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Alice Nemchina

**Public susceptibility to popular online trends and
their influence on Social Media Marketing.**

Thesis 2019

Abstract

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Public susceptibility to popular online trends and their influence on Social Media Marketing, 64 pages, 2 appendices

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Instructors: Lecturer Sami Lanu, Saimaa University of Applied Sciences.

The purpose of this research is to understand the nature of popular social media trends and their connection between advertisements in social networks. Moreover, the author strives to find a correlation with public attitude to popular tendencies and the way companies create their digital marketing campaigns. Lastly, in this particular study the author aims to identify the income from advertising on different social networks in Russia.

The study is divided into two parts: theoretical research and empirical study. To implement the first part, the author gathered theoretical data in a form of books, articles, cases and online sources. The second part includes empirical research, which was also divided into two parts: a traditional online survey and a modern approach - a survey within a social network (Instagram Stories poll).

The author analysed and evaluated public susceptibility to popular Internet trends in SMM and outlined an overall attitude to social networks. In this work, several conclusions have been drawn. Firstly, from the gathered data author concluded that people themselves take a big part in generating trends, while corporations use this information to promote their products. Secondly, consumer behaviour in digital space can sometimes get unpredictable; the right approach to abruptness caused by people online - is the key to the brand's image success. Lastly, for a trend to be successful in the eye of public and commerce, it should not be outdated and annoying. Any nascent pattern is a reflection of the brand's customers.

Keywords: digital marketing, social networks, social media, Internet trends, memes, advertising, SMM, popular Internet culture.

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1 Introduction

1.1 Background

Nowadays, digitalisation is progressing enormously. Social media, websites, image boards, and forums almost shifted old ways of getting the information. The Internet audience is growing at a speed of 1,000,000 new users per day. (Statista 2019a).

Therefore, social network advertising is one of the most efficient ways to promote product or service.

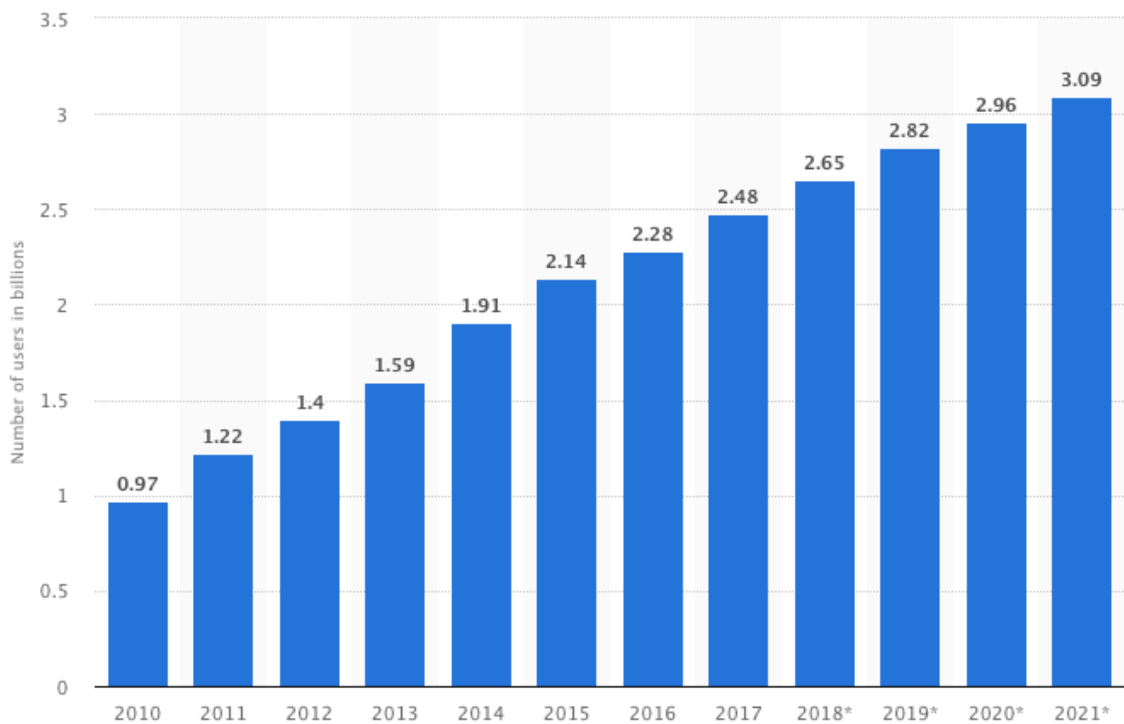


Figure 1 Number of social media users worldwide from 2010 to 2021 (in billions)

Through social networks, information spreads easy and fast, as the web is available for everyone and allows people to generate trends, which are then followed by millions of others. That makes social networks an incredible advertising platform with a massive number of potential customers.

cases, after the pattern becomes widespread, it can bring income to individuals or enterprises.

Internet trends per se began in the early 21st century with the appearance of first "memes", so-called viral jokes. A well-known example of those is a picture of "troll face", which first appeared in September 2008 on Deviant Art imageboard and became one of the first Internet trends. (deviantart.com 2008)

The series of "troll face" art quickly gained popularity all over the world and people started to upload and send messages with troll face to their friends.

However, in 2019, Internet trends are much more than a picture or video. It is a complex mechanism based on people's susceptibility and the company's approach.

Advertising is everywhere, but on social networks, advertising is much more than just an alert to create widespread fame. It is a mixture of entertaining, high-quality and personalised visual content, which should not distract or cause hostility of a potential consumer.

1.2 Objective of the study

The researcher has several goals that he wants to achieve by the end of the study. To accomplish objectives author is going to examine real-life cases and examples, as well as a specially designed questionnaire.

Primary objectives:

- Find a correlation between public attitude to popular tendencies and the way companies create their digital marketing campaigns.
- Analyse and evaluate impact popular trends have on SMM.

Secondary objectives:

- Analyse and evaluate the way companies pick out trends and how they use them.
- Study and evaluate existing examples of good and harmful use of popular trends.

1.3 Delimitations

The author of the thesis is going to concentrate only on social media networks, which means that digital video and photo will be the main subject of the study.

Millennials and Z generation is the target closely connected to the topic; that is why only those particular groups of "young professionals" will be participating in the collection of qualitative information.

The study interrogates and examines two different nationalities: Finnish and Russian to cover the broader market and analyse diversity between those.

The research applies only to social networks, where people can exchange digital material in the form of photos, videos or text. The examples of those are Instagram, YouTube, Facebook, Twitter, Reddit. The most frequently selected social networks based on the results of the survey are studied in more detail.

In this project, the author is not going to deepen into the history of trends, as well as viral jokes, political and economic trends. The study aims to analyse only current social trends, which are related only to marketing in social networks.

1.4 Limitations

Limitation for this study is individual perception of trends which can highly vary in different groups of people. That is why in this study results will be received only from a particular group- "young professionals" in the sphere of SMM. Therefore, the received results of the following studies cannot be applied to the audience outside the study group.

Another difficulty is that there is no specific rule by which you can create a trend and make it accessible for your benefit. Internet trends are born very spontaneously, and the mechanism by which they become popular is complicated to track. Nevertheless, the author of the research is not going deep into the trend occurrence.

The last limitation of the study is a lack of theoretical background on Internet trends.

1.5 Research questions

The main feature of this particular thesis is the trend; that is why the researcher is going to analyse digital trends into details. However, the author will not deepen into the historical aspect, as it was mentioned earlier. This work mainly focuses on the current situation within digital trends in social media platforms.

The main research question of the study is **“What it takes for a trend to be commercially successful in the eye of companies and the public?”**

Through the thesis, the author is going to analyse several topics in order to answer the main question. Firstly, public attitude to digital patterns and how this impacts the way companies create their digital marketing campaigns.

Secondly, consumer behaviour and product sales within content marketing. Thirdly, the principle according to which companies pick out trends and how they use them. In this part, case studies will be taken and mapped for a better understanding of how digital trends affect business in real life.

Sub questions are as follows:

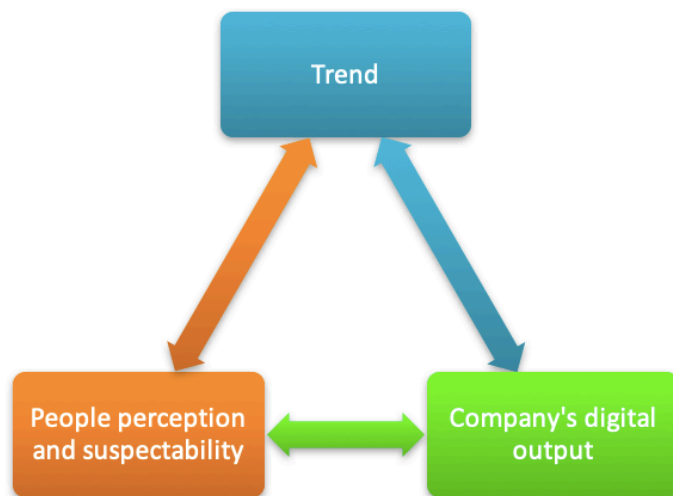
- How public attitude impacts the way companies create their digital marketing campaigns
- How trends affect consumer behaviour
- How content marketing affect impact product sales

- How companies pick out trends and how they use them (bad and good examples/ case studies)
- What is the trend, how it is born, and what makes it part of Internet culture?

1.6 Design of the research

In this particular part, the framework of the study is explained. "Researchers should not begin work until there is such a clear statement of why the project should be done and its benefit" (Proctor 2005).

The research aims to evaluate public attitude towards trends and use of them in advertising; accordingly, the qualitative method is used during the study, as the author is dealing with peoples' susceptibility and reaction. The project will be composed of three interconnected parts:



Trend and Company's digital output are theoretical parts of the research, where all main concepts are explained, and case studies are analysed. As to people perception and susceptibility, it is empirical part of the research, which encompass online surveys.

The first part of the research is investigative. In this part, the author reviews the material, which includes books, articles, and other visual content and sources, to determine the direction that the study will follow. This part is mostly theoretical,

where concept of popular trends is explained. In addition, cases and examples of how companies use trends complement and fortify the theoretical part.

Primary data is collected through an online questionnaire. The author decided to take a creative and modern approach to obtain information. Besides the standard Google survey, a researcher also launched a questionnaire in Instagram Stories in two languages (Russian and English), which in itself is already a popular trend. The following method made it possible to convey the question to the audience more clearly. Moreover, the author believes, such a way of presenting the information has a better chance of being noticed and arouses interest among audience, what is good for several reasons:

1. People answer questions honestly when they have interest.
2. There is a chance to get additional information, form some of respondents (suitable examples or cases for the study).

The research relies heavily on the survey answers, but an analysis of existing cases and secondary data is playing an essential role in conducting the final work.

After the necessary investigation, the actual thesis writing process, where theory meets practical interviews begins. In this path, both preliminary resources and secondary data used. The survey questions have been designed in such a way as not to repeat existing polls, as well as to keep relevance and credibility.

1.6.1 Literature Review

The survey is not the only thing which the author use during the writing process. This particular study heavily relies on the theoretical part, which is books, cases, existing interviews and surveys, articles, videos, blogs and even posts on social media.

The topic is relatively young, which means it is hard to find literature that completely fits the study. The theme is wide enough. It involves analysis of social networks, advertising inside them, use of trends by large and small corporations, as well as public attitude to all of that.

There is simply no book that covers all of these topics at the same time, which makes study demanding but relevant and unique at the same time.

Even though it is impossible to find a book which contains all three topics, it was easy to find literature that described each of the phenomena individually.

As the more significant part of the report is dedicated to digital information, the author is going to use mostly media theories to implement the final thesis. Examples of data, which the author is using during the research:

- eWOM theory
- SMM theory
- Consumer behaviour theory.

