological and epistemological point of view, research and the research approach. Lastly, the research study’s perspective is presented, the choices of theory, research design and literature review with an ending of source criticism discussion of the presented sources that is used throughout the degree project. With the presented framework, the reader will have a contextual understanding in order to get a holistic perspective on the study as a whole.

In order for the reader to get an overview of the method choices that have been done in the study. Table 1 has been proposed to summarize the study’s theoretical frame of reference theoretical method chapter.

Table 1. The study’s method choices

<table>
<thead>
<tr>
<th>Methodology</th>
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<tbody>
<tr>
<td>Method</td>
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<td>Ontology</td>
<td>Constructivism</td>
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<td>Perspective</td>
<td>Consumer</td>
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2.1. Preconceptions

A preconception in the context of writing a degree project means that our personal think as researchers will have an effect on the study itself. Therefore, it is crucial for us as researchers to know what we already know of the topic at hand when we are conducting a research. The preconception is according to Ryan & Aikenhead (1992, p. 15) done by setting the direction for how the researcher is going to pay their direct attention to and it furthermore includes the researcher's' beliefs and faiths.

2.1.1. Gustav's preconceptions

In the area of social media, I have good experience of both Facebook and Instagram. I use these social media channels on everyday basis, where I share user generated content, chat and interact with different friends, companies and organizations through their business pages. Also, from my friends’ social media newsfeed I can see their favourite companies and organizations and in addition to this, the different sponsored links and advertising is something that I get exposed to accordingly, which is administrated by the companies themselves. Therefore, I am exposed to company information and different kind of interactions from companies daily on the different social media channels. I have been studying the international business program with courses on a basic level such as marketing, management and leadership. The knowledge that I have gained from these courses are for instance about marketing, value creation and strategic management. This knowledge will facilitate the chosen theory to affiliate the topic at hand. Furthermore, with these preconceptions that I have, it will be easier to be in the interviewee's position and interpret the situation at hand. However, an issue in regards to these preconceptions is the fact that I can have my own view of articles and
activities that I might ignore, which can have a negative ramification on the degree project.

2.1.2. Alfred’s preconceptions
Within the area of social media, I have experience of both Facebook and Instagram, in which I use on everyday basis. I follow different kind of companies and organisations on both Facebook and Instagram in order to have some kind of virtual connection with them. On Facebook I am a member in different groups that are connected to different kind of interests, to companies’ pages and from friends’ follow on companies and interests. Therefore, I get exposed to company information in our social media flow every day, along with different kind of sponsored targeted links that take place on both Facebook and Instagram (Facebook Business, 2017). The first two years of studying within the field of International Business, I got an overview on a basic level of the field. The third and fourth year of studying the major focus have been to get in depth with consumer behaviour, marketing and consulting in the field of marketing. With these preconceptions taken into consideration, one issue at hand can be that our choice of articles has been limited on the search based upon the articles. Henceforth, there has been a lot of effort put on to gather a lot of theoretical understanding on the subject, from multiple sources and thus gain theory from different sources.

2.2. Ontological approach
The concept ontology can be seen as a methodological philosophy that treats the social phenomena of the reality that is created around human beings, such as human interaction and impressions. It is used to evaluate if the occurrences in our society are external or not. External is referred as that there are variables in the society that humans cannot have an impact on. (Bryman & Bell, 2011, p. 20). Henceforth, ontology is divided into two separate ontological positions namely, objectivism and constructivism. The ontological positions are according to Bryman & Bell (2011, p. 21) referred differently, namely to organization and culture, due to their relation to social science. Objectivism aims to explain whether social phenomena has an existence that is independent from social actors. The actors are in that sense separate or unrelated to the social phenomena and categories that we as humans are using on everyday basis. Constructivism is according to Creswell (2003, p. 12) explained as that individuals are seeking the understanding of the world from where they live and work in. From experience the individuals develop subjective significance of objects or certain things. The researchers will focus to look at the complexity of views due to their variety rather than to look at the thinner categories and ideas. The researcher will reach this goal by trusting the participators’ views in terms of the situation that has been studied and conducted, which has been composed from interactions and discussions with other individuals (Creswell, 2003, p. 7).

We have grasped constructivism as our ontological position in this degree project. Due to the fact that the purpose with the study is to acquire a better and deeper understanding of the social phenomena Facebook and Instagram and why it is important for clothing companies to have a social media presence in order to create value to their consumers, on these particular social media channels. As we intend to study the importance of a social media presence for companies, on a specific online medium, we are of the opinion that a constructivist ontological position is the most suited for us to use in our study. We will display the view that the individuals have themselves, which is in line with what constructivism implies. Hence, our assumptions are that the
constructivist position will be in line with our research question and thus we will get a relative truth accordingly. Creswell 2003 (p. 8-9) argues that the constructivist position has the important feature that every individual is different and that the differences matters for us as researchers. We will therefore ignore the different facts about the interviewees backgrounds, opinions and contexts in order to gain crucial knowledge to the topic at hand. Furthermore, constructivists are aware that there are other variables that will affect the gathered data from the interviewees’ apprehension. Variables such as previous knowledge, norms and views will frame the answers from the interviewees. (Creswell, 2003, p. 8). Nevertheless, we as researchers are also aware that our preconceptions of the topic at hand might affect the outcome in the findings.

2.3. Epistemological approach
Epistemology is addressing knowledgeable questions of what can be viewed as knowledge or rather, the acceptable and accurate knowledge in a field of study (Bryman & Bell, 2011, p. 15). Creswell (2003, p. 57) refers on the other hand the term as how we know what we know. Furthermore, Bryman & Bell (2011, p. 15) describes that there are three main kind of standpoints in regards to branches within the epistemological approach. The three main philosophies within the epistemology approach are positivism, interpretivism and realism. The positivism position arose from theory and describes the function for different researchers to describe methods by linking natural science to social reality and above. Positivism thus examines the reality as something to observe where knowledge is gained by observing the reality by testing hypothesis and is thus common within natural science. (Bryman & Bell, 2011, p. 15). The second philosophy in the epistemological approach is the interpretivist position and arose in contrast to the first philosophy, positivism. Social scientists argued that subjectivity and differences among individuals were required to be determined. Also, interpretivism argues that people with their institutions are essentially diverse from the social science. Therefore, scientists need to have another logic of their research procedure when studying the social world where it is required that they reflect upon the distinctiveness of mankind as well as against the natural order (Bryman & Bell, 2011, p. 16). The third and final of the main philosophies in the epistemological approach is realism. It has its origins from positivism where it shares two distinct features from the philosophy. The first one is that social and natural science apply to the same collection of data and to explain, along with a belief that the reality is independent from our descriptions of it (Bryman & Bell, 2011, p. 17). Nevertheless, Bryman & Bell (2011, p. 17) describes that realism is defined from the view of our senses and therefore can the objective reality have many interpretations accordingly.

Additionally, there are also other positions within the epistemological approach such as pragmatism that a researcher may use to get accurate knowledge within a field of study. According to Creswell (2003, p. 39) pragmatism is from the point of view of the world something that crops up from situations, actions and ramifications. Furthermore, researchers following the pragmatism philosophy focus on to emphasize the research issue and utilize all the approaches at hand to figure out the different solutions rather than to focus on the methods (Creswell, 2003, p. 39).

Due to the fact that we as researchers have chosen the research question in regards to that we want to get a deeper and better understanding of how value is created for the consumers of clothing companies by having an online presence on social media channels such as Facebook or Instagram from the consumer’s perspective and from a
social science perspective. The philosophy suits us due to the fact that we have chosen to investigate strategic management and marketing topics. The research fields are marketing and management which are parts of the international business field. Bryman & Bell (2011, p. 26) suggests therefore, that our research method should be approached by a qualitative method. Henceforth, the research question further suggests that we need to take on an interpretative position in this degree project based on the presented facts.

2.4. Research strategy

Bryman & Bell (2011, p. 26-27) present that there are two different kind of research strategies that researchers can choose between when they are collecting data. The choice of the research strategy is reflected and must cohere to the epistemological, ontological and research design parts in the study. Henceforth, it is an important feature for the basis and understanding for the reader. The first research strategy is the quantitative method, which according to Creswell (2013, p. 200) is utilized by researchers when they try to make sense of statistical data in form of the relationship between and among variables. It is central to be answering hypothesis and questions by deriving the data from experiments and survey designs. In the quantitative method, validity and reliability play a crucial role when data is measured and interpreted by the researchers (Creswell, 2003, p. 200). The second method is the qualitative strategy where the aim is to create a deeper understanding in terms of ideas and attitudes in order to understand how people’s decision-making and actions can be explained. Here social science researchers describe a research issue or gap that easiest can be understood by exploring a concept or phenomenon within the described context. Furthermore, qualitative researchers tend to scrutinize a topic when the base of theories and variables are unfamiliar. In addition, the qualitative method has the characteristics that it tends to use image and text data, data analysis uniqueness and mixing the different designs together (Creswell, 2003, p. 233). Furthermore, Creswell (2013, p. 264) presents that researchers can also combine qualitative and quantitative strategies to something called mixed-method procedures. Mixed method is usually used when the researchers want to provide a comprehensive overview or a stronger evidence that they have understood the nature of the problem or the research question. Due to the fact that each data collection method provide different kind of information will a mixed method strategy give a combination of closed-data and open-data approach to the research question or problem at hand. (Creswell 2013, p. 264). Henceforth, in order to combine the results derived from the mixed method, the researchers need to do a triangulation. The term triangulation means according to the Bryman & Bell (2011, p. 397) that the results from the quantitative and qualitative data will be compared in order for instance to see if there are differences or similarities between the data collections, which ultimately will increase the value of the research.

Our research question proposes that our study aims to develop a deeper and better understanding of why companies should have an online presence on social media channels such as Facebook and Instagram to create value for their consumers. Hence, we as researchers have found that the best research strategy for us would be to use the qualitative method. This is due to the fact that we investigate from the perspective of the consumer if they require or find it important that companies are visible on different kind of social media channels in order to have a relationship with them by integrating strategic management and social media marketing from the clothing companies to create value. Nevertheless, the qualitative interviewing technique is accordingly a reasonable methodological choice due to that the purpose of the study is to gain a deeper understanding from the consumer’s point of view.
This degree project has embraced an explorative study. An explorative study aims to give an understanding of a particular topic by gathering new knowledge. The reason why we, as researchers, have chosen this particular study to our degree project is due to the fact that it aims to explore the research question and not to offer any conclusions to current issues. (Dudovskiy, 2016, p. 1). In our study, we aim to increase the understanding for companies why they should have an online presence on social media in order to create and maintain a good consumer relationship, referred as CRM (Chaffey et al., 2006, p. 257). Therefore, we believe that an explorative study should be implemented in order to connect to the qualitative method that we have chosen in this degree project. Furthermore, according to Dudovskiy (2016, p. 2) an exploratory study needs flexibility from the researcher's perspective because there will be new data that might occur during the process and therefore the researchers need to be flexible and be able to adapt to the changes (Saunders et al., 2009, p. 139). With the presented facts above, we aim to answer our research question:

“What are the consumers’ perceptions and expectations of the Facebook & Instagram usage by clothing companies?”

2.5. Research approach

There are three different kinds of approaches that researchers can use when they are conducting a scientific research in order to get an understanding of a chosen topic at hand. Namely the deductive, abductive and inductive approach (Bryman & Bell, 2011, p. 26). The deductive approach is described according to Holme & Solvang (1997, p. 51) as the most formalized method and is thus easiest to explain. It is a coherent system of claims that derives or rather deduces, to new hypotheses and is commonly used in quantitative research. These new derived hypotheses will then be tested on empirical enquiries. Hence, can never a theory be completed because we can always ask the question “why” or we can always draw new conclusions that then can be tested (Holme & Solvang, 1997, p. 11) presented as that the theory is derived from research and whereas the process includes a generalization of observations. The approach is linking the observations with theory, which is the opposite from the deduction approach, where theory is based on the observations (Bryman & Bell, 2011, p. 11). The third and last one is the abductive approach and can be seen as a combination of the inductive and deductive approaches. Rather than just use theory to observations which is used in the inductive approach, or vice versa in the deductive approach, it is possible to go between theory and observations in the abductive approach. When researchers are using an abductive approach, grounded conditions are already established in order to draw conclusions that needs to get tested. It is possible to correct the already accepted theory by generating a new sort of theory. (Saunders et al., 2009, p. 145, 147).

We as researchers have chosen to use the inductive scientific approach in our study in order to fulfill the presented purpose. The reason for our choice is the fact that this degree project does not aim to be generalized. The research will aim to collect knowledge from consumers to companies in real life. Henceforth, the empirical findings will create an understanding of how consumers feel in regards to have the online presence of clothing companies on social media channels in terms of strategic management and social media marketing.
2.6. Literature search

A review over the literature search in general serves the purpose to follow formal requirements and is therefore crucial to be fulfilled in the degree projects at hand. Literature that is up-to-date helps the degree project to overcome the missing pieces of what already has been discovered in that area and it also serves the purpose of finding literature gaps. Eventually this led to that we as researchers found our research gap and we can therefore provide a complete unique topic to the degree project. Also to take into consideration, preceding literature will be used to design the methodology, such as finding issues and topics to data collection. (Gould, 2011, p. 1-3). Furthermore, there are a lot of books that describes research methodology and thus has the theoretical method chapter been based on theory from books. We have utilized different kind of books in research methodology in order to get a wide spread of methodology choices and perspectives. In the theoretical framework, we have used multiple sources of scientific articles and sometimes we have used books in order to find relevant theories and be able to grasp the different concepts. The reference list in the scientific articles have provided further findings that are relevant and good sources in order to get inspiration and get a wider understanding of concepts and theories. The degree project is interdisciplinary, which means that it touches upon different kind of fields of studying such as business administration, management and marketing, psychology and sociology. Therefore, have the searching that we have done to find relevant articles to our theoretical framework been achieved by searches on different kind of databases, such as Diva, Emerald Insight and Google Scholar which all three have a company perspective and consumer perspective. The reasoning why we have chosen to use different kinds of search databases have been to get a good and wide understanding of the different topics that might could help our degree project.

When we searched for articles we used the following search words: Customer Relationship management (CRM), eCRM, Social Media, Social Media Branding, Word of Mouth (WOM), eWom, Web 2.0, Group Dynamics, Social Exchange Theory, Facebook and Instagram. The more we read about the different areas of Social media and CRM, the newer ideas and concepts were added to our search list. Such as: consumer value, consumer Value online, communication, UGT, strategic social media management and lastly marketing perspective. We have conducted the literature not solely in English, but also from Swedish websites in order to get a wide base of potential sources of literature. Both of the authors have studied the International Business Program (IBP) for the past 4 years in English and had an exchange semester abroad in academic English. Consequently, one can assume that the scientific articles and relevant literature have been interpreted by the authors in a concrete manner due to their prior-knowledge and capabilities in English. However, to get a better understanding of concepts and terms we have utilized non-academic sources. Lastly, we as researchers have also used Oxford Dictionary in order to find and grasp definitions of marketing and management within the sphere of social media.

2.7. Theory choice

The theoretical reference framework that will be introduced in the next chapter has been produced in order to answer the study’s chosen purpose and research question. In order to create a wide base of theories for our explorative study, we have gathered different kind of theories from different areas and authors. We use theories from for instance social media marketing, CRM and ECRM (Electronic) customer relationship
Theories within the area of marketing on social media has been utilized to create understanding and what social marketing actually is, how it works and what kind of opportunities there are for companies to meet their current and future consumers on the social media channels. The main focus in this study has been to investigate two of the already mentioned social media channels Facebook and Instagram, due to their popularity. This degree project aims to clarify the importance of social media and how there has been a paradigm shift in CRM to eCRM. This is due to the fact that eCRM has been introduced in the Web 2.0 and thus this has had a great impact on marketing online and strategic management on social media. Therefore, have a lot of focus been to explain and enucleate the concept referred to eCRM.

Henceforth, we continue the discussion by integrating related concepts to social constellations related to social media, which affect the overall behaviours and patterns on social media among the consumers. The theories that we have chosen to use in order to increase the understanding on how consumers interact and why they do so, with companies on social media. To create a deeper understanding on why individuals, perceive to have companies on Facebook and Instagram, we included different theories about uses and gratification and social exchange theory which leads to extrinsic and intrinsic value creation.

To explain for the reader about the marketing perspective on the topic at hand. We have chosen to use the social media marketing theory and social exchange theory in order to get a better understanding of why consumers want different kind of clothing industry companies to be visible on social media. We will bring up the essential extrinsic and intrinsic value creation theory, in regards to explain the consumer’s purpose of why they want to integrate with companies on the social media channels Facebook and Instagram and to explain the theoretical perspective to companies’ social media presence the eCRM will be explained. Also, we have chosen to include the Uses and Gratification theory to bring forth what kind of activities that they value on social media.

2.8. Consumer perspective
This study has a consumer perspective where we have chosen to use current and up to date theories within the area of management and social media marketing. The reasoning why we have chosen the consumer perspective is due to the fact that it is the companies that are producing the information which later the consumers will take a decision on whether they want to have their companies on social media or not and if they believe it is of relevance to have them there. It is foremost companies that will have use of the empirical contribution of this study. This is due to the fact that companies today need to comprehend that using social media to reach their current and future consumers are of great use and thus we want to contribute to increase the understanding of the power of social media for companies. In terms of social media marketing and strategic management for clothing companies in general with a B2C focus.

2.9. Source criticism discussion
Thurén (2013, p. 21) presents that in order to make sure that the sources are authentic throughout the research, the researcher needs to take into account four important
criteria; genuineness, tendency, independency and time aspect. Therefore, in this section the four criteria will be discussed in relation to the sources that we have used in this degree project. In addition to this, in order for a researcher to conduct source criticism effectively, the researcher needs to be able to observe small things, generate knowledge, have thoughtfulness and fantasy and be aware of their own preconceptions (Thurén, 2013, p. 21).

Genuineness is according to Thurén (2013, p. 28) explained as the opposite to forgery, which means that the source that is used by the researcher is correct and real. We have looked and used peer-reviewed articles to minimize the risk of using sources that are forged and therefore not trustworthy. The perk with peer-reviewed articles is that before publishing the articles they have been controlled and inspected by researchers where professionals decide the quality of the article. Henceforth, by using the search engine on Umeå University Library we found and only used articles that had been peer-reviewed to use as legitimate data sources (Umeå University library, 2017). We have used different kind of thesis from the database Diva in order to gain a deep insight in which kind of books that could be required for us to use when we were writing the different chapters in the degree project. The different thesis and degree projects are second hand sources and thus they have been used as structural inspiration and to ensure that someone else prior has not done research on our topic. Also to take into account, is the fact that the used literature in the section was published rather recently. Furthermore, independence is according to Thurén (2013, p. 51) explained as that assertions should have at least two independent sources that confirm a particular statement. In this degree project we have used multiple sources to confirm different statements. For instance, Kaplan & Haenlein (2010) confirms that the sources used in the “Big data” section are confirming the similar research subject, and thus can be interpreted as being reliable. The time aspect should be taken into consideration when evaluating the different articles according to Thurén, (2013, p. 44). Thurén (2013, p. 44) explains furthermore that it is of great importance that if knowledge is more detailed, all the more simultaneity requirements have to be higher. This is due to the fact that people tend to forget. The further away in time the sources are, the less trustworthy is the source. Therefore, closer in time when an article’s occurrences happen, the more accurate is the stories of the occurrence (Thurén, 2013, p. 44). Accordingly, the articles used in the sections are up to date and only a few years old since they were published. Therefore, we assume that they are trustworthy and of high use in this particular degree project. The fourth and last criteria presented by (Thurén, 2013, p. 61) is tendency. The criteria refer to that one needs to take into consideration that the sources can biased by the authors. It basically means that the writers have an incentive to cover up the provided information in the source for its own good. Therefore, the source needs to be tendentious in order for the researcher to be able to rely on them. In this degree project the used sources are authentic and we can therefore ensure that they are reliable sources.

The topics describe marketing on social media, here we have for instance used peer reviewed articles from Umeå University library’s search engine. However, non-academic sources have been used to compare the context and to get a broader and better understanding of the topic. Consequently, we view that the sources thus far are valid because we have compared the different sources together and found that they claim the same content. The non-academic sources have been used to describe and to better understand social media and how the users are using social media in their everyday lives. The articles that we have used for marketing on social media were Weinberg et
al., (2013), Florredu et al., (2014), Kaplan & Haenlein (2010), Gretry et al., (2017), Sweetser (2010) and Canhoto (2013). The presented articles in that section have been peer-reviewed and selected with care. Kaplan & Haenlein (2010) is linked to the other scientific articles with both theories and the basic thinking of how marketers should use social media as a marketing tool. Consequently, in the section about “Big data”, three published books and one article from a government institution have been used.

When we described the internet and social media usage, we used a report from “Swedes and their internet 2016” which was published by the Internet Foundation Sweden (Internetstiftelsen, 2016). Due to the fact that that the foundation is independent and therefore is the assessment that it is a reliable source.
3. Theoretical framework

In the following chapter the theoretical framework will be presented. First the Social Media Marketing will be displayed and then the Uses and gratification theory will be used as a base in order to explain the consumer’s point of view on how they perceive clothing companies’ social media presence with a theoretical reasoning. This then leads to different theories to explain the social media presence for companies in regards to: eCRM, extrinsic and intrinsic value creation and the social exchange theory. The last section in this chapter in figure 2, the different theories that will be used will be presented to the reader.

3.1. Social Media Marketing

Within the field of social media marketing there have primarily been a focus on why companies should implement social media in their marketing plans, how companies should act on social media, and what aspects that needs to be taken into consideration when for instance, a marketing manager is using social media to communicate with the social community. In terms of why companies should use social media, Weinberg et al. (2013, p. 303) explains that social media provides the opportunity for a company to be expressive and share content that can be considered personalized and descriptive of how a company stands in regard to different subjects. This opens up the possibility for consumers to interact and get a deeper understanding of a company and develop some kind of relationship with it. Furthermore, Canhoto et al. (2013, p. 425) found in their study that social media is beneficial as it gives the opportunity for marketing researchers to use a wider spectrum of variables to generate detailed consumer segments and, as a consequence, enables the accuracy of targeting consumers. In regards to how companies should use social media, Kaplan & Haenlein (2010, p. 66-67) suggests five points that are of importance for marketing managers in order to succeed in the social media landscape: “Be active; Be interesting; Be humble; Be unprofessional; and Be honest.”

Also, Weinberg & Pehlivan (2011, p. 282) points out that the empowerment of the consumers is causing the need for companies to be social, in order to for them to build relationships with their consumers. Gretry et al. (2017 p. 84) found through their study that it is more successful to use an informal brand communication style on social media when interacting with already existing consumers, and not as successful when interacting with new consumers. Considering what aspects, a company needs to regard when using social media in marketing, Floredu et al. (2014, p. 740) argues for that it is no longer the sole actions of a company that has an effect on its reputation, rather it is the growing community of social media users and how they view the company that impacts the reputation. One of the most important attributes of social media is that it puts the consumer in power, as companies cannot control what is being said about them in an open forum. Sweetser’s (2010, p. 305) research suggest that there are strong implications that in order for a social media campaign to be successful, it has to be full transparency regarding the campaign from the organization carrying it out in order to not hurt the relationship between the organization and the public.

With the earlier developments within the research field of social media marketing, there are some strong implications to why companies are increasingly using social media in their marketing strategies to understand and reach consumers better. As it is the consumer that the companies in the end want to attract with their social media activities, the perspective of the consumer should be taken into account as well. With a constant lack of consumer perspective in different studies, it can be brought into question how practically applicable the current findings are.
3.2. Uses and Gratifications Theory

Uses and Gratifications Theory is a concept that focuses on the reasons individuals have for picking certain types of media in order to comfort their needs. It puts the audience at the centre of attention to examine how they use media in contrast to other theories of media effect that analyses the impact media has on the audience. As we are researching the consumer perspective of companies’ presence on social media, applying a uses and gratifications framework will be useful to analyse this perspective.

Lariscy et al (2011, p. 750-751) argues for that UGT is a theory that is of importance since it sheds light on the motivational factors that spurs individuals to use media as a vehicle to acquire information. In comparison to other communication theories regarding how communicative messages affect the individual, this theory puts the individual, or rather the consumer, of media consumption at the centre of the theory, where the consumer is active and decides what media to consume to get the highest gratifications. Blumler (1979, p. 10) explains in his research that UGT was initially introduced as a response to the inefficient measurements that the effects of mass media campaigns had on people in the mid-twentieth century, and because of this, an approach regarding the uses and gratifications entered the world of communication research. The approach intended to create an understanding toward the personal experience of the people being displayed to mass communications and change the view of people as passive bystanders to active and selective consumers of the mass communication apparatus. The approach was built on the belief that what is regarded as important and of interest to consumers of mass media varies between these consumers. Katz et al. (1974, p. 513-514) proposes that for research purposes, the researcher could start to define the gratifications that a media consumer get from using a specific type of media for a particular purpose, then trace this back to what need this media fulfils, why the consumer finds it interesting and of importance. Another important part of the early developments in the UGT field is the study of Palmgreen et al., (1980, p.164, 183-187) in which they distinguished a conceptual approach to the difference between gratifications sought (GS) and gratifications obtained (GO) and what this implies to UGT. Their research showed that people use media to fulfil different needs, and these needs come with different expectations of how this will be fulfilled through the chosen media. But just because the desired gratification makes people turn to a specific media, people does not necessarily obtain the gratification of their expectations from their media of choice.

In their research conducted by using UGT for the purpose of understanding why consumers use social media, Whiting & Williams (2013, p. 363-365) developed a summarized framework based on previously conducted UGT research on media with interactive and internet related topics that resulted in seven themes. These themes are: Social interaction; Information seeking; Pass time; Entertainment; Relaxation; Communicatory utility; and Convenience utility. With these themes taken into consideration, they will be used by us as a guideline in our search to try to find the needs that consumers try to satisfy by having clothing companies on social media, and to deepen the understanding on how the satisfaction of needs further can be developed. The UGT will be adapted in this research project through a business administrative scope. All of the different themes will be applied in business related contexts since we are trying to establish an understanding for how clothing companies can handle their social media presence more suitably to the particular consumer segment.
According to Luo & Remus (2014, p. 281), UGT can be applied to messages that are communicated through both traditional and interactive media, and as in the case of this degree project, interactive media in the shape of social media. We are researching the consumer’s perspective of having clothing companies present on Facebook and Instagram. By looking into what gratifications that consumers sought and how well these gratifications are obtained, it can be analysed through the presented implications of this theory. Furthermore, it will provide useful insights for potential development of the relationship between consumers and the clothing companies’ activities on social media.

3.2.1. Social interaction
In relation to social media usage, Whiting & Williams (2013, p. 364) defines the theme as: “Using social media to communicate and interact with others.” The title originates from the work of Ko et al. (2005, p.60, 65-66) who found that if consumers are motivated by high social interactivity when using the Internet, they tend to stay longer on web sites to stimulate this need; they have a higher likeliness of entering into human to human interactions on websites; and they have a positive view of web sites that offer human to human interactions, which also create positive attitudes for brands and the intent of purchasing on these web sites. In their framework, Ko et al. (2005, p. 63) defined the social interaction theme in their study with questions to their research objects, such as: "To meet people with my interests” and "to keep up with what’s going on”. Other studies that also used a similar theme in their research are Palmgreen & Rayburn (1979, p. 163) who named the theme” companionship”, Korgaonkar & Wolin (1999, p. 57-58) who named the theme: "Socialization motivation” and defined it as: "The role of the Web as a facilitator of interpersonal communication and activities.”; and Papacharissi & Rubin (2000, p. 185-186) that named the theme “interpersonal utility” for a collection of statements that were of an interpersonal aspect.

In this degree project, we have chosen to name this theme: “Communicate and socialize with consumers.” The definition for this theme is based on Whiting & Williams (2013), Ko et al. and Korgaonkar & Wolin (2005), but applied specifically to clothing companies operating on Facebook and Instagram. It is created to get a deeper understanding of how consumers perceive clothing companies purposes for being active on Facebook and Instagram and whether it is satisfying a need for the consumers by having clothing companies present on Facebook and Instagram.

3.2.2. Information seeking
When Whiting & Williams (2013, p. 364) applied this theme in a social media context, they defined it as: "Using social media to seek out information or to self-educate.” When picking the title for the theme, they turned to Papacharissi and Rubin’s (2000, p. 180) study of what motives people have for using the Internet in order to predict how people will use the Internet for various reasons. One of these motives were information seeking (Papacharissi & Rubin, 2000, p.180, 187). In addition, Korgaonkar and Wolin (1999, p. 56-57) used a corresponding theme, namely information motivation, which was described by them as the usage of the Internet by people for self-educational and information gathering purposes. Furthermore, Ko et al. (2005, p. 60-61) used information as a motivational factor for why people are using the Internet and how long these people stay on a website. Palmgreen & Rayburn (1979, p.163) had a similar concept in their study that they labelled: “Learning about things” as a gratifications sought item for why people watch TV.
We chose to name this reason: “Work as a source of information.” It relates to how Whiting & Williams (2013) and Papacharissi & Rubin (2000) used it. This reason will be used to investigate if the participants think that clothing companies are a source of information on Facebook and Instagram and if it is one of the reasons that clothing companies want to be present on social media. Furthermore, the reason will be used to find out if people have a need to get information from clothing companies on Facebook and Instagram, and if it fulfils a need for the consumers.

3.2.3. Pass time
Whiting & Williams (2013, p. 364) related this reason to social media usage by defining it as: "Using social media to occupy time and relieve boredom". They traced the title back to the research of Palmgreen & Rayburn (1979, p. 163) who used it as a gratifications sought item, in other words, as a reason that people have to satisfy a need, for why people are watching TV. Papacharissi & Rubin (2000, p. 180) applied: "Pass time" as an item under the motivational gratification category of needs that have a tradition of being accomplished by media.

In this degree project we have named this reason to: “Be a part of the consumer’s everyday life.” Based on Whiting & Williams (2013, p. 364) definition, and especially the part about occupying time, we will use it to explore if the participants think it fulfils a purpose that the clothing companies are being present on Facebook and Instagram. In addition, we will also explore if it fills a need for the consumers by having clothing companies being a part of their everyday life through Facebook and Instagram.

3.2.4. Entertainment
When Whiting & Williams (2013, p. 364-365) defined this theme in a social media usage context, it was given the definition:” Using social media to provide entertainment and enjoyment”. In terms of reproducing the title, they turned to the study of Palmgreen & Rayburn (1979, p. 163) and their study of people's gratifications sought and gratifications obtained from watching TV, where it was used as a gratification sought item. In Papacharissi and Rubin’s (2000, p. 180) study it was used as an item under the motivational gratification category of needs that have a tradition of being accomplished by media. Finally, Korgaonkar and Wolin (1999, p. 56) described the theme escapism in their study as a factor that identifies the web as an activity that provides pleasure, fun and joy which enables people to escape from reality, which is comparable to the definition of entertainment of Whiting & Williams.

When applying this reason to our degree project, we have named it as: “Provide entertainment.” In a similar way that Whiting & Williams (2013) used it strictly for social media purposes, we have applied it into a context for clothing companies on Facebook and Instagram. It will be used to investigate if consumers view it as a purpose that clothing companies have, to provide consumers with entertainment on Facebook and Instagram. It will also be used to investigate if it fills a need for consumers when clothing companies provides entertainment on Facebook and Instagram.

3.2.5. Relaxation
In relation to social media usage, Whiting & Williams (2013, p. 365) defines this reason as: "Using social media to relieve day-to-day stress”, and refers the source of the title back to the study of Palmgreen & Rayburn (1979, p. 163) where it was used as an item
of gratifications sought to give an explanation of why people watch TV. While relaxation is also used in the study made by Korgaonkar and Wolin (1999, p. 57), they categorize it under the factor of social escapism motivation, which by them is considered as a pleasurable, fun and enjoyable motivational factor for using the web. Whiting & Williams (2013, p. 365) argues therefore that relaxation as a reason should be treated separately from entertainment, and applies the reasoning of Palmgreen & Rayburn (1979, p.163) by viewing relaxation as relief of stress and not necessarily a joyful and fun motivational factor for using social media.

In this degree project, we have given this reason the name: “Reach the consumer in a relaxed way”. Since we are using relaxation in a social media business context, it is used to get a clearer picture of how consumers might perceive this as a purpose that clothing companies have for being on Facebook and Instagram. It is also used to find out what effects it has on consumers depending on how clothing companies approach them on Facebook and Instagram.

3.2.6. Communicatory utility
Relatable to their study of people’s reasons for using social media, Whiting & Williams gave this reason the definition: "Communication facilitation and providing information to share with others.” Once again, they traced the title back to the study of Palmgreen & Rayburn (1979, p. 163) who used it as a gratification’s sought item to find out if one of the reasons people watch TV is to gain material for communicational purposes with other people. Whiting & Williams’ (2013, p. 365) definition is also inspired by the study of Korgaonkar and Wolin (1999, p. 57-58) who use the factor named socialization motivation, which they describe as the web playing a role of simplifying the interpersonal communication between people by providing them with both platforms and conversational value for potential communicatory purposes. To distinguish the difference between the reason communicatory utility and social interaction, Whiting & Williams explains that communicatory utility aids the facilitation of communication on social media, but does not provide the social interaction.

This reason was titled by us as: “Create value for consumers by being more available.” In relation to Whiting & Williams definition of communicatory utility, we will apply it in a social media business context to get a view of how consumers perceive this is a purpose that clothing companies have for being present on Facebook and Instagram in order to create value for their consumers. It also enables us to get the perception of the consumers in regard to if this is a need that they have and how it is being satisfied by having clothing companies present on Facebook and Instagram.

3.2.7. Convenience utility
The final reason of Whiting & Williams (2013, p. 365) study on people’s reasons for using social media was defined by them as:” Providing convenience or usefulness to individuals”. For this reason, they took inspiration from multiple sources. The first example of inspiration is from Papacharissi and Rubin’s (2000, p. 185-186) study in which it was used as a factor among the Internet motive items for why people are using the internet. The second example comes from Ko et al. (2005, p. 59-61) where it was used as a motivational factor in their hypothesized model of interactive advertising. The third and last example of inspiration comes from Korgaonkar and Wolin (1999, p. 58-59) who used convenience of online-shopping as part of the statements making up their factor of economic motivation for why people use the web.
While Whiting & Williams’ (2013, p. 365) definition is fairly open for interpretation, we have chosen to interpret this reason in a direction closer to the study of Korgaonkar & Wolin (1999, p. 58-59), where it was used as making online-shopping more convenient through the Internet. We have named this reason: “Make it more convenient/easier to shop online”. Once again, we have put this reason in a social media business context to get the perspective of consumers in regard to how they reason about this reason as a purpose that clothing companies have for being present on Facebook and Instagram. Furthermore, by putting this reason in a social media business context, it will hopefully generate insights from consumers in regard to if this is a need for them and how the presence of clothing companies on Facebook and Instagram helps them to satisfy this need.

3.3. Intrinsic and extrinsic value
Intrinsic and extrinsic value are an ethical philosophy that explain the relationship between a consumer and a company by defining their core contributions between them. In this degree project we believe that the terms are crucial in order to explain how a relationship between the company and the consumer operates on an online basis, by creating two kinds of values for both the parties, namely extrinsic and intrinsic value.

3.3.1. Intrinsic value
The term intrinsic value is according to Kershnar (2009, p. 11) explained as that products and items are dependent on their intrinsic possessions. Grant (2010, p. 1) defines the term as: “Belonging to a thing by its very nature.” With other words, it means that it is a value that a company provides to their consumers by just existing, for instance on social media. It is generated from a consumer or environment perspective and it is further defined as it is the centre business for a company and that it gives a reason for consumers to say positive things about for instance a company, or provides a reason for the employees to go to their work. In addition, when an intrinsic value has a strong proposition for the company, it will be greater to the consumer. This is due to the fact that it will provide possible both social and environmental returns which both the company and the consumer can take part of (Zimmerman, 2008, p. 3-4).

To exemplify intrinsic value, we use “Blablacar”, which is a carpooling website commonly used in Germany and France, where for instance one person puts out an offer that they are going from Frankfurt to Munich Friday the 25th of August and that there are four spots available in the car and costs 15€ to go with them. This initially is an intrinsic value creation to start with for a consumer. Furthermore, the driver shares this option on social media such as on “Blablacar’s” Facebook website page or on other social media channels. Here one can see that the business “Blablacar” exists to support people to share a spare spot in their car if they are going to a specific place, and thus, there is an increase in intrinsic value for the consumers. Hence, this feature provides a community value due to that it maximizes utilization of resources. This is partially due to the fact that it enables the community to do things it otherwise would not be able to do and at the same it is argued that saves the community on its environment and economic value, which eventually leads to a further intrinsic value creation for consumers. (Blablacar, 2017).

Hurka (2006, p. 358) describes that there are six candidates of intrinsic values and he states that there are actions and affairs that are intrinsically good and intrinsically evil.
These candidates include views from: hedonism, desire theories, perfectionism, the principle of organic unities and environmental values. The most relevant and applicable candidates to this degree project are hedonism and environmental values. They will be presented accordingly down below.

Hedonism can in the shadow of intrinsic value according to Hurka (2006, p. 359) be seen as that pleasure is a good intrinsic value while pain is an evil intrinsic value. Therefore, in a company context, a deed done by a company that is interpreted as bad for its consumers, will lead to an evil intrinsic value creation for their consumers. Simultaneously can a consumer create an evil intrinsic value, for instance by ignoring different contributions done by a company, when the company itself are trying to reach out to the consumer in various ways. Environmental values are explained by Hurka (2006, p. 367) as there can only be human-beings or beings that have the possibility to have conscious minds, such as different animals. Thus, explains Hurka (2006): “There cannot be any good or evil in the world without such minds” (Hurka, 2006, p. 367). We have chosen to include the environmental values in this section. Due to the fact that we assume that there is a connection between intrinsic value, on whether women 19-25 find it important to have clothing companies on social media and humans can either be evil or good to others it is an essential part to explain intrinsic value creation made by companies to their consumers.

3.3.2. Extrinsic value
Kershna (2009, p. 11) defines the term extrinsic value as that it is dependent on the extrinsic possessions, which is the relation to other objects. Grant (2010, p. 2) describes the term as that it an economic value creation that comes from the activity itself, such as financial return derived by the company. The term is crucial for a company because the higher extrinsic value the company has, the higher financial returns are the company able to derive from their consumers and the more satisfied are their employees (Zimmerman, 2008, p. 15). We argue with the help from Zimmerman (2008, p. 15) that from a consumer perspective on the other hand, for instance on a company’s presence on social media can give extrinsic value to the consumer. Due to the fact that people's needs are required to be satisfied by experiencing some kind of pleasure, which accordingly can be derived from the company’s efforts to stimulate them. It is further argued that the stimulation for the consumer will partially be extrinsic, which furthermore can be linked and explained by the social exchange theory presented in the next section.

However, Zimmerman (2008, p. 4) argues that extrinsic value needs to be taken into consideration for companies and consumers, due to that we say that certain things can either be good or bad depending on the situation at hand. By good or bad Zimmerman (2008, p. 5) continues to describe that things are related in different ways, not by their own sake but for the sake of something else. For instance, if an individual has a desire to satisfy their needs of for instance buying a certain t-shirt from a clothing company for a cheaper price on their Facebook site than in their store. This will lead to an increase in the extrinsic value for the consumer and for the company at the same time if the consumer purchases the t-shirt. This leads to that the clothing company gets financial return and the consumer gets the purchased t-shirt. To explain further, it can also be argued that extrinsic value is something that is derived from intrinsic value; positive intrinsic value means that the outcome will be a positive extrinsic value (Zimmerman, 2008, p. 25).
We have applied the extrinsic value theory in this degree project, due to the fact that it explains how value is created through activities. An example of this is the presence of a clothing company on social media. The company will generate financial return by just being on social media through different kind of sales opportunities and be where the consumer is at its own space. Henceforth, the extrinsic value can be connected to the social exchange theory and eCRM, which will be presented in the next two sections.

3.4. Social exchange theory
The social exchange theory is derived from sociology and is a reference framework initially coined by George C. Homans in the 1950s. It has its base in fundamental branches in psychology and hold different concepts in modern economics. It was developed in order to analyse human behaviour and relationships to dictate social structure. Furthermore, this has later been applied to organizational behaviour in order to understand and emphasise norms within organizational exchange behaviour. (Emerson, 1976, p. 335-337). Social norms for individuals in this perspective is according to Emerson (1976, p. 336) referred as trust and to extrinsic value, economical return and personal affection which further is linked to a relationship between an individual and for instance a company. The relationship is an exchange of cost-benefits where the different parties obtain benefits to satisfy their needs. The main purpose for an interaction between the two parties, for instance between a company and an individual, is to minimize their costs and to maximize their own reward (Emerson, 1976, p. 356).

Homans (1974, p. 598) further explains that an interaction between individuals and companies in this context includes to do exchanges of goods, non-material and materials in order to act in a social manner. Even if the social exchange theory was coined before the time of internet, and notably, before the time of social media - it is still applicable to comprehend the interaction between clothing companies and consumers on for instance social media channels such as Facebook and Instagram. An example of this is explained by Homans (1974, p. 598) where he implies that a social behaviour can be: “I got a great deal out of him”, which in this case can be referred as that a company uses “Big data” to get information about a particular female consumer, and then furthermore target this consumer segment with advertisements on different clothes and promotions, on social media channels Facebook and Instagram to interact with them. It will eventually lead to that the female consumer might get a good deal out of the company and therefore choose to buy the product. In turn, the company gets financial return and the consumer gets for instance the product from the company. Thus, this leads to there has been an exchange of goods and it has led for both the parties to maximize their profit and minimize the cost, which eventually leads to a form of relationship between them that has been established (Homans, 1974, p. 598).

We have chosen to include the social exchange theory in the theoretical model, because it displays the exchange of goods between the consumer and the company. Thus, it could explain from the perspective of female consumers why they want to have companies on social media. This further is connected to that there will be an extrinsic and intrinsic value creation for the female consumer and the clothing company. Reasons suggest that the company will get financial return which creates extrinsic and intrinsic value for them. While the consumer gets a t-shirt and becomes happy; thus there will be an intrinsic and extrinsic value creation for the consumer. Nevertheless, this leads to a
social exchange between the two parties and therefore one can apply the social exchange theory into this degree project.

3.5. Customer relationship management

In order to explain how companies have developed their marketing and consumer strategies we will apply the CRM and eCRM to this theoretical chapter. With these gained theories taken into consideration, the reader will have a better understanding of the assessment of our theoretical model. It will thus give a better view of how the different sections in this chapter are connected in order to give a holistic perspective of the degree project at hand.

3.5.1. CRM

According to Gartner (2013, p. 1) “CRM is a business strategy that optimizes revenue and profitability while promoting consumer satisfaction and loyalty. CRM technologies enable strategy, and identify and manage consumer relationships, in person or virtually. CRM software provides functionality to companies in four segments: Sales, marketing, consumer service and digital commerce.”

Chaffey et al. (2006, p. 257) refers the concept CRM to that it is of great essential for a business to build a strong and fruitful relationship with their consumers in order to be successful in the long term, and this can be done by applying CRM to the business strategy. In addition, Chaffey et al (2006, p. 257), further explains that CRM is a combination of four different marketing approaches, namely: Relationship marketing, database marketing and direct marketing where the most recent approach in addition, has been to include ‘one-to-one marketing.’

Figure 1. The linkages between CRM and related marketing approaches

One-to-one marketing is in theory based upon that the business considers their consumers on an individual level. This means that the business will try to understand their consumers and to provide them with services that is accordingly wanted by the consumers, on the individual need. This is partially done by using the interactivity on internet such as e-mailing and the utilisation of Big data, which is a part of the eCRM and will be explained in the next section. (Chaffey et al., p. 257). The theory can according to us be related to this degree project, due to the fact that it could be one way of explaining why consumers want and expect companies to have some kind of presence on the social media channels Facebook or Instagram, which will lead to a
value creation for the consumers. Furthermore, we have chosen to include the CRM as an introduction for the reader to better understand what the major focus eCRM stands for.

3.5.2. eCRM

Marketers in the 21st century now have the opportunity to discover more information about their targeted audience than ever before due to big data (Key & Czaplewski, 2017, p. 5). Elena (2016, p. 785-787) explains that the traditional usage of CRM when applied as a strategy for business operations can be linked with the concepts of relationship marketing and where the focus of the company is on its consumers. To create and preserve continuing liaisons with key consumers is the main point of CRM.

Chaffey et al., (2006, p. 262) describes the concept eCRM as something that quite commonly ecommerce teams do to create plans and even strategies on digital data, which support the CRM. Furthermore, the concept explains the consumer culture and getting to know the consumer on an individual level, and this is where the normal eCRM separates from CRM. Because CRM manages the bigger group or segments while eCRM uses more importantly big data to track down and manage their potential and current consumers (Chaffey et al., 2006, p. 263). The activities that require management are: Consumer development through different web sites by generating leads, handling e-mail quality lists that might be of essential for the company, using email marketing, dealing with multi-channels for consumer experience such as Facebook or Instagram, handling online service quality, online consumer service, online mass customization and lastly data mining in order to make the targeting even better. (Chaffey et al., 2006, p. 263).

Organizations according to Lloyd et al., (2001, p. 841-842) need to be aware of the great phenomenon of eCRM. Because it is crucial to maintain and attract economically valuable consumers and to delete those who are not of essence for the companies. A study conducted by McKinsey & CO in regards to eCRM showed important benefits of using eCRM as a marketing tool. These benefits included: increased consumer loyalty, because of it is an effective way to communicate with the consumers. More effective marketing, which means that the companies get better consumer information and can therefore make the desired consumer audience purchase more products or services. Improved consumer service and support, reflects on that it enables companies to get better more accurate information about the consumer in a more efficient way through different channels. Such as newsfeeds, multi-language support and gaining useful tools to complete service orders. Lastly, improvement in efficiency and cost reduction, is done by using data mining from for instance big data which in turn leads to saving in important personnel. Accordingly, can the consumer data that integrated in the database be accessed by the different sales and marketing teams in various companies (Lloyd et al., 2001, p. 842).

The presented facts above are inevitable crucial to understand why a company wants to have some kind of online presence on the social media channels Facebook and Instagram. By understanding the reasons why companies want to have a social media presence, we as researchers can have a better understanding of why the consumers themselves want to have a social media presence of the clothing companies in order for value to be created for them. This further explains why we have chosen to include eCRM in our theoretical model; it manages from both the perspectives on why the two
parties want to have a social media presence on Facebook and Instagram and how the value is created.

3.6. Summary of the theoretical framework
We have created a model that is connected to our theoretical framework in order for the reader to get an overview over the theories used in this study. Using different theories in regards to marketing on social media has the purpose of providing an understanding of the area that we have done research in. To increase the understanding from the perspective of female students at Umeå University in the age of 19-25 perceive how value is created by having clothing companies on social media. We have integrated theories within the area of value creation such as extrinsic and intrinsic value in order to understand why the female consumers want clothing companies on Facebook and Instagram. There will also be theories such as the social exchange theory and the uses and gratification theory. The social exchange theory is explained as that different relationships are formed, where every relationship has a partial give and take. Each relationship is imperfect in terms of the balance of the social exchange between the parties. The uses and gratification theory reflects upon why individuals seek different kind of medias in order to satisfy their needs. Intrinsic and extrinsic value creation reflect upon on how something that, for instance a company brings to its consumers and what the individual brings back to the business in terms of financial return or other kinds of value.

Figure 2. The theoretical overview: Clothing companies’ social media presence
4. Practical method
This chapter the practical method choices that have been chosen for this study are being presented. The reader will follow how the study has practically been done. The parts that will presented in this section is about the interview participants, what kind of sampling method that has been used, the interview structure, the interview guide and the data collection. Furthermore, we have then presented the information about the interview participants, the research approach for the analysis and then the ethical considerations are being presented for the reader.

4.1. Sampling
The individuals that are selected to participate in a study to provide data is called a sample, and the process of choosing candidates that are relevant to participate in a study is called sampling (Bryman and Bell, 2015, p. 14). The researcher can choose to do a random sample or a convenient sampling method, and as our research had a specific segment within an organization that we wanted to research. The individuals chosen for the sample of our research has been based on certain criteria. In the introductory chapter it was presented that Swedish women in the ages between 16-25 had the highest number of hours spent on social media of all the age and gender categories in Sweden. Also presented was the direction of improving labour gender equalities in Sweden and how women in Sweden today on average have a higher level of academic education and better academic results compared to Swedish men. The biggest category of Swedish citizens that starts a university-level education has constantly been the category of 22 years and younger from the mid-2000’s and forward. During the academic year of 2014/15 the total number of citizens in this category was about 46,000, and almost three out of five were women. The second largest category of Swedish citizens that started a university-level education during 2014/15, which has also been fairly constantly ranked as the second largest category during the mid-2000’s and forward, are in the ages between 22-24. The total number was approximately 12,000, and again about three out of five were women (Statistiska Centralbyråns, 2015, p. 6-8, 92-94). Because of our life situation as currently being students at Umeå University, we figured that we would have access to research objects satisfying the criteria of being female university students in the proper age range.

Convenience sampling is described by Yin (2013, p. 93) as electing the research objects for the sample on the premise of easy access. Saunders et al. (2012, p. 290-291) argues that the consequences of using convenience sampling can lead to an unknown degree of incompleteness due to the easy accessibility of the research objects as they might not be the most informative, and it can result in a bias of the collected data. Given the theoretical background that demonstrate the significant difference between the two sampling methods, we chose to use a purposive sampling method. Why our method can be considered as purposive rather than convenient lies in the actual construction of the sample. Furthermore, Bryman and Bell (2015, p. 429) explains that purposive sampling is used when the researcher bases the sample on how relevant it will be to answer the question of the research. For the research objects in the sample to be relevant, the researcher has to use certain criteria to determine whether or not a research object will be useful in the research (Bryman and Bell, 2015, p. 429). The disadvantages against using purposive sampling is due to the potential bias of having the researcher selecting participants, which makes the sampling method not random. Since purposive sampling is a nonprobability sampling method, the researcher cannot generalize their sample onto the whole population, as their sample is not representable (Bryman and Bell, 2015, p.
429). With this in mind when choosing to use a purposive sampling technique, the findings in this degree project will not be used to draw generalizations on the whole population. The ambition is rather to provide a deeper insight into this consumer segment and develop theory. In the end, we will be unable to test and verify the developed theory. But the theory developed through our research could be tested in future studies.

When choosing the form of sampling for our degree project, we as researchers had to come up with a sample strategy in order for the sample to be relevant for what we were researching. The interviewee needs to:

- Be an active Facebook and Instagram user
- Be a female in the age between 19-25 years’ old
- Study at Umeå University
- Have clothing companies on their newsfeed on the social media channels Facebook and Instagram

In this degree project, we had both time and economic constraints to carry out the research. As we found that it would bring both theoretical and practical value to conduct research on the segment that has the highest amount of time spent on social media while at the same time making up the biggest group of citizens educating themselves on a higher instance of education, while achieving better academic results than their gender counterpart, and that are on a future path of labour salary equality. Third, it was important to us that the participants that would eventually make up the sample had the potential to be compatible with our research question. As our goal is to investigate why it is important that clothing companies are present on social media from a consumer’s perspective, and more precisely the perspective of university female students in the age category of 19-25, the strategy had to be based on some criteria.

Based on the established criteria and the distinct ambition of finding research participants from different fields of higher education, we have a clear understanding for what participants can be included or should be excluded from our research. While someone might question our limitation of only including research participants from one Swedish university, we argue that the economical and time limit boundaries that has been continuously present during the time we have had to conduct and complete the degree project has been strenuous. Since we have chosen such a particular category of research participants, the identifying of these participants for interviewing at Umeå University has required an extensive amount of work. If we would have extended our scope to possibly find participants at other universities in Sweden, there is a chance that we would not have managed to finish the degree project in time as an increased level of difficulty to detect suitable participants in a completely unfamiliar milieu would have entered. Due to the costs of travel, we most likely could not have afforded it.

When creating our sample for the interviews, our aim was to have interviewees with different academic backgrounds, as we hoped that it would generate a wider spectrum of possible opinions and thoughts during the interviews. We turned to our fellow students that we have met during our years of study and asked for help to identify persons of interest for our research. By doing this, we could get in contact with people that we did not have an established relationship with, but who also would possibly fit our criteria for the interviews. We contacted the potential interviewees through
Facebook initially, since it arguably can be a faster and more relaxed way of communicating when approaching someone unknown. During the initial contact stage, we presented ourselves and our research topic and informed the individual that the reason for why we were contacting her was that we were about to conduct interviews. Based on a recommendation from a common acquaintance she was of great interest to our research. In this stage, we also asked the potential interviewee about her age, if she followed any clothing companies on Facebook and Instagram, if she was enrolled as a student at Umeå University and if she would be interested in participating in an interview. If the age was suitable for the age criteria and the answer to the other questions were: “Yes”, we asked her for an email address where we could send her further information about the upcoming interview and set a date.

For the convenience of the reader, it is helpful to provide some information about the interviewees as each interview have been different. The presented background information of the participants in the interviews can be found below in: table 2, “the study’s participants”, and this will hopefully ease the reading as it makes it easier to separate the participants from one another.

In the email that was provided to the potential interviewees prior to the actual interview, it was clearly stated that there would be no risk that partaking in the interview would somehow be traced back to them personally. As a consequence of acting ethically toward the interviewees, they have been given false names instead of their real ones. As it will make it easier for the reader to follow the text, we chose to use false names instead of numbers. The names of the participants are: Sonja, Felicia, Rhonda, Shakima, Amy, Callie, Elena and Susan. The people that we have conducted interviews with are female students at Umeå University in the ages between 19-25. This, along with the faculty that they study at and their spare time interests are presented in table 2. These features are included to provide a more comprehensive understanding of each of the interviewees. Also included in Table 2 is the time of each interview to provide more information about the data collected. The time spent on each interview differs, but our opinion is that they all gave us answers to our questions and had a high quality. The difference in time spent on each interview and the number of pages that the interviews have resulted in after transcription is a result of how much we as interviewers have been interacting with the interviewee and also how elaborate answers the interviewee has provided. The interviews conducted have generated a large amount of information.

4.2. Pilot study
We have in this degree project done a pilot study. A pilot study serves the purpose according to Bryman & Bell (2011, p. 190) to be a test version of the interview questions asked later in the real interviews which leads to that the degree project will be more trustworthy. Furthermore, Bryman & Bell (2011, p. 190) explains that it is of great importance to try the research instrument before the researchers can use it in their investigation. An instance is to use it on a group who are not part of the central study. This provides the study itself with fulfilment and the researchers will find out whether their questions are repetitive and not worth bringing into the real interviews. But it is however rather important that the test persons can be comparable to the real sample that are intended to be investigated (Bryman & Bell, 2011, p. 262).

Initially, we asked our two closest female friends in the age between 19-25 to read through the questions in order to see if they were easy to understand and
comprehensible. The first draft of questions was according to them a bit repetitive and
did not fill any purpose to why we asked them. We were also asked to move certain
questions into the different themes in order to make them more reasonable and easier to
follow. For instance, we had to move the question about how communication from
companies differ from Facebook and Instagram to the theme about common questions
for both Facebook and Instagram in order to provide the interviewee to make the
comparability better (Appendix 1). We also initially discussed whether we would
include the participants’ interests, but we came to the conclusion that it would not affect
the results and thus not the interviews themselves. The pilot study itself served the
purpose to ensuring the quality and the understanding of the questions asked in the
interviews.

After we had revised the questions acquired from our peers, we got in contact with two
other female students that wanted to be a part of the pilot study. The female students
were close and very well-known people from both of us. This made it possible for them
to feel comfortable and genuine, rather than to have random people that might not feel
comfortable with our questions. By having people, we as researchers actually know in a
pilot study, makes the ultimate degree project more trustworthy because the participants
will be more honest and provide us with better answers. Furthermore, the two female
students could according to us correspond to the sample that we intended to investigate
but were not a part of the real data collection. This was done to limit the risk for the
results to not be representative. For us as researchers, the pilot study helped us to take
turns to ask the different questions, to try out the recording equipment and to
reformulate the questions in order to make the interviewee understand what we were
asking them (Appendix 1).

4.3. Interview technique

The reader has been given different perspectives in order to identify the factors in the
different situations which eventually will lead to a sketch of the whole picture
(Creswell, 2013, p. 235). Bryman & Bell (2011, p. 466-468) identified that the purpose
with a qualitative study is for the interviewers to understand the participant's
viewpoints. It is therefore possible with a semi structured interview that it can take
different directions depending on what kind of answers the interviewee can provide the
interviewers with. Creswell (2013, p. 244-245) explains that there are different kinds of
interview structures, where some of them are predetermined and some can be shaped
during the interview.

Bryman & Bell (2011, p. 466) point out that an unstructured interview is a technique
that has a loose structure formulation and the questions are still included. The purpose is
for the interviewee to answer the questions in different themes, or rather in an interview
guide. This means that the questions do not have to be asked in a certain order, because
it will give the interviewee the opportunity to answer the questions more freely and
therefore can follow-up questions be asked. (Bryman & Bell, 2011, p. 467-468). Henceforth, the researchers can therefore use the different themes in order for them to
lead the interviewee into different kind of important areas that are relevant to the study.
With this semi-structured interview technique, the researchers tend have a clear focus
on their interview in order to answer their research question. (Bryman & Bell, 2011, p.
467).
The reason why we have chosen the semi structured interview technique in this degree project, roots from the fact that we want to investigate how the study’s participants perceive themselves in different situations and behaviours. This is also due to the fact that we have two different social media channels, namely Facebook and Instagram and thus, they can provide us with different answers accordingly. As mentioned above, due to the fact that we can use follow-up questions, we as researchers believe that we will get important aspects on the discussed topics in order to understand the participant’s thoughts. Each themes’ questions in the interview guide is based from our theoretical chapter. Therefore, has the development of the interview questions had already been done before the analysis for the data collection and this is usually the process of a semi structured interview.

4.4. Interview guide

An interview guide or rather protocol, works according to Bryman & Bell (2011, p. 475-476) as a tool in order for the researchers to be able to look back at their research questions and to see what theoretical framework that should be included in the semi structured interview. Kennedy (2006, p. 1) defines an interview guide to be something that enables the researcher to direct the interview to the different topics and issues you as a researcher want to find out about. It further helps the researcher to provide guidance to what the researcher should say next and how to pose the different questions. In order to see the theoretical framework, we have included this in Appendix 1.

Creswell (2011, p. 185) recommends that the interview questions should have two central questions, not more than 5-7 sub questions and that they have to follow the general central questions. The sub questions enable the researchers to ask more specific questions to the interviewee. However, Creswell (2011, p. 185-186) further explains that the researchers can begin their interview by asking ‘icebreaker questions’ in order to make the interviewee comfortable. In addition to this, it is rather common that the researchers ask demographic and ethnographic questions to get an overview of the research participant and get to know the person in general to ease the interview conversation (Bryman & Bell, 2011, p. 473). We also used themes due to the fact that it describes different areas of the consumer experience. Henceforth, Kennedy (2006, p. 2) argues that in general, interview questions cannot be literal like the research question. This is due to the fact that the research questions are too broad to be asked to the interviewee. Therefore, the researchers need to ask questions that are not too complicated to understand, and they should be short and consistent. Kennedy (2006, p. 2) further recommends that the interview questions can have examples suggested in order for the participant to understand the questions. Also, the interview questions should not contain any values, prerequisites and should not be turned in a certain direction.

Kennedy (2006, p. 2) suggests that the researchers should include the question ‘why or ‘why not’ in their sub questions in order to probe the details of the general questions. This will eventually lead to that we as researchers will see how the participant reacts and experiences different situations which leads to that we will get a deeper understanding of the participant’s self-understanding (Kennedy, 2006, p. 1). We therefore included the question ‘why’ in the sub questions in this degree project, because then we would gain a deeper understanding of the statements and an elaboration explained by the interview participant. Furthermore, we included also
questions that would answer ‘how’ because then we had it easier to connect with the interview participant on an emotional level.

In order for us to get a good overview whether we had constructed feasible and good interview questions, we did as mention above, one pilot study on two female participants that we both knew. We asked the different questions in order to see if they would make sense to the participants. The initial demographic questions worked as icebreakers and had the purpose to warm and make the participant comfortable. Then we continued to ask in general about their Facebook and Instagram usage in order for us to get a decent overview of their Facebook and Instagram activities. We proceeded to ask more specific questions about their followings of clothing companies on both Facebook and Instagram. This led to that we got a deeper understanding of their incentives to have different clothing companies on the two social media channels.

Furthermore, we presented seven different cards that had the purpose for the pilot study participants to rank ‘mostly likely’ to ‘least likely’ of what they felt in regards to different claims. The claims initially came from the uses and gratification theory (UGT), which were: “Social interaction, Information seeking, pass time, Entertainment, Relaxation, Communicatory utility, Convenience Utility and Gratifications sought.” However, these claims were rather hard to put in a business context for the participants. Therefore, we changed the wording on all the different reasons to: “Communicating and socializing (social interaction), act as an information source (information seeking), be a part of the consumer’s everyday life (pass time), offer entertainment to the consumers (entertainment), reach out to the consumers in a relaxed way (relaxation), create value for the consumer by being more available (communicatory utility) and lastly make it more comfortable/easier to shop online (convenience utility).” (Whiting & Williams, 2013). The reason to have these claims are due to the fact that we want to see what the consumers get out of having the clothing companies on Facebook and Instagram, and also to see what they believe themselves the reason why clothing companies are on the two social media channels Facebook and Instagram in order to create value for their consumers. In addition, we believed that the cards made the participant relax even further while the focus was on the cards. It also gave an opportunity for us to reflect upon what the interview participant had said during the interview and it helped us in a relaxed way to interact with the interviewee.

Nevertheless, we have integrated the interview guide (Appendix 1) down below that we have brought up at the interviews. The interview guide itself contains different kind of follow-up questions and we have followed them accordingly. Lastly, we have also used the theories that we have used in chapter three from the theoretical reference framework in order for the reader to get a wider and better understanding of where the questions stem from and its theoretical point of departure.

4.5. Data collection

We initially found sixteen female candidates to the interviews, due to the time frame that we had, we decided to conduct a total amount of twelve female candidates from different faculties around Umeå university for the interviews. However, the sixteen interview objects were as mentioned before selected through a purposive sampling method. The age range of the candidates varied between 19-25 year olds.
Lomer (2017, p. 2) has identified that there are four crucial reasons to why researchers should record their interviews. The four reasons are: accuracy, which means that it is important to oversee the integrity of the interviews. Accountability, which is boosted for everybody involved not just by the person answering the questions. Efficiency, which stands for that it is easier and faster to transcribe the material. Oversight, stands for transparency for the taped interviews. As a recording tool we used our smartphones in order to conduct the interviewee’s answers and we asked the interviewees on beforehand whether they accepted that we recorded the interview. They also had the possibility to end the interview whenever they wanted and their answers could not be personally connected to the answers in the degree project. Furthermore, we also made sure that the end product of our degree project will be published and available for the public in order for them to understand what their contribution to our degree project were. We also made sure if the technique in one way or another would not cooperate with us, we used two recording devices, namely our smartphones in order to avoid unnecessary loss of data. Both of us researchers in this degree project asked the questions to the interview participants. This was done to make the interviewee more comfortable rather than to have one of us sitting in silence and letting the other researcher ask the questions.

Another perk according to Lomer (2017, p. 1) is the fact that the interviewers have the possibility to listen to the recording as many times as it requires for them to grasp the wording and pronunciations. Each and every interview was planned individually with each interview participant in order to ensure to not bore them down and give them space to have a fair amount of time to participate in the study. The conducted interviews took between 30-50 minutes each to do, and this was shared to the participant on beforehand. This was shared to the participant through an email (Appendix 2) and at the beginning of the interview. Furthermore, the interviews were conducted at Umeå university because it is a natural habitat for the students at Umeå University. We also booked group rooms around campus in order to minimize the risk to be disturbed by other students and to have good recording possibilities. This contributed to that our interview participants felt that they were comfortable and would be able to speak out in the interviews.

After approximately six of the conducted interviews we noticed that we had received similar answers on the different interview questions. This ultimately lead to that we could see a pattern from the answers of the participants. Nevertheless, after two more interviews we got confirmed that we had received a saturation from the data collection. It means that we received no newer information from the interviews themselves and hence we chose to end the data collection. This meant that we had a total amount of eight female interview participants, excluding the pilot study participants, rather than to have the initial number of twelve participants.

Our experience from the interviews have been very positive, as each of the interviewees have come in with an open mind towards the subject and been happy to share their thoughts with us. In the e-mail that was sent out to the to the interviewees prior to the interview, we asked them to go through their Facebook and Instagram accounts to update themselves on what clothing companies that they follow. This turned out to be helpful, since the interviewees then could exemplify their answers and provide descriptions based on their personal experiences and thoughts. That we also made first contact with the interviewees on Facebook seemed to be appreciated as the initial
written conversation had a higher degree of informality in comparison to the more
formal information email. Without knowing us researchers personally, the fact that we
had interacted informally and formally on beforehand could be an explanation to the
relaxed attitude of the interviewees which assumingly was reflected in the
conversational flow of the interviews and a perceived fearlessness from the interviewees
to ask questions. As the interviewees have contributed to our research by providing us
with rich information, the purposive sampling method is considered as useful. Down
below in table 2 we have included the study participants' information:

Table 2. The study's participants

<table>
<thead>
<tr>
<th>Participant:</th>
<th>Faculty:</th>
<th>Age:</th>
<th>Interests:</th>
<th>Interview length:</th>
<th>Transcription:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Sonja</td>
<td>Social science</td>
<td>22</td>
<td>Fashion, friends</td>
<td>39 min</td>
<td>13 pages</td>
</tr>
<tr>
<td>2. Felicia</td>
<td>Technical/science</td>
<td>24</td>
<td>Sports, friends</td>
<td>37 min</td>
<td>9 pages</td>
</tr>
<tr>
<td>3. Rhonda</td>
<td>Technical/science</td>
<td>25</td>
<td>Friends, travel, food</td>
<td>38 min</td>
<td>8 pages</td>
</tr>
<tr>
<td>4. Shakima</td>
<td>Technical/science</td>
<td>24</td>
<td>Travel, work out</td>
<td>39 min</td>
<td>6 pages</td>
</tr>
<tr>
<td>5. Amy</td>
<td>Social science</td>
<td>20</td>
<td>Party, travel</td>
<td>47 min</td>
<td>7 pages</td>
</tr>
<tr>
<td>6. Callie</td>
<td>Medical</td>
<td>23</td>
<td>Work out, friends</td>
<td>39 min</td>
<td>12 pages</td>
</tr>
<tr>
<td>7. Elena</td>
<td>Psychology</td>
<td>24</td>
<td>Work out, travel, food</td>
<td>36 min</td>
<td>9 pages</td>
</tr>
<tr>
<td>8. Susan</td>
<td>Medical</td>
<td>21</td>
<td>Cooking, knitting</td>
<td>49 min</td>
<td>12 pages</td>
</tr>
</tbody>
</table>

| Total: 324 min. | Total: 76 p. |

4.6. Data analysis

There are different ways in which the raw data from the transcriptions can be analysed
to provide results. Ely et al. (1991, p.150) explains that an approach that is commonly
adopted to depict and analyse results from a qualitative research is by dividing the
qualitative data into themes, which is called thematic analysis. The theoretical chapter,
which is structured in different categories, can be used as a starting point for how to
structure the themes (Ely et al. 1991 p. 166). By presenting the following steps that a
qualitative researcher should take when creating themes, Ely et al. (1991, p. 150-151)
provides us with an outline for how we should carry out the thematic analysis:

- Get a thorough comprehension of the collected raw data by studying it in detail.
- Create provisional categories.
- Organize data under the provisional categories and alter the categories if needed.
- Create themes by linking data in and across categories
- Analyse findings in search for frequent patterns, dissimilarities and unmatched
  occurrences.
With the outline at hand, we decided to use it for creating the themes included in this research. Through the process of interviewing, we have continuously transcribed the recordings after each and every interview to get the highest degree of consistency between the interview and the transcriptions. Furthermore, we have translated every transcription from Swedish to English. Although English is not our native language, which might have left some room for potential misinterpretations during the translating-phase, both of us authors are fluent in English. Hence, the translated transcriptions should not tamper with our empirical findings or our analysis. Once all the interviews were finished the transcriptions were then thoroughly examined, and we realized that it was achievable to categorize the answers from the interviewees and create themes. For example, two categories that were formed rather early were communication and online shopping habits. Subsequent to defining categories and themes, the collected data was revisited to bring forth information that could be highlighted as relative to the various themes. The recognized themes can be linked with the theories in the theoretical framework, which laid the foundation for the interview guide. In the semi structured interviews that we carried out, information relatable to the various themes was found in different sections of the interviews. When linking information to the themes, we applied different colours to each theme to facilitate the process so it would be easier to recognize what information belonged under what theme when it was presented in the results. Based on the theoretical framework chapter along with the interview guide, the results are provided in chapter five.

The results were analysed by contrasting the provided answers from the interviewees against each other to find differences and similarities between the different interviewees answers. We compared the answers from the interviewees with the theoretical frame of reference.

4.7. Ethical considerations
Ritchie & Lewis (2003, p. 66) has identified that there are four different kind of areas that a researcher needs to take into consideration when they are writing an interview research. These four areas are described as: informed consent, anonymity & confidentiality, the researcher’s duty and protection of the participants. Down below the areas will be presented and explained how we have related it in this degree project.

Informed consent is according to Ritchie & Lewis (2013, p. 67) referred as that the researchers have to provide the participants with information in regards to what the purpose with the study is, who the researchers are, who the funder is, how the data will be utilized, what is required by the participants and how much time that is required of them. Furthermore, the researchers should also specify to the participants on whether the participants’ comments will be quoted or not and how the comments will be used.

In our degree project, we wrote by e-mail to our participants on what the interviews would be about, in order for them to have some kind of pre-understanding. The e-mail contained information about the study in general, what we would use the material for and that we are doing an explorative study, without mentioning the purpose. The reason why we chose to exclude the purpose of our study to the participants was due to the fact that it can make the participants speak more freely about a certain subject and question. This further leads to that we do not lead the participants in a certain direction. Nevertheless, we also made it clear on beforehand that the participant would not be
presented with their full name so they would not be referred to their comments to anyone but us as researchers. Another important factor that was brought into the conversation was the fact that the degree project itself would be a public document and that it would be recorded which requires admittance from the participant. They also had the opportunity to end the interview whenever they wanted to. (Ritchie & Lewis 2013, p. 67).

The anonymity & confidentiality section is according to Ritchie & Lewis (2013, p. 68) a very crucial an important factor for the participant, and should therefore be made clear for them. Anonymity fulfils the purpose in degree projects that the participants will not be known except for the researchers themselves while, confidentiality fulfils the purpose that the participants’ comments will not be attributed and thus the comments cannot be identified to the different participants in the degree project. This includes both attributions that are directly linked to a name or a specific role and indirectly through a collection of characteristics that others can relate to that specific participant. (Ritchie & Lewis, 2013, p. 67). Furthermore, sometimes it is enough that the researchers change minor parts in order to disguise the participant’s comments. This will help the participants to not get exposed to the anonymity trap that might occur (Ritchie & Lewis 2013, p. 69). In our degree project we presented the information about the participants to the external people in a way that would make it not possible to identify who the participant was. For instance, instead of using the exact program the female students were studying, we used the term faculty. This leads to that the external people have a harder time to identify who the participant is and what a particular participant has said. Unfortunately, in this study we did not have the opportunity to provide the participants with anonymity, due to the fact that we had the interviews face-to-face. However, we have as mentioned above made it hard for anyone to identify the female participants in this degree project.

The researcher's role section is further presented by Ritchie & Lewis (2013, p. 67) where researchers can put themselves in risk when conducting fieldwork. However, this is not particularly important in our case because we are not conducting data that is sensitive to companies and nor do we get exposed to risks in terms of travelling. The reason is because we conducted the interviews with the female participants in rooms at Umeå university. Creswell (2013, p. 256-257) further explains that a researcher will affect their work due to personal values, biases and their assumptions. This however argues Creswell (2013, p. 257) will be decreased if one is doing a study with someone more than completely alone. Therefore, in this degree project, we are two researchers that both have different kind of experiences on beforehand that will have an effect on it accordingly.

Protection of the participants is the fourth and last section presented by Ritchie & Lewis (2013, p. 68-69) where the authors discuss that it is of great importance that the researchers protect their sample participants if the topic is sensitive. Because it might lead to that the participants have experiences that are painful for them. Furthermore, the participants might have disclosed information to which they have never shared to anyone else (Ritchie & Lewis, 2013, p. 69). In our degree project, the research subject and topics as such, are not sensitive and therefore not harmful to our sample participants. Ritchie & Lewis (2013, p. 69) further explains that the sample participants should have a clear understanding of what kind of issues the study addresses and if they are comfortable sharing their input of the topic at hand. Then if the participants agree to
take part of the study, the researchers have to avoid and not include parts that might be irrelevant and salacious piece of information (Ritchie & Lewis, 2013, p. 69).
5. Empirical study

In this chapter the results from the empirical study are being presented that has emerged from our eight in depth interviews. The chapter begin with a presentation on what the interviewees use Facebook and Instagram for. Thereafter the reasons why the participants are following clothing companies, what kind of relationship they have with them, experiences of marketing activities and the communication between the participants and the clothing companies on Facebook and Instagram are being presented. Lastly, the participants’ point of view of the reasons of what clothing companies want to offer their consumers and why the consumers want clothing companies on Facebook and Instagram are being presented.

5.1. The usage of Facebook and Instagram

When talking about what the biggest reason that the participants use Facebook for, most of the interviewees said that they primarily use it to communicate with their friends and family. Also, it is used as an easy way to get in touch with people which they do not have a cell phone number to. Rhonda says: “It is a smooth and efficient way to form groups with friends and others even if you do not have their number and it is also a fast way of communicating.” Another interviewee, Felicia, points out that Facebook has become her primary source for communicating with the other members of her sports team: “I use it to stay on top of different things concerning my team. It is like a group page for team activities and stuff like that.”

The primary reason that the interviewees use Instagram is to stay updated on what their friends are doing and to get inspiration. Shakima explains that she uses Instagram to: “I use it to get an insight into my friends lives and to stay on pace with what they are doing and what is going on. I also follow influencers on Instagram.” Felicia shared a similar view about her reasons for using Instagram. But besides keeping an eye on her friends lives, she also follows different kind of reporters to stay updated on news and information. Amy and Callie also use Instagram to stay updated on their friends lives, and they also like to upload pictures themselves.

The differences between Facebook and Instagram were formulated by the interviewees as Facebook being more an interactive source, where communication between people was regarded as the primary function and where a lot of things happened regularly in the interviewees newsfeed without them having control over it. Instagram, on the other hand, was explained as working more as a source for inspiration and Callie, Susan, Felicia and Amy all thought that it was easier to control their newsfeed on Instagram and that it has an easier format rather than Facebook. Sonja says: “Facebook is equal to networking and staying in touch, while Instagram is more about inspiration.” Rhonda describes the differences between Facebook and Instagram as: “I probably use Facebook really to communicate, which I don’t do on Instagram, because there it is only about scrolling the newsfeed and to look and get inspired.” Susan thinks that both Facebook and Instagram are becoming more and more alike based on their functions as a social medium, although she feels that she has more control over what she is exposed to in her Instagram newsfeed. She comments: “It is more advertisements and stuff on Facebook than what it is on Instagram. You can control Instagram way more, what I want to see, and there is not as much advertising. But on Facebook there are a lot of things that I have not chosen to see.”
5.2. The online experience of clothing companies

Overall, when the interviewees were asked why they follow different clothing companies on Facebook, the responses were divided between that they do not follow- or just follow a few clothing companies on Facebook. In other words, the interviewees do not actively follow a lot of clothing companies on Facebook. Amy, Susan, Elena and Rhonda do not follow any clothing companies actively, but they all reported that they still get a lot of second-hand information about clothing companies on their Facebook newsfeed due to friends “liking” posts, news from clothing companies and they also receive direct advertising through ad banners. Amy says: “Sometimes when I have visited a page it shows up in my newsfeed.” Rhonda thinks that a reason for her to follow a clothing company’s Facebook-page could be to get an insight into what the company is doing and information about events and openings. Sonja, Felicia, Shakima and Callie are following some clothing companies on Facebook, but for various reasons. Sonja follows a clothing company because she is employed by it. Otherwise she believes that clothing companies are better on Instagram. Shakima only follows a couple of clothing companies on Facebook, partially to get inspired, partially due to the convenience of reaching them through their Facebook-page. Callie follows different kind of clothing companies on Instagram to get influenced by the different sporting clothing companies and on Facebook she followed other clothing companies in order to see different kind of promotions.

Why the interviewees follow clothing companies on Instagram was explained in a similar fashion by the different interviewees. Shakima, Rhonda, Amy, Callie and Sonja all highlighted that they got a lot of inspiration from following clothing companies on Instagram. Callie explains that she follows clothing companies on Instagram to stay updated about new products and to get inspired on what she could potentially buy. Amy elaborates on why she gets inspired on Instagram: “I rather follow famous fashion profiles on Instagram, so called influencers. Like, a person who has a really cool style and posts nice pictures, and it is those that I often get inspired by, to look at those pictures.” Shakima uses Instagram because she thinks it is convenient and easy to use it to get inspiration and to see how different clothing products can be used. Sonja explains that the biggest difference, according to her, is that companies use Instagram better than Facebook, because pictures says more and mirrors inspiration. Rhonda also use Instagram to get inspired and to see what the new trend is. Susan, Elena and Felicia follow clothing companies to get information about new products, and that it is a convenient source for this purpose. Elena believes that she follows clothing companies on Instagram: “I am interested in what they produce, like clothes, so that is why I follow them.”

The interviewees also had a similar view on how clothing companies act toward them on Facebook. All of them mentioned that they get a lot of advertisements in their Facebook newsfeed, often with suggestions about different sales and seasonal campaigns. Felicia mentions that she often feels targeted by clothing companies on Facebook because of how they act against her. She explains: “If I search for something (on the Internet) it always comes up as an add when I go on Facebook. If I have for example searched for a specific type of shirt it will later appear in the newsfeed with suggestions on many different companies that has that type of shirt, and then you always feel targeted.” Shakima has a similar view on how she feels that the advertisements are targeted towards her. Elena has got a more positive attitude toward the advertisements on Facebook: “They always post pictures with SALE, it is the best.
Sales are everywhere, or offers.” Amy describes how clothing companies constantly keep themselves in her feed by showing up as being liked by her Facebook-friends. But overall, the interviewees shared a view of clothing companies trying to target them with search-related advertisements and sales offers.

The interviewees were asked the same question about how clothing companies act against them on Instagram. Sonja says: “On Instagram, compared to Facebook, the clothing companies are really good to get their message across by using pictures.” Susan thinks that clothing companies act different towards her based on the size of the company, and that bigger companies like Nike, has got more general advertisements compared to smaller local clothing companies in Umeå. The interviewees thought that clothing companies’ actions on Instagram towards them are through product-related pictures like collections and offerings, and that the clothing companies communicate towards them through pictures.

When faced with the question of what possible reasons could be for the interviewees to unfollow a clothing company on either Facebook or Instagram, the interviewees responses were similar. Amy, Sonja, Callie, Shakima, Rhonda and Felicia all mention that one reason that they would stop following a clothing company on either Facebook or Instagram would be because of spamming and too much activity. Felicia explains: “If they post too many pictures, then I get irritated.” Rhonda describes one time that she stopped following a company: “I think that I followed H&M for a while on Instagram, and then I thought that they appeared in my newsfeed all of the time, and I was just like, no, this is too much, and I stopped following them.” Callie thinks that it is more than enough that the clothing companies post something once a day, otherwise it can easily become too much content about that company, and she rather see what her friends are posting. Elena, Sonja and Amy also mentioned that if the content is irrelevant to them, or the content is of bad quality it would be a reason for them to unfollow a clothing company on either Facebook or Instagram. Felicia brought up the fact that she thinks it is of importance that the clothing companies also think about posting content that has other intentions than just selling more and advertising: “It is good when they also show proof of how they take responsibility as a company, and that they might work with sustainability and stuff like that. I am interested of things like that anyways.”

5.3. The relationship with clothing companies
The participants were asked about their relationship with the clothing companies that they follow on Facebook and Instagram. The participants gave various reasons why they follow different clothing companies. The relationship between the clothing companies and the participants from the interviews are described according to the participants as: informative, passive, simple, convenience and that it brings economic value. Furthermore, the participants were asked how their relationship differs between the clothing companies on Facebook and Instagram. The participants explain that the relationship differs with the clothing companies on Facebook and Instagram that they have more control and can be more selectivity on Instagram. Clothing companies according to the participants push themselves onto you on Facebook. Also, on Facebook the posts and the newsfeed contains more sales-related material while Instagram contains more material that inspires the participants. Shakima explains that: “On Instagram, it is not required to me to actively interact with a company, due to the fact that they are just in my newsfeed and I can choose myself whether I want to interact with them at all.” Henceforth, the majority of the other participants agree that the
content on Instagram is more concise and short information where one does not have to be forced to interact with the clothing companies.

The third question in this theme involved reasons why the participants find it important to have different clothing companies on Facebook and Instagram, and if they feel like they have to give something up in order to maintain the relationship with the clothing companies. The participants do not have to give up anything in this relationship but they like the fact that they have the opportunity themselves to choose which clothing companies they would like to interact with and gain a deeper relationship with. In addition, they do not have to actively search for information in order to stay updated on products, happenings and trends if they follow the clothing companies on Facebook and Instagram. “It is a convenient and time efficient way to get information in regards to find different offers and discount codes from clothing companies” according to the participant Sonja. The participants further explain that it has no importance in the relationship with clothing companies on Facebook and Instagram that they exist. However, the participants agree upon the fact that a Facebook and Instagram presence provide insight and information about products and offerings, which bring economic value to the consumer and convenience for consumers.

Participant Rhonda explains: “I follow for instance a small clothing company here in Umeå, because I felt that I wanted to support their business.” Rhonda explains that the reason why she is following the business, is because it will lead to that they continue their business. However, she does not follow bigger clothing companies such as H&M or Lindex because they are big players in the industry, contrary to the small local business here in Umeå. The results from the majority of the participants further shows that they do not feel like they have to be active towards the clothing companies on Facebook.

The fourth and last question in this theme involved whether the participants believed that the relationship with the clothing companies on Facebook and Instagram affected their shopping habits. The majority of the participants describe that the relationship with the clothing companies on Facebook and Instagram affect their shopping habits subconsciously. It makes them buy more of these companies’ products through more online purchases and the possibility of convenient shopping. The majority of the participants more or less stated that they were subconsciously affected by the passive relationship that they have with the clothing companies. This leads accordingly to a higher purchase intention from the perspective of the interviewees.

5.4. The experience of marketing activities
The next theme in the interview was the participant’s experience of marketing activities on Facebook and Instagram. The first question involved if the participant had an idea on why clothing companies should have a presence on Facebook and Instagram. The participants’ opinion about clothing companies’ reasons for being present on Facebook and Instagram were that it provides them with visibility for the consumers, the reachability to meet the consumers where they are, advertising possibilities and marketing opportunities. The participant Sonja and Amy notably agreed upon the fact that it provides the clothing companies with low cost accessibility and more personalized data to the consumers, especially on Facebook.
The second question in the theme was what the clothing companies are trying to share to their followers on Facebook and Instagram. The majority of the participants’ experience were that the clothing companies are trying to share a lifestyle-feeling and to promote their own brand on Instagram. While on Facebook the clothing companies are trying to promote offers and products, enable more consumer purchasing and to inform their consumers about the company. One of the participants, namely Callie, answered in regards to her view of a presence on Facebook for clothing companies: “It is a huge platform and it is therefore easy to reach out with their products, and everybody uses Facebook in general on everyday basis which means that the users will be exposed to clothing companies easily.” On Instagram Susan says: “It is primarily advertising. For instance, ‘come and buy these clothes’, but most clothing companies want to be a bit more personal, at least on Instagram.” She further explains that it can be more like ‘look how we work in order to produce these particular clothes’ and it helps her to become more involved in the clothing companies’ marketing activities.

The third and last question in this theme was what kind of marketing activities the participants value the most from the clothing companies on Facebook and Instagram. The answers received from the participants were split: some of the participants did not want any active participation at all with the clothing companies because they want to choose themselves when to interact with them. With these marketing activities taken into consideration, Elena says: “I refuse to take part of the marketing activities on Facebook such as a tag a friend and share this post in order to win a certain price, because then I have to involve myself in a certain activity from the clothing company.” The majority of the participants however prefer easy and convenient marketing activities like discount codes, company insights, and providing actual value to the consumer, notably on Facebook. In general, the participants agree upon the fact that they want to earn something from this particular activity. One of the most common activities mentioned in the interviews and in particular on Facebook, were that the interviewees liked discount codes or short-term sales such as midterm sales. On Instagram the view of marketing activities was rather positive, due to the fact that the participants felt that they had the opportunity themselves to choose which clothing companies they want to follow and receive these activities from. Amy explains that if a clothing company would “Spam” different kind of marketing activities too much on Instagram, it would lead to that she would just unfollow that particular clothing company, and thus not get exposed to anymore marketing activities from the particular clothing company. However, she further explains that it would be different on Facebook, because even if she would unfollow a clothing company for a reason, it would still perhaps appear on her newsfeed due to ad banners or from friends’ activities.

5.5. Communication perception
The first question in the theme of communication on Facebook and Instagram from the participants’ point of view were their thoughts about communicating with clothing companies on Facebook and Instagram. The participants’ answers were rather split in this question. They provided both positive and negative reasons of communicating with clothing companies on Facebook and Instagram. However, the majority were positive in asking general questions to the clothing companies because it is a simple, convenient and fast way to receive answers from the clothing companies.

The majority of the participants said that they had the feeling that they used Facebook as a source to write about general complains and questions. To communicate through
Facebook and Instagram according to Shakima, Felicia and Rhonda is an efficient way to get in contact with the person in charge of the Facebook or Instagram account to ask about different sizes or general questions. For instance, says Felicia: “If I would ask a general question on a clothing company’s Facebook site I would get some kind of reply and that Facebook has become more like a customer service.” She further explains that this is partially due to the fact that it otherwise would look bad if someone wrote a comment and would not get replied by the clothing company. The participants also provided negative reasons to communicate with clothing companies on Facebook and Instagram. For instance, that the participants were unsure to receive an answer on a question, or the lack of transparency from the bigger Instagram and Facebook accounts.

The second and third question involved the participants’ opinions on how communicating with clothing companies on Facebook and Instagram differs from other means of communication such as emailing or calling the clothing company, and what they prefer to do. The answers received were that the participants favour communicating via telephone and email when there are questions concerning private matters. The reason why the participants favour calling is because they can get in touch quickly with an actual person that can answer their question. Also, the participants agree upon the fact that they can get a more elaborate answer through emailing the company, but they favour writing on Facebook and Instagram when they have general questions. The participant Sonja states that it is more common for her parents to be more active on Facebook and ask questions, while she prefers herself to write messages as private messages on either Facebook or Instagram to the account holder of a clothing company. She further explains: “I am not a fan of talking on the phone with strangers and therefore I rather send for instance a private message on Facebook or Instagram because I know that I will receive a reply from the account holder within the next 24 hours, as long as it is not from one of the bigger Instagram/Facebook accounts.”

5.6. Social media presence of clothing companies from the consumer perspective
In the interview’s last theme, the interviewees were asked to rank the seven alternatives down below in table 3 from ‘most suitable’ to least suitable based on their perspective of what they believe that clothing companies want to have for role on Facebook and Instagram for their consumers. Furthermore, the interviewees were asked what expectations they have on clothing companies being present on Facebook and Instagram. After the participants had ranked the seven alternatives we gave each alternative a score from 1 to 7 depending on what place the interviewee had ranked it as. The alternative that was ranked as ‘most suitable’ received the highest score, namely 7, while the alternative that was ranked ‘least suitable’ received the lowest score, namely 1. By establishing this point system, an alternative could at the most receive a score of 56 or at least a score of 7. If an interviewee could not pick one alternative over another, then the two alternatives that the interviewee put on the same place, for example if alternative A and B both were ranked in last place, then they were given the total score awarded for the last and second last place. These scores would be added together, which would equal a total score of 3. Then the total score would be divided between the two alternatives and generate an individual score to each of the alternatives of 1,5 points. The reason for why we have chosen to give out scores to the different alternatives in each question is to be able to emphasize the different reasons between what the consumers perceive and expect the clothing companies to have for being present on Facebook and Instagram. When adding up the total scores on the alternatives from the interviewees and visually presenting it in the tables, it becomes easier to see what the
differences are between what the interviewees perceive and expect of the clothing companies being present on Facebook and Instagram. The tables with the total scores of each alternative in each question will be presented in the beginning of each separate question.

Table 3: alternatives

<table>
<thead>
<tr>
<th>Alternative:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Communicate and socialize with consumers</td>
</tr>
<tr>
<td>B</td>
<td>Act as a source of information</td>
</tr>
<tr>
<td>C</td>
<td>Be a part of the consumer’s everyday life</td>
</tr>
<tr>
<td>D</td>
<td>Offer entertainment to the consumer</td>
</tr>
<tr>
<td>E</td>
<td>Reach the consumer in a relaxed way</td>
</tr>
<tr>
<td>F</td>
<td>Create value to the consumer by being more available</td>
</tr>
<tr>
<td>G</td>
<td>Make it more comfortable/easier to shop online</td>
</tr>
</tbody>
</table>

5.6.1. Consumers’ perceptions of clothing companies on Facebook

Table 4. Perceptions on Facebook

Communicate and socialize
The alternative ‘communicate and socialize with consumers’ as a purpose for why clothing companies want to be present on Facebook, based on the consumers’ perceptions, was ranked as the second highest given alternative. It appears to most of the participants that it is easy for the clothing companies to reach the consumer. Sonja says: “The most important thing is to communicate with the consumers, otherwise you will not establish a relationship with them.” Felicia has a similar point of view in regards to why clothing companies want to be present on Facebook. She describes it as: “The purpose is to be available to the consumers and because of the wide spread of
Facebook, it enables the clothing companies to communicate and socialize.” Rhonda agrees with the statements above but adds: “Facebook makes it possible for consumers and clothing companies to get in touch with each other.” Furthermore, Callie states: “They can have question and answer sessions, and it works as an open forum where consumers can ask the company general questions.” Susan and Shakima think that it is an easy way of reaching the clothing companies if they exist on Facebook. Also, they further explain that due to the fact that a lot of people are on Facebook, it is an easy way for clothing companies to communicate with them.

Act as a source of information
The majority of the participants had the alternative ‘act as a source of information’ in their top 3 alternatives when they were ranking the different alternatives. The alternative achieved the highest score based on what reason the participants perceive that clothing companies want to fulfil by having a presence on Facebook. Sonja says: “I would think that it would be weird if I did not find a certain clothing company on Facebook. I just assume that they are there in order to provide information about themselves and other relevant information.” Participants Susan and Shakima say that there is always information about a clothing company on Facebook, regarding their products and opening/closing hours. While Elena and Callie state that they feel sometimes that there are too much information and advertisements on Facebook from clothing companies.

Be a part of the consumer’s everyday life
The alternative ‘be a part of the consumer’s everyday life’ received the fourth highest score from the perceptions of the consumers on why clothing companies want to have a Facebook presence. Elena says: “The clothing companies want to be wherever you look and because of being present on Facebook, consumers want to buy clothes from the clothing companies.” Susan agreed and elaborated with an example: “They want you as a consumer to think about them as soon as you are going to buy a product. For instance, when you are going to buy new running shoes, then you just go OH! ‘Sportamore’ on Facebook, perfect!” Shakima states: “It is always the same clothing companies that comes up in my newsfeed because I usually shop on the websites. My experience is that they are always there with different advertisements about their products.”

Offer entertainment to the consumer
The interviewees perceptions of the alternative ‘offer entertainment to the consumers” was the least important reason for why clothing companies want to be present on Facebook, which resulted in the alternative receiving the least amount of points. For instance, Rhonda explains that: “It does not feel like the Facebook account holders of the clothing companies fulfils the purpose of providing entertainment. They are rather very informative. It also depends on how you look at entertainment; I mean it could be entertaining to go through their newsfeed but I do not think that the clothing companies on Facebook has it as a main purpose to why they are present there.” Shakima, Callie, Felicia and Amy’s perception of the alternative was that they do not think that entertainment should be a part of the reasons on why a clothing company is having a presence on Facebook.

Reach the consumer in a relaxed way
The alternative was ranked at fourth place by the participants. For instance, Callie states: “It is a very simple way to be recognized through Facebook for a clothing company and compared to TV it does not have to be something flashy, they are just there to be seen by the consumers.” In addition to this, Amy adds that: “If they can take care of their Facebook page, it will lead to that the consumers will be aware of them, and not perceive it as the clothing companies are forcing themselves upon them.” She further exemplifies a clothing company that was able to achieve this non-forceful presence on Facebook by taking really relaxed and nice photographs from a festival, that later were added on their Facebook page.

Create value to the consumer by being more available
The alternative achieved a third place based on the total score from participants’ perceptions of clothing companies reasons to create value by having a presence on Facebook. For clothing companies, value is created through a Facebook presence according to Rhonda, Amy and Elena due to the fact that it increases the possibility for an exchange of goods and services. Rhonda explains: “The clothing companies provide value to their consumers by being more accessible where the consumers are being present. This further leads to that a relationship forms and value is created between the two parties.” Elena has a similar opinion. She explains: “People want to purchase products if it is easy to find the clothing companies on for instance Facebook. If a clothing company is present everywhere, it becomes an incentive to purchase their products over non-present competitors.”

Make it more comfortable/easier to shop online
The last alternative, based on the perceptions of the interview participants for why clothing companies want to be present on Facebook, received a second last place in the total point ranking of all the alternatives. The three participants Sonja, Felicia and Elena agree upon the fact that the whole reason why clothing companies are present on Facebook, is because they want to make it easier to shop for their consumers. While the majority of the other participants acknowledged the alternative as one of the reasons for why clothing companies are present on Facebook, they did not believe that it was a main reason for why clothing companies have a presence on Facebook.
5.6.2. Consumers’ expectations on clothing companies on Facebook

Table 5. Expectations on Facebook

Communicate and socialize with consumers
The alternative received third place on why the consumers expect clothing companies to have a Facebook presence. Felicia says: “By having clothing companies present on Facebook, it provides me as a consumer with the opportunity to communicate and socialize with them.” Rhonda reasons in a similar way as Felicia, and that it is important that: “There is an available channel for people to write to clothing companies, and get quick answers to their questions. I think that a lot of people would choose Facebook as the first alternative when they want to ask general questions.” Susan argues that it is good for her as a consumer to have the possibility to communicate with clothing companies, and that she also thinks that it is one of the most important reasons for why they should be present on Facebook. Sonja and Amy think that it is one of the most crucial ways for consumers and companies in general to establish relationships, to have a two-way type of communication between the company and the consumers.

Act as a source of information
This alternative received the second highest score from the interviewees. Sonja states: “I follow different clothing companies on Facebook to get information about activities, general knowledge and things that are of importance.” The participant Susan thinks that they should provide information about products because: If they are going to be present in my newsfeed, they should at least add some kind of value in form of information.” This can further be linked to the statements provided by Shakima and Elena who do not want the information pushed in their faces by clothing companies on Facebook, but still think that it is an easy source to turn to when they quickly want to gather general information about clothing companies and find links to products. Callie thinks that information about clothing companies on Facebook works in her favour as a consumer since she does not need to search for it on Google, as the Facebook-pages are adapted to her smartphone while webpages sometimes are not.
Be a part of the consumer’s everyday life
The interviewees gave the alternative ‘be a part of the consumer’s everyday life’ the second lowest score. It was only Sonja who thought that it provided her with any satisfaction of value, that clothing companies is a part of her everyday life through Facebook, she says: “They create value for me by being part of my everyday life on Facebook, as it enables me to see what they are offering and what they are doing.” Susan, on the other hand, ranked it as her last option and stated: “I do not think that it is that important that they are a part of my everyday life. I do not need to see them there everyday - if I want to purchase a pair of new shoes then I can find my way to different shoe companies, by myself.”

Offer entertainment to the consumer
The lowest score was given to the alternative ‘offer entertainment to the consumers’ in terms of what the interview participants expect that clothing companies should provide them with on Facebook. This is according to the participants the least desirable purpose that clothing companies fulfil on Facebook. Callie thinks that even if a commercial from a clothing company is funny on Facebook, it does not matter to her and she argues that: “You will not remember if a commercial is funny or not, you will remember if the products in the commercial looked good or not. It does not need to be funny for these purposes.” Elena agrees with Callie but states: “I ranked the alternative D to be least important for me, due to the fact that it fulfils no purpose to be entertained. Then I might as well just enter other websites in order to be entertained.” Amy and Felicia both think that there are many other ways to get entertained on Facebook rather than to get it from clothing companies, and thus do not believe that these clothing companies should have this as a purpose. They talk about Facebook-pages specifically created to provide entertainment, and that they rather turn to these to get entertained.

Reach the consumer in a relaxed way
The alternative in regards to reaching the consumers in a relaxed way was ranked in 4th place based on the total scores from the interviewees rankings. Elena says: “Reaching the consumer in a relaxed way is of great importance when it comes to clothing companies on Facebook. For instance, a relaxed way according to me would be to add a picture now and then, so they are in my periphery. If they would for instance add 5 pictures per day, I would definitely unfollow the company because it would be too much.” Shakima has a similar point of view: “I do not mind seeing the clothing company in my newsfeed as long it is not too much, and too often because then I would probably unfollow the company.” Amy thinks that if the clothing companies want to reach their consumers, they need to approach them with caution, and not push themselves into their consumers Facebook newsfeed. She describes it as: “If they push themselves into my personal space, which is my Facebook-newsfeed, then I get annoyed. Also, if it is not in a relaxed way, you do not like what they present. It gets too commercialized and you feel like it is all about them selling to you.”

Create value to the consumer by being more available
The participants ranked the reason that they expect clothing companies on Facebook to ‘create value to the consumer by being more available’ in fourth place based on the total score. Sonja says for instance: “Clothing companies are supposed to provide the consumer with information via Facebook, which leads to that the consumer gets value created from the clothing companies.” The participant Amy thinks that the sentence
itself ‘create value to the consumer by being more available’ literally explains an important purpose for her as consumer, which is that the presence of clothing companies on Facebook makes them more available to her. Rhonda thinks that since many people want to follow clothing companies on Facebook, it works in the consumer's favour if a clothing company offers its consumers an updated and functional Facebook-page. Callie believes that it creates opportunity for people that live in more remote areas that clothing companies are available on Facebook. She elaborates on this: “I think about people who lives in Northern part of Sweden, everybody does not live close to the stores downtown, and it becomes much easier for them to get in touch with clothing companies and buy their products online if they are available on Facebook.”

**Make it more convenient/easier to shop online**

The reason that received the highest score from the interview participants in terms of what they expect from clothing companies on Facebook was the alternative ‘make it more convenient/easier to shop online’. Susan, Amy and Shakima all had similar opinions in that they want clothing companies present on Facebook in order to be able to make it more comfortable and easier to shop online. Shakima especially states that: “When I want to shop, I need it to be comfortable and easy to do it. I also want information about the particular products, and then Facebook is the perfect source for information!” Amy argues that she finds it most important to be able to find a clothing company on Facebook because otherwise they cannot sell anything to her and she will not be able to buy anything, it becomes prolix and problematic. Amy’s argument can be linked with what Elena says when she speaks from her own experience and argues that it has to be easy to go from Facebook to potential purchasing websites, otherwise it becomes an obstacle for her and she ends up not wanting to buy the products. Felicia explains that one of the main purposes that clothing companies have for her on Facebook, is to provide a simple solution for consumers to more conveniently purchase products.

5.6.3. Consumers’ perceptions of clothing companies on Instagram

**Table 6. Perceptions on Instagram**
Communicate and socialize with consumers

The alternative received the third highest score from the interviewees, in regards to what they perceive as a reason for why clothing companies are present on Instagram. Sonja argues that Instagram as a medium is: “All about likes and comments” which she then explains is a kind of communication on which relationships can be built between the clothing companies and the consumers. Sonja further explains her line of argumentation: “They emphasize to answer on all comments and they like to get the activity to their accounts. It also helps to develop some kind of relationship between the consumers and the company.” Susan has a similar point of view in regards to Sonja’s reasoning. Susan has the opinion that Instagram is a more social medium than Facebook, and that people comment and ask questions on clothing companies’ posts and get answers. Elena states: “On Instagram the consumers are mostly asking about the different sizes that a shop has on a specific shirt or skirt. They are therefore socializing with their consumers and I think that could be a reason why they are on Instagram.” Amy has a similar opinion as Elena: “I think that a possible reason that clothing companies socialize with their consumers on Instagram is that it shows that these companies actually want to communicate and that it is done in a smooth way.”

Act as a source of information

In the participants’ rankings, the alternative that got the second lowest score based on their perceptions of reasons for why clothing companies want to be present on Instagram was to ‘act as a source of information.’ In general, the participants gave the alternative low scores. The participants Callie, Rhonda and Felicia state that it is more important to have information in text on Facebook, and pictures with a little amount of text on Instagram. This alternative according to Sonja is more relevant on Facebook, because she thinks that clothing companies rather want the information on Facebook and to have the different photos on Instagram where they resemble and stand for inspiration. The statement is similar to what Rhonda wants from clothing companies on Instagram. Namely, that she thinks that clothing companies on Instagram fulfils the purpose to provide their consumers with inspiration. Callie thinks that clothing companies that acts as a source of information on Instagram has a similar purpose to clothing companies that acts as a source of information on Facebook. She motivates it by saying: “I am of the belief that it is the same as on Facebook. If it is a big sale or if
they have any good offers, people want to know about it, and especially since physical magazines are becoming obsolete, and at least I do not watch that much television anymore, it is a good tool for them to spread this kind of information on Instagram.”

Be a part of the consumer’s everyday life
The highest total score was given to the alternative ‘be a part of the consumer’s everyday life’ based on the consumers’ perceptions for why clothing companies want to be present on Instagram. Shakima argues that: “Because it is easier through an interesting picture to show what a clothing company can provide to their consumers, and thus be a part of the consumer’s everyday life. This will ultimately lead to that other consumers will see the pictures and want to see more of them and will follow the clothing company.” This particular belief is also shared with Rhonda who states that the clothing companies want to be a part of the consumer’s everyday life in order to show what they are about. But also to provide the consumers with what the clothing company can provide the consumer with. Sonja, on the other hand, argues that the reason for why clothing companies are present on Instagram is to provide inspiration to the consumers which will make them visit the physical clothing stores. When thinking about why clothing companies wants to be part of the consumer’s everyday life by operating on Instagram, Amy and Callie shared the view that clothing companies’ presence works like “Sneaky commercials” that subconsciously affects the consumers. Callie says: “Because of the indirect advertisements, you might be affected so that you go to their stores or visit them online and by their products. Even if you just scroll past them in your newsfeed, you still might pick up that they are present and this can affect you.” Elena thinks that because of how clothing companies post content of more pictures and less text, it is less noticeable than a Facebook post, and you accept it in your Instagram newsfeed to a higher degree than on Facebook. She explains: “Since they post pictures and not write that much on their posts. It just comes up in your feed, and then you go on, and if you think about it you can access it later.”

Offer entertainment to the consumer
The lowest score was given to the alternative that stated that clothing companies want to provide their consumers with entertainment on Instagram. Susan, Elena, Callie, Amy, Rhonda and Sonja agree upon the fact that the purpose for clothing companies on Instagram is not to provide their consumers with entertainment. They state specifically that it is not the main reason to why clothing companies are present on Instagram. In difference from the other interviewees, Shakima thinks that clothing companies providing entertainment through Instagram to their consumers have an easier path to get the consumers to buy their products. She elaborates on this with an example: “It is easier for the clothing companies to tempt their consumers with entertaining pictures, and get them to purchase products. In my Instagram newsfeed, there is one specific clothing company, Weekday, that I like a lot because they post a lot of pictures that entertain me.”

Reach the consumer in a relaxed way
The second highest score was given to the alternative ‘reach the consumer in a relaxed way’ from the consumers’ perceptions as a reason for why clothing companies want to be present on Instagram. The participant Callie states: “They are present I believe, on Instagram, in order to show that they are there and it does not have to be that flashy. For instance, it might be enough if they just show a picture with someone wearing their clothing.” Callie also provided an example from her own experience: “It is common on
sports or gym accounts on Instagram that they show someone working out in clothes with their brand.” This can further be linked to Elena’s statement who thinks that the reason why clothing companies want an Instagram presence to create value for their consumers, is that their pictures are just supposed to appear in the newsfeed of the consumer, and then they can go back to the picture in their newsfeed of a particular sweater whenever they want. Felicia emphasizes that she feels that the concept of Instagram is that it is a more downscaled medium compared to Facebook. She says: “It is still very accessible, but in a more relaxed way.” Amy has a comparable opinion to Felicia’s, and explains that the least forced way that the clothing companies reaches her is by putting their products on influencers: ‘The most relaxed way is when they sponsor cool people that I follow, or that I do not follow that person and I just go WOW! These products are great and since the influencers purchase these products, they must be good.”

Create value to the consumer by being more available
To create value for the consumer by being more available was placed fourth of reasons for why clothing companies want to have a presence on Instagram based on the consumers’ perceptions. The alternative is described by Sonja as that they want to exist there in order to be a part of consumer’s life and to inspire them. By doing so, she thinks that it creates value for both of the parties. Therefore, is it really important for them to be on Instagram. Callie and Elena believe that one of the reasons for why clothing companies are on Instagram is because it creates value to their consumers by enabling them to quickly go from the company’s Instagram-account to their website in order to purchase linked products. Rhonda thinks that companies want to fulfil the purpose of being more available to their consumers by being present on Instagram for the same reason that they want to be present on Facebook: “They want to have an account to be accessible to their consumers wherever they are. If consumers are active on Facebook, they need to be present on Facebook. If consumers are active on Instagram, they need to be present on Instagram.”

Make it more comfortable/easier to shop online
The third lowest score was given to the alternative ‘make it more comfortable/easier to shop online.’ Shakima explains from this perspective why she thinks that clothing companies want to have an Instagram presence in order to create value: “The reason why clothing companies want to be on Instagram is due to the fact that they want to provide and show the different products that they are offering to their consumers. It is easily done for them to upload pictures in order to show what they are offering. Many of these clothing companies also have some links to their websites, which leads to that consumers can enter and therefore make it easier to shop on their website.” Felicia explains that the clothing companies makes it easier to shop online by being present on Instagram, since it saves the consumers a lot of time by having easy access to go from advertisements more or less directly to online checkouts.

5.6.4. Consumers’ expectations on clothing companies on Instagram

Table 7. Expectations on Instagram
Communicate and socialize with consumers

The alternative ‘communicate and socialize with consumers’ received the fourth place by the participants as a reason of what they expect from the clothing companies on Instagram. Shakima states: “I would like to say that a reason for why I want the clothing companies to be present on Instagram is because socializing and communicating with them can help me with my shopping. Partially it is like that because I get inspiration from Instagram and especially from the photos provided by the clothing companies.” Participant Amy and Callie state that they want the clothing companies to socialize and communicate with them not too much and not too often, but rather on their own terms. Susan thinks that it is useful to turn to Instagram as a source to communicate with clothing companies. She says: “It is good that they are present on Instagram if you are present there, and it makes it easier to communicate with them if they also are available there. Because then it becomes easier, you do not have to send them an e-mail if you have a simple question.”

Act as a source of information

The alternative received the same amount of points as the alternative ‘to communicate and socialize’, and ended up on the fourth place of reasons that the participants expect clothing companies to have on Instagram. Rhonda thinks: “General information could be a good thing to get out on Instagram or rather, it is an easy way to send out the information on Instagram to the consumers. Participant Elena, Sonja, Shakima and Felicia think that the information provided on Instagram should be limited, little text with an inspirational photo is appreciated to them rather than a lot of text. Susan’s reasoning about clothing companies providing the function as a source of information is in line with how she reasons about clothing companies working as an information provider on Facebook. She explains: “Well, I think about in the same way as I thought about clothing companies working as an information provider on Facebook, namely that if they have some useful information for me as a consumer, it is good that they provide me with it.” Callie says that: “I want to know when they have any news, or products, or offers, or things of that matter. That is one of the reasons for why I follow them on Instagram.”
Be a part of the consumer’s everyday life
The alternative about clothing companies being a ‘part of the consumer’s everyday life’ received the sixth place. Rhonda believes that it is natural for clothing companies to be present on Instagram because she thinks it is the most optimal tool in order to create some kind of relationship between a consumer and a clothing company. She further explains that it is perfect for clothing companies that want to promote themselves and their clothes to the consumers. By doing so, they will be a part of the consumer’s everyday life and it makes it natural for the consumers to buy their clothing, but she does not think that it is that important for her. Sonja describes her own experience with clothing companies on Instagram when talking about the purpose they fulfil for her by being a part of her everyday life: “I think that they are good at what they are doing, and I do follow some of them so that they will appear in my Instagram newsfeed. I want them to be there.” Amy’s reasoning is of similar fashion; she explains that: “I think that it fills a purpose for me as a consumer to have clothing companies in my everyday life because I chose to have them there. It was an active choice because I have an interest in their products and pictures and it gives me inspiration.”

Offer entertainment to the consumer
The last place of the reasons for why the participants want clothing companies to be present on Instagram was the alternative about ‘offering entertainment to the consumers.’ Five out of the eight participants agreed upon the fact that the reason why clothing companies are on Instagram is not to provide their consumers with entertainment in order to create value. One of the participants, Amy on the other hand stated that it depends on how one defines what entertainment is. But she confronts the term to not be fitting into the Instagram context, and the clothing companies to be there in order to provide the consumers with entertainment. However, the participant Shakima argues that for her, entertainment is partially created on Instagram by looking at inspirational pictures on clothes: “Having clothing companies in my Instagram newsfeed works as entertainment because I get inspired by beautiful settings where there are also nice clothes in it.”

Reach the consumer in a relaxed way
The alternative ‘reach the consumer in a relaxed way’ was ranked the top alternative. The major reason to why the participant Callie wants clothing companies on Instagram is because she has the opportunity herself to choose which clothing companies and people she wants to follow and have in her newsfeed. This gives her the opportunity to choose the clothing companies that tries to reach her as a consumer in a relaxed way, and she values the fact that it is not forced upon her to follow those clothing companies she does not want to follow. They are there to offer the consumer the opportunity to follow them. Callie wants it to be her own choice to reach clothing companies on Instagram, not the other way around. She explains: “I want them to be there, but I want them to be there in a relaxed kind of way. It should be my choice if I want to follow them, and they should not push themselves into my life. Since I can control my own Instagram newsfeed, I do not want anyone that tries to force me into following them.”

Create value to the consumer by being more available
The third highest score was given to the alternative ‘create value to the consumer by being more available.’ This particular alternative is described according to Rhonda to be: “They basically want to be where the consumers are and it is of the same reason on
why clothing companies are on Facebook. Namely due to the fact that if they have an account on Instagram then they are more available to the consumers and this ultimately leads to some kind of value creation for the consumers." Participant Elena thinks rather similar to the statement above, but adds that she gets value from some kind of presence from a clothing company. She further explains that because if she gets inspired by clothing companies’ pictures and clothes on Instagram, it brings some kind of value to her life by having clothing companies available on Instagram. Felicia once again brings up that time is a valuable resource for her as a consumer, and that by having clothing companies available on Instagram, it saves her a lot of time to find products and to get inspired by new trends. Sonja, on the other hand, relates the purpose that it fulfills for her by having clothing companies present on Instagram to her own particular interest in the clothing companies that she follows: “I want them to be there and I have chosen to have them there. It creates value for me that they are present on Instagram since it provides me with relief of having to find them elsewhere.”

Make it more comfortable/easier to shop online
The second highest score was given to the alternative ‘make it more comfortable/easier to shop online.’. Rhonda explains: “I would like them to make it more comfortable to shop online, and I hope they understand that it should be a reason on why they are on Instagram. I think, that it is not the case for the moment because they do not have any direct links to their website and this is annoying according to me. Also, I think it is a lot easier to be able to shop online on for instance Facebook, because there they have direct links and then it makes it a lot easier for me to enter their website. However, this is not really possible on Instagram because they do not have a direct link there, which is sad.” The participants Amy, Callie and Susan can relate to the problem at hand, but agree that the purpose of an Instagram presence from a clothing company should include to make it easier and more comfortable to buy things online and not only be there to provide inspiration in their taste of clothing. Sonja finds it very purposeful to have clothing companies present on Instagram as she already shops a lot online, and that it makes it even more convenient to just be able to use a link to go from the clothing companies Instagram account to their online-store. Elena thinks in similar terms that it is much easier to purchase clothes from clothing companies online by having them on Instagram: “It is just a couple of clicks away and then you can get exactly what you want.”

5.7. Summary of the perceptions and expectations on Facebook and Instagram
From the consumer's perceptions in regard to what they think that clothing companies want to have as reasons for being present on Facebook, there are three reasons that stand out;

1. Act as a source of information.
2. Communicate and socialize with consumers.
3. Create value by being more available.

The top three reasons consumers expect clothing companies to have on Facebook are;

1. Make it more comfortable/easy to shop online.
3. Communicate and socialize with consumers.
Based on the perceptions of the consumers on what reasons clothing companies have for being present on Instagram. There are three activities that are of interest for the participants;

1. Be a part of the consumer’s everyday life.
2. Reach the consumer in a relaxed way.
3. Communicate and socialize.

The consumers’ expectations on what reasons they want clothing companies to have on Instagram are;

1. Reach the consumer in a relaxed way.
2. Make it more comfortable/easy to shop online.
3. Create value by being more available.

6. Analysis and discussion
The chapter is characterized by the empirical study’s result that has emerged from the eight in depth interviews with the female participants, and which further will be related to the theoretical framework from chapter three. The first section of the chapter will present how the interview participants use Facebook and Instagram. Then there will be an analysis of the different themes, namely: the experience of clothing companies, the relationship with clothing companies, marketing activities and communication perceptions of the participants. To conclude the analysis, the last section will analyse the interview participants’ perceptions and expectations of the clothing companies’ presence on Facebook and Instagram.

6.1.1. The interview participants’ usage of Facebook and Instagram
In section 5.1. in the empirical study it is presented that the interview participants use Facebook to communicate with friends and family, to use it as a source of information and to get in touch with people that are outside their circle of friends. Whiting & Williams (2013, p. 363) describe social interaction on social media as people using social media for communicating and interacting with other people. We regard that the participants are using Facebook based on the theory presented by Whiting & Williams (2013), because of the social interactive aspect of Facebook, to get information and the communicatory utility Facebook as a medium provides.

In section 5.1. it is explained that the interviewees are present on Instagram in order to stay updated on their friends, for inspirational purposes and to share pictures of their own. Papacharissi & Rubin (2000, p. 185-186) had convenience utility as a factor to explain different motives for why people use the Internet. In a similar way, Whiting & Williams (2013, p. 365) used convenience utility as a reason for why individuals are using social media due to the convenience and usefulness it provides. Referring to the theory from Whiting & Williams (2013), we regard that the interviewees use Instagram because of the convenient setup of this medium that makes it useful for the purposes that the interviewees have described. In addition, the interviewees emphasized that they use Instagram to stay updated on what their friends are doing. Ko et al. (2005, p. 63) connected social interaction with a question in their research that was stated as “Keep
up with what’s going on.” Therefore, we consider it to be a difference in how the interviewees socially interact on the different mediums Facebook and Instagram. Based on how the definition of social interaction as a reason for choosing a certain medium differ between the studies of Whiting & Williams (2013) and Ko et al., (2005) we regard social interaction on Facebook to be more active in comparison to Instagram.

Kaplan & Haenlein (2010, p. 7) refers to that companies in general on social media should be among other things active toward their consumers. But with the conducted data from the interviews, we saw that there was a difference between the social media channels Facebook and Instagram, in terms of how consumers perceive on how the companies are being active. In order for clothing companies to be a natural part of the interviewees newsfeed they state that the clothing companies should not be too active, and act differently on Facebook and Instagram. Therefore, is the Kaplan & Haenlein’s (2010, p. 7) study about how companies should act on social media too broad, and does not separate the two social medias apart.

6.1.2. Experience of clothing companies

Whiting & Williams (2013, p. 364-365) explain that finding information and to educate themselves can be a reason for people to use social media. Convenience utility is another reason that could affect people to use social media, according to Whiting & Williams (2013). Since we have applied this into a business context to research the consumer’s uses and gratifications of having clothing companies on social media, it has its base from Whiting & Williams (2013) explanation. But we have specifically chosen clothing companies as the source from where information is obtained. Also, we have chosen clothing companies as adding value to the consumers by being more available, as a type of convenience utility. Due to the specification, this theory can further be applied to the participants’ answers on their experience with clothing companies on Facebook, accordingly. Shakima explained that the reason for her to follow different kind of clothing companies on Facebook is to have the convenience of reaching them on their Facebook site. Callie and Sonja furthermore explain that the reason why they have chosen to follow different clothing companies are to see promotions from them. The reasons on why the participants are following clothing companies on Instagram have some similarities, but also by the differences. A similarity between the participants is the fact that they get inspiration. However, how they get inspiration is different among the participants. Amy gets for instance inspiration from fashion profiles that she refers to as influencers. Callie on the other hand follow clothing companies directly in order to stay updated on new trends and products she might be keen to purchase.

The parallel has been drawn to Palmgreen & Rayburn’s study (1979) that regards that people watch television in order to learn about things. In this particular sequence we can see that the theory is also applicable on the concept of that the participants in this study want to learn about different clothing that for instance a clothing company is offering to their consumers. It fulfils the criteria for ‘information seeking.’ However, we could also see that, as mentioned above, the majority of the participants are using Instagram in order to get inspiration. This is not a criterion in the Uses and gratification theory. Therefore, we see that the theory does not apply to the concept of inspiration for the consumers.

Some differences between Instagram and Facebook according to the participants, were that Facebook is perceived as more of a source on how people interact with other
individuals, where communication was seen as the primary function and where clothing companies sometimes had a forced approach upon the consumer. Instagram was described by the participants to be used on a higher degree for inspirational purposes, and the interviewees also felt that they had better control over their newsfeed on Instagram. For instance, Sonja states that on Instagram is the clothing companies a lot better to get their message across, by providing the consumers with pictures rather than using text. Felicia explains that she gets targeted by clothing companies on Facebook due to her internet searches. Furthermore, in section 5.1. Susan elaborates that there are more advertisements on Facebook than on Instagram. This is due to the fact that she feels that she has the opportunity to choose which clothing companies that she wants to follow on Instagram. But on Facebook there are a lot of things that she has chosen not to see, but still pops up in her newsfeed.

We believe that the control the participants have on Instagram in terms of which clothing companies they would like to follow lead to a more positive value creation than the value in mind that some of the participants have towards clothing companies on Facebook. This can explain that the participants interpret that clothing companies intrude on their territory on Facebook. In general, this can apply to the theory about negative intrinsic value presented by Hurka (2006, p. 359), which states that when a clothing company perform an action that is perceived by the consumer as something negative, it will lead to a negative intrinsic value for the consumer.

6.1.3. Relationship with clothing companies

In section 5.3. the interviewees were asked to explain their relationship with the clothing companies on Facebook and Instagram. The participants suggest that the relationship between them and the clothing companies can be seen as informative, brings economic value, convenient, passive and clear. The social exchange theory can in this context be applied as suggested by Emerson (1976, p. 335-337). This is due to the fact that the social exchange theory explains that two parties, such as the relationship between a consumer and a clothing company, can get exchange of cost-benefits in order to satisfy their needs. Hence, this relationship can lead to an exchange of for instance goods and financial return between the two parties, which leads to that there will be a maximization of profit and a minimization of costs, which leads a value creation. The participant Sonja explains this about her relationship with clothing companies on social media: “It is a convenient and time efficient way to get information in regards to find different offers and discount codes from the clothing companies.” This statement is further linked to that of other participants who want clothing companies on Facebook and Instagram in order to bring value by providing the consumers with offerings and information about the different products. This further brings economic value and convenience for the consumer. Therefore, we can take the social exchange theory into account when analysing the consumer’s perspective on their relationship with clothing companies on Facebook and Instagram.

Kershner (2009, p. 11) explains that intrinsic value is created for consumers by for instance a social media presence from a clothing company. This is due to the fact that it gives a possibility for the consumers to say nice and friendly things about a clothing company and if the clothing company for instance offer different kind of discount codes to their consumers on social media, it will lead to a higher intrinsic value for the consumers accordingly. Furthermore, the majority of the participants explicitly say that they do not have to be active towards clothing companies on Facebook because the
clothing companies are already present there and creates value for them. It can therefore be explained that the interview participants gain intrinsic value from a social media presence of clothing companies if the relationship between the two parties is positive. For instance, states Rhonda that the reason why she follows a smaller clothing company on social media is to support their operations and to make them continue their business. For her there will then be an intrinsic value creation, because it leads to a positive relationship between her and the smaller clothing company. Partially due to the fact that she helps to support their business through financial return and she gets insight into their products, which creates intrinsic value.

In section 5.3. the participants were asked if they thought that the relationship that they have with the clothing companies on social media affected their online shopping habits. The majority agree upon the fact that their shopping habits were subconsciously affected. This behaviour can be linked to eCRM, which according to Chaffey et al., (2006, p. 262) is a four-in-one strategy that clothing companies can utilize to target their consumers through the collection of “Big data.” Therefore, the theory of eCRM can be applied to explain the relationship between consumers and clothing companies on social media.

6.1.4. Clothing companies’ marketing activities
Section 5.4. explains the interviewees’ experience of marketing activities of clothing companies from Facebook and Instagram. The participants describe that the different activities provide the clothing companies with visibility, reachability and the ability to comprehend different marketing opportunities. Social Media Marketing according to Canhoto et al., (2013, p. 425) in this context is applicable, because we interpret that the participants want clothing companies on the two social media channels in order to have a relationship with them. This can therefore be explained by the statement of Amy and Sonja who notably believe that the marketing activities lead to a more personalized data collection and accessibility from the clothing company's’ perspective which leads to a relationship between the two parties. This can further be linked to the social exchange theory presented by Homans (1974, p. 598) who states that targeting consumers by marketing activities lead to an exchange of goods to the consumer and financial return to the company. Both of the parties then maximize their profit and minimize their loss. This potentially leads to a relationship between the consumer and the clothing company accordingly.

The majority of the participants believe that Facebook is used by the clothing companies to promote products and offers, while Instagram is used to promote their own brand. Callie for instance states that Facebook is a huge platform by which the clothing companies utilize in order to reach their targeted consumers with their products, and this means that the clothing companies will be exposed to their consumers on everyday basis. Susan explains that the marketing activities on Instagram are more about how the clothing company is operating, and accordingly it gives a more personalized experience. It is therefore easier for the consumers to interact with the clothing company in a relaxed way. Also, the majority of the participants say that they are rather more positive to take part of a marketing activity if it would mean that they would get something out of it, such as a discount code. Nevertheless, this can be applied to the section 3.2.1. in the theory chapter that says, in a business context, that it is a way for clothing companies to communicate and socialize with their consumers. Therefore, it can be explained that the reason why clothing companies have their marketing
activities are to communicate with consumers on Facebook and Instagram by for instance giving out discount codes or other marketing activities. (Ko et al., 2005, p. 65-66).

We interpret from the interviews that it was preferred from the consumer perspective that the marketing activities might need to be a bit more personalized on Instagram with for instance subconsciously marketing activities than really obvious ones, in order to make the interviewees participate in the marketing activities. On Facebook on the other hand it was preferred to have discount codes and general marketing activities such as pictures of clothes according to the participants. From a theoretical point of view, this can be applied to the 3.2.7. section in the theory chapter about convenience utility. Here Whiting & Williams (2013) explain that the reason why people are using social media, is to take part of convenience or usefulness to them as individuals, which can be provided to them by a clothing company in this business context.

6.1.5. Communication perception of clothing companies
The communication between a clothing company and a consumer on social media is of great importance in social media marketing, due to the fact that it enables clothing companies to share content that is personalized. It furthermore makes it possible for the consumers to interact with the clothing companies and to make the two parties get a deeper understanding of each other and make it possible for the two parties to form a relationship. (Weinberg et al., 2013, p. 303).

In section 5.1.5, it is explained that the participants in general are positive to communicate with clothing companies on Facebook and Instagram. Felicia states that if she would ask a general question on Facebook to a clothing company, then she would receive some kind of answer from them. Felicia believes that having clothing companies on Facebook can work as a customer service for their consumers. This is something that we can link to the theory about eCRM (Chaffey et al., (2006, p. 262), which accordingly has the important feature of being an online customer service. Shakima, Felicia and Rhonda say that it is an efficient way to get in touch with the account holder of the clothing companies in order to ask general questions. They explain it as if the clothing company will not answer their questions, it will lead to that they will not get in touch with the clothing company again on the social media channels. This can further be linked to Hurka (2006, p. 359) about negative intrinsic value creation. Because the participants believe that the social media channels should work as a source of customer service. Furthermore, due to the fact that the clothing companies give the impression to the consumers of not supplying them with customer service we interpret that the participants perceive it as a negative intrinsic value.

However, the majority of the participants argue that they prefer to communicate with the clothing companies via telephone or email when it concerns private matters. Then they would get in contact with the actual person that can answer their questions. We link this to the theory to CRM which includes a customer relationship via telephone and email. We therefore argue with the help from the interviews it to be important for clothing companies to provide and offer their consumers with more than the social media option of communication (Gartner, 2013, p. 1).
6.2. The consumers’ perceptions and expectations on Social Media

This section will cover the interview’s last theme where the interviewees were asked to rank the seven alternatives from ‘most suitable’ to least suitable based on what kind of reason they perceive that clothing companies want to have on Facebook and Instagram, and what reason the interviewees expect clothing companies to have on Facebook and Instagram. We have chosen to include the top three alternatives in each perception and expectation section from our results. In order to analyse the data and the chosen theories and then to have a section where the ‘least suitable’ alternative will be analysed. This is done to draw connections between the practical data collection and to use the most relevant alternatives to the theories.

6.2.1. Perceptions on Facebook

Information seeking

It is presented in section 5.6.1 that the participants perceive the reason ‘information seeking’ as something clothing companies want to provide the consumers with. This is something that saturates our interviews. Due to the fact that functioning as a source of information was ranked as the top alternative by our interview participants. Sonja said: “I would think that it would be weird if I did not find a certain clothing company on Facebook. I just assume that they are there in order to provide information about themselves and other relevant information.” The other participants had a view about this being a reason for the clothing companies based on their personal experiences of being exposed to a lot of clothing company-related information on Facebook. A difference perceived by the participants are that they feel that information can either be pushed towards them, or it can be up to themselves to seek the information. In this alternative, we also saw tendencies from the interview participants about expressing feelings of overexposure from company information. People in a general matter are using social media as an information source and to self-educate themselves (Whiting & Williams, 2013). Therefore, in order to apply this into a business context, and particular for clothing companies operating on Facebook and Instagram, we have used the concept and made it more applicable to consumers by defining it as: ‘act as a source information.’

Communicate and socialize

In the section 5.6.1., the participants state that it is easy for the clothing companies to reach their consumers by using Facebook. For instance, the participant Sonja states that it is the most important reason for why clothing companies want to have a presence on Facebook, namely for the clothing companies to be able to communicate with consumers and to establish relationships with them. Felicia and Rhonda both think that communicating and socializing with consumers is one of the main reasons for that clothing companies are present on Facebook. However, Callie states that it is required for a two-way communication between the clothing companies and their consumers, and not solely that the clothing companies communicate with their consumers. Her perception is furthermore, that it is a reason for a clothing company to be present on Facebook.

We saw tendencies among the interview participants that they motivate their reasoning regarding clothing companies being present on Facebook due to the wide spread of Facebook-users. Because a lot of people are present on Facebook, it makes sense for the clothing companies to be present there. It appears that consumers in general use the internet in order to satisfy a need, and the longer they stay and interact with others, the
greater is the chance that this need will be satisfied from Ko et al. (2005, p. 60, 65-66). Therefore, in a business context a clothing company has the possibility to interact and socialize with their consumers on their consumer’s home base. We can thus, apply this theory to our degree project, due to the fact that the participants ranked this alternative as the second highest reason for why clothing companies want to be present on Facebook.

**Create value by being more available**

From the interviews in section 5.6.1. we can see that the interview participants ranked the alternative in third place. Rhonda, Amy and Elena all argue that clothing companies have a presence on Facebook to create value to the themselves because of the possibility for exchanges of goods and services to take place. Elena explains this in detail: “*People want to purchase products if it is easy to find the clothing companies on for instance Facebook. If a company is present everywhere, it becomes an incentive to purchase their products over non-present competitors.*” From her answer, we interpret that the value provided to the consumers from the presence of clothing companies on Facebook is also providing value to the clothing companies. Rhonda points toward the effectiveness to easier establish and facilitate relationships between clothing companies and consumers when the clothing companies are present on Facebook. From the interviews, we have seen that a lot of the interview participants are of the mind-set that it fills a function for the clothing companies to be present on Facebook, mainly to be where consumers are present in order to create value for the consumers. We have also seen that the reasoning about the value created is twofold. It is mainly of value to the clothing companies, as they get a wider reach of consumers, but a consequence of this wider reach is that it creates value for consumers by having more access to clothing companies and therefore we can draw a parallel between the theory and the data collection.

Making it easier to communicate and provide information by supplying information that can be shared among people is an example that can be used to explain people’s way of using social media (Whiting & Williams, 2013, p. 366). Therefore, in a business context we see that clothing companies are using Facebook in order to create value for their consumers by being more available to them.

**6.2.2. Expectations on Facebook**

**Make it more comfortable/easier to shop online**

The alternative in regards to that clothing companies have the reason to make it comfortable/easier to shop online is found in section 5.6.2. to be the highest ranked alternative by the interviewees expectations of clothing companies on Facebook. We judge that this theme can draw a parallel between that consumers are using Facebook in order to make it more comfortable/easier to shop online in general. The interview participants Susan, Amy and Shakima all think that the presence of clothing companies on Facebook should facilitate easier and more convenient online-shopping. Shakima elaborates her opinion about why this is an important aspect of why she wants clothing companies on Facebook, by expressing that shopping online has to be a comfortable activity in order for her to do it. By using Facebook where clothing companies are present, she thinks that it gives her a solid ground for finding the right products and information about them, which then makes it easier for her to shop online. The interview participant Amy provide a line of argument that motivates why it is important for clothing companies to be present on Facebook for her as a consumer in terms of
facilitating online shopping activities. If clothing companies are not present on Facebook, she thinks that it makes it hard for her to do online shopping as she will not be able to find them easily. Elena needs it to be easy for her to go from a clothing company’s Facebook-page to their actual webpage where she can make a purchase. The participant Felicia’s explanation of why she thinks that it is important to her that clothing companies are present on Facebook is in line with the overall impression that we received from the interview participants. The explanation is that in order for clothing companies to meet the consumers’ expectations of why they should be present on Facebook, they need to provide simple solutions for consumers that provide access to products and make it easy to shop online which in turn generate value for the consumers. The connection between theory and our data collection has been in the wide spectrum. However, according to Papacharissi & Rubin’s study (2000, p. 185-186) and Korgaonkar & Wolin (1999, p. 58-59), we can see that people are using internet or rather social media as a source of convenience to create economic motivation and for people to use the web.

**Information seeking**

It can be derived from section 5.6.2., from the interviews, that there was a discovery about that the interview participants ranked the alternative that clothing companies being present on Facebook should have the purpose of being a ‘source of information’ as the second highest expectations that they have on clothing companies. Sonja thinks that since clothing companies are present in her Facebook newsfeed, whether she likes it or not, they should at least provide her with helpful information about products. This view of not having complete control over one’s own Facebook newsfeed was shared by multiple participants, for example by Shakima and Elena. They do not want information in general to be pushed upon them, but do think that it at the same is easy to find general information about clothing companies and their products on Facebook. From what we have discovered in the interviews, we see that while the interview participants find it helpful and have easy access to find information that they are looking for on Facebook, it is sometimes perceived as being pushed upon them, and out of their control. Even if they are not positive toward the lack of control they have regarding the information that is presented in their Facebook newsfeed, they still find it highly useful that they can find information that they need about clothing companies when they choose to. It is one of the main reasons to why they want clothing companies present on Facebook to create value for them.

According to Korgaonkar & Wolin (1999, p. 56-57), people are using internet for purposes in regard to gather different kinds of information and for self-educational reasons. The view has been drawn from that consumers are using Facebook in order to gather information for instance about a clothing company and to self-educate about their clothes.

**Communicate and socialize**

In section 5.6.2. we see that clothing companies are using Facebook for the particular reason to ‘communicate and socialize with their consumers,’ or as mentioned in the interviews: to interact and socialize with current and potential consumers. Likewise, as consumers have the possibility to communicate and socialize with clothing companies, if they feel like doing so, and if the clothing companies are providing them with offers and other possibilities. In the interviews, the participants ranked the alternative in third
place as to why they want clothing companies to be present on Facebook. Felicia reasons about the aspect of communicating and socializing with clothing companies on Facebook as an opportunity for her to get in touch with them. Rhonda reasons in a similar way about why she wants clothing companies on Facebook, because it provides another channel of where one can quickly communicate and ask questions and get answers from clothing companies. From the interviews, we have seen that the interview participants value the communicative and social aspect of having clothing companies present on Facebook. Our interpretation of this is that the interview participants has a generally positive view in regard to that Facebook can be an easy source of communicating with clothing companies, and that it enables the existence of a quick two-way communication between consumers and clothing companies. We can draw a parallel between the theory about that people are using social media in order to communicate and socialize with others. Korgaonkar & Wolin (1999, p. 57-58) identified that consumers are using for instance Facebook to keep up with what is going on and to see what other individuals are doing. Furthermore, as in a business context between clothing companies and consumers, it can be explained that the consumers are expecting to be able to communicate and socialize with clothing companies on Facebook.

6.2.3. Perceptions on Instagram

**Be a part of the consumer’s everyday life**

The interview participants ranked this alternative as the highest reason for why clothing companies want to be present on Instagram. When discussing about clothing companies being ‘a part of the consumer’s everyday life,’ Sonja brings up that clothing companies want to inspire their consumers on Instagram. Callie and Amy bring up another aspect of why clothing companies want to be a part of the consumer’s everyday life, because it will subconsciously affect the consumers. The way they describe it is that clothing companies posting pictures on Instagram sometimes has the effect of passive, or rather “Sneaky”, advertising. Callie explains: “Even if you just scroll past them in your newsfeed, you still might pick up that they are present and this can affect you.” Another explanation on why clothing companies want to be a part of the everyday life of consumers on Instagram was the one from Elena. She thinks that because clothing companies post pictures instead of a lot of text on Instagram, it is less noticeable than a Facebook post. It will be more acceptable among consumers. Based on the insight provided by our interview participants along with the applied theory, our interpretation of why clothing companies want to be a part of the consumer’s everyday life is to be a constant reminder of that they exist, and to stay relevant in the minds of the consumers to create value.

The theme is explained by Palmgreen & Rayburn (1979, p. 163) as that people are watching for instance television as a gratification sought item in order to satisfy a need. This can in a business context be that clothing companies are fulfilling the purpose to be on Instagram in order to be a part of the consumer’s everyday life.

**Reach the consumer in a relaxed way**

In section 5.6.3. in our interviews, it has given insights into the consumers’ perceptions. The alternative ‘reach the consumer in a relaxed way’ was given the second highest score from the interview participants. In the interviews, the interview participant Felicia described the whole concept of Instagram as rather downscaled compared to Facebook: “It is still very accessible, but in a more relaxed way.” A similar view was shared by
interview participants Amy and Callie who brought up the impact that influencers have on them in comparison to actual clothing companies. They think that the best way for a clothing company to get its products into their lives, is by influencers wearing their clothes, since it is a less direct, and rather relaxed action to do. Based on these insights, along with the theory, we suspect that the interview participants prefer when clothing companies are not actively posting pictures of standalone products on Instagram with the focus of getting the consumer’s attention. Instead, the best way of approaching the consumers is by allowing them to have the power of choosing when something that a clothing company have posted is interesting to them, and worthy of further looking into. Too much focus on company products and offerings will have the unwanted effect of being perceived as intruding on the consumer’s everyday life, and thus it will lead to a negative intrinsic value for the consumers (Hurka, 2006, p. 359). It is presented that people, according to Whiting & Williams (2013, p. 365), can use social media to relieve day-to-day stress. We put this into a business context by renaming it ‘reach the consumer in a relaxed way’ and applied the meaning to it in terms of how clothing companies has it as a purpose for being present on Instagram in order to approach consumers in a relaxed way.

Communicate and socialize
In section 5.6.3. it has been derived from the interviews that the alternative ‘communicate and socialize’ was given the third place in the rankings done by the participants, and thus it serves a purpose for clothing companies to have a social media presence on Instagram. When asked about if communicating and socializing with consumers on Instagram was something that the interview participants thought was a reason why clothing companies want to be present there. The elaborations on what the interview participants thought were quite similar. Interview participant Sonja argues that the clothing companies want to be active and answer comments, because it can lead to the establishment of relationships between the clothing companies and consumers. Interview participant Susan thinks that Instagram as a medium is more social than Facebook, which leads to a higher degree of two-way communication between the clothing companies and consumers. Interview participant Elena says: “I think that a possible reason that clothing companies socialize with their consumers on Instagram is that it shows that these clothing companies actually want to communicate and that it is done in a smooth way.” In the interviews, we saw an emerging pattern from the interview participants where many of them think that Instagram is a more social way to communicate with clothing companies. Because of the emphasis on two-way communication that they have experienced there. We think that it has to do with what some interview participants have brought up, that local clothing stores often run their own Instagram account.

In our scope of theory, presented by Whiting & Williams (2013), it is explained that people are using social media to interact and communicate with each other. This is also in a business context where clothing companies are having a reason, because they are on social media channels such as Instagram to communicate and socialize with their consumers.

6.2.4. Expectations on Instagram
Reach the consumers in a relaxed way
In the section 5.6.4., the highest ranked alternative that regarded the reason on why clothing companies are expected to be on Instagram, is to ‘reach their consumers in a
relaxed way.’ We see that the alternative is applicable as an alternative to this degree project because when explaining why this is an important reason to why clothing companies should be present on Instagram, Callie reasons that she values the clothing companies that do not try to force her into following them. Since she has a high degree of control over her own newsfeed and who she follows, it makes it easy for her to adjust if someone is not acting accordingly to her criterion. What we have derived from the interviews and the theory is that the interview participants want clothing companies present on Instagram because it creates value for them. The interview participants experience a higher degree of control on Instagram compared to Facebook. They do not want the clothing companies to actively force themselves to be a part of the interview participants newsfeed on Instagram. To be appreciated by the interview participants, the clothing companies have to approach them in a relaxed way, and to some extent earn the right to be included on the Instagram account of the interview participants. This is something that we have seen in the consumers’ perceptions as a reason for why clothing companies want to be present on Instagram. Therefore, we argue that the consumer’s perception and expectations are in line with how the clothing companies should act and how they are expected to act.

The connection from theory is that social media is used in order to let go of everyday-stress that people are experiencing (Whiting & Williams, 2013). In a business context we have translated the alternative as mentioned above, to that clothing companies are on Instagram in order to reach the consumer in a relaxed way.

**Make it more comfortable/easier to shop online**

The interview participants ranked the alternative ‘make it more comfortable/easier to shop online’ as the second most important reason to what they expect from clothing companies’ presence on Instagram. There were however, some different views regarding how the interview participants distinguish the current state of online shopping of being easier, due to Instagram. The interview participants Rhoda, Amy, Callie and Susan all think that it needs to become easier to shop online by using Instagram, and some of them think that Facebook is as of right now better suited for this kind of activity. They also mention that because of the inspirational aspect that clothing companies provide on Instagram, it should be easier to buy things directly once you are inspired. On the other hand, Sonja and Elena shares the opinion that it is already easy to purchase things online through Instagram. Sonja describes that the clothing companies usually provide a link that you can click on which will take you to the website where you can finalize a purchase. Clothing companies that are able to provide convenient tools to facilitate easy online shopping is something that we can see that the interview participants value, although there is a split in the opinions of whether or not this is an already established activity by the majority of clothing companies. We think that based on the answers from the interview participants along with the provided theory, it is an important step that clothing companies should take and develop instruments that can facilitate easy and convenient online shopping and convert Instagram inspiration to actual purchases.

As presented by Ko et al., (2005, p. 59-61) they used this part of the theory as an interactive advertising tool for people. Seen from a business perspective on the other hand, we have interpreted the theory that it is used by clothing companies in order to make it more comfortable/easier for consumers to shop on Instagram.
Create value by being more available
Section 5.6.4. demonstrates that the alternative ‘create value by being more available’ is ranked as the third most important reason that the interview participants expect from having clothing companies present on Instagram. Interview participant Rhonda thinks that it brings value to the consumers that clothing companies are available on Instagram, because the share availability itself is important so consumers can find them. Elena mentions that the availability of clothing companies on Instagram is valuable to her because it gives her another source of inspiration. Felicia argues for the time-saving aspect that she enjoys having clothing companies present on her Instagram newsfeed instead of having to search for products and get inspired. This statement is similar to what Sonja mentions, which is that having clothing companies available on Instagram provides her with the relief of having to find the clothing companies elsewhere. The way we interpreted the answers from the participants along with the adapted theory is that the availability of clothing companies on Instagram is regarded by the interview participants as something positive as it gives them value as it is a source for inspiration and also that it saves them time.

Whiting & Williams (2013) define the reason that social media has communicatory usefulness but does not really shelter a social interaction. However, this communication between individuals create some kind of value between the two parties. This theory is therefore applicable to this alternative where we see that clothing companies are creating value to their consumers by being more available to them on Instagram.

6.3. Entertainment as least suitable alternative
In sections 5.6.1-5.6.4 the alternative that regarded that clothing companies should provide entertainment and enjoyment to their consumers on both social media channels Facebook and Instagram, received the ‘least suitable’ alternative from the interview participants. The perceptions and expectations of clothing companies on Facebook and Instagram from the consumers’ point of view, were regarded that the alternative was not highly relevant according to the participants. The alternative was taken and interpreted from Whiting & Williams (2013, p. 365) who state that people are using social media, in general terms, in order to escape from reality, to have fun and joy. In our pilot study we tried to apply this alternative to clothing companies, but the pilot participants did not fully comprehend the meaning of the alternative. Therefore, we had adjusted the reason, in order to make it fit to a business context. We named the theme: ‘offer entertainment to the consumers.’

From the perceptions of how clothing companies act towards their consumers on Facebook state Shakima, Callie, Amy and Felicia in the interviews that they do not think that entertainment should be a part of the clothing companies’ reasons to be on Facebook, in order to create value for the consumers. According to the participants’ expectations on how they want clothing companies to act towards their consumers on Facebook it was clear that they felt that entertainment did not belong on Facebook. For instance, states Elena: “I ranked the alternative D to be least important for me, due to the fact that it fulfils no purpose to be entertained. Then I might as well just enter other websites in order to be entertained.”

From the perception on how clothing companies act towards their consumers on Instagram according to the interview participants, the majority think that the clothing companies do not have the purpose to provide the consumers with entertainment. The
participant Shakima on the other hand states that she believes that the clothing companies are present on Instagram to find a path to make consumers buy their products, and thus to entertain the consumers accordingly. The last perspective on how consumers expect clothing companies to act towards their consumers on Instagram can be explained by five out of the eight participants that believe that the clothing companies do not fulfil the reason to provide their consumers with entertainment. It is therefore, according to us as researchers hard to draw a parallel between that clothing companies offer entertainment as a reason to be present according to the interview participants and to the theory.

With the data collection taken into consideration and the theory in regards to that clothing companies offers entertainment on Facebook and Instagram lead us to that our interpretation of the interview participants’ quotes and comments in regards to this alternative, is not highly relevant in this degree project for our study context.

6.4. The emerging theme - inspiration on Instagram

In the different data analysis chapters, we have stumbled across the theme inspiration which has not been a part of the uses and gratification theory, nor any other covered theories. Therefore, we have brought this theme as an emerging theme in this context, because we have considerably noticed its absence in theory, but reoccurrence in the interviews. Inspiration is mentioned by many participants as a reason for why they use the social media channel Instagram in relation to clothing companies. For instance, in section 5.1. Sonja states that Facebook is equal to staying in touch, while Instagram is more about inspiration. Section 5.2. presents that the participants Shakima, Rhonda, Amy, Callie and Sonja state that they all get inspiration from following clothing companies on Instagram. Furthermore, Shakima uses Instagram because it is convenient and easy to use in order to get inspiration from clothing companies. The emerging theme is also mentioned throughout the sections 5.6.3. and 5.6.4. in regards to consumer perceptions and expectations. Therefore, we have taken into consideration to make this a separate theme for why consumers want clothing companies on Instagram in order to create value for them.

6.5. Summary

Overall the interview participants use Facebook in order to communicate with friends and family and to use it as a source of getting in touch with people they might not really know. Instagram was used to stay updated on friends and for inspirational purposes. The participants experience of clothing companies on Facebook differs from person to person, but on a general level, the participants have chosen to follow different clothing companies to get different promotions and to get in touch with them, due to convenience. Instagram on the other hand, fulfils the purpose to follow the different clothing companies to get inspiration and to find which products that they might want to buy. Also, the difference according to the participants between Instagram and Facebook is that Facebook is used to communicate and a source to interact with others. It was the majority of the participants who believed that clothing companies had a forced approach towards their consumers. While Instagram provided the participants with the opportunity to choose which clothing companies that they wanted to follow. As mentioned above, Instagram was also according to the participants perceived as being more of a source of inspiration.

We have seen different factors for the relationship between clothing companies and the participants on Facebook and Instagram. The participants have described the
relationship as that it brings economic value, informative, clear, passive and convenient. Furthermore, the participants explain that they do not have to feel like they have to be active towards the clothing companies. This argument comes accordingly from that the clothing companies already are present on social media and thus bring economic value to the consumers and a positive relationship can be formed between the clothing companies and their consumers. In the context on whether the participants believe that the relationship that they have with the clothing companies on social media leads to higher shopping intention, the participants answered that they were subconsciously affected.

When it comes to the marketing activities the participants have experience on Facebook and Instagram it was explained that it fulfils the purpose for the clothing companies to be visible, reachable and to take care of marketing opportunities towards their consumers. Facebook was according to the participants used as a tool to promote products and offers. Instagram was used to promote the clothing companies’ brands. It was preferred to have marketing activities on Instagram because it gave the participants a personalized experience because they have the opportunity to interact with the clothing companies themselves. However, on Facebook it was preferred by the participants to get discount codes. Communication on Facebook and Instagram with clothing companies according to the participants were rather positive. The majority of the participants stated that they would not mind to communicate with a clothing company on Facebook and Instagram if they had a general question, but preferred to call or email the clothing company if it was a personal question.

In the perceptions on how clothing companies act towards their consumers on Facebook according to the participants, they ranked the alternative ‘information seeking’ first, then that the clothing companies are ‘communicating and socializing with their consumers’ and that they ‘create value by being more available’ towards the consumers. The expectations on how the participants want clothing companies to act towards their consumers on Facebook, was that the participants ranked ‘make it more comfortable to shop online’ first, on second place they placed ‘information seeking’ and on third place they placed ‘communicate and socialize.’

In the perceptions on how clothing companies act toward their consumers on Instagram the participants ranked the alternative ‘be a part of the consumer’s everyday life’ as the first one, secondly they ranked ‘reach the consumer in a relaxed way’ and on third place they ranked the alternative ‘communicate and socialize with consumers.’ Lastly, on the expectations on how the participants want clothing companies to act toward their consumers on Instagram, the rankings were first ‘reach the consumer in a relaxed way’, second ‘make it more comfortable/easier to shop online and on third place ‘create value to the consumer by being more available.’

A theme that has emerged as to what the participants significantly perceive and expect in terms of clothing companies’ presence on Instagram, is inspiration. It was mentioned multiple times in the different interviews about inspiration, but inspiration was not covered in the theories that we have used throughout this degree project. Therefore, we argue that a new theme emerged, namely inspiration. As inspiration has been mentioned as an explanatory reason for the clothing companies’ presence on Instagram, we want to bring this theme into consideration into this degree project as an emerging theme.
7. Conclusions

The final chapter of this degree project presents the conclusions that have emerged from the perceptions and expectations of the social media usage of clothing companies from the perspective of the consumers. The first section presents the study’s research question and purpose. The second section presents the social media usage of the consumers, the experience of clothing companies on Facebook and Instagram along with the relationship with clothing companies, marketing activities, communication perceptions on Facebook and Instagram. Continuously, shows the consumers’ perceptions and expectations on social media presence of clothing companies. Then there is a section about recommendations for clothing companies. Both the theoretical and practical contributions are being explained for future research. Lastly, there is a section with the results in relation to the social media relationship for both the society and for the clothing companies.

The purpose with this degree project is to get a better and deeper understanding on what perceptions and expectations female consumers have on companies when they have an online presence on the social media channels. Hence, we want to increase the understanding, both theoretically and practically, about clothing companies’ social media presence and their online activities. We aim to find out what the clothing companies’ consumers perceive and expect on their social media newsfeed and to get a better understanding of the theoretical point of view in regards to the consumer’s point of view of having clothing companies present on social media. Practically and theoretically, we will be able to share important knowledge that can be of use for clothing companies that not yet have an implemented social media presence to create value for their consumers and thus will understand the importance of creating right activities for their consumers in the social media newsfeed.

7.1. The degree project’s conclusions

The degree project’s research question is:

“What are the female consumers’ perceptions and expectations of the Facebook & Instagram usage by clothing companies?”

We have noticed considerable reasons for the consumers’ perceptions and expectations on the social media channels Facebook and Instagram presence of clothing companies.
The biggest reasons for why consumers perceive and expect an online presence of the clothing companies on Facebook are that it brings economic value to the consumer, that they are present on Facebook, the consumer has an easy access to promotions and discounts and that the clothing companies are providing them with information about the clothing company itself.

The consumers included that they perceive and expect clothing companies on Instagram by being there, because they provide their consumers with: inspiration of clothing, that the consumers have the ability to choose which clothing companies they may want to follow and that the relationship between the two parties is passive.

7.1.1. The usage of Facebook and Instagram
On Facebook, the consumers want to have an easy way to communicate with friends and family and to be able to find people and information. On Instagram the consumers are present there, in order to stay updated on their friends’ lives, to get inspiration from different users of choice and to share user-generated content to friends.

The difference between how the consumers used Facebook and Instagram was highlighted by how they socially interact on the two Social Media channels. Social interaction was described on Facebook as being more active because the consumers enter into conversations with others. On Instagram, the social interaction was described as comparably passive, since the consumers use Instagram to follow what others are doing.

7.1.2. Experience of clothing companies
The female participants at Umeå university have different experiences in regards to have different clothing companies on Facebook and Instagram. However, we can draw connections between the uses and gratification theory (UGT), the value theories (intrinsic and extrinsic value) and to the different experiences that the consumers have had with the clothing companies. We can in this study distinguish some features that are more prominent than others of the female consumers at Umeå University.

On Facebook state the consumers that the experience of clothing companies is partially due to its convenience on Facebook and that they want to get promotions from clothing companies. The connection between the consumers’ statements and the UGC theory is that it states that it adds value to the consumer by being more available to them. At the same time, we can also see that it is of great importance that the presence brings intrinsic and extrinsic value to the consumer. This can further be linked to social exchange theory. We can therefore conclude that there is a connection between the theoretical implication and the practical findings.

The experience of clothing companies on Instagram according to the female consumers were that they get inspiration from different kind of clothing companies and to see what they can possible offer them. This sequence can partially be explained by the Uses and gratification theory that explains that people use for instance Instagram in order to learn about products and to seek information. However, the concept that Instagram is used a source of inspiration cannot according to us conclude that there is a connection between theory and the collected data.
We have seen that there is a difference on the experience of clothing companies on Facebook and Instagram for their female consumers in this degree project. Because we can see that on Facebook the consumers want to get the convenience of having them there and to get different kind of promotions. While Instagram is used to get inspiration and to seek different kind of information about clothes.

### 7.1.3. Relationship with clothing companies

When the consumers described the relationship that they have with clothing companies on Facebook and Instagram some terms were used continuously to describe it, namely informative, economic value, convenient, passive and clear. These descriptions can be linked with social exchange theory and intrinsic and extrinsic value creation.

Many consumers experienced that they got a lot of offers about products and discount codes, which they want and sometimes uses. But since they are not actively searching for these, we conclude that an exchange between the clothing companies and consumers can take place on Facebook and Instagram. The exchange is characterized by clothing companies providing the consumers with offers and discount codes, but also information and convenience, and to some extent economic value. In return, the clothing companies get economic value in terms of consumers purchasing their products, but also information about consumers shopping habits and what products they like and potentially want. A striking feature that was described by the consumers was that they do not need to actively maintain the relationship with clothing companies, as it often was described that the consumers themselves were passive.

In terms of value creation, we found that the consumers tend to appreciate the presence of clothing companies and that the offerings and discount codes that they provide creates intrinsic value to the consumers. The extrinsic value is created for consumers if they decide to act upon the offers from the clothing companies and purchase something from them. In this case, we can see that there is potential for both extrinsic and intrinsic value to be created for the consumers based on the described relationship that they have with clothing companies on Facebook and Instagram.

When viewing how the consumers think about their relationship with clothing companies on Facebook and Instagram in the case of how these should act toward the consumers, we came across an interesting finding. On the one hand, the consumers want clothing companies to have the function of providing them with offers and information about products and enable convenient online shopping. But on the other hand, they do not want to be bombarded with advertisements and offers and information. This is a split of opinion in the collected data that cannot be linked together with the presented theory.

### 7.1.4. Clothing companies marketing activities

The theoretical framework present different kind of theories that can be applied to the clothing companies’ marketing activities on Facebook and Instagram according to their consumers. Namely, the social media marketing theory and the uses and gratification theory. Additionally, we can in this degree project find reasons that Facebook differs from Instagram that have emerged from the participants’ answers.

On Facebook the consumers have identified that the marketing activities give the clothing companies a possibility to encounter marketing opportunities, to reach the
consumers and to show their consumers that they are visible. We conclude that there is a connection between the social media marketing theory and the statements of the consumers. Because we interpret that both of the parties, namely the clothing companies and the consumers, want to have a relationship with each other in order to get more personalized data both ways. This is done in order to make something out of the marketing activities. Instagram have been identified by the consumers to be a good place to do marketing activities, due to the fact that it is good for the clothing companies to promote their brand and to subconsciously affect their consumers.

We can conclude that there are differences between Instagram and Facebook in terms of marketing activities. On Facebook the consumers preferred to get marketing activities that included getting discount codes, while on Instagram the consumers preferred subconscious marketing activities that are more personal, for instance with a person wearing a clothing company’s clothes. The marketing activities can be a factor and a link to the Uses and gratification theory, that explains that convenience and usefulness of having clothing companies on both Facebook and Instagram. Especially, we can conclude that the marketing activities lead to usefulness and that it is convenient for the consumers and the clothing companies.

7.1.5. Communication perception of clothing companies
To be able to communicate with clothing companies on Facebook and Instagram was considered as a positive feature according to the participants. The ability to ask questions and get quick responses on Facebook and Instagram was one key aspect that the consumers valued with having clothing companies present on the two social media channels. It was also explained that if a clothing company is bad at answering comments, it will negatively affect the consumers’ perceptions of the clothing company and make them turn to competitors. But there appeared to be a difference of when consumers decide to communicate with clothing companies on Facebook and Instagram compared to other channels of communication. Namely, that the matter of what they needed to communicate about. General questions like opening hours and product features, was considered to be useful to communicate through Facebook and/or Instagram. But when the consumers felt that it was a private matter or something of importance to them, for instance a specific order, they preferred to communicate through telephone or e-mail with the clothing company.

The consumers are of the belief that one of the main purposes that clothing companies want to achieve by being present on Facebook and Instagram is to be able to communicate and socialize with consumers. Because of the wide spread of Facebook, they think that it enables clothing companies to communicate with people from all over the world. One of the reasons the consumers themselves want clothing companies to be present on Facebook is because of the easy access it gives the consumers to get in touch with them and the additional two-way communicative source that it is.

What we can conclude in regard to consumers communicating with clothing companies on Facebook and Instagram, is that they perceive it as a highly convenient customer service. Also, it can help to build and maintain relationships between consumers and clothing companies if the communication is working well.
7.1.6. The consumers’ perceptions and expectations on Social Media

The female students at Umeå University have shown that what they as social media users perceive and expect from clothing companies in terms of reasons for them to be present on the two mediums Facebook and Instagram have some similarities and differences. The area of usage differs on the two social media channels. Facebook is used by the consumers in order to keep in contact with friends, because of its easy to access and to get information about activities. Instagram is used by the consumers to follow friends and influencers and to get inspiration.

The view of the consumers is that clothing companies are supposed to have some kind of presence on the social media channels Facebook and Instagram, in order to promote their clothes and to provide their consumers with useful information about the clothing company.

From the consumers’ perspective in regards to what they perceive that clothing companies have for reasons for being present on Facebook, there were three activities that stood out;
1. Act as a source of information.
2. Communicate and socialize with consumers.
3. Create value by being more available.

The consumers’ perspective on what reasons they expect clothing companies to have for being present on Facebook was similar to what they experienced that clothing companies themselves had for reasons;
1. Make it more comfortable/easy to shop online.
3. Communicate and socialize with consumers.

Based on the perspective of the consumers on what reasons they perceive that clothing companies want to have by being present on Instagram. There were three activities that stood out for them;
1. Be a part of the consumer’s everyday life.
2. Reach the consumer in a relaxed way.
3. Communicate and socialize with consumers.

In terms of what activities that the consumers want clothing companies to have on Instagram, the consumers’ expectations of the clothing companies’ top three activities are as following;
1. Reach the consumer in a relaxed way.
2. Make it more comfortable/easy to shop online.
3. Create value by being more available.

On Facebook, the consumers’ perceptions and expectations in terms of reasons for clothing companies’ presence there were similar as they perceived that clothing companies act as source of information and communicate and socialize with their consumers. In other words, the consumers perceive that the clothing companies have as reasons for being present on Facebook matches what they expect from clothing companies being present on Facebook. But one difference is that the consumers perceived that a reason that clothing companies have for being present on Facebook is to create value by being more available to them. This was not one of the top three
reasons that the consumers expected from the presence of clothing companies on Facebook. They expect that clothing companies make it more comfortable/easier to shop online.

On Instagram, the consumers’ perceptions and expectations in terms of reasons for clothing companies’ presence there are more mismatched. The consumers’ perceptions and expectations were in line regarding the top three reasons for clothing companies’ presence on Instagram was to reach the consumer in a relaxed way. The consumers perceive that the two other main reasons that clothing companies have to be present on Instagram, are to be a part of the consumer’s everyday life and to communicate and socialize with consumers. In comparison, the consumers two other main reasons that they expect that clothing companies should have by being present on Instagram is to make it more comfortable/easier to shop online and create value by being more available. Due to the differences in reasons consumers perceive and expect from the presence of clothing companies on Instagram, there seems to be room for improvement in regard to clothing companies meeting this particular consumer segments expectations on Instagram.

We can conclude from our research that there are some similarities and differences on Facebook compared to Instagram. The reasons that the consumers perceive that clothing companies have for being present on Facebook had one similarity with the presence on Instagram, namely to communicate and socialize with consumers. But on Facebook, the consumers perceive that the two other main reasons for why clothing companies want to be present, are to act as a source of information and create value by being more available. In contrast, the consumers perceive that the two other main reasons for why clothing companies want to be present on Instagram are be a part of the consumer’s everyday life and reach the consumer in a relaxed way. From this, we draw the conclusion that the consumers experience that clothing companies want to be able to communicate and socialize with their consumers on both Facebook and Instagram. But the consumers also perceive different reasons for why clothing companies want to be present on Facebook in comparison to Instagram. On Facebook, the reasons for clothing companies’ presence are perceived as being a source of information and the share availability that it allows the clothing companies to have through Facebook. On Instagram, the reasons for clothing companies’ presence are perceived as being part of the consumer’s everyday life and reach the consumer in a relaxed way. Hence, the consumers provide insight about how they experience the two mediums different based on how they perceive the reasons clothing companies have for being present on Facebook and Instagram.

The expectations on the reasons that the consumers have for why clothing companies should be present on Facebook and Instagram had one similarity. The consumers expect that a reason for why clothing companies should be present on both Facebook and Instagram is to make it more comfortable/easier to shop online. But the difference in terms of reasons that the consumers expect that clothing companies should have for being present on Facebook compared to Instagram were that they expect them to act as a source of information and communicate and socialize with consumers. In comparison, on Instagram the consumers expect the clothing companies to reach the consumer in a relaxed way and create value by being more available. Due to this, we can also draw the conclusion that the consumer segment that we have researched expect both similar and
different reasons that clothing companies should have for being present on Facebook and Instagram.

7.2. Theoretical contribution

The theoretical framework presents that there are different theories about Value creation (intrinsic and extrinsic value), Social exchange theory and the Uses and gratification theory (UGT). All of these theories can be connected to why consumers perceive and expect clothing companies on the social media channels Facebook and Instagram. In this degree project we can distinguish some more motives for why clothing companies should have a social media presence, which are more displayed from the female students at Umeå University.

The consumers perceive and expect the presence of clothing companies on Facebook in order for them to get access to offers, promotions and discount codes, which in the end can have some economic value to them; they can get information about different clothing companies, their products and activities; and it provides them with an efficient communication channel to get in contact with clothing companies about general questions.

On Instagram, the consumers’ perceptions and expectations they get by having clothing companies present is different from Facebook. From our research, we have seen that the consumers perceive that they get different kinds of value from clothing companies on Instagram in terms of inspiration and to stay updated on products and trends. It helps them to get a better insight into what they could potentially buy and how the different products should be used and matched. The degree of control that the consumers are experiencing that they have of what is being presented to them on Instagram is another factor that they value, which they express as having the ability to select who to follow and be followed by.

We can conclude from this that the presence of clothing companies on Facebook and Instagram in regards to the consumers’ perceptions and expectations are differently between Facebook and Instagram because of the different functions that the consumers use them for.

Through the previous research conducted on the topic companies and social media that we have been closely studying, we noticed that there was some missing information about the perspective of the consumer. Because of this, we thought that it would be highly relevant to conduct our research on this, and to some degree raise the awareness of the consumer’s perceptions as an important aspect that needs to be reckoned with in research. We have in our rather specific research, due to the sole focus of a single consumer segment in a particular industry, found that we have contributed to the academic community. First of all, the previous findings and recommendations from Kaplan & Haenlein (2010) about how companies can succeed on social media by considering adapting to certain ways of behaving have been shown in our study to be too generalized. The realization that we have gotten from our research is that in terms of social media strategies for companies, it is hard to apply an "One size that fits all” approach across different industries. For example, the suggestions that ‘being active’ is a success factor in order to reach consumers and provide them with value was shown to be more a complicated matter, than how Kaplan & Haenlein (2010) suggest. From our interviews we have derived that the interview participants do not want clothing
companies to be too active on Facebook and Instagram. Also, activeness is perceived as different on the two social media channels Facebook and Instagram according to our interview participants.

Secondly, we have applied the Uses and gratifications theory presented by Whiting & Williams (2013) in a specific social media context and used it to find reasons for why consumers turn to clothing companies’ social media channels. An important reason that we came across when researching this is that the consumers get influenced and inspired by clothing companies, especially on Instagram. Inspiration is not an alternative that earlier has been applied in the UGT (Whiting & Williams, 2013), and we can therefore argue that we have found a new need that consumers tries to fulfil by turning to clothing companies on social media. Furthermore, entertainment turned out to be an unnecessary feature according to the consumers that participated in our study when talking about the companies that were included under the term clothing companies, as presented as an emerging theme that we have found.

7.3. Practical contributions for clothing companies
We regard that clothing companies that are present on social media have an opportunity to get to know their consumers on their home ground. There are a lot of perks by being present on social media that brings value for both the consumers and the clothing companies. Down below we will present the general recommendations for clothing companies and how they effectively can create value for their consumers by being present on social media. Due to the fact that Facebook is regarded as a community to spread information and to keep in touch with friends, while Instagram is characterized by inspiration and communicating with friends via pictures, we recommend that clothing companies take this into consideration when they want to be a part of their consumer’s social media world. Clothing companies’ social media strategies needs to be applied to the specific medium that they want to be present on, and focused toward meeting the consumer segment’s needs.

In our research, we have seen tendencies regarding how consumers think that clothing companies have specific reasons for being present on Facebook, namely to act as a source of information, communicate and socialize with consumers and create value by being more available. These reasons are not too far from the reasons that the consumers actually want clothing companies to have on Facebook, which are to make it more comfortable/easy to shop online, act as a source of information, and communicate and socialize with their consumers. As of right now, the consumer’s perspective of what to them seems to be reasons for why clothing companies are being present on Facebook covers to some extent the reason for why the consumers want clothing companies to be present on Facebook. It gives the consumers value due to easy access of communication and information. But to increase the value for the consumers, we recommend that clothing companies need to put more focus on making the process of online shopping from Facebook easier.

Another recommendation from us researchers is that clothing companies should provide messages to their consumers that are rich of information on Facebook. The consumers that we interviewed described that they use Facebook to get information about clothing companies and that it is a natural source to get offers and updates of products and activities. But it is also important that the clothing companies do not post too many posts, because it then can be perceived as a ‘forced’ approach on their consumers. The
interviewed consumers thought that value is not created through “spam”, but rather value is created to them when clothing companies post solid information and include relevant discount codes and promotions.

Through our research we have also seen how consumers think that the reasons for why clothing companies want to be present on Instagram is to be a part of the consumer’s everyday life, reach the consumer in a relaxed way and communicate and socialize with consumers. These reasons are somewhat similar to the reasons that consumers have for why they want clothing companies to be present on Instagram which are to reach the consumer in a relaxed way, make it more comfortable/easy to shop online and create value by being more available. That clothing companies really emphasize to reach the consumer in a relaxed way showed in our interviews with consumers to be appreciated. Because the consumers feel a high degree of control in terms of what comes up in their Instagram newsfeed, we recommend that clothing companies continue this cautious and passive approach as it creates value to their consumers. Furthermore, the consumers suggest that the clothing companies should provide them with inspirational content and an easier access to buy their products. We recommend that more attention needs to be put from the clothing companies on enabling easy online shopping routes from Instagram to where actual purchases can be made. This will ease the opportunity for the consumers to buy the clothing company's products and to provide consumers with more value.

Finally, we recommend that companies continue their social media presence, because it does add value to consumers, which in the end will add value to the clothing companies. But to further develop relationships with consumers, clothing companies must focus on the needs that consumers actually care about, and understand how to meet these needs through their operations on Facebook and Instagram.

7.4. Ethical, social and sustainable implications
The final results of this research give clothing companies an insight into how they can better understand a specific consumer segment. We want to explicitly state that the research that we have provided should be used with caution and with an ethical mindset from the clothing companies. Because we have found that certain company activities on Facebook and Instagram are specifically appreciated by the consumer segment female university students at Umeå University in the ages 19-25, it could be used to promote consumption. Even though we have not found any particular numbers or correlations between these activities and potential increase in profitability, eventual exploitation of these consumers based on our research is not our intent. Rather, our intent is to promote the value creation that companies can provide to the consumer segment which will add value to both companies and consumers simultaneously.

The social aspect of this degree project is similar to the article in the section 1.1. about a social media failure from the clothing company Vera Bradley, that shows that if a campaign done by a clothing company is perceived differently from their consumers than what the company expects, it can have horrible ramifications. Therefore, we believe that this social aspect of our degree project, will contribute to a greater understanding for companies that if information provided by them to their consumers can be perceived in a different matter than expected, it can lead to a total disaster and lead to a loss in revenue and profit. Furthermore, the research can be reused for educational purposes at various instances like universities and government departments.
where information about consumer perspective, social media usage and company activities on social media is relevant.

The sustainable aspect of this degree project is that we have, to the best of our abilities, worked with online sources in form of E-documents and E-Books. We have been trying to minimize any printing and waste of physical paper in order to limit our footprint on the environment. Any printing of this degree project by us will be double sided, and we recommend any future printing, of this degree project to be done in the same way.

7.5. Limitations and future research

In this degree project we have been limited to show that the consumer segment female university students in the ages of 19-25 follow clothing companies on Facebook and Instagram for different reasons and how they perceive and expect their activities on the social media channels. There is a gap between what they expect from clothing companies on Facebook and Instagram and what they expect that clothing companies provide them with. In addition to this, we have only been looking at one industry, namely the clothing industry. We have, due to the time limitation, only been looking at the two social media channels Facebook and Instagram. Furthermore, we have been able to find that inspiration is an important factor that affects if these consumers get value from the presence of clothing companies on Facebook and Instagram. However, due to the time limitation we have not been able to dig deeper into the emerging theme inspiration, but the focus has been to notify that inspiration is an important feature for the consumers of what they expect and perceive about clothing companies on Facebook and Instagram.

Because social media is constantly changing, where new features are included, new social media applications are created and people experience new things, different parts of the social media world should be researched. Also, we have only looked at one consumer segment in one particular industry, and therefore it could be of interest that future researchers continue to research other industries and other consumer segments to provide helpful findings for both companies and consumers. An expansion of this study’s scope to other universities in Sweden or to a specific industry. In addition, focusing the research on certain companies to find what specific company activities on social media that the consumers get value from, and breaking these activities down even further to find the significant source can also be a good area of research. Future researchers can also look at other social media channels such as Pinterest, LinkedIn or Twitter and compare those with for instance Facebook and Instagram.

We have not been able to further investigate how inspiration is created, what consumers believe that inspiration is and how they want clothing companies to provide this inspiration. This can be seen as something for future research to be based on. Another question for future researchers is the threshold in which consumers go from appreciating communication provided by companies to where they get fatigued. This is another optimal level of information where future research can bring important insight into the consumers’ preference in order to bridge the gap between companies’ activities on social media and consumers’ preferences. Future researchers can also do a comparison between two different segments in order to investigate whether there is a difference between how they perceive and expect the companies on different social media channels and industries.
Finally, we have not been able to investigate how the consumers get affected by other people and how this in the end can have any implications on what the consumers find as important regarding clothing companies’ presence on social media. Therefore, we suggest that due to the fact that this research is limited to consumers’ perspective, a future researcher could compare the perspective of the consumers with companies’ perspective.

7.6. Truth criteria

In order to measure the researcher’s quality, it is crucial according to Creswell (2013, p. 251) to include reliability and validity in a study. Therefore, we have included the section down below with the two terms, in order for us as researchers to ensure the quality of this degree project. Due to the fact that we are writing a qualitative degree project, the focus here will be to explain the qualitative reliability and validity. Because quantitative validity examines stability while quantitative reliability manages to apply new results, samples and people (Creswell, 2013, p. 251).

*Qualitative reliability* means that the study’s research approach is consistent through other similar projects and different researchers. This means that it is crucial that the researchers agree on the results that are derived from the findings from the interviews (Creswell, 2013, p. t 251). Creswell (2013, p. 252) suggests that the researchers should document the different procedures by including steps in each and every procedure, and to have study protocols and a database in order to monitor the progress of the procedures.

We as researchers have due to this stated facts been doing all the interviews together and also done the transcripts together to have a common view of the gathered data. Furthermore, we also analysed the data collection together, in order to avoid any unnecessary misunderstandings and misfortunes that could have led to that the qualitative reliability would have been decreased.

*Qualitative validity* refers according to Bryman & Bell (2011, p. 352) to be if we as researchers are identifying or observing what we intend to identify or observe. Creswell (2013, p. 251) defines the qualitative validity as that the researchers are looking for the accuracy of the findings, which is done by incorporating different kind of procedures. Henceforth, the qualitative validity is therefore the strengths in a study and is a crucial part for the researcher’s, readers and the participants point of view. The researchers have the important duty to secure that the findings are accurate. This is due to the fact that the term validity can be referred as trustworthiness, authenticity and credibility according to Creswell (2013, p. 251). Bryman & Bell (2011, p. 352) refers that it can be problematic in a qualitative study to generalize a research result if the sample is not representative.

In our degree project we have after each and every interview sent the transcribed interview to the participant where they had the possibility to confirm our interpretation of the interview. The participant had the possibility to ensure that we had presented the interview in the right manner and if they wanted to add something in addition to what they had said earlier in the interviews. Furthermore, we cannot as mentioned above generalize the whole result, due to the fact that we have done a purposive sampling method. However, the results are not generalizable, but we still might have received a similar response on other universities around Sweden. Due to the fact that we have
similar characteristics in terms of that the network of our female participants’ friends’ stretches rather long through the different social media channels Facebook and Instagram. We as researchers also discovered that the indicated questions in the interviews received similar answers from the different participants, and thus we could see different patterns. This is according to Bryman & Bell (2011, p. 363) indicators that the validity in the study is high and that the theories used are accountable in this particular degree project.
References:


Marr, B. (2015). *Big Data*. West Sussex: John Wiley & Sons Ltd.


Appendix 1: Interview Guide

Before the interview
· The interview will take between 30-50 minutes
· Your answers will not be connected to you during the interview, it is only we as authors who will know what kind of answers that you have provided us with. The degree project will be available to the public.
· Is it okay if we record the interview?
· You may end the interview whenever you want
· Do you have any questions before we start the interview?

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<td>1B What is the biggest reason that you use Instagram?</td>
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<td>1C According to you, what are the biggest differences between Facebook and Instagram?</td>
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<tr>
<td><strong>Theme 2: About clothing companies on Facebook and Instagram</strong></td>
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<td></td>
<td>Why do you follow different kind of clothing companies on Facebook?</td>
<td>Why do you follow different kind of clothing companies on Instagram?</td>
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<td>3.2.2. Information seeking</td>
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<td>3.2.4. Entertainment</td>
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<td></td>
<td></td>
<td>3.2.6. Communicatory utility</td>
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<tr>
<td>2B</td>
<td>Why do you follow different kind of clothing companies on Instagram?</td>
<td>3.1. Social Media Marketing</td>
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<td>3.2.1. Social interaction</td>
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<tr>
<td>2C</td>
<td>Can you explain how clothing companies are acting towards you as a consumer on Facebook?</td>
<td>3.1. Social Media Marketing</td>
</tr>
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<td></td>
<td></td>
<td>3.2.1. Social interaction</td>
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<tr>
<td>2D</td>
<td>Can you explain how clothing companies are acting towards you as a consumer on Instagram?</td>
<td>3.1. Social Media Marketing</td>
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<td>3.2.1. Social interaction</td>
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<td>3.2.2. Information seeking</td>
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<td>3.2.4. Entertainment</td>
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<td></td>
<td></td>
<td>3.2.6. Communicatory utility</td>
</tr>
<tr>
<td>3A</td>
<td>How would you explain your relationship with the clothing companies that you follow on Facebook and Instagram?</td>
<td>3.4. Social exchange theory</td>
</tr>
<tr>
<td>3B</td>
<td>Can you define how the relationship differs between Facebook and Instagram that you have with</td>
<td>3.4. Social exchange theory</td>
</tr>
<tr>
<td>4B</td>
<td>Based on the relationship between you and the clothing companies on Facebook and Instagram. How has this had an impact on your purchasing intentions?</td>
<td>3.5.1. CRM &amp; 3.5.2. eCRM</td>
</tr>
</tbody>
</table>

**Theme 4: Experience of clothing companies' marketing activities on Facebook and Instagram**

| 5A | According to your opinion, why do clothing companies want to exist on Facebook and Instagram? | 3.1. Social media marketing 3.5.1. CRM 3.5.2. eCRM | Weinberg et al. (2013) Gartner (2013) Elena (2016) |
| 5B | From your experience with the clothing companies that you follow on Facebook and Instagram, what is it that they are trying to share with you? | 3.1.7. Online consumer engagement, 3.1. Social media marketing | Whiting & Williams (2013) Palmgreen & Rayburn (1979) |
| 5C | Which types of activities on Facebook and Instagram provided by the clothing companies do you value the most? | 3.2. Uses and gratifications theory 3.2.1. Social interaction 3.2.2. Information seeking 3.2.3. Pass time Entertainment 3.2.5. Relaxation 3.2.6. Communicatory utility 3.2.7. Convenience utility | 3.2.4. Whiting & Williams (2013) Ko et al. (2005) Palmgreen & Rayburn (1979) |

**Theme 5: Communicating with clothing companies on Facebook and Instagram**
<table>
<thead>
<tr>
<th></th>
<th>Question</th>
<th>Theory</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>6A</td>
<td>What are your thoughts about communicating with clothing companies on Facebook and Instagram?</td>
<td>3.1. Social media Marketing</td>
<td>Weinberg et al. (2013)</td>
</tr>
<tr>
<td>6B</td>
<td>How does the communication on Facebook and Instagram differ from other kinds of communication, such as emailing/calling the clothing companies?</td>
<td>3.5.1. CRM 3.5.2. eCRM</td>
<td>Gartner (2013) Elena (2016)</td>
</tr>
</tbody>
</table>

**Theme 6: The consumer's perspective on what clothing companies want to offer their consumers**

<table>
<thead>
<tr>
<th></th>
<th>Question</th>
<th>Theory</th>
<th>Reference</th>
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</thead>
<tbody>
<tr>
<td>7A</td>
<td>Think of the clothing companies that you follow on Facebook… what do you think the clothing companies are trying to fulfill for kind of purpose by existing on Facebook? Rate the alternatives in front of you from 'most suitable' to 'least suitable'</td>
<td>3.2. Uses and gratifications theory 3.2.1. Social interaction 3.2.2. Information seeking 3.2.3. Pass time 3.2.4. Entertainment 3.2.5. Relaxation 3.2.6. Communicatory utility 3.2.7. Convenience utility</td>
<td>Whiting &amp; Williams (2013) Ko et al., (2005) Palmgreen &amp; Rayburn (1979)</td>
</tr>
<tr>
<td>7B</td>
<td>Can you please elaborate on your ratings?</td>
<td></td>
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<tr>
<td>7C</td>
<td>Do you have a concrete example of your 'most suitable' rating when this has happened to you?</td>
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</table>
Think of the clothing companies that you follow on Facebook: Rate the alternatives from 'most important' to 'least important' of what you personally think that clothing companies should have for kind of function on Facebook?

Why did you rate the way you did? Please elaborate.

Think of the clothing companies that you follow on Instagram... what do you think the clothing companies are trying to fulfill for kind of purpose by existing on Instagram? Rate the alternatives in front of you from 'most suitable' to 'least suitable'

Can you please elaborate on your ratings?

Do you have a concrete example when this has happened to you?

Think of the clothing companies that you follow on Instagram... rate the alternatives from 'most important' to 'least important' of what you personally think that clothing companies should have for kind of
After the interview
Thank you for your time!
We will transcribe the interview and send you the transcript version to you in order for you to confirm your answers and to see if there is something that we misinterpreted from the interview from your answers. Please, do not hesitate to get in touch with us if there is anything you would like to add. Can we contact you if we have any more questions to you?
Appendix 2: Mail to the participants

Hello!

Thank you for your interest in contributing to our degree project about consumers’ perceptions and expectations about clothing companies’ usage of social media. You have been chosen to participate in this study because you are a student at Umeå University and user of Facebook and Instagram.

The interview will be recorded and transcribed for the purpose of enabling us researchers to analyse the answers afterwards. You will be allowed to read the transcribed interview once it is completed to approve that we have correctly understood your answers. In the study, your name and personal information will not be presented to the degree that you as a person can be traced based on your answers. Only us researchers that are conducting the interview with you will have the knowledge of the answers that you provided. Once the Degree Project is finished, it will be publicized and available for the public. Participating in the interview is completely voluntary and you always have the option to cancel it whenever you want.

We will ask questions related to your opinion of why clothing companies are present on Facebook and Instagram and if there are any differences between the two social media channels, during our interview. The reason for this is to be able to get a deeper insight into the consumers’ thought about the clothing companies’ presence on Facebook and Instagram. We would appreciate if you could take the time to prepare ahead of the interview by going through your Facebook- and Instagram accounts. Please take notice if you follow any clothing company/companies. The pre-interview assignment has the purpose of letting you as an interviewee become acquainted with the topic that we are conducting research on, and that will be discussed during the interview.

We estimate that the time of the interview will be between 30-50 minutes. If you have any questions you are more than welcome to get in touch with us. Thank you so much for letting us interview you, we are looking forward to meet you!

Best regards,
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072-537 55 09
alfredanja@gmail.com
070-898 97 31