



Factors influencing purchase decision on Instagram

Case: South Korean medical tourism enterprise

Alina Berg

2021 Laurea



Laurea University of Applied Sciences

**Factors influencing purchase decision on Instagram.
Case: South Korean medical tourism enterprise.**

Alina Berg
Hospitality Management
Bachelor's thesis
June, 2021

Alina Berg

Factors influencing purchase decision on Instagram. Case: South Korean medical tourism enterprise.

Year	2021	Number of pages	65
------	------	-----------------	----

The primary purpose of this thesis was to find factors that influence purchase decisions on social commerce. Besides that, additional research objectives were supposed to clarify factors that influence purchase decisions, especially on Instagram, and factors that are the most crucial considering medical tourism in South Korea. The commissioner company of this thesis is the South Korean medical tourism enterprise called Minga, which specializes in providing facilitator services among the Russian-speaking market.

The researcher implemented a quantitative research method to evaluate the thesis purpose and its objectives. This particular research was conducted applying an Internet survey as the main approach for data collection. Statistical information was analyzed with MS Excel software and using theory related to social commerce and purchasing decision-making online in particular. Proposed improvement suggestions were based on used theories and the results of the survey.

The key findings were represented through identifying factors that influence purchase decisions on Instagram taking into account the case company's blog. Results of the survey ascertained that eWoM, technical functionality, as well as personal brand of the blogger and trust issues are the factors that have a significant impact on followers' purchase decisions when considering buying something from the blogger on Instagram, and specifically in the field of medical tourism. Therefore, the overall factors that impact purchase decisions on social commerce in general include user engagement, eWoM, technical functionality, customer attitude and service.

Suggestions that were provided at the final part of the thesis concentrate on stimulating followers and potential clients interest in the case company's services on Instagram. Offered improvement suggestions cover aspects that are possible to implement now or in the near future, taking into consideration current pandemic restrictions as a factor of reduced overall demand in the tourism sector in general.

Keywords: purchase decision, Instagram, social commerce, medical tourism, South Korea

Contents

1. Introduction	6
1.1. Thesis commissioner company Minga	6
1.2. Minga's Instagram account	8
2. Medical tourism	10
2.1. Definition	11
2.2. Types of medical tourism.....	12
2.3. Models of medical tourism interactions	13
2.4. Reasons for medical tourism.....	13
2.5. Medical tourism in South Korea	15
3. Instagram as a social commerce channel	17
3.1. Marketing on Instagram	18
3.2. Definition of social commerce	21
3.3. Social commerce in Russia	22
4. Purchase decision online	23
5. Research methodology.....	27
5.1. Quantitative research	27
5.2. Sampling	28
5.3. Survey questions.....	29
5.4. Survey testing and implementation	29
6. Research results	30
6.1. Collected data	30
6.2. Summary of the survey	46
7. Conclusion	49
References	51
Figures.....	56
Tables.....	57
Appendices.....	58

1. Introduction

People nowadays have more money and free time for traveling. As a result, trip durations became longer, and tourists have the time and will to take care of their health during the holidays. Medical tourism, in particular, is growing, as the aging population is one of the biggest societal challenges in many countries. Similarly, urbanization increases the incidence of disease among the population and, as a result, leads to congestion in public health care systems, which in turn drives people to seek health care from outside their home country.

Moreover, these days people spend much more time on the Internet and especially on mobile devices. This state of affairs, in turn, reinforced companies, smaller businesses, and even freelancers to follow their clients and start marketing and selling online. Nevertheless, in the era of social media networks, the visual component of content is the most significant feature, therefore, it is especially crucial to know how to sell service products, but more importantly, what makes consumers buy services from these kinds of channels. As a part of the tourism and service industry, medical tourism was not an exception from the digitalization of marketing and trade.

The commissioner of this thesis is the South Korean medical tourism enterprise. The company offers medical facilitator services for international patients and specializes in the Russian-speaking market. This kind of business sector is chosen for the thesis case because of the current global issue in terms of the pandemic, during which the tourism sector and medical tourism, in particular, are suffering enormous client outflow. Therefore, before the Covid-19 pandemic started, medical tourism was one of the fastest-growing tourism sectors. In the case of the thesis commissioner company, they started to use Instagram as a marketing and social commerce channel relatively recently and only because of the reasons mentioned above.

The introduction chapter and theoretical framework carry out a significant amount of information about medical tourism and the case company's background. Therefore, it is made on purpose to represent the rapidly growing phenomenon of medical tourism and medical facilitator services specifically.

The research purpose of this thesis is to find what factors influence purchase decisions on s-commerce. The previous research question is limited to the case company's Instagram account and its followers. Additional research objectives of this thesis would be: 1) what factors influence purchase decisions on Instagram? 2) what factors are the most crucial ones considering the case company's field of occupation?

1.1. Thesis commissioner company Minga

The commissioner for this thesis is a South Korean medical facilitator agency called Minga. The company was founded on 1st of October 1997 as an architectural support company. The facilitator for international patients support service was added to the framework just in May of 2010. At that time, Minga was the third registered company of the industry working with the Russian-speaking market in South Korea. Those days, medical tourism in South Korea was

completely unfamiliar for Russian market: nobody knew about South Korea as a country, all the more so about its medical industry. However, nowadays, about 1200 medical facilitator companies are working with international clients in South Korea alone. (Polyakova 2021.)

According to Marina Polyakova, the director of Minga, the company's target group is mainly from Russia. 60% of which is from the Far Eastern Federal District of Russia, 20% from the Central Federal District of Russia, and the rest 20% are Russian-speaking people living in other countries from all over the world. At first, the target group's average age was 30 years as many couples came for reproductive treatment only, but since 2013 the average age has become 35-40. With the cancellation of the visa regime between Russia and South Korea in 2014, the company obtained a new target group - those already in South Korea on vacation and suddenly decided to do a health check or double-check a diagnosis. However, the ruble devaluation at the end of 2014 cut the client flow in half. Also, during a pandemic, only quite a few fly to South Korea for treatment. The main reasons for this are the suspense of visa-free regime, the restriction on the issuance of visas and quarantine for two weeks at own expense. Polyakova believes that quarantine canceling will increase the client flow significantly. (Polyakova 2021.)

The most popular medical procedures among the target group are the following (listed in descending order): diagnostics or check-up, oncology treatment, reproductive treatment, plastic surgery, orthopedic treatments, others. In addition to client support service Minga sells different kinds of home test kits and placenta cosmetics through its Instagram account. The company works exclusively and directly with the top genetic laboratory, which provides tests and afterward examines them. (Polyakova 2021.)

Before the pandemic started Minga wasn't doing any marketing activities, because they always had enough clients, moreover, there was a queue to get the company's services and it was scheduled for the next three months in advance. At the beginning, clients were attracted through infertility forums as in vitro fertilization was one of the agency's main specializations those days. Later on clients were scouted through the company's website and blog. Also those who used Minga's services recommended the company to friends and family. The pandemic and lack of clients due to it, forced the company to start using Instagram for marketing in March of 2020. According to Marina Polyakova, 46% of the account's subscribers are potential customers, and 1% of subscribers have left requests for treatment so far. However, due to the pandemic, no one of the Instagram subscribers decided to come for treatment to South Korea yet. Although, there are about 200 people in the queue for treatment already. Everyone is waiting for the quarantine to be canceled. (Polyakova 2021.)