Therefore, different sources are involved in answering main and supplementary research questions. However, much emphasis is placed on respondents' answers and new information resources available on the Internet. Professional books are used only as theoretical support.

1.6.2 Questionnaire

The interview took place in two countries: Russia and Finland. To conduct the study author interrogated people of generation Z and millennials. Therefore, people from age category 16 to 30 participated in the survey. Unfortunately, there were only a few results from Finland since the test was somewhat challenging to distribute. Nevertheless, more than 100 people responded.

The survey has been divided into two parts. The first part was conducted via Google forms. Before launching the survey, the author suggested a small group of people take the test first. The pilot was successful and did not amenable to change. Some questions were provided in the form of detailed answers, but respondents mostly were asked to choose one or more answer options.

As been already mentioned, the author creatively approached the issue. So, the second part of the research took part in Instagram Stories from author's account.

Both surveys and the results are attached in Appendix 1.

1.7 Structure of the Thesis

The thesis consists of three main parts. The first one is Introduction, which tells the basic facts about the topic and the techniques that will be used during the investigation.

The second part is dedicated to the theoretical part, where the definition of a trend is given, its nature and the basic concepts are explained. In the same section, examples of successful and improper use of popular trends in various corporations are analysed and evaluated.

The last part provides an empirical study disassembled in detail along with conclusions made from it. A more detailed description of the structure is in the blueprint below:

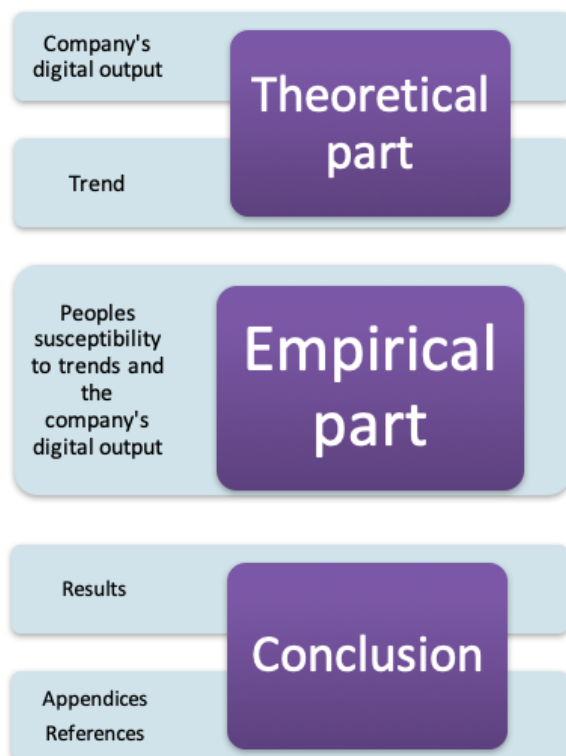


Figure 3 Structure of the Thesis

2 Theoretical Framework

In this section theoretical framework is described. Such concepts as digital marketing, social media, trends and consumer behaviour are evaluated and supported by well-known theories. All the headers are analysed and evaluated from SMM and Digital Marketing point of view.

2.1 Digital marketing

“The evolution of the Internet from a primarily transactional medium to one of relationship building has been a huge shift...” (Allen 2008).

Not long time ago, people began to realize that having a virtual dialogue with their customers was important. About 20 years ago, companies had the choice: to use online resources for communication or not. Now, digital dialogue is a “must have” concept of any successful brand. New experiences which came with digital communication gave brands more awareness of the customers desires. On the other hand, virtual communication gave consumer the opportunity to get closer to the brand, form trust and loyalty.

Nevertheless, digital technologies are not changing the basic principles of brand building, they only clarify the tenets which marketers have been always using and the importance of marketing itself became more obvious. (Allen P., 2008)

Digital Marketing is a method of communication with customers via any electronic device or the Internet. Since digital marketing is developing along with technology, it consists of many different concepts. Search engine optimization, pay-per-click, digital display advertising, email marketing and many more. All these concepts are the components of digital marketing.

For example, SEO is a process of optimizing website to "rank" higher in search engine results pages, thereby increasing the amount of organic traffic. The channels that benefit from SEO include websites, blogs, and infographics. (HubSpot.com, 2019)

The concept marketing is a tool, which helps to create and promote brand's content to generate awareness, traffic growth, lead generation, and customers. (HubSpot.com, 2019)

However, in this research author considers only Social Media Marketing and Content marketing tools as a digital marketing channel of communication between a brand and a customer.

2.2 The 5 A's of content marketing theory

The base of digital marketing is content. It does not matter how much money is invested in promoting certain content. If the content is incorrectly selected, it will not attract any customers. That is why, in digital space, it is vital to keep 5 A's in mind.

- **Audience.** When planning a marketing campaign, brands should remember that people consume content. Thus, any marketing exercise should begin with an analysis of the target audience. Those are people who are interested in the content and bring brand benefits. SEO is an excellent way to attract potential customers but for this understanding of the target audience is vital.
- **Audit.** The need to take stock of the current situation from a content perspective, which entails an inspection of the client's web site. The audit helps to develop a list of fundamental customer needs.
- **Analysis.** Average content rarely delivers positive SEO outcomes. People rarely link to such material. Thus, competitor analysis should be done to scope out the quality of content that already exists in the market.
- **Action Plan.** The final decision-making process. The content that will best serve brands content marketing goal, whether it be a blog, multimedia, research etc.
- **Advertise.** The final step is the actual launching of advertising.
(Duthie 2014.)

2.3 Market analysis

With the expansion of digital space, more and more resources became available. Fast appearing web pages and social networks became platforms for brand new advertising. More and more marketers decide to invest a more substantial budget in SMM.

The Social Media Advertising market is the second biggest market within Digital Advertising. The worldwide revenue of US\$73.8 billion in 2018 is expected to grow to US\$187.6 billion in 2023. (Statista 2019b)

Companies use social media to reach the same goals as while using traditional marketing strategy: to build and image, brand awareness, acquire new customers, introduce new products or services. The difference between social media marketing and other approaches is that you can attract more people to your product or service, as the number of users expands every day. Also, it is an excellent opportunity to get closer to the brand's target audience. For example, blogging and video-sharing have become such a popular form of getting the information, that it would be reckless not to use these resources to distribute advertising.

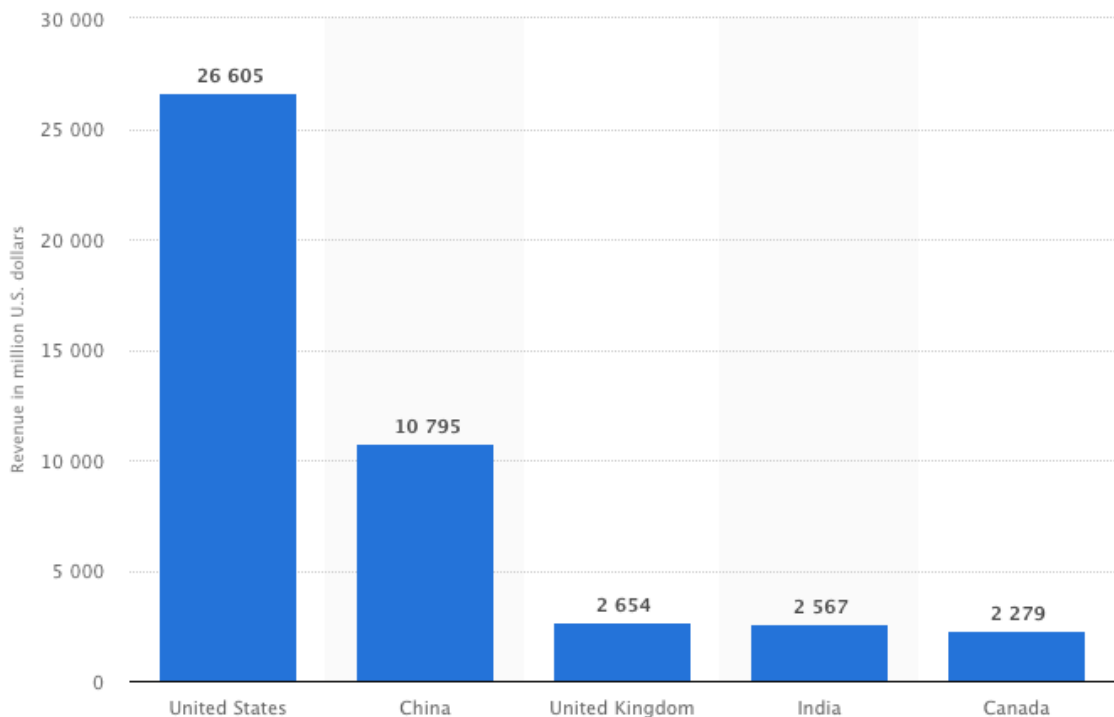


Figure 4 Social media advertising spending in selected countries worldwide in 2018 (in million U.S. dollars)

The figure 4 shows that the U.S. is the largest social media buyer in the world.

According to statistics spending in the Social Media Advertising segment in 2019 is US\$34,902 million. Advertising spending is expected to show an annual growth rate of 12.9%, resulting in a market volume of US\$56,759m by 2023. (Statista 2019c)

Social networks were initially created to connect people and entertain them, but later it became a powerful marketing tool. Nowadays, the social network is a tool to connect the public with markets.

Social networks are an actively growing platform that is developing at a rapid pace. Everyone foresees its possible growth, and it is expected that advertising via this channel will increase to 48 billion U.S. dollars in 2021. (Statista 2019d)

Facebook is considered to be the most used social network for marketing purposes. Most marketers believe that Facebook is the most crucial channel for

product promotion. Twitter and LinkedIn are also involved in the marketing process.

Companies who choose to promote their business via social channels have the most revenue from Facebook ads. Instagram is also gaining traction among marketing professions. (Statista 2019e)

In any company, SMM goes along with traditional approaches like email and content marketing. Nevertheless, SMM considered being the most effective way of building an image and get closer to the target audience.

Nevertheless, to track the exact revenue that marketing in social networks brings corporations is very hard, because the customer's path within the web is very versatile and most of the marketers cannot accurately determine which marketing approach brought a higher flow of customers.

2.4 Digital world

When, back in the 1990s, Microsoft's slogan asked, "Where do you want to go today?" it was a rhetorical question. In the digital age, the answer is everywhere (Haig 2018.)

The advent of the Internet and the World Wide Web has fundamentally changed millions of people's lives. Everything started with the emails, which were the personification of usual letters but in electronic form. People became obsessed with the idea that several computers can be connected and transmit information with each other, even located in different parts of the world. Development did not wait long, first online chats and newspapers appeared. However, with the beginning of 21st century, there was something that changed society forever: first social networks began to gain popularity rapidly. MySpace, LinkedIn, Photobucket, Flickr, YouTube, Facebook and Twitter were born one after another (Hendricks 2013.)

People began to resort to a new trend massively and did not even notice how social networks became their habit.

Humanity has always tended to evolve, but with digitalization which came unexpectedly, it has become faster than ever.

Today we experience daily updates in digital media and social networks. People have grown a whole new world into which you can look through the screen of any device, tweaked it for themselves and continue to do so.

Unlimited access to information of any kind and dozens of opportunities are open to anyone on Earth. This phenomenon is frightening and fascinating at the same time.

2.5 Social media networks

Today, we are surrounded by hundreds of social networks of any choice. Everything depends on what you like best: photos, videos, or articles. However, the variety of material which every social network offers is not that important. Important is what they all have in common.

Social media is like the world's largest cocktail party, where anyone can listen to others talking and join the conversation with anyone else about any topic of their choice (Kerpen 2011).

There is a significant advantage of this vast "cocktail party". Earlier, if we liked any product or service, we told about it to our close friends and relatives, that is about 10-20 people. Now we can share the new restaurant with all of our Instagram subscribers.

A good case, which describes the current situation, is shown below:

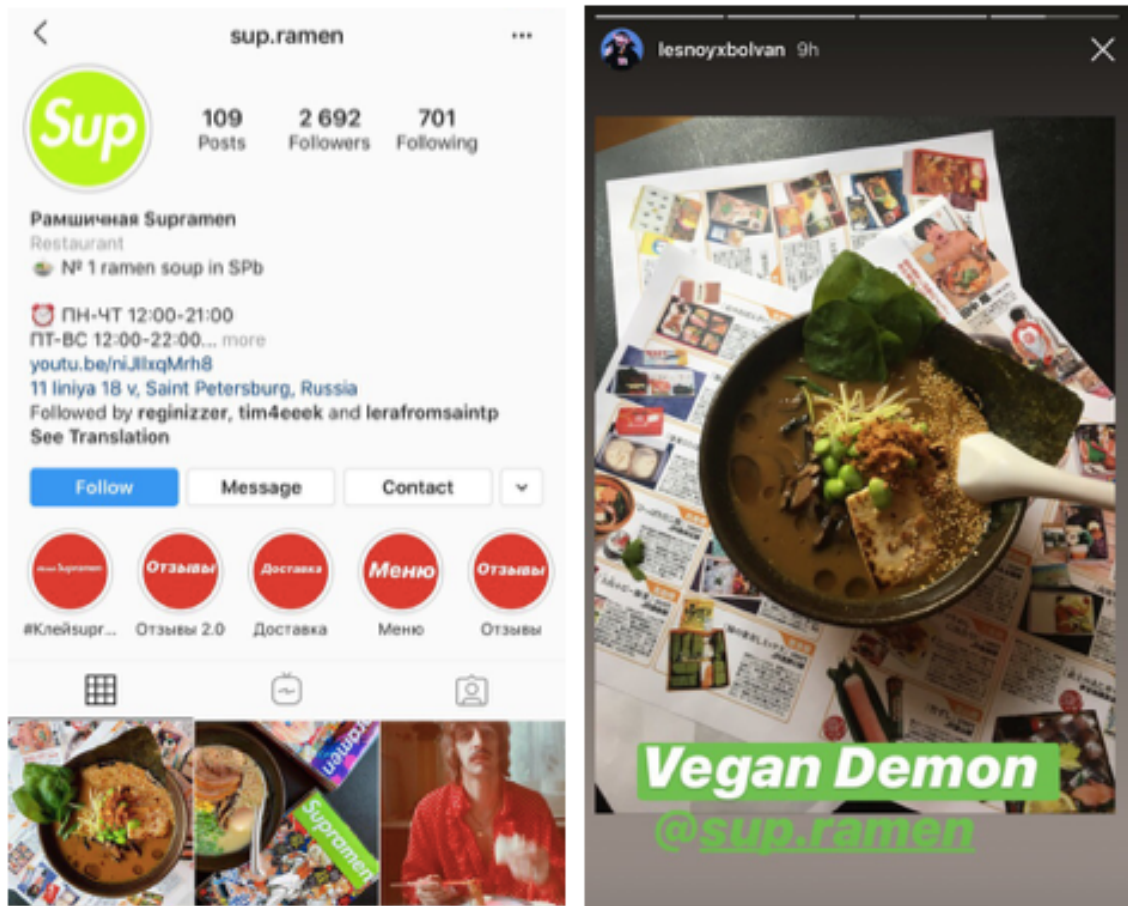


Figure 5 Instagram profile of Japanese restaurant “Supramen” and customer InstaStory, Saint-Petersburg, Russia

Figure 5 shows an Instagram profile of a new restaurant opened in Saint-Petersburg, Russia. Supramen is a Japanese cafe, which includes only three types of ramen in their menu. The price of any dish is extremely low because the restaurant is working in a test mode.

To gain customers, Supramen launched a one-day promotion: "Post a Story to Instagram, tag us and eat for free". Hundreds of people came, and each of them shared a link of a restaurant's profile to their friends.

The principle of giving people something for free is an excellent marketing move itself. People will always remain impressed by this experience and probably tell their friends about it.

Such a way of attracting attention is related to the consumer behaviour theory. Dissatisfied customers typically tell nine to fifteen other people about their bad experience (White House Office of Consumer Affairs, n.d.).

In digital world this number can greatly vary, because such Internet trend as blogging is growing every year (Statista 2019f).

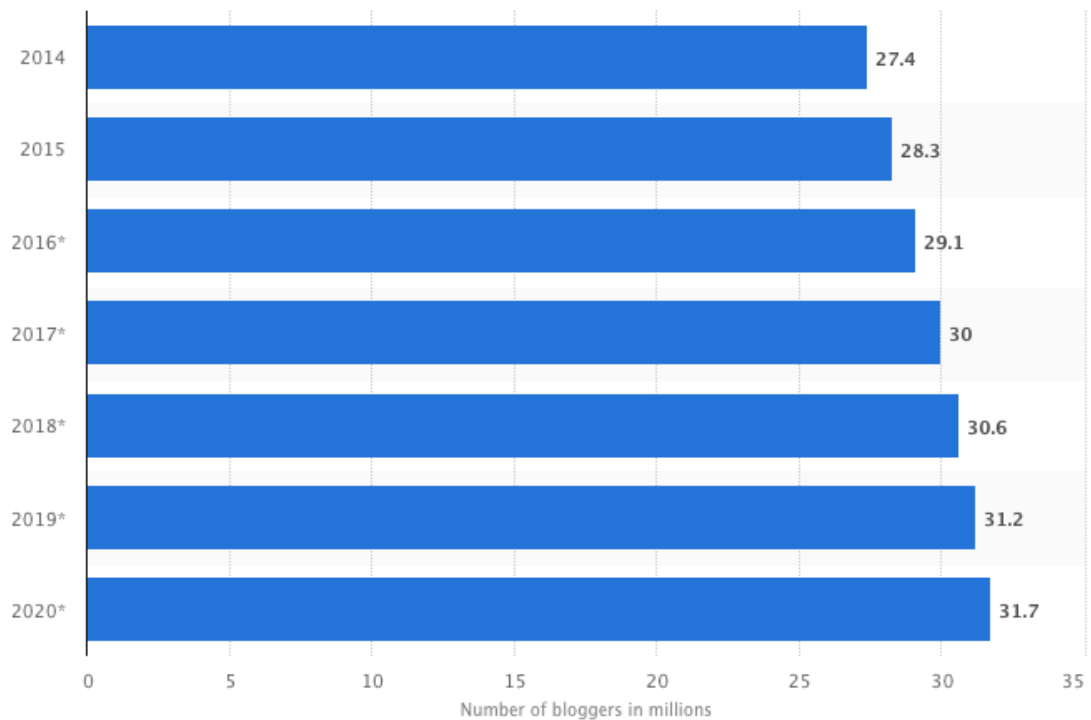


Figure 6 Number of bloggers in the United States from 2014 to 2020 (in millions)

Analyzing the results, it becomes evident that any person using goods or services of a particular brand can potentially be a blogger with thousands of subscribers. Moreover, such people are usually active in multiple social channels. Therefore, Brands should not underestimate the impact of social networks on a company's reputation by no means.

Thus, famous American clothing brand "Sisters", as well as cosmetics line, owned by 20 years old Internet personality and blogger James Charles nearly crashed because of the public dispute with his business partner Tati Westbrook. (Preston 2019).

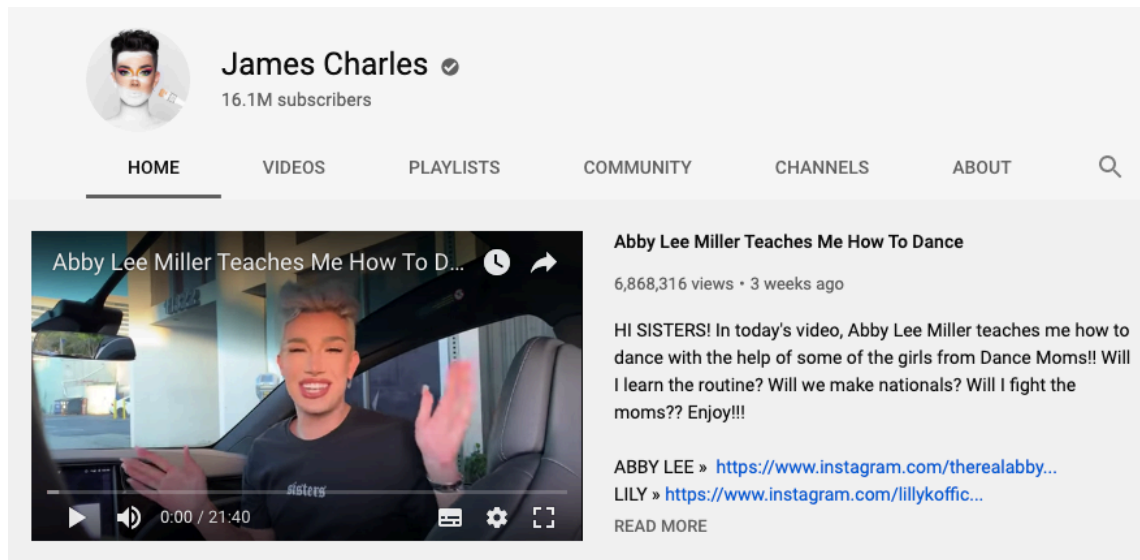


Figure 7 James Charles YouTube channel

Charles and Westbrook were partners promoting each other's products until James advertised a third-party brand on his Instagram.

Tatty Westbrook recorded a video in which she accuses James of betrayal. As she is a very influential person in the beauty community, the video got a lot of views. As a result, people began massively unsubscribing from James Charles YouTube channel, which caused considerable losses to his brand.

For the entire existence of YouTube, rising blogging star suffered the most intense unsubscription from the channel. In 24 hours, James Charles lost 1 million subscribers. (Socialblade.com, 2019)

A fast-growing trend to destroy shadow palette released by James contributed to a sharp decrease in the audience.



Figure 8 Example of occurred trend against James Charles pallet

Even those Internet users who had not heard of Charles before became active distributors of the information about the situation. Ultimately the celebrity lost 3 million followers. (Socialblade.com, 2019)

Nevertheless, James's public apology paid off, and James Charles managed to keep the brand afloat. There are currently 16.1 million subscribers on the channel. (YouTube, 2019)

The main advantage of social networks is that the proper use of those can bring a lot of benefits to both: the client and the company. But since social networks are unpredictable, independent structure, brands should always be prepared for emergency situations (Allen 2008.)

For customers, it is an excellent opportunity to find a product or service which suits their preferences and which they trust. For businesses it is a possibility to generate value, build trust, create a good image and increase their sales. (Kerpen 2011.)

Previously, brands seemed unattainable to the average buyer, but now it is an integral part of communication. While developing business via social platforms, the brand is becoming more humanized in the eyes of customers. A bunch of different brands surrounding modern buyers, that is why they are continually looking for reviews and experiences of others, which is a part of a modern customer journey (Mayers, Gerstman, 2001).

2.6 Consumer behaviour in digital space

The digital space allowed marketers to track consumer choices, habits and activities. Not only what people say and think is now available for analysis but real actions and decisions people perform during the purchase process. With online shopping getting more frequent for the young generation, it became more and more likely to predict the wishes of potential buyers (Allen 2008.)

Since on the Internet, the choice is extensive; people tend to compare and analyse similar products of different brands, read descriptions and reviews before purchasing.

The fundamental part of branding is choosing people that match the needed target. When a brand has better chances to meet consumer needs, it has a better chance of becoming successful.

From the moment when virtual space took place in the daily lives of ordinary people, understanding of the audience needed to attract has become more evident.

The dialogue between the brand and the consumer is still the same as described in consumer behaviour theories. However, the digital space has made it even more transparent, as the internet made searching more accessible and created a win-win situation for consumers and marketers.

2.6.1 Nicosia Model of Consumer Behaviour

The Nicosia model of Consumer Behaviour is a model created in 1966 by Professor Francesco Musumeci, and it is divided into four so-called fields:

Field 1: The firm's attributes and the consumer's attributes. This field is divided into two subfields. The first subfield explains the firm's marketing environment, as well as communication efforts. This field affects consumer attitudes, the competitive advantage of the firm, and explains the target market, which brand is aimed. Another Subfield specifies consumer characteristics such as experience and personality of a potential consumer. To get access to this information is much easier now using analytical programs.

Field 2: Search and evaluation. At this stage, the consumer starts searching for other brand and evaluate it in comparison with alternatives. In today's world, many options are available at the same time. With such modern features as SEO (search engine optimisation), attract consumer attention is easier than ever before. SEO is responsible for a site position in search results (HubSpot.com n.d.).

However, it is only one method from numerous opportunities provided by modern technology. At this stage, the brand aims to motivate the consumer on a purchase.

Field 3: The act of the purchase. Convincing the consumer to purchase a product or service from a specific retailer will be the result of motivation. Earlier demand generated the supply; nowadays it is possible to convince customers that they need a product, having a catchy image.

Thus, American street brand clothing brand founded in New York "Supreme" launched the sale of bricks with their logos carved on.

For fans, Supreme is not simply a label, but a way of life. Which makes sense, because the iconic NYC brand doesn't just produce clothing and skate hardware; each season, its iconic bright red box-logo covers a series of instantly sold-out objects, too. Crowbars, fire extinguishers, nun-chucks, pool floats, air horns —

you name it, there probably is an officially licensed version of it. One of this season's most coveted (and most "meme'd") items is a logo brick. Originally sold for \$30 USD each (Manning 2018.)

Field 4: Feedback of sales results. The feedback of both the firm and the consumer after purchasing the product is analysed after a purchase. The firm benefits from data consumer give, as it allows to analyse the current status and fix possible flaws in the company's operations.

On the other hand, the consumer uses his experience, which affects the individual's attitude and predispositions concerning future messages from the firm (Fransis A 2014).

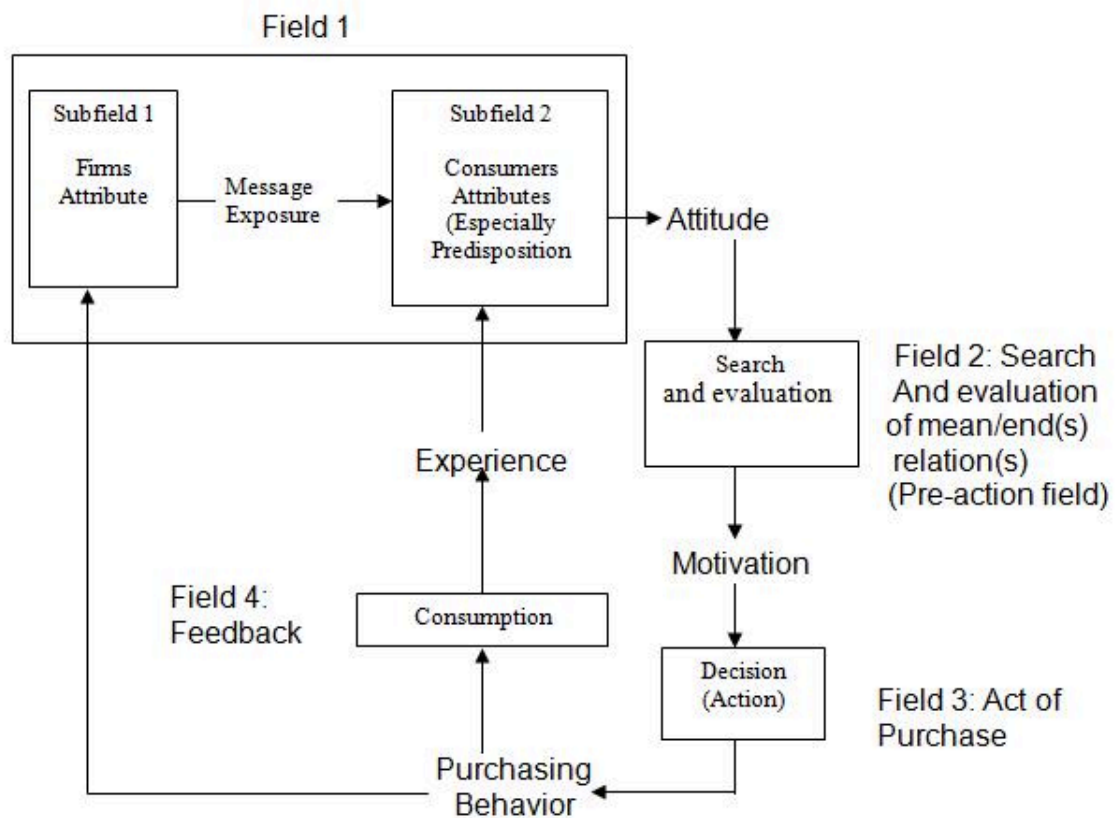


Figure 9 Nicosia model of Consumer Behaviour

To sum up, the theory of 1966 is equally applicable to the present day, but now it is supported by technological capabilities and opportunities which simplify the theory implementation.

Superimposition of modern concepts on Nicosia's theory creates a new view on consumer behaviour in the digital world.

2.7 eWOM theory

Electronic Word of Mouth (eWOM) is a way of transferring information from one person to another. Word of mouth is one of the oldest methods of transferring information (Kremers n.d.).

When people find something funny, odd or unusual, they want to share it with friends. Others will share it as well, which involves a lot of people for free. Electronic Word of Mouth is the same WOM but now in digital space, which means that the information travels in the form of text, video, image and audio. Thus, data can reach many people at the same time, making the spreading process faster and more effective.

Why is it so effective? First of all, an essential advantage of eWOM is that it is absolutely free. People spreading information are not motivated by anything else but their interest, which makes it one of the cheapest ways of promotion. People like to share information, so they do not need any additional motivation.

Secondly, the public is always interested in other people's feedback. If they see a positive review on a product from relatives, friends, celebrities or other people they trust, they will much more likely commit the purchase.

However, people's desire to share might sometimes backfire as people will share a bad experience even more eagerly.

2.8 SMM trends

- **Promotion in different social networks.** Advertising via social networks very quickly gained popularity and partially replaced TV and newsletters promotions. More and more marketers invest more in this type of advertising. (Boiko 2019).

Today you rarely meet a person who uses only one social network. Most advanced users access multiple social networks every day. According to the author's research, 82 people out of 101 use more than one social network per day.

Duplicating content from one social network to another could be not the best idea, as each social network has its features and specific audience. Thoughtful brands always follow new tendencies and avoid reiteration. **Increased percentage of visual content.** Photo and video replace text content very quickly because it is easier to grasp. There are up to 1 billion active Instagram users, and more than 50% of tweets include images or videos. (Lacy 2019).

- **Emphasis on interaction.** People have access to more and more information every day, and they want more. People interact with friends, brands and many more. Thus, such a concept as streaming took place.

According to the article published on Merehead, 85% of users prefer Facebook-streams, rather than the usual television broadcasts (Boiko 2019.) Users are involved in live streaming, as it allows them to express instant reaction and share opinions.

- **"Longreads" popularity.** It would seem that people spend more time on short videos, not overloaded with text posts. In 2015 Facebook adopted "Instant Article" feature (Lacy 2019).

Not long after that Russian social network Vkontakte followed suit.

Even though people increasingly began to choose simplified content, the pursuit of quality news is still relevant. Most likely interest in such long articles is caused by the fact that people trust other people more than news sites. Reading the text of eyewitnesses sometimes causes more confidence than reading news prepared and verified by huge corporations.

- **Endangered content.** Disappearing media has become a new way of sharing information. Moreover, it became a motivator to post more. The trend gained the most significant popularity on Instagram. Users were engaged by the fact that they can share their activities in a real moment. Finally, the fact that the content disappears creates a certain intrigue and causes interest among other users.

2.8.1 DuoLingo case

In a Social Networks section, it has been already mentioned, that people tend to trust someone they know. Nevertheless, they tend to trust someone who evokes positive feelings in them. What is good at being friends with a person, is that you can exchange emotions with each other. In many cases, it is an exchange of positive thoughts and feelings.

But what happens if a brand behaves like your friend? A good example of innovative SMM trend is DuoLingo.

“Duolingo is the free science-based language education platform that has organically become the most popular way to learn languages online” (DuoLingo 2019).

Duolingo is actively using social media as a promotion platform, though their favourite social channel is Twitter. In April 2019 they launched a new premium feature in their mobile application. The company claimed that regular push notifications bother people, and everyone swipes them away. Many people perceive pop-up notifications on their screen as pestering advertising. Nevertheless, according to Duolingo, the only way to learn a language is to practice is every day, and if a person does not notice a lesson reminder- the application becomes useless.

The solution to this problem was the humanization of the mobile application and its push notifications. "Real life reminder that you can't ignore" came out into three variations: encouraging Duo, disappointed Duo, passive-aggressive Duo.

In April 2019 Duolingo tweeted: “It’s simple, spanish or vanish”:

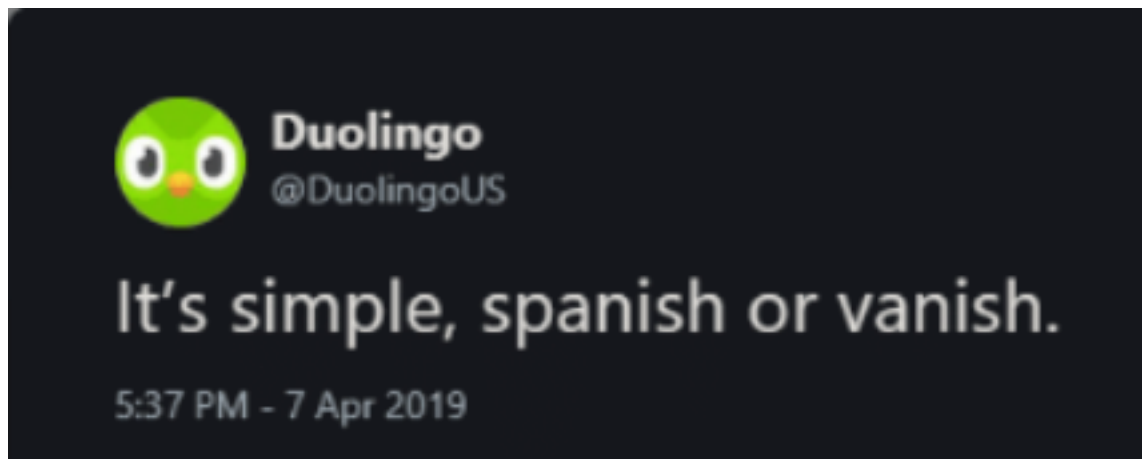


Figure 10 DuoLingo on Twitter, 2019

The public was amazed by such a passive-aggressive phrase, which soon became viral. The tweet got a lot of likes and reposts. People began to create jokes and memes related to Duolingos straightforwardness. Reddit has been flooded with pictures of Duolingos mascotte and variations of push notifications from the app.



Figure 11 Popular DuoLingo meme

This interesting decision made in order to preserve and remind about the brand to its audience turned into a profitable marketing move.

DuoLingo case is a good example of how good sense of humour and eWOM can be used in digital world to promote product or service almost for free.

2.8.2 Gillette case

An excellent example of reckless marketing is one of the latest Gillette advertisements. In an attempt to advertise a new kind of positive masculinity, one of the largest manufacturers of shaving and body care accessories built a reputation of a company that hates its customers.

Advertising was published on 19 January 2019 in the form of a short film, on YouTube and gained 1.5 million dislikes, thus getting into the top 50 most dislikeable videos on YouTube.



Figure 12 Gillette video advertising

Using a sensitive social topic caused a lot of resentment from former loyal customers, who subsequently stopped consuming products made by Gillette and P&G.

In a comment section, thousands of sarcastic comments left by dissatisfied customers can be found.

The marketing campaign of Gillette made a big mistake when deleted negative comments. Such a decision caused an even greater rush of negativity among the public and, as with the Duolingo case - eWOM (electronic word of mouth) played a role, but this time in a wrong way. (YouTube 2019)

2.8.3 Fortnite case

FORTNITE DANCE CHALLENGE! - (In Real Life) - YouTube

<https://www.youtube.com> › watch - Перевести эту страницу



26 апр. 2018 г. - Добавлено пользователем Eh Bee Family

New Mystery Wheel of **Fortnite Dance Challenge!**

<https://youtu.be/kdGKeg3mJAI> Click Here To Join The ...

Figure 13 Fortnite dance in Google search

Battle Royale is a type of game with a multiplayer mode, the meaning of which is to defeat all your rivals and remain the only survivor.

This type of game became very popular among teenagers, but it was Fortnite that blew up social networks with its appearance.

"Fortnite is the always free, always evolving, multiplayer game where you and your friends battle to be the last one standing in an intense 100 player PvP mode. Available on PlayStation 4, Xbox One, Nintendo Switch, PC, Mac, iOS, and Android" (Epic games 2019).

Fortnite stood out from the rest similar multiplayer games not only because of good design, excellent interfaces, well-coordinated systems and lack of cheaters (Mahmood 2018).

A highlight distinguishing this game from other games is that Fortnite developers maintain a lively dialogue with their customers in a digital space.

Fortnite Battle Royale is free of charge. The only items people can buy in a game are avatar costumes and avatar dances. Moreover, Fortnite explains that those skins and dances add nothing to a player's chances of winning. Even the shop's main page warns: "These items are cosmetic only and grant no competitive advantage." (Epic games, 2019)

When looking at Fortnite strategy, involuntarily the question arises: How can such a game generate income? The answer is a fantastic ability to communicate with customers online. Fortnite developers are always aware of what their customers like or ever will like in the future. The main promotion that affected the web dramatically - Fortnite dance challenge, where developers agitated users to dance and post their moves tagging the game.

The creators of the game regularly launch various online flash mobs, which gives rise to a massive interest in the Fortnite.

3 Empirical research

In the following section, all aspects related to empirical research are explained, including all the steps which were undertaken to implement the survey.

The questionnaire has been divided into two parts because the research focuses on several interconnected topics. Therefore, it was decided to analyse and evaluate public attitude to social media itself first and after that conduct another survey, which is more focused on popular trends used in social media advertising.

3.1 Survey distribution and testing

Before launching the Google Forms survey, the author tested it on a small group of people. The test was successful and has not changed. This test has been distributed via Facebook, VKontakte and Instagram and the total number of responses collected is 100. (90 responses belong to Russian respondents, and only 10 is managed to collect from Finland).

The distribution of the second survey turned out to be much easier. This poll was not tested before posting, as it has been entirely experimental part.

The author picked up six popular trends used in advertising within social networks and asked the subscribers to vote if they more feel negative or positive watching the content. The majority of the respondents participated in this poll are Russians. However, all of them relate to generation Z or millennials, which are the author's study group.

The survey took place on Instagram Stories and the average number of respondents in each Story was 57.

3.2 Structure of Google forms questionnaire

Full answers to questions and a summary is located in Appendix 1 for Russian market analysis.

The first part has been conducted as a Google Form survey and aimed at analysing people's attitudes on social networks and advertising inside them. Most of the people who use social networks, check more than one application per day, so respondents were often allowed to choose several answer options.

Moreover, in this interview, there were questions with a possibility of a detailed response, which was an excellent advantage for the author to receive more accurate and personalised information.

The structure of the survey was built in such a way that at first people determined social networks in which they are more interested and which they feel more comfortable for everyday usage. The main goal of introductory questions was to highlight the most used and popular social networks.

After that, the survey smoothly moved to the personal attitude towards advertisements within listed social networks. Respondents were asked if they find advertising in social media a meaningful source of getting what they need.

Next questions revealed the idea of change in consumer behaviour interconnected with the appearance of popular trends in advertising. The answers to the last questions of the survey leads directly to the main question of the study: "What it takes for a brand to be commercially successful in the eye of companies and public?"

3.3 Structure of Instagram Stories poll

The information about examples given and responses to the question can be found in Appendix 2.

The structure of the poll in Instagram Stories was extremely simple. Nevertheless, this short experimental survey provided a lot of practical information on what people actually think of popular trends, which appear in SMM.

The survey involved only one question: "What is your attitude to the following advertisements?". After that, 6 digital advertisements, which used different trends

were given. In each of 6 stories there were two answers to choose: “positive” or “negative”.

The first example given was video advertising of a mobile game made by one of the most subscribed persons on YouTube- blogger and streamer Felix Arvid Ulf Kjellberg, also known as Pewdiepie.

The second video clip is based on ASMR, which is Autonomous Sensory Meridian Response.

As a third example, the author showed a minimalistic fashion photo, describing the collaboration of Coca-Cola brand and famous designer Ronnie Fieg.

The fourth story showed piece from a live broadcast done by Xbox, to promote their new game “Cyberpunk 2077”. Xbox made the renowned actor Keanu Reeves one of the characters of a game, so it became even more popular than before.

The fifth sample was a lucky draw arranged by Nike and Sneaker Head shop, in which fans participated by posting a Story with this promotion.

Lastly, the photo of disappointed Duolingo’s mascot claiming that he will eat a poisoned piece of bread unless you learn Italian.

This experimental survey aimed to get people's opinions on different types of SMM trends used. The author assumed that it could be practical and more natural to get information on people's attitude towards popular movements in SMM, in an environment where those movements are born.

3.4 Public perception of Social Networks

Every year thousands of new users join the social networks. People all around the world are in constant contact with each other. With the appearance of live streams, people got the ability to be everywhere and with anyone they want while lying in a bed.

That caused an excellent marketing environment since social networks have become a new human addiction.

According to the survey results and analysis of the cases, people perceive social media as a part of their daily routine. Most studies confirm that the number of users on social networks will grow even higher. No wonder, people spend a lot of time in those social channels.

Mostly, publicity perceive social networks as an intermediary of communication with friends, acquaintances and family. Equally important is the connection with the world. Social media plays the role of a news channel and connectivity with brands and corporations of people's interests.

3.5 Public attitude to trends in social media networks

The modern buyer is quite selective since there are many advertisements around him. Naturally, brands are trying to adjust to the preferences of a particular person. Not surprising, that in pursuit of appealing to the customer brands are experimenting with trends.

One of the goals of this study was to understand whether using a trend in advertising is a useful approach for creating or maintaining a company's image or not.

One of the survey questions: Does your attitude to a brand change, if it starts using popular trend in advertising?

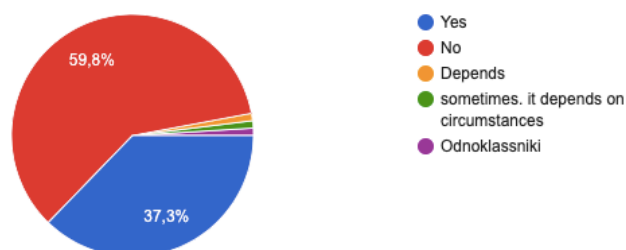


Figure 14 Changes in the attitude to a brand in case, if it starts using popular trend in advertising

According to the survey, 59.8% of respondents do not think that their attitude to brand changes if it starts using a popular trend in their advertisement. Other 37.3% change their position.

15% of the respondents start to take a positive side, 26% think worse of a brand which involves a trend into an advertisement and the most percentage claim that it depends directly on a quality of an ad.

Most of the people who change their attitude to the brand gave an ambiguous answer. The examples of those are below:

It depends :)
Depends of the trend
depends on how they apply the trend and the end result
Depends on how appropriate and stylish it is integrated
Depends on a quality of their approach
Depends on how aggressive is their advertising
Depends on which popular trend they're using and how they're using it

Figure 15 Survey question with open answer

The questions are interconnected, and based on the received answers, the author can conclude that loyal customers are unlikely to change their attitude towards the brand during any experiments. Nevertheless, the company's reputation while using popular trends highly depends on the quality of the content provided.

There are several types of content, which catches the respondent's attention. To get specific information, the author provided a question, with an open answer, where people shared attention-catching ads in the form of a link or text.

From the information received, the author concludes that people like aesthetic ads with easy to read descriptions, unique design, good sound and colour. Similarly, people appreciate original content. Lastly, in some cases, attention is attracted to funny videos, or even crazy.

3.6 Changes in customer behaviour with the appearance of a trend in advertising

It is challenging to track the exact way of how trends affect consumers, because as previously, the answer is blurred.

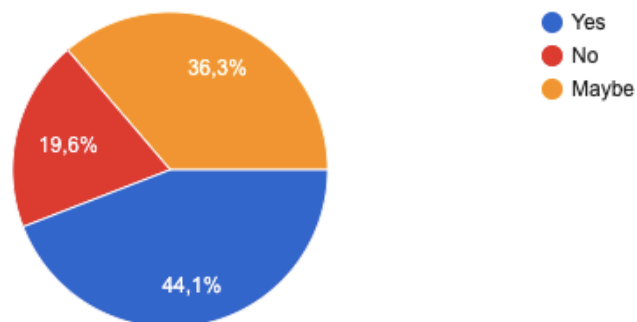


Figure 16 Survey question: "Do you think popular trends changed your behaviour as a consumer?"

The most considerable part of the people assumes that the appearance of trends in advertising is changing their consumer behaviour, while almost the same amount of the respondents are not sure answering the question. Finally, only 19.6% do not think that trends somehow drive their consumer intentions.

Based on the provided cases, the author can conclude that online consumer behaviour can be very unpredictable. Although digital technologies and different analytical algorithms can track user actions and preferences, sometimes it is not enough to predict an unexpected outburst of activity among users.

3.6.1 SMM as a meaningful source to help

An important part of the research was to know if people find advertising in social media a meaningful source to helping them find something they need because if they do then trends inside them matter. In this part opinions were divided.

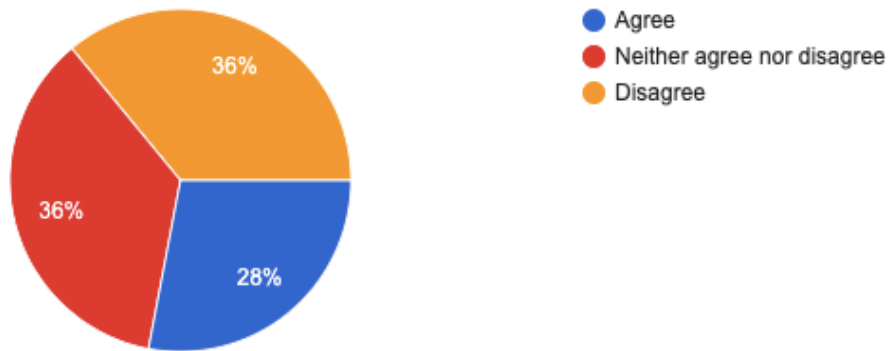


Figure 8 Question "Do you find advertising in social media a meaningful source to helping you find what you need?"

36% of people don't think that advertising could help them with the product choice. However, 28% are sure about the fact that social media advertising can be useful for them and what is interesting is that 36% are unsure of the effect of SMM on them, which means they may not even notice how advertising in social media affects their choice.

This leads to a conclusion that more or less, SMM affects customer's choice and in some cases - desire.

3.6.2 Annoying Advertising

No one likes annoying advertising that is not interesting for you. Mostly, people of Y and Z generations do not welcome most of the advertising, which appears in the applications they use. However, according to Mimi An research published on HubSpot, 77% agree with the statement "I wish there were a way to ad-filter instead of ad-block completely." (HubSpot.com, 2018)

According to the author's survey, advertising during any kind of video is interrupting and annoying, whether it is a YouTube video, Instagram stories or a live stream.

Thus, it is important to find a right approach, when promoting something to the people of this particular age categories.

3.6.3 Getting generations Y and Z tuned into brand's promotion

Results of Instagram Stories survey showed that people mostly interested in advertising, which is in a form of video and involves kind message. An example of such an advertising is Xbox online presentation of their new game "Cyberpunk 2077", where during the presentation, Keanu Reeves responds to the fan's phrase: "You are breathtaking!", with the same words: "No, you are breathtaking!"

This nice relationship between celebrity and fan became a "meme" (viral joke), which spread quickly and attached more attention to the game than expected.

Furthermore, the audience definitely like fashion advertising. According to the optional answers in the interview 13 people responded, that they bought clothes, shoes or accessories because they have seen an advertising in social network they use. From Instagram poll, author managed to get 78% positive and 22% negative reactions on Coca-Cola and Ronnie Fieg fashion collaboration. Comparing with other results, this example definitely gave positive assessment.

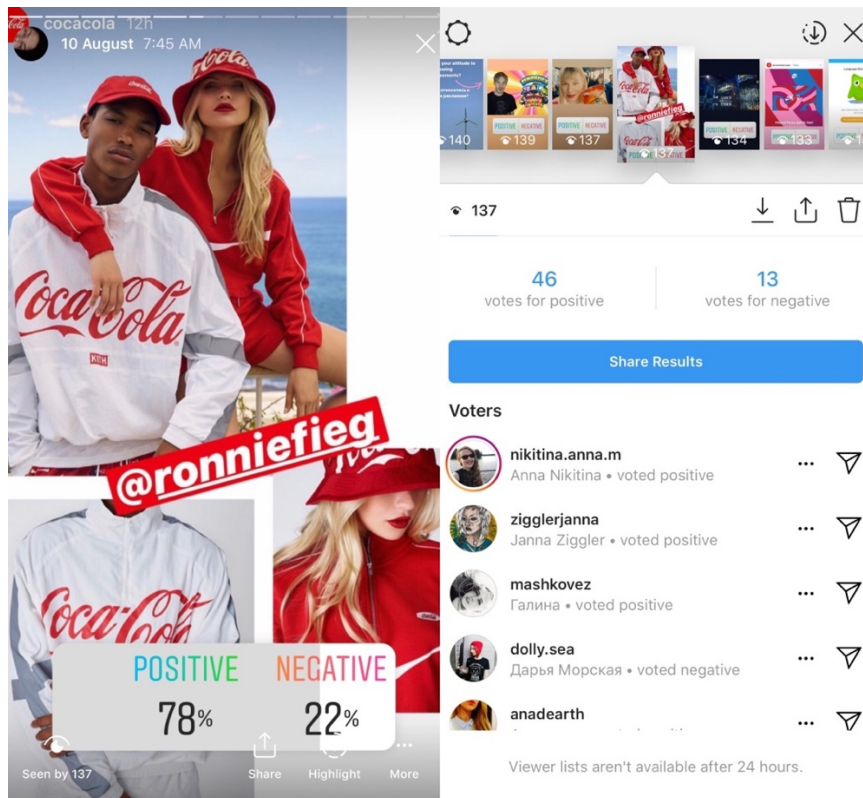


Figure 17 Results of Instagram Stories poll on fashion collaboration

Back in 2009 the contribution of fashion bloggers, had a significant impact on the fashion industry. Digitalization completely changed the way fashion industries present themselves and communicate with their customers (Moatti 2018.)

Since fashion is mostly a visual product, social networks such as Facebook, Twitter, YouTube and Instagram are one of the most effective tools to communicate with customers. (Moatti 2018.)

According to the questionnaire, advertising in so called stories and during the feed are the most susceptible promotion moves. People mark those advertisements as a promotion that they are likely to notice.

3.6.4 Answers analysis

Author of the thesis conducted two surveys: traditional Google Form online survey and modern approach - Instagram stories poll, which was an experimental approach.

Both studies were tested mostly on Generation Y and Generation Z, so people from 8 to 27 years old participated in both surveys.

Instagram Stories poll has been carried out only as an experiment; that is why the author did not rely on the answers received from it while analysing and evaluating the results. Moreover, it is challenging to draw accurate conclusions out of the closed questions.

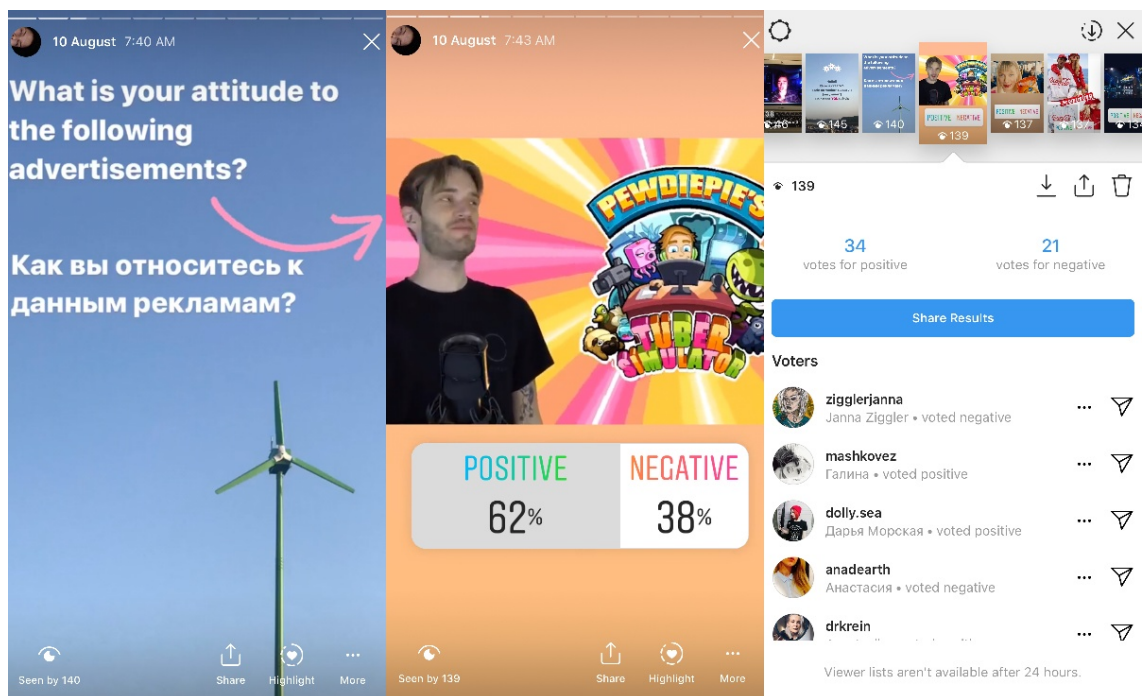


Figure 18 Example of Instagram Story Poll, including results

Nevertheless, the experiment was not in vain. In 24 hours, author gathered 57 answers per question on average. To gain this amount of replies using standard Google Form took three full days. Thus, it can be concluded that social networks are the platforms of rapid response, which is a good advantage for any marketing campaign.

Even so, it is worth a more in-depth study of the methods of collecting information from customers within Stories in Instagram interactive features like polls, questions, quizzes, chats and countdowns.

Standard Google Forms online survey gave much reliable information, which the author highly relied on during the research.

Tests showed that the young generation uses social media channels every day and devote a considerable amount of time to such digital content as photo and video.

Instagram turned out to be a network in which people do not mind seeing advertising. Russian social network VKontakte devided second place with YouTube and Telegram messenger took the third place.

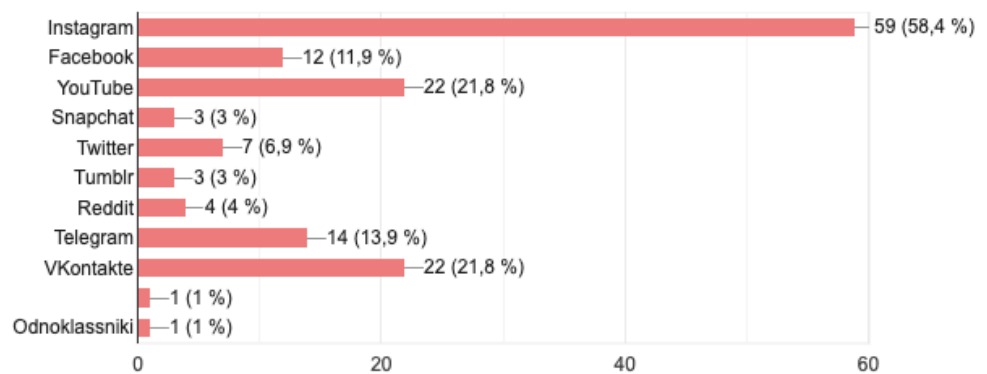


Figure 19 Social channels in which people do not mind seeing advertising

According to 101 respondents of the online Google Form survey, the trend should occur in the preferable social network to be noticed. The best decision for a brand is to spread a pattern over several social networks.

Also, people think that advertising, which include popular trend, should be a significant source of helping find what they need. According to respondents, public will not spend time on useless advertisements.

AD which interrupts and annoys, probably will be noticed. However, it does nothing with customer loyalty. People do not care about the trend involvement if marketing is thoughtless.

Thus, most of the respondents answered that Stories have a higher chance to be seen; that is why the researcher assumes that this is the topic worthy for in-depth analysis.

A considerable amount of people answered that they bought items through the Internet, because of the advertising in social media.

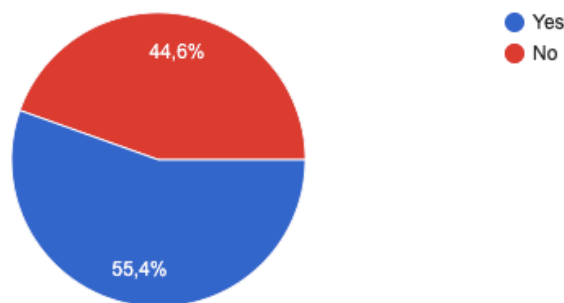


Figure 20 Answer to question “Have you ever bought something because you saw an advertisement in Social Media?”

Gained information leads to the assumption that a person will buy online again; that is why the image is essential in product promotion; it can affect the consumer decision.

People change their attitude to a brand if it starts using popular trend into their advertisement. Most of the respondents claim that their reaction to a new way of advertising strongly depends on the quality of implementation. If people see that a company is trying to develop and be create something new, analysing the latest trends and using them in advertising, people appreciate it.

However, if the trends used are too frequently seen on the Internet and make people tired of them while a company continues using it, people do not want to deal with such advertising.

Involvement of prevalent trends in SMM changes the behaviour of most customers. It affects the possibility of spontaneous desire or even purchases.

The final question was open and gave people a chance to show advertisements that caught their attention. The author studied each response and concluded that the young generation usually pays attention to aesthetic, structured ads with good sound and colours. Advertisements with a unique design and original content are even more accessible. In some cases, funny or even crazy SMM catches the eye of a potential customer.

3.7 Key findings

Reconciliation of modern concepts on old theories gives a fresh view at the present situation.

In this research the author decided to analyse and evaluate the Nicosia model of Consumer Behaviour is a model created in 1966 by Professor Francesco M. When this theory is applied to digital technology, a new exciting concept is obtained.

New concepts reinforced old assumptions about consumer behaviour, and an entirely new concept has been created.

The right approach, as well as identification of the target audience while promoting product or service to the people of this particular age categories, is the key to the brand's image success.

5 A's of content marketing theory gave the author the inside on the importance of following the steps in SMM.

Identifying people consuming content, take stock of the current situation from a content perspective, analyse the outcomes, build a plan and only after all those steps - launch advertising

SMM is the most effective advertising tool in a century of digital technology.

Market analysis gave an insight on the importance of the social media as a marketing tool. Only worldwide revenue of US\$73.8 billion in 2018 leads to a conclusion that SMM is one of the most sought-after tool in advertising. Consumer behaviour may become unpredictable in digital space and it's vital to know how to respond to those unexpected outbreaks.

For a trend to be successful in the eye of public and commerce, it must be appropriate; it should not be outdated and annoying. Any pattern should be a reflection of the brand's customers.

Analysis of the survey and cases gave an inside that for a trend to be successful, it needs to be massively used or even viral. The case study about Fortnite gave insights into how proper communication with the public on the Internet can organize massive flash mobs that the entire Internet notices the brand.

A trend that emerges from human preferences is used by corporations to catch the attention of the same humans.

The survey and case studies gave a chance to analyse and evaluate a lot of information and as a result it showed, that social media users together can form a pattern that marketers subsequently use for marketing. It also works vice versa. Important is that presence of a trend remains unchanged in this circle.

Social networks are platforms of a rapid response.

If something happens on the Internet and the real-life - social media regularly knows about that too. James Charles case is an example of the possibility to start suffering losses by merely waking up in the morning checking your social networks.

3.8 Future research

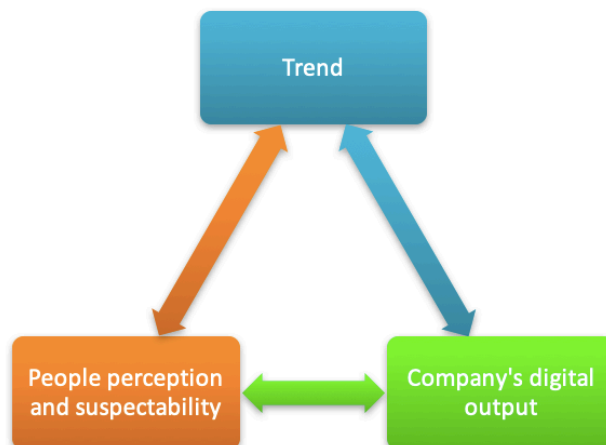
In future research, the author is going to deepen more into the market volume and analysis of its underlying mechanisms. Also, the author is excited to focus more on qualitative information and accomplish in-depth interviews with experts, as well as continue the survey experiment within social networks. Instagram Stories concept worth a more in-depth study of the methods of collecting information from customers within such interactive features as polls, questions, quizzes, chats and countdowns.

Finally, the researcher is willing to devote more time to exploring popular internet trends and their nature, as well as learn to predict their popularity with the ability to use this knowledge in authors marketing campaign.

4 Conclusion

From the beginning, this research aimed to analyse and evaluate people's perception of prevalent trends in social media marketing. The main question was: "What it takes to a trend to be successful in the eye of public and commerce?"

Initially, the author assumed that brands and people alike create trends and support each other. With immersion into the analysis, it became clear that companies, trends, customers and social networks are the part of one scheme:



There are three interconnected concepts: people, companies and trend, all of them connected via social media channels. Thus, those concepts are parts of the same organism. All of them can be analysed as separate concepts, with their theory, but they will not be able to work separately.

The first objective of the study was to find a correlation between public attitude to popular tendencies and the way companies create their digital marketing campaigns. The researcher indicated that the main advantage of social networks is that the proper use of those can bring a lot of benefits to both: the client and the company. Brands build their marketing, based on the desires of their target audience. At the same time, consumers receive what they want. However, this mechanism does not always work perfectly.

In some cases, companies are not that connected to their clients, and they cannot find an approach to promote something even with the help of trends. Such product or service will probably fail. That is why theory application is a necessary step before launching a marketing campaign.

Thus, without delving into the question, such huge enterprises as Gillette may fail their advertising.

Even though consumer actions can be tracked with the help of digital analytics, it is still not very predictable, especially when it comes to mass outbreaks in the comments.

Although the world is changing, consumer behaviour remains the same.

When it comes to behaviour within social networks, modern concepts are simply superimposed on existing ones.

The second objective of the study was to analyse and evaluate the impact that popular trends have on SMM. The market volume analysis showed that SMM is the most effective advertising tool in advertising, and it has a massive effect on the whole sphere of marketing. However, trends are the base of social media, as they are generated there. It leads to a conclusion that following the trend is a crucial task of any brand while advertising product or service online, which means popular online trends have a significant impact on SMM.

Finally, what it takes for a trend to be commercially successful in the eye of companies and the public?

During the study, it became clear that the direction itself cannot be successful, but brands which use them wisely can turn them into a gold mine.

In this case, the theory converges with practice again: branding has nothing to do without consumer behaviour, target segmentation and all the steps that should be undertaken before the actual promotion. Hence, successful brands have a brilliant theoretical background.

Overall, the public creates and react to online trends. Some patterns and directions last not that long and do not influence SMM that much.

Nonetheless, some information causes massive reactions of thousands or even millions of people and sometimes affects not only SMM but all marketing segment. To understand the real nature of the appearance of trends is too demanding for a marketing study, as there are a lot of psychological features are involved.

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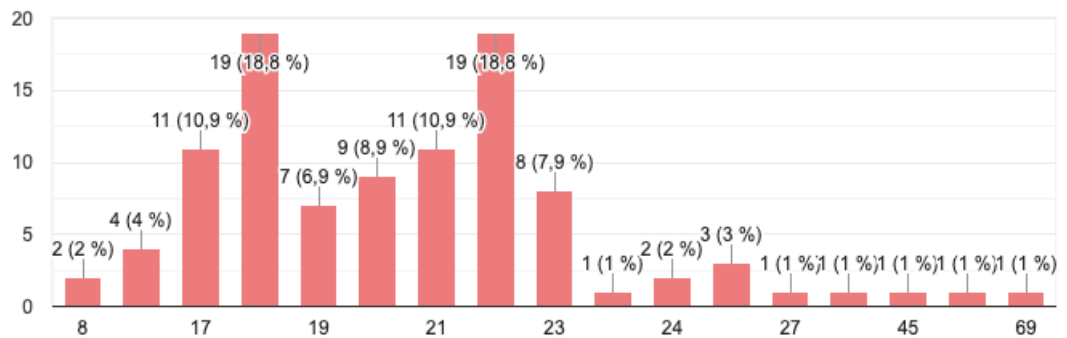
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4.2 Appendices

Appendix 1. Survey results Russia

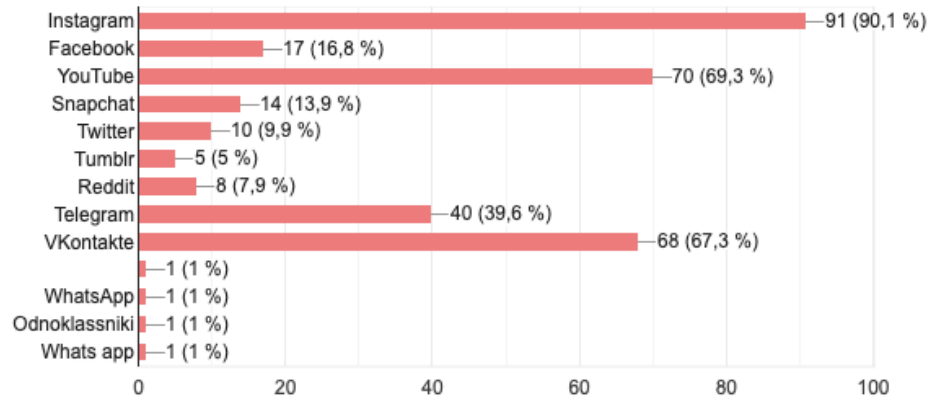
How old are you?

101 ответ



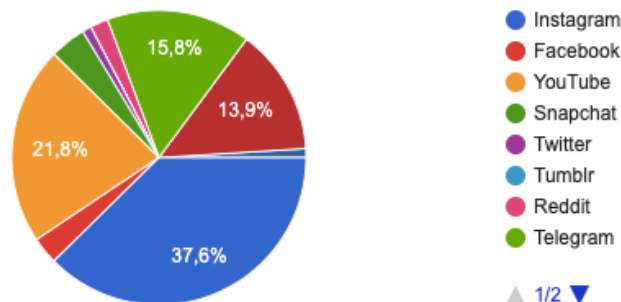
Which social media do you use in your everyday life?

101 ответ



Which of them is your favourite? (or at least you hate it less than others)

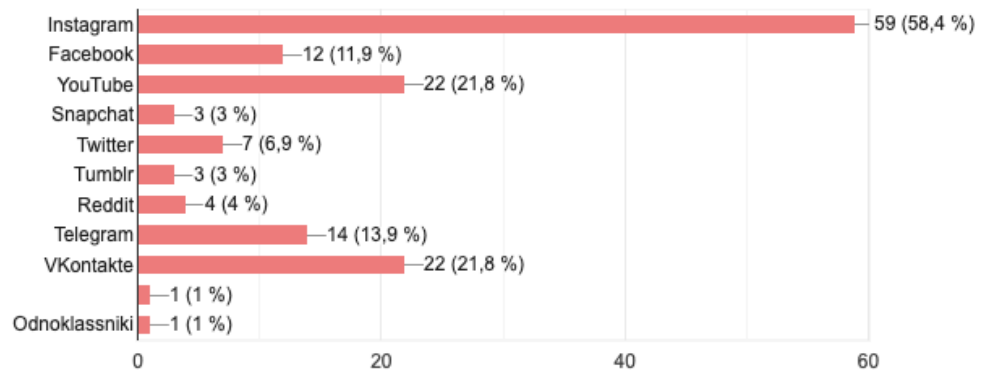
101 ответ



Mostly, we all hate advertising, but where you don't mind to see it?



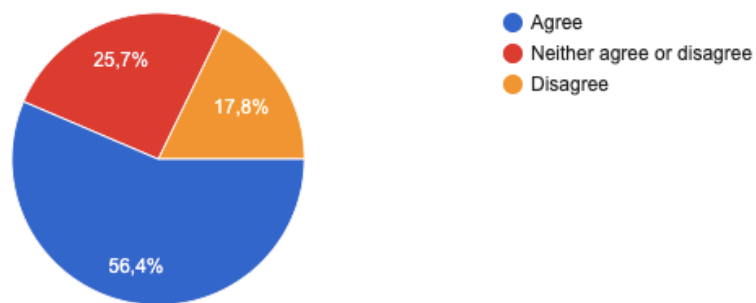
101 ответ



Does your attitude to advertising changes depending on the social network you are using?



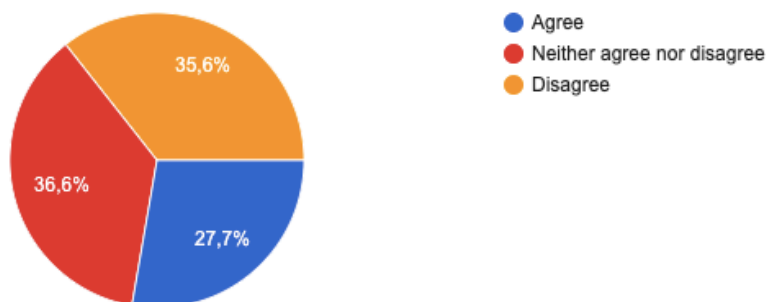
101 ответ



Do you find advertising in social media meaningful source to helping you find what you need?



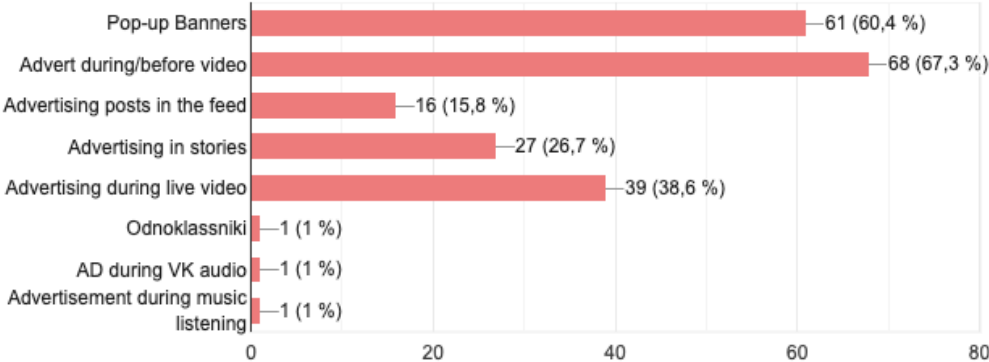
101 ответ



Which types of Advertising you annoyed by?



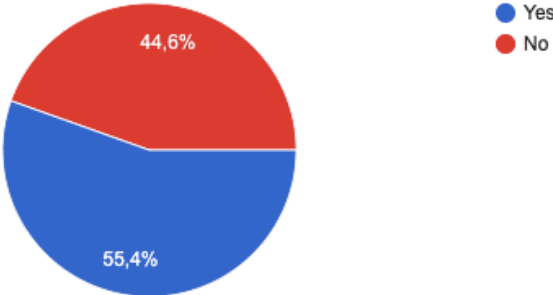
101 ответ



Have you ever bought something because you saw an advertisement in Social Media?



101 ответ



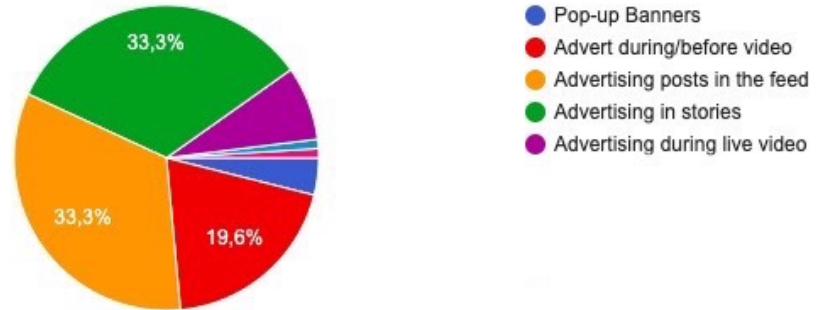
What did you buy/want to buy and where you saw an Advertisement? (If it's not a secret :)

35 ОТВЕТОВ

I bought shoes, which I have seen in Instagram profile @sintezia
Nothing
I mostly rely on ads when buying food or clothes
shoes
Clothes
A Penny board
Same snickers I already have. Instagram
Bluetooth speaker (Instagram)
Dont really remmeber what that was
I wanted to buy a prom dress after I had seen an advertisement from Instagram stories. I would have bought it if the store had had the size that fits me
A pin in a small online shop
An onion cuttrs that I saw on YouTube
nothing
Underwear :D
Underwears, shoes
Home accessories and shoes, both with discounts
I used coupons from Telegram coupon aggregator channels
I really want to buy some courses from masterclass.com (even the ad of this source is amazing). I saw this ad on YouTube.
cosmetics
slime, board game
Slimes, small interactive toys
cosmetics
Cosmetics, clothes and online games, Instagram
ticket for a festival, insta
Makeup

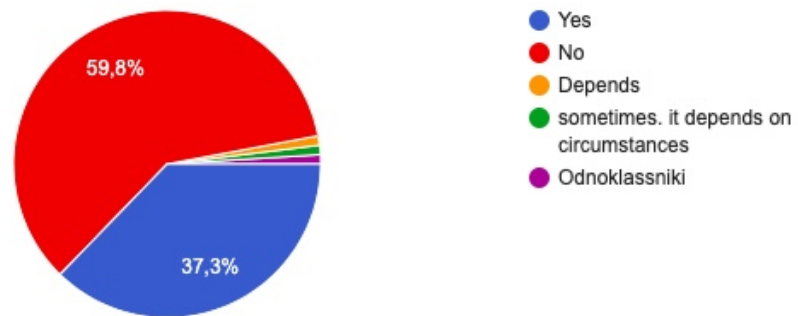
Choose one trend in advertising that you will probably notice, not close it as fast as possible!

102 ОТВЕТА



Does your attitude to brand changes if the brand starts using a popular trend in their advertising?

102 ОТВЕТА



If you change your attitude, your opinion gets better or worse?

36 ОТВЕТОВ

Better

Worse

worse

better

usually better

It depends :)

Depends of the trend

depends on how they apply the trend and the end result

Depends on how appropriate and stylish it is integrated

Worse, but it depends on the advert itself

If I see a company trying to develop and be creative by properly analysing latest trends and using them in advertising (especially if a company hasn't ever done it) I totally appreciate it. However if the trends used are too frequently seen on the Internet and make people tired of them while a company continues using it i don't want to deal with such an advertising

Depends on quality of an ad

Worse

vary,depends on trend brand use

Same

Depends on a quality of their approach

Depends on how aggressive is their advertising

Depends on which popular trend they're using and how they're using it

It depends on the concept of the ad. But mostly it becomes better.

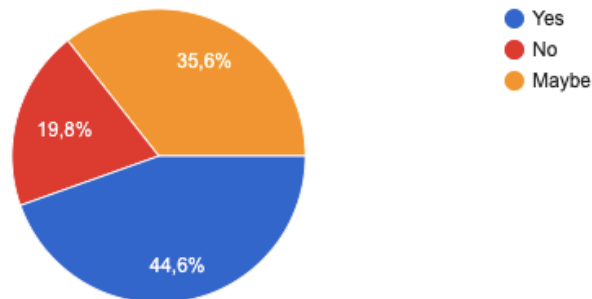
Usually worse

It all depends! If they take a trend that is bothersome or not clear to me - it infuriates me, or vice versa if it's a cool trend, then this brand starts to like it even more

Do you think that popular trends changed your behaviour as a consumer?



101 ОТВЕТ



What was the last advertisement that really caught your attention? Describe or share a link!

39 ОТВЕТОВ

https://www.instagram.com/p/BzqRFNYHWv4/?igshid=10qntf9r3060n
Nothing)
An arcade game from AppStore promoted in insta stories
"What? You never played tuber simulator???? "
Tom Ford Soleil ad
Концерт казенного унитаза в ионотеке
https://www.youtube.com/watch?v=KWD6oE_ZoFY
Not paying much serious attention to them. More interested in how they are created (structure, colors, text places, sound etc). Mainly music orrianted ads
Накидаю в лс, если вспомню
Nigger
https://youtu.be/OKYIglXUymg
Dove with good representation

Appendix 2. Instagram Stories Poll

10 August 7:40 AM

What is your attitude to the following advertisements?
Как вы относитесь к данным рекламам?

Seen by 140

Share Highlight More

10 August 7:43 AM

PEWDIEPIE'S
SUBSCRIBERS

POSITIVE 62%
NEGATIVE 38%

Seen by 139

Share Highlight More

139

34 votes for positive
21 votes for negative

Share Results

Voters

- zigglerjanna
Janna Zigglер • voted negative
- mashkovez
Галина • voted positive
- dolly.sea
Дарья Морская • voted positive
- anadearth
Анастасия • voted negative
- drkrein

Viewer lists aren't available after 24 hours.

10 August 7:44 AM

Seen by 145

Share Highlight More

10 August 7:44 AM

137

28 votes for positive
29 votes for negative

Share Results

Voters

- nikitina.anna.m
Anna Nikitina • voted positive
- zigglerjanna
Janna Zigglер • voted negative
- mashkovez
Галина • voted negative
- dolly.sea
Дарья Морская • voted negative
- drkrein

Viewer lists aren't available after 24 hours.

Seen by 137

Share Highlight More

POSITIVE 49%
NEGATIVE 51%



137

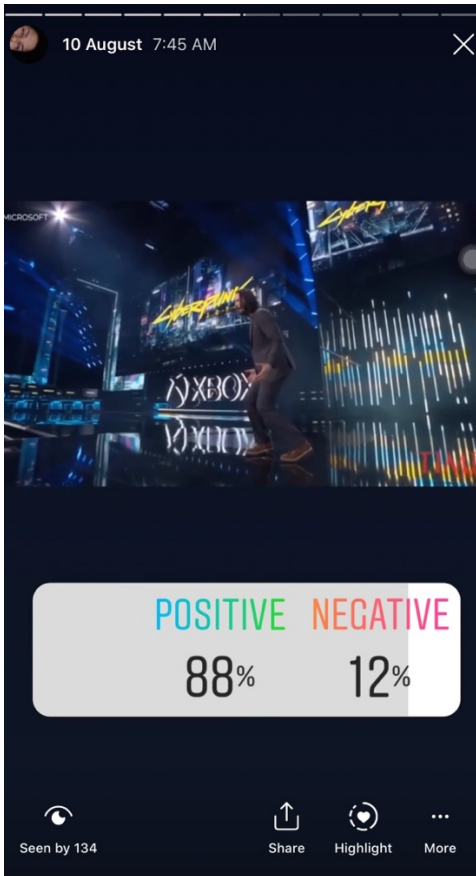
46 votes for positive | 13 votes for negative

Share Results

Voters

- nikitina.anna.m
Anna Nikitina • voted positive
- zigglerrjanna
Janna Zigglerr • voted positive
- mashkovez
Галина • voted positive
- dolly.sea
Дарья Морская • voted negative
- anadearth

Viewer lists aren't available after 24 hours.



134

50 votes for positive | 7 votes for negative

Share Results

Voters

- nikitina.anna.m
Anna Nikitina • voted positive
- zigglerrjanna
Janna Zigglerr • voted negative
- mashkovez
Галина • voted positive
- dolly.sea
Дарья Морская • voted positive
- drkrein

Viewer lists aren't available after 24 hours.

10 August 7:46 AM

sneakerheadrussia · Follow

РОЗЫГРЫШ ДВУХ ПАР

POSITIVE 53% | **NEGATIVE** 47%

Seen by 133

Share Highlight More

133

33 votes for positive | 29 votes for negative

Share Results

Voters

- nikitina.anna.m
Anna Nikitina • voted negative
- ziggljanna
Janna Ziggler • voted negative
- mashkovez
Галина • voted negative
- dolly.sea
Дарья Морская • voted negative
- anadearth

Viewer lists aren't available after 24 hours.

9 August 7:46 AM

Free language education for the world.

Language Bird is crying.

Learn Italian today or he will eat a poison loaf of bread.

The next email will be a funeral e-vite

POSITIVE 49% | **NEGATIVE** 51%

Seen by 131

Share Highlight More

131

26 votes for positive | 27 votes for negative

Share Results

Voters

- nikitina.anna.m
Anna Nikitina • voted positive
- ziggljanna
Janna Ziggler • voted positive
- mashkovez
Галина • voted negative
- dolly.sea
Дарья Морская • voted negative
- p_3_a_c_e

Viewer lists aren't available after 24 hours.