When receiving medical treatment through the company, patients get 10-20% discounts. Often, even the translation fee of the clinic coordinator is included in the invoice without informing the patient. If there is any additional payment for the coordinator, this is discussed with the client in advance. Minga does not explain such details to potential clients. As Marina explained, service comes first, and they do not want to be chosen for a lower cost because quality assessment is more important for the company. Although, there were also those unsa-

tified with the service but only 0.3% of all clients, which confirms Marina's words. (Polyakova 2021.)

As for customer service, the company has a basic protocol of coordinators' actions, which could be modified according to the client's preferences. In any case, each client gets 24/7 support. The coordinator's responsibilities include support in the clinic and also during the leisure time of clients. Additionally, the company has agreements with local guides for organizing leisure activities, so therefore coordinators are also involved in this part of the service. In distinction to other medical facilitator agencies, Minga doesn't have offices in other countries. Initially, the company's strategy was not to pay for the marketing services of travel agents but to use the same funds to improve customer service. Also, unlike most Minga's competitors, communication with clients is direct, which as a result, does not cause errors and inaccuracies. The whole customer service of Minga is built on a B2C system. (Polyakova 2021.)

At the moment, Minga is preparing to receive patients after the opening of borders, and working out an action plan, as Marina observes that there is a possibility the company won't be able to handle the unexpectedly massive flow of clients. While expecting Minga's regular customers, who are already at a low start, the company also predicts to get clients of agencies that have closed for good due to the pandemic. (Polyakova 2021.)

1.2. Minga's Instagram account

Instagram is an important element of Minga's marketing strategy at the moment. Due to the previously mentioned circumstance, the case company's Instagram account will be observed in this subchapter.

Minga's Instagram account is a combination of the lifestyle blog of Marina Polyakova (director of Minga) and her family living in South Korea and an informative expert-style blog about medical tourism and South Korean medicine. This kind of combination in blogging is in trend these days in any social media type. The benefit of this method is a high possibility to engage an audience by offering them two types of accounts in one or even attract users who are not interested in bloggers' expertise but in their life vice versa. Additionally, it is a great way to build trust and friendly relationships with followers by sharing everyday life, happiness, and problems, as a blogger could be followers' real friend.

The name of the Instagram account is "yavkoree" (rus. я в Кореи) which stands for "I'm in Korea". The blog name doesn't match with the company name or medical aspect of the blog, but perfectly characterizes the common theme of both lifestyle and expertise sides of the account, which is South Korea. Moreover, when users search for information inside Instagram and are interested in South Korea or something related to the country, this type of account name will pop up in search results.

At the time of this observation conduction (28.05.21), the account's follower number was 38 300 and the number of publications 839. Taking into consideration Minga's target group, which is fully Russian-speaking, all posts, videos, and stories are written and recorded in the Russian language or, in some cases, with Russian translations. Instagram stories are posted on a regu-

lar basis, approximately about 20 a day. Additionally, there are 9 saved highlights (i.e. saved stories grouped under one title) in the account, named as cosmetics, recipes, DNA tests, sea, reviews, coronavirus, diagnostics, dentistry and I'm (i.e. Marina Polyakova) in mass media. The main header under the profile picture includes the account's description. In the case of the "yavkoree" account, there are such words as half a life in South Korea, placenta cosmetics (ambassador), medical tourism (director), useful and sincere; which covers the main themes of the blog.

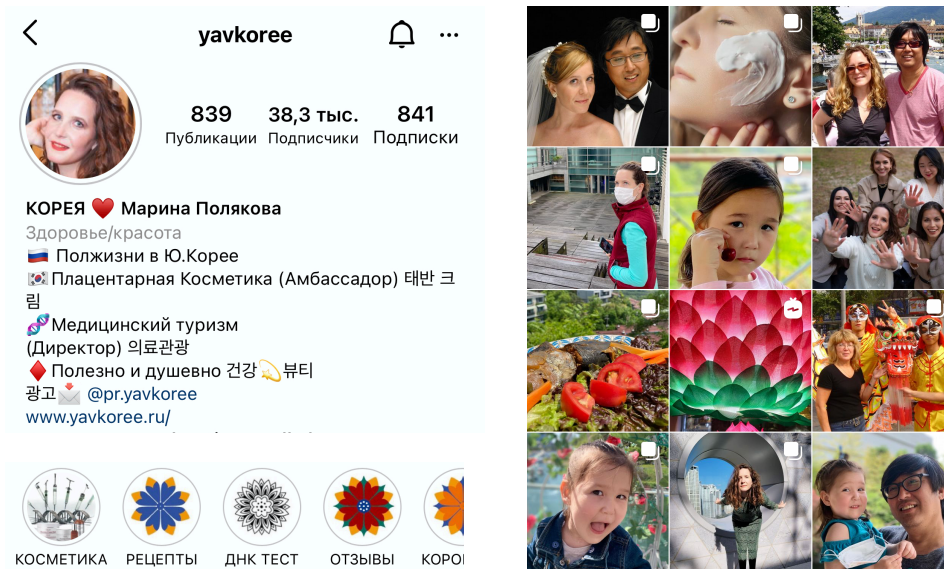


Figure 1: Screenshot from Yavkoree Instagram account (@yavkoree)

In turn, publications are posted on average every 2-3 days. The average number of likes per publication, taking into account the last 9 publications, is considered to be 1980 likes, ranging from 1472 to 2492 likes. Although, there were some older publications with more than 3000 likes. The number of comments under publications depends on the topic of the post. The range is about 40 to over 200 comments. Fair enough to mention that the comments followers write are complex, sometimes even long ones, which indicates the engagement and interest in publications. There are only 9 videos on IGTV, with a viewing rate from 3 000 to 8 100. IGTV videos include, for instance, interviews with Korean doctors and videos of Marina's personal life.

Overall, the Instagram account "yavkoree" seems to be professionally made and arranged. Publications and stories have a good variety of topics and are posted regularly. Accounts' followers seem to be engaged due to the comments and more importantly to their quality - they are complex and sometimes relatively long. Photos used in the blog are mostly of Marina and her family, which in turn gives the account more truthfulness and credibility but on the other hand, pulls away from the medical purposes of the content. However, in the case of medical-themed blogs, it might be inappropriate to show patients or medical procedures in publications. But noteworthy to mention again that there are interviews with doctors and in some cases, medical-related graphic content is "hidden" under Marina's personal photos in a photo carousel.

2. Medical tourism

In this chapter, the phenomenon of medical tourism will be discovered from different perspectives, since it is a case company's field of occupation. In the following subchapters, medical tourism will be defined, and its specific features, such as types and models of interaction, will be described. The reason why foreigners and specifically Russians go abroad for medical treatment will be explained further in subchapter 2.4., right after that South Korea will be observed from the medical tourism destination point of view.

It is generally accepted that medical tourism is a relatively new type of tourism, but its roots go deep into history. Even ancient civilizations knew the therapeutic effect of thermal springs and the healing power of mineral waters. The ancient Greeks built the Temple of Asclepius (God of Healing), which became the world's first "medical center" where people from all over the world came with faith in healing. In the Middle Ages, the first hospitals providing medical services to travelers appeared in Asia. In medieval Japan, Onsen hot springs were used to heal wounds and recuperate warriors after battles. The Mansuri Hospital in Cairo was built in 1248. The facility accommodated up to 8,000 patients, the majority of which were foreigners. (Health Tourism 2016.)

The search for sources of quality healing does not stop throughout the existence of humankind. Healing spring destinations became the ones of pilgrimage for tourists. Due to the inflow of wealthy people thirsting for health and relaxation, these places became cultural and health centers. The tourist infrastructure was actively developing, without which the development of medical tourism, health, or sanatorium tourism, in particular, is unthinkable today. Thus, medical tourism has been developing since ancient times. People have moved around the world in search of the best methods of treating ailments, choosing the best countries and famous healers. (Tastanbekova 2016, 47-48.)

Traveling to another country for treatment is a global trend. According to the Medical Tourism Index (MTI) and reports from the research corporation Oxford Economics and Visa, by 2025, the turnover in the medical tourism sector will reach more than 3 trillion USD. In 2018 the global medical tourism market is estimated at 439 billion USD annually. In the next ten years, it will grow by at least 25% per year. (Belyaeva 2018.) The growth of global medical tourism is considered the highest compared to other tourism segments. Nevertheless, more than 50 countries declare the development of medical tourism at the government level. Medical tourism has created a new concept of modern healthcare. In the case of inability to solve a medical problem in the country of residence, a patient chooses a destination/doctor/clinic, where time-efficient diagnostics and the most modern treatment are offered. In the context of global economic competition, the phenomenon of medical tourism forces the medical industry to develop at a faster pace. (Marchenko 2013.)

There are also the economic and social effects of medical tourism, which can be distinguished both for the patient and his country of residence, as well as for the clinics and the host country. The positive effect for the patients' country of residence is manifested in improving the health of its population. While the positive effect for the host country will be expressed

through developing medical and touristic infrastructure, an increase in employment of the medical industry and its stakeholders, and growth of macroeconomic indicators.

2.1. Definition

Due to the relatively recent emergence of the phenomenon, the definition of medical tourism remains controversial and is constantly changing. Medical tourism is tourism for medical purposes that have an impact on healthcare providers, the local economy, and the tourism industry in general. Within this subchapter, the definition of medical tourism will be covered by various specialists in the field.

Medical tourism is the practice of providing medical services outside the region of residence. This type of tourism activity can be represented as the combination of vacation abroad and receiving highly qualified medical care (Topol 2016, 491). According to Sharman (2012), medical tourism is a global phenomenon based on traveling to obtain high-quality and inexpensive medical care. By Shchekin (2013) medical tourism means providing medical care for patients outside the country of their permanent residence. In the narrow sense, medical tourism is the migration of patients for treatment, rehabilitation, and recreation in any region or country. In a broad sense, medical tourism can be defined as a developed infrastructure system, which includes medical institutions and a variety of business sectors, such as insurance companies, banking, legal aid, transport, and communications. Medical tourism is considered as a part of the socio-cultural complex of tourism, not as one of the social institutions of medicine. The author makes a structural distinction between the concepts of wellness tourism, health tourism, and medical tourism. Health tourism includes all three types of tourism activities. Medical tourism includes recreational and rehabilitation activities and medical tourism itself, gradually taking shape into a unique kind of tourist activity and distinguished by a purely clinical component. In addition to the above, Pecheritsa (2013) claims medical tourism as the travel of people in their own country or abroad to receive one or another type of high-level medical services at an affordable price.

The definition of medical tourism given by Horowitz and Rosensweig (2007) specifies the travel direction of medical tourists. The authors represent medical tourism as the movement of tourists from highly developed countries to less-developed ones in search for lower prices of medical services. The reverse direction of patients' movement, i.e. from less developed countries to more developed ones, is considered by them as a traditional model of international medical travel, but not medical tourism. Noteworthy that this is a rather atypical representation of medical tourism.

Gerasimov (2013, 218-219) defines medical tourism in a very broad sense, which includes not only traditional clinical medical tourism and medical resort tourism, but also the services of medical tourism infrastructure facilities, as well as medical tourism of doctors and medical equipment. Nevertheless, medical travel of medical personnel, as well as the mobile movement of medical equipment and modern medical technologies, are considered as medical tourism by Shchekin (2013) as well. The non-traditional type of medical tourism, such as traveling of medical personnel to other regions or even other countries in order to provide quali-

fied medical services, is becoming more common in medical practice. There is also a tendency to bring highly qualified medical care closer to the consumer through mobile laboratories, offices, etc. Therefore specialized medical equipment is increasingly involved in the process of mobile medical movements.

Based on the definitions above, medical tourism is the travel of patients from a place of their residence to improve their health condition abroad. Patients travel either to receive qualified medical services or to save money on medical procedures, in both cases combining medical treatment purposes of travel with leisure. Also important to mention the medical tourism of personnel and medical equipment. Thus, for example, work trips of doctors to places of military conflicts and various types of natural disasters to some degree or another can be called medical tourism as well.

2.2. Types of medical tourism

Despite the variety of definitions, medical tourism can be either surgical or therapeutic (rehabilitative), with a clear distinction between the two. The surgical type of medical tourism includes operations directly, while therapeutic one involves a medical tourist's participation in medical procedures.

Surgical interventions can range from necessary and vital operations such as heart disease surgery to more aesthetic ones such as orthodontic treatment. The types of surgical interventions are divided into plastic-, cardiology/cardiac-, orthopedic-, bariatric-, eye surgery, dentistry, reproductology and organ transplantation. The main advantage of medical tourism, in this case, is not only taking care of such basic things as safety, sanitation, professionalism and insurance, but also the fact that the equipment used in the treatment process has a higher level and standard than the patient can receive at home country. Moreover, surgical medical tourism accounts for more than 79% of all travel for medical purposes, with 33% of which is for cosmetic surgery. (Nikonova 2018.)

Therapeutic or rehabilitative medical tourism differs from a surgical one in several key concepts, although it has similar elements such as medical check-ups and diagnostics. The key difference is based on the fact that this type of medical tourism requires a longer period of residence or repeated return to the medical facility. Rehabilitation tourism is also based not only on the professionalism and quality of medical staff and equipment but also on natural assets that have healing potential. This treatment cannot be carried out in a short period of time. Furthermore, rehabilitation tourism does not carry a serious surgical intervention and impact on the body. (Nikonova 2018.)

Additionally, medical tourism can be classified by location: it might be either inbound or outbound. Inbound medical tourism counts the number of non-residents who came to a foreign country for medical treatment. Hence, outbound medical tourism means the tourism of residents (=patients) of a given country abroad. There is also the concept of domestic medical tourism when residents travel to the regions of their home country to receive medical services. Residents of regional centers might also go to the capital for more highly specialized

medical care. Conversely, residents of the capital city go to regions for more affordable prices. (Abbasova 2012.)

2.3. Models of medical tourism interactions

Medical tourism is a complex system. It offers a wide range of services such as medical examination and treatment itself, escorting a patient in a clinic, accommodation in a hotel, and solving everyday problems. Consequently, the number of participants in the medical service market is also diverse, from patients, their companions, and medical organizations to facilitator agencies and infrastructures serving the tourism industry. The development of medical tourism around the world is facilitating the emergence of a large number of diverse medical intermediaries and coordinators between international patients and medical centers. As claimed by the Global Buyer (2017) survey almost 38% of medical tourists turn to facilitator companies. 16.4% of medical tourists searching for a medical facility turn to insurance companies, 13.1% of them use travel agency services, while 13% go to insurance agents or insurance brokers and consultants, and the minority 3.3% contact medical doctors directly.

Most medical tourism experts identify four models of medical tourism development with the participation of the main categories of intermediaries. Direct medical tourism is the earliest model of medical tourism development and represents the direct contact of a patient with a foreign medical institution. In the case of medical tourism organized by domestic or foreign facilitator agencies, medical tourists use the services of special travel agencies. On behalf of the patient, agencies are supposed to find a suitable foreign medical facility and they can even form a complete medical tour package organizing treatment, transportation, and booking accommodation for the period of treatment, as well as rehabilitation or recovery after operations. This model of medical tourism is widely used in such destinations as Israel, India, Lithuania, China, Poland, South Korea, and others. (Nikitina 2018.)

When medical tourism is a part of public health policy, foreign healthcare providers become authorized for both individual patients and employees of public or private companies in the domestic region, which significantly reduces healthcare costs. At the same time, national and foreign insurance companies are involved in the implementation of this policy, which forms partnerships with foreign providers of medical service. Correspondingly, there is also medical tourism based on partnerships between medical service providers (clinics, diagnostic centers, doctors) from the domestic region with medical service providers (hospitals, medical centers and private practitioners) from a foreign destination. Within the framework of such a partnership, national clinics practice outsourcing of medical services to foreign clinics, but at the same time share "treatment protocols" with foreign partners, providing professional consulting using telemedicine technologies, and organizing professional development of specialists from foreign partner clinics. (Nikitina 2018.)

2.4. Reasons for medical tourism

In history, traveling has been associated with religion, war, or trade. Back in the days, people used to travel more for work than leisure. Often tourists tend to combine different kinds of

travel reasons during one trip, for example, educational student exchange with leisure in the form of exploring nearby cities and countries.

There is always a reason or motive for traveling. Primary travel motives tell why to go for a trip in the first place, and secondary motives determine how and where to travel. The basic idea of travel motivation can be work-related reasons, physical and physiological reasons, cultural and psychological reasons, social reasons, entertainment, and religious reasons. When the primary motive creates the need to travel, the secondary motive determines how, when, and where to travel. Secondary causes can be internal and external ones. Internal reasons are influenced by the service provider through marketing, information, and providing successful experiences. External causes include things that happen in society: other people's opinions, influences created by the media, and political issues. (Verhelä & Lackman 2003, 23-27.)

People go for medical tourism to foreign countries for three main reasons: to obtain specific types of specialized treatment (medical tourism); to clarify diagnosis and for a check-up (diagnostic tourism); to improve health condition and appearance (health tourism). The main reason for seeking medical care from abroad in the first place is the impossibility of receiving highly specialized care within a patient's own country due to the lack of it or inaccessibility of the medical services. In recent years, diagnostic tourism has become very popular. It is common to travel abroad for medical examinations or doing so-called check-ups while enjoying a medical tourism destination's leisure activities on the side (Medvoyage.info 2015.) Health tourism is the largest market mentioned above. People are more and more concerned about their health. To improve their health and well-being, they go to resorts, spas, wellness centers, sanatoriums, just anywhere along with health improvement, they can get acquainted with local attractions. (Abbasova 2012.)

When Russians choose medical institutions abroad, the crucial reasons for selection are high-quality medical care, financial affordability, and the absence of a language barrier. At the same time, saving money is not the case, Russians are ready to pay for the result, i.e. treatment and health. (Pecheritsa 2013.) Medical tourism in Russia mainly exists as outbound tourism. Its development is based primarily on the initiative of individuals, but not on the efforts of special social agents. The author also represented the three main reasons why Russians go for outbound medical tourism: one of them, among others, is the clinical reason when needed treatment cannot be provided in Russian clinics or the patient believes that it cannot be provided. Therefore, the financial reason is when the cost of hi-tech treatment in domestic clinics is comparable to a similar one in foreign clinics, which, in addition to it, also provide high-quality service (treatment in Russia = treatment + service abroad). And lastly, the socio-psychological reason is a treatment abroad raises the prestige of an individual. (Schekin 2013.)

In the first place, Russians go abroad for medical treatment to solve complex health problems. Most often, these are patients with cardiological and oncological diseases, people who suffer from rare diseases or in need of reproductive treatment. (Abbasova 2012.) In Russia, it is often difficult to get high-tech medical assistance locally, especially when their fi-

nancing is transferred from the federal budget to the regional one. Moreover, this kind of medical service sometimes involves time-consuming bureaucracy, which in turn might be crucial for a sick person. Even if a person is ready to pay for medical care, not all types of it are developed in Russia as much as abroad. It is especially true for cancer surgical operations (and subsequent rehabilitation) such as bone marrow transplantation. Hence, Russian doctors are fluent in all techniques, the number of surgeries using high technologies and innovative medical equipment is lower than abroad due to the peculiarities of Russian legislation, and the situation is changing slowly. (Belyaeva 2018.) There is also a general prejudice regarding domestic goods and services. In post-Soviet Russia, as a rule, everything domestic is automatically considered to be of worse quality than foreign-made.

Additionally, prices in Russian clinics are often comparable to the cost of treatment abroad. Prices consist of both the high cost of equipment and consumables purchased for foreign currency and the lack of competition in some types of medical services. Even if the quality of services and the price are comparable, Russian patients are attracted by comfortable conditions of foreign clinics that cannot always be met at domestic facilities. The convenience of the patients and their loved ones is the most important factor that largely determines the financial success of the clinic, therefore most foreign clinics are switching to single/double hotel-type rooms. There are, of course, several clinics in Russia that can boast of such a service, but still, most often patients undergo therapy or rehabilitation in a modestly equipped multi-bed ward. (Belyaeva 2018.)

2.5. Medical tourism in South Korea

Medical tourism is the most popular type of tourism in South Korea among Russians. The synergy of high-quality technology and oriental medicine is extremely attractive for Russian tourists. In this regard, hundreds of thousands of tourists visit the country every year to improve their health. (Stepanova & Khabibulina 2020.) According to the survey by WCIOM (Russian Public Opinion Research Center) in collaboration with the Hankuk University of Foreign Studies, the majority of Russians (67%) in one way or another have heard about medical tourism, and every third (38%) is ready to consider South Korea for treatment and/or diagnostics. Those who are interested in South Korea are mostly older people of 45-59 age group (30%) and over 60 age group (23%), members of middle-class income (57%), living in the Central Federal District (23%). Both the diagnostics of diseases and receiving high-tech treatment are in high demand among Russians. (WCIOM 2018.)

As a country, South Korea has experienced significant changes and struggles during the past decades. In the middle of the 20th century, after World War II and the civil Korean Wars, South Korea was one of the poorest countries in the world. GDP per capita for 1954 was just 70 USD. In the second half of the 20th century and before the crisis of 1997-1998, the country's economy showed high growth rates. During the modernization, the country managed to build a comprehensively developed industry. Currently, South Korea ranks 4th among the economies of Asia. (Sitalieva 2020.)

Nowadays tourism in South Korea is a branch of the economy. The country has declared itself as actively developing and engaging in tourism relatively recently. Even 30-40 years ago, the country recorded the first million tourists in a year. And in 2018, Korea has already attracted 15.4 million international tourists. The country is rich in various sights and historical monuments visited by millions of tourists every year. Export of culture is one of the distinguishing characteristics. The state has managed to unleash the potential of domestic music and cinema in foreign markets. South Korea turned its culture into one of its valuable export commodities, thus creating the "Korean Wave".(Nabieva 2020.) The Ministry of Culture, Sports and Tourism of the Republic of Korea is responsible for tourism development in the country at the national level. The state invests in tourism development ten times more funds per capita in comparison to Russia. Expansion of geography and volume of outbound travel and attracting foreigners to the country is considered by the government as the important link of Korean integration into the world community, and as one of the country's priorities. (Stepanova & Panchenko 2019.)

As for medical tourism, South Korea spends 1 billion USD a year to attract foreign patients. Additionally, the Korean Health Industry Development Institute claimed that the number of international patients has grown from 60,000 in 2009 to 364,000 in 2016. Medical tourism revenue in 2017 was 806.2 million USD. Medical tourists visiting South Korea for treatment usually come from Russia, Japan, Kazakhstan, Mongolia, China, and the USA. Russia ranks second in the number of foreign patients visiting Incheon (a city nearby Seoul, where the country's biggest international airport is located), followed by China. The number of Russian patients visiting Incheon increased by 66% in 2018, despite a slight 2% decrease in the total number of Russian patients visiting Korea. (Nabieva 2020.)

Korean medical industry today has the vast majority of highly qualified specialists with an international reputation, the latest technologies of medical centers, advanced diagnostic methods, treatment, and comprehensive service. The high level of medical care is supported by research and clinical trials of global importance, in particular, in the field of oncology, which allows for effective treatment of oncological diseases using the latest achievements of medical science and technology. Besides, effective methods of traditional Korean oriental medicine are widely used in South Korean medical institutions. It is also worth noting the high level of development of plastic surgery in Korea. The cost of plastic surgery in South Korea is three times cheaper than in Japan and 40 - 70% lower than in the United States.(Chernomyrdina 2014.) Nowadays, there are five segments of medicine considered as the highest priority in South Korean medical tourism: plastic surgery, traditional oriental medicine, diagnostics (up to 90 tests in a few hours and results on the same day), dermatovenerology, and dentistry. The main reason for Korean medical industry popularity and trustworthiness is the high level of competence and professionalism of hospital staff, reliability of the healthcare system, and relatively low cost of services. (Stepanova & Panchenko 2019.)

Summarizing all the above mentioned, South Korea today is one of the most developed and wealthy countries, despite all the difficulties and wars of the past. South Korea exports goods and services but also its culture all over the world. Noteworthy to mention that inbound tou-

rism and medical tourism, in particular, are rapidly developing and supported by the government. The professionalism, quality, and comparatively low cost of medical services provided in the country attract many foreign patients.

3. Instagram as a social commerce channel

The relatively new phenomenon of social commerce will be explained further in this chapter. In a nutshell, social commerce is a new type of e-commerce that happens in social media networks. The detailed definitions will be presented further in this subchapter 3.2., and followed by social commerce observation from the Russian point of view, due to the thesis commissioner's target market. And because of the thesis research limitation only Instagram will be explained as a social commerce channel in this chapter.

Instagram is a social media network, which is comprehensively an effective way of spreading information via the Internet, with strategic tools for shaping public opinion hourly or even minutely (Wertheim & Fenwick 2010, 384). At first, Instagram was designed as a kind of platform for people who want to share their photos with other users of the app. However, nowadays Instagram is not only used for personal blogs and sharing photos, but also as a platform to build business, blog about scientific topics, implement advertising projects, exchange information, communicate etc. So today we can tell that bloggers occupy the same niche with the mass media, because they also form the opinions of young people raising sensitive social issues. (Ageeva & Zhuravlev 2020.)

Nevertheless, Instagram is the fastest growing social media network with a very high level of user activity and engagement, and quite a high-quality and solvent audience. The average age of the audience is 18-35 years old, most of which are women (more than 70% of users). According to experts, the effectiveness of promoting on Instagram is 15 times higher than on Facebook. The basis of Instagram is interesting photos or videos and the presence of hashtags. Instagram offers its users three types of accounts: personal, author's profile and business account (supplemented by coverage of statistics and impressions, audience information). The author profile was generated specifically for people who create unique content to grab the attention of an audience. It has the functionality of a business account, as well as advanced audience statistics (for example, a subscriber growth graph has been added), additional message sorting options in the direct (to distinguish private messages and offers from advertisers). Though, the creation and configuration of advertisements are still carried out through the Facebook advertising account. (Kataev, Kataeva & Nazvanova 2020, 117-118.)

Instagram became a social commerce channel relatively recently. It should be emphasized that not only bloggers and private entrepreneurs sell their goods and services on Instagram, but well-known brands as well. In terms of using Instagram for commercial purposes, users usually create business accounts or author profiles, depending on the field of occupation and size of a business. In the case of physical products, Instagram feed is used as a showcase to represent assortment. However, selling services on Instagram requires more creativity due to the intangibility feature of service as such. Possible types of content, in this case, can be, for

instance, useful and engaging posts, "before and after" photos (for example, in case of beauty treatments), videos of service procedures, and professional cases in different formats.

Social commerce in the medical sector complicates content creation even more because of its possible unethical side due to patients' privacy or showing some medical procedures. Although, at the beginning of the pandemic, a large number of clinic accounts and professional doctors' accounts started to appear on Russian Instagram. For example, one dental clinic filmed a whole detailed series of several videos, how one patient had all his teeth restored in several visits to different doctors of the clinic. At the same time, doctors of the clinic often shoot videos talking about their specialties, debunking myths about dental procedures, and delicately showing some medical procedures on the video, without revealing the identity or the face of the patient. Furthermore, patients' reviews on their Instagram account are made in video format inside the clinic, which makes reviews more authentic and trustworthy. The main goal, in this case, is to sell without selling through engaging followers and showing them the service provider's expertise in its professional field as well as its satisfied customers.

The advantage of Instagram as a social media and s-commerce channel is the convenience of marketing and selling in one place. Therefore for better understanding the s-commerce side of this particular social media channel, the main definitions and features of Instagram marketing will be covered in the next subchapter.

3.1. Marketing on Instagram

During the years of Instagram existence it has significantly improved and developed, offering users new functions and ways of attracting followers. Although Instagram was originally created as a visual social media for sharing photographs, nowadays it is an effective marketing tool and in the case of some companies the only one that they use. The functionality of the app is determined by a fairly small number of services, such as creating or uploading photos, videos and text; applying filters or more detailed color adjustments; commenting and marking publications; the possibility of using hashtags; Instagram Direct (private messaging and phone calling), Stories, IGTV (in-built video-hosting service). This set of services determines rather large opportunities for using the application, both for personal and marketing purposes.

Marketing on Instagram is a part of social media marketing or SMM, that is a relatively new field for modern companies, which they actively explore regardless of the scale and specifics of their activities, but at the same time, the topic of promotion through SMM is very relevant today. Androsova (2012, 10) defines SMM as a set of activities to promote goods or services in social networks. Dalworth (2010, 89) argues that SMM business promotion is actions aimed at finding and collecting a target audience, delivering commercial information to it, and generating a positive response by posting content on social networks and media, and needed to promote business and increase the sale of goods. Besides, it is important to clarify that online promotion is used not only to notify the audience about a product, but also to create a favorable image of the company. The main activities in the field of SMM are the organization of

events and promotions (news feeds), blogging, creating and administering groups or pages on social networks.

The advantage of Instagram marketing is its belonging to the relationship marketing concept, which was developed due to qualitative changes, such as the rapid expansion of the service sector, changes in quality management, and the development of information technology (Azizova & Vagapova 2010). The scientific term of relationship marketing was firstly introduced by L. Berry to describe a new marketing approach mainly used in service marketing, focused on long interaction with consumers (Lopatinskaya 2002, 20-32). According to Temporal and Trott (2002, 224), relationship marketing is primarily about creating a strong brand name through the right combination of the organization's systems and processes, which, in return, allows employees better understand customers and adjust the dialogue with each client focusing on his specific needs.

Relationship marketing concept emphasizes the importance of meeting the needs of consumers, the interests of partners, and the state in the process of their commercial and non-commercial interaction, with a special emphasis on the need to manage the moments of communication. The following definitions can serve as an illustration of this concept: by J. R. Evans: Marketing is foreseeing, managing and meeting the demand for goods, services, organizations, people, territories and ideas through an exchange; by N. Suzuki: marketing is a communion of feelings with a consumer and satisfaction of his desires at such a level as the manufacturer himself would satisfy his own desires. (Ann, Bagiev & Tarasevich 2007, 713.) Relationship marketing also connects customers and employees through multiple communication channels, including the Internet, telephone, fax, point-of-sale, or intermediaries. Companies can further develop already established relationships with customers, gaining more value, lowering costs and improving business processes. (Azizova & Vagapova 2010.)

The most significant component of Instagram marketing is content, without exaggeration. In fact, the whole marketing communication on Instagram is based on content marketing. As a term, content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a well-defined audience, and ultimately drive profitable customer actions. In fact, the target component of a content marketing strategy is not much different from classic marketing. The main difference lies in the form of presenting information, its content, complicating the task of forming the text component, using indirect methods of influencing the target audience and stimulating sales. Content marketing can be viewed as a mechanism for generating consumer loyalty, creating a potential audience for long-term interaction with the brand. The core of content marketing is giving additional value through the possibility of intellectual enrichment, useful information which is not directly related to the product, service or campaign. (Kaptiukhin & Nevostruev 2014.) Content marketing is a tool that allows gaining the attention of a client at the stage of search and acquaintance. Modern people need content that consists of useful information and meets the consumer's needs while offering ways to fulfill them.

Content Marketing Institute (2021) defines content marketing as "a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to att-

ract and retain a clearly defined audience – and, ultimately, to drive profitable customer action”. The distinctive feature of this method is the transition from a push-communication strategy to a pull-communication one. In other words, content marketing is a transformation of imposing advertising on the consumer regardless of his desires and interests to providing him information when the consumer itself shows interest in a product or service.

Content marketing is in high demand in areas where purchasing decisions require a lot of information. Instead of active selling, content marketing helps potential customers to acknowledge needed information, forming a positive image of the company as an expert in a particular field. According to the Content Marketing Institute and Marketing Profs study (2016), the main goals of using content marketing are brand awareness growth - 84%, lead generation - 83%, customer engagement in communication - 81%, sales - 75%. Therefore as a part of content marketing communication, selling content is supplemented with useful and valuable information. So in these terms, the consumer becomes a reader who turns to the source (i.e. content marketing) not only for purchase but in order to obtain information (Stelzner 2012, 288). The simplest and most common type of content marketing is a company blog. It can be a separate section on the company's website, a social media account, or any other platform, depending on whom the content is directed.

The advantages of the archetypal approach in content marketing is the beneficial side of archetypes in order to choose possible topics for content creation and maintaining a balance between types of content. The archetypal approach aims to structure the possible variations of both content and broadcast channels. Strict adherence to the brand archetype in content marketing allows them to harmonize their style, choose the tone of communication, and prioritize topics and types of content. (Demina 2020.) An archetype itself is a mental structure through which the accumulated experience of people is manifested and transmitted. The founder of analytical psychology, Carl Gustav Jung, argued that the unconscious is divided into personal and collective. The personal unconscious is formed by a person's lifetime experience, while the collective one through education and socialization. Jung also claimed that the collective unconscious is a collection of archetypes. (Ivaschenko 2016, 112-127.)

Altimeter's published report lists five major content archetypes used by the most successful B2B brands. The study developed a methodology for narrowing the focus of content selection for companies to meet customer needs and business goals (Akhtar & Zucker 2017). Table 1 shows five content archetypes for promoting B2B companies, according to research by Altimeter.

Archetype	Purpose of the archetype
Content as presence	building brand awareness and its reputation
Content as wisdom	create a more human image for brands, or show their work from the inside

Archetype	Purpose of the archetype
Content as currency	for experts in their field
Content as support	helping clients get the most value and benefit from the solution
Content as community	addressing the similar needs of the customer community or business leaders

Table 1. Five archetypes of content (Akhtar & Zucker 2017)

The five content archetypes include, among others, content as presence, which is a type of content that is aimed at reaching a wide audience, building brand awareness and its reputation. Then content as wisdom is a type of content that allows customers to look at the company from a perspective from which they have not yet seen it. It is suitable for those brands that want to create a more human image for themselves or show their work from the inside. (Akhtar & Zucker 2017.)

Content as currency is a type of content that suits brands that want to be experts in their field, while content as support is a type of content that aims to help clients get the most value and benefit from the solution. It is best suited for high-tech companies and difficult-to-use products. Therefore, content as a community is a type of content that addresses the similar needs of the customer community or business leaders. It is suitable for brands with a large number of loyal customers and fans. (Akhtar & Zucker 2017.)

3.2. Definition of social commerce

According to the sales rates in the first half of 2020, due to the coronavirus pandemic, there was a significant increase in online commerce with a projected growth rate of up to 33% per year. (Data Insight 2020.) Changes in consumers' consumption patterns and their increase in the Internet presence lead manufacturers and retailers to interact with consumers in the online environment. In social networks and messengers, not only customer-to-customer but also business-to-customer transactions are performed more frequently. (Adindex 2019.) Besides, researchers note the effectiveness of social media channels, which are becoming increasingly important in online shopping.

Social commerce or s-commerce is a new form of e-commerce that leverages the power of Web 2.0 technologies to create a customer-centric business. It allows consumers to generate content online through exchanging information about their shopping experience and electronic interactions during the purchasing process. (Bao, Liu & Zheng 2019, 378-397.) Also, Wang and Zhang (2012) defined social commerce as a form of commerce on social media that brings together both online and offline societies. Social commerce includes social media networks that support social interactions and user input to help buy and sell products and services online and offline. At the same time, the key focus of social commerce is general knowledge (in-

formation), communities and purchasing trends, content provided by a business, and user-generated content. (Wang & Zhang 2012, 105-127.) Thus, based on these definitions, social commerce is an activity to carry out commercial activities, either directly or indirectly, when interacting with consumers online or using social media.

The main difference between e-commerce and social commerce is its purpose. E-commerce is dominated by business goals: maximizing profits through technologies such as one-click purchases, virtual catalogs, and product selection based on a specific customer's previous shopping experience. While social commerce is dominated by social goals: creating communities of buyers, encouraging their interaction and exchange of information before buying, while the purchase itself fades into the background. (Wang & Zhang 2012, 105-127.) Social media commerce is building a store using social media resources. This store organizes the sale of products, brand promotion, and works with customers directly on the social network itself.

Social commerce aims to help companies achieve the following goals. Firstly, social commerce helps companies attract customers to their brands according to their social behavior. Secondly, it provides an incentive for customers to return to the brand's website or social media platform. Thirdly, it provides customers with a platform to talk about the brand. And lastly, it provides all the information customers need to research, compare, and ultimately pick a certain brand over its competitor, thus buying from that one brand and not from others. (Medvedeva 2019.)

3.3. Social commerce in Russia

In many countries, pandemic restrictions have appeared in almost all areas of life. Millions of people went on self-isolation or quarantine, remote work, or even lost their jobs. As a result of all mentioned above, the use of digital communication methods increased significantly, and therefore the Internet and social media marketing began to develop rapidly. In Russia, the number of Internet users, as of May 2020, amounted to 118 million (81% of population), the number of social media audiences 70 million (48% of population). Half of the time online is spent on social media and messengers, which are used in almost all spheres of life: from communicating with friends and family to making online purchases and interacting with government agencies. (Mityagina 2020, 22-23.)

These days the development of social commerce in Russia is at a growing stage. According to a survey conducted by Yandex and Data Insight in December 2018, about 39 million Russians made purchases through online social channels such as social media networks, instant messengers, and other peer-to-peer platforms. At the same time, according to Russian statistics, during 2018, about 26 million people used at least one of the social commerce channels for purchases. In 2017-2018 the social commerce market in Russia amounted to 591 billion rubles with 394 million transactions. (Adindex 2019.)

Russians spend more time on mobile devices: the average time is 5-6 hours a day per person. Moreover, the pandemic has increased interest in Instagram blogs significantly. The audience engagement in interaction with Instagram posts reached 80%, with the previous rate of 5-20%.

For instance, in April 2020, the Russian community of Instagram has shown rapid growth through a large number of publications among all social media networks - it has increased by 57,3%. (Piterova & Pushkareva 2020.) Also, social commerce took over social media during the lockdown and, according to marketing specialists, is here to stay. Social commerce is the integration of e-commerce and e-marketing using Web 2.0 elements and social media. Companies, experts and influencers sell services, physical and info products directly on Instagram, without transferring their traffic to websites or other platforms. (Rusu, Starova & Weiler 2020.)

Social commerce channels such as Vkontakte, Odnoklassniki, Facebook, Avito, Instagram, and WhatsApp are among the top 10 most visited Internet resources in Russia. Vkontakte and Odnoklassniki are social media networks, which might be called the Russian version of Facebook. Vkontakte is more oriented towards youth and young adults, while Odnoklassniki is more popular among the older generation. In turn, Avito is a marketplace, mostly secondhand-oriented, where people sell their stuff or services. However, recently some smaller interpreters started to sell their goods on the platform as well. Few of the mentioned social media networks even have their own payment systems that make trading easier. The use of these channels to expand the business is seen as an additional resource for customer acquisition and sales. Marketing practices include creating own store account and actively posting marketing materials, integrating with influencers, stimulating group purchases, increasing conversions, communicating with the consumer, etc. (Rusu, etc. 2020.)

The share of consumers purchasing goods on social networks remains at the level of 23%, with the majority of purchases occurring on VKontakte: 65% in 2019 compared to 63% in 2018. The largest growth among social commerce purchases is on Instagram: over the year increased by 11% and amounted to 34% in 2019. Also, it is important to note that more than half of buyers (52%) make a purchase decision under the influence of social networks, and 39% - after reading user reviews about a product or service. (Rusu, etc. 2020.) Additionally, 76% of companies doing business online use social commerce channels, which account for 40% of all online channels' revenue. Social commerce is more common in such industries as clothing and footwear production, electronics and household appliances, real estate rental, and services. (Data Insight 2018.)

4. Purchase decision online

Determination of the most significant factors influencing the consumer purchase decision is crucial for the effective operation of an enterprise. According to experts on consumer behavior Hawkins, Best and Koni conditions and factors influencing the purchase decision can be divided into external and internal on behalf of the consumer. The internal factors include the peculiarity of perception, the ability to learn and remember, the needs and attitudes of the buyer, as well as his emotional state. The external factors represented by reference groups, the state of the political and economic situation in the country at a given period. On the other hand, Taflinger when referring to external factors mentions family, friends, church, go-

vernment and media. Among the internal factors of consumer behavior, a special role is assigned to stereotypes, i.e., the categories that a person uses when sorting sensory impressions and instinctive responses to stimuli. Without stereotypes, a person's opinion would be overwhelmed, and there would be a constant need to comprehend all impressions anew. Stereotypes, in opinions and behavior, most actively drive consumer choice. Also, according to Katon, the psychological characteristics of a person affect consumer behavior not less but even more than economic and social determinants. A purchase decision depends not only on the ability (economic opportunity) to make a purchase but also on the desire to make it (psychological readiness). (Idrissova & Volovskaya 2020.)

However, these days social media is becoming one of the main factors influencing shopping habits. In 2018, Forbes noted the growing popularity of the ROPO (research online - purchase offline) model: people increasingly research online offers in detail, compare different brands, and only then make a purchase decision. Consumers rapidly learn new skills in using the information contained on the web, which is an important element of the ROPO effect. (Schevchenko 2020, 49.) In the Russian market, consumers primarily look for product information on online channels. Although, not all companies successfully sell through social commerce. In order to build relationships with consumers, companies need to know which factors are most important to them when making a purchase decision using social commerce.

According to a study by Rusu, Starova and Weiler (2020), there are five factors that influence purchasing decisions through social commerce channels: technical functionality, i.e. the opportunities presented by a social media network, online store, or other platforms for the implementation of the social commerce activities, as well as the content described on the platform and the consumer's attitude to it; engagement, interactions directly or indirectly with the platform or its content through reviews of third parties; eWoM (electronic word-of-mouth), i.e. user reviews; consumer attitudes, restrictions and expectations - consumer has a limited purchase budget, as well as requirements for a product or service; and service quality delivered during purchase process. (Rusu, etc. 2020.)

The study revealed that the factors of engagement and service have the greatest influence on the purchase decisions in social commerce. The next important ones are eWoM, price and characteristics of the product, then the technical functionality of the platform on which the purchase takes place, and the content published by the company. At the same time, on Instagram, such factors as technical functionality and security, as well as eWoM have the greatest influence on consumers. The study also revealed that consumers pay attention to the ratio of positive and negative reviews about a product, service, or seller/performer's profile. At the same time, the lack of reviews or their perceived unreliability reduces the likelihood of making a purchase using social commerce channels. The reliability of the product or service is better confirmed by reviews from other consumers, and therefore it is advisable to post consumer reviews as company content, for example, in the form of screenshots. (Rusu, etc. 2020.)

It should also be noted that the audience of young buyers considers reviews to be a reliable source of information about local companies. However, there are sharp differences between

age groups: the majority (54%) of users aged 55 and over say they rarely check reviews and ratings, while 50% of consumers aged 18-34 always search for information about the company on the Internet. According to a 2018 BrightLocal study, 86% of consumers read online reviews before buying. In 2017, the level of trust was lower - 85%, in 2016 - 84% of people trusted online reviews as they were personal recommendations. The prior data is confirmed by Yandex. Market study: young people aged 14-25 spend a lot of time studying reviews and opinions. The presence of reviews on the Internet will not only help consumers to make a purchase, increase the brand's reputation, but also provide feedback that can be used in the development of marketing strategies and maintain relationships with the client. (Schevchenko 2020, 66.)

On the other hand, a study conducted by Medvedeva (2019) states that every fourth of those who have already used social media, but have never purchased through social commerce channels, would like to do it. The same number of people answered less definitely: "rather yes than no" and only 4% are sure that they will not make such purchases. The main reason for the previous answer is the lack of trust in the quality of the product or service (29%). The assortment, prices, everything that is customary to refer to in such cases, is a secondary reason (8%). Noteworthy to mention that the inconvenience of making a purchase, which interface developers often talk about, became a barrier only for 7%. According to the researcher, most of the purchase scenarios on social media, i.e. from 25 to 50% of transactions, are planned ones. At the same time, at least a quarter of purchases from the total number were the result of a targeted search for specific goods or services. Such as, for example, requests through the search form of a social media network (17%), direct visits to the seller's saved page (5%), search for a group on social media that is suitable for ordering (5%). (Medvedeva 2019.)

The most popular scenario for a purchase made on a social media network (23%) is a purchase of a product or service in a specialized group, blog or account. It should be borne in mind that this kind of purchase can be both planned and spontaneous. (Data Insight 2019.) Nevertheless, Rusu, Starova and Weiler (2020) view social commerce as a spontaneous purchase. This approach is implemented, for example, during live broadcasts, when a blogger advertises a product in the video recording mode. This technique is implemented, among others, by broadcasting "immediate benefits", for example, by limiting the offered discount or quantity of goods in time.

In order to get a better understanding of how customers make purchase decisions in an online environment, there is a new customer journey model presented by Kotler. The prior model consists of five "A": aware, appeal, ask, act and advocate. In this model, Kotler states that understanding the customer journey will help to better understand customers, lower costs, and increase sales. The 5A model provides steps for building stronger customer relationships, which is consistent with the concept of relationship marketing. Satisfied buyers often support the brand on social media, leave reviews, etc. (Schevchenko 2020, 49-57.) The components of the 5 A's model will be represented and described in detail in the further figure, followed by accompanying text.

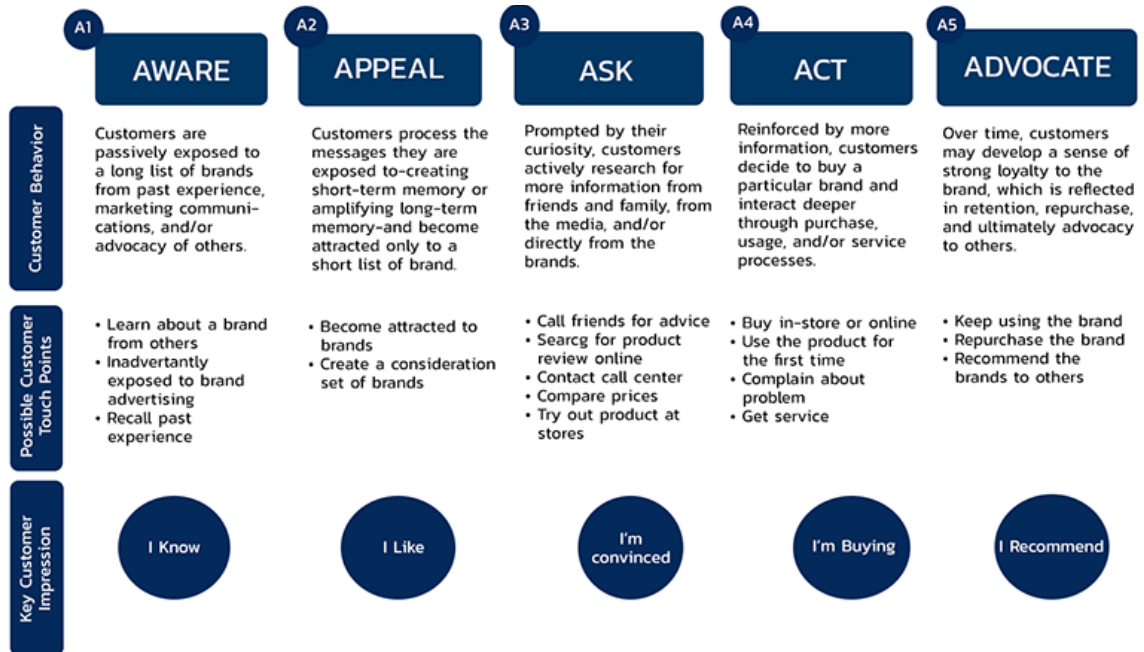


Figure 2: Kotler's Five A's model (Kartajaya, Kotler & Setiawan 2016)

The purchase process starts with the aware stage, when customers who passively observe the numerous brands they already know. The previous experience of interactions with a brand can stay in customers' memory and turn the attention to the brand again when needed. Also, an important source of brand awareness can be advertisements distributed by companies and shared by clients. (Kartajaya, Kotler & Setiawan 2016, 57.)

Therefore, customers proceed to the appeal stage. After receiving information about several brands, customers begin to reverse their perception of brands, reinforcing an existing memory or forming a new one, while paying attention only to a small number of brands. Well-remembered brands and those with a wow-effect are much more likely to be on the shortlist or even take one of the first places in it. (Kartajaya, Kotler & Setiawan 2016, 57.)

The decision to buy or not to buy is usually made based on what others have said about the product. This is where the ask stage takes place. In order to continue the customer journey, the brand's promises must be validated by others. Customers, satisfying their curiosity, begin to actively ask about the product from friends, family members, from the brand itself. Additionally they can also search and ask for additional information online or, for example, contact the company's customer support service. Based on this, it is important for companies to be present in the most popular channels in order to be able to stimulate buyer's interest. When customers ask too many questions, this, on the one hand, indicates that the interest in the product is quite high, but at the same time, consumers do not understand the initial message about the brand they encountered. (Kartajaya, Kotler & Setiawan 2016, 57-58.)

If the information in the ask stage is convincing, customers take action and proceed to the act stage of the model. After the purchase, brands also need to ensure that the customer is satisfied and engage them in a relationship with the brand. If customers complain or have

problems with a product, brands need to provide them with assistance. (Kartajaya, Kotler & Setiawan 2016, 58.)

Over time, loyal customers, satisfied with a product or service, recommend the brand to others without waiting to be asked and become brand advocates. Although most loyal customers are passive advocates, when they see a negative review or a question about their favorite brand, they begin to defend it in front of others. Typically, customers who take the risk of recommending a brand are its big consumers. (Kartajaya, Kotler & Setiawan 2016, 58.)

Customers do not necessarily go through all the stages of the 5 A's model, as well as the stages themselves do not necessarily follow each other in a particular order. Based on this, the 5A model is not a fixed sales funnel. For instance, a client may acquire a previously unknown brand on the recommendation of a friend, ignoring aware and appeal stages. Also, the number of brands reviewed at different stages of the buyer's journey can vary significantly. The time taken to purchase can also vary based on the category and its importance. For example, in the mass market segment, customers are more inclined to try and buy new, previously unknown brands, making purchases quite impulsively, not asking many questions about them. At the same time, in the case of expensive products, customers tend to conduct thorough research before buying and spend much more time on making a decision. (Kartajaya, Kotler & Setiawan 2016, 59.)

5. Research methodology

In this chapter, the research method will be defined. The research for this thesis is carried out as quantitative research using an online survey. Additionally, research implementation will be covered at the end of this chapter.

5.1. Quantitative research

Quantitative research is a research method that processes a large number of respondents, which are asked the same questions. Often asked questions in this type of research method are how many, how much, and how often. A typical method in quantitative research is a survey or a structured interview, which can be implemented as an online survey or by mail. Asked questions examine a matter concerning a person, which may be, for instance, age, education, or work situation. The data is examined and analyzed numerically, and the obtained results are presented, for example, as key figures. However, the most relevant information for the study is explained in words and presented through infographics. (Vilkkä 2007, 14.)

The purpose of quantitative research is to explain, describe, map, compare or predict human issues and characteristics, or natural phenomena. (Vilkkä 2007, 19.) According to the research purpose of this thesis, the major purpose of this quantitative research would explain the factors which influence purchase decisions on social commerce.

Accordingly, the purpose of explanatory research is to make the researched matter clearer or more understandable than before. The explanatory study aims to present the cause-and-effect relationships between matters, i.e. causal relationships. Explanatory research aims to show how, for example, events, perceptions, opinions, or attitudes differ or relate to each other. The best-suited way to collect data, in this case, is a structured postal or online survey. It is typical for quantitative research to find causal relationships in the data and to explain them. Causality means that cause-and-effect relationships are sought in research data. The study assumes that some underlying factor generally leads to particular consequences. In other words, something is due to something. (Vilkka 2007, 19-23.)

As was mentioned previously, survey is the most typical way of implementing quantitative research. A survey itself is a way of collecting data where the format of the questions is standardized, which means that all respondents are asked the same questions, in the same order and in the same way. Therefore, respondents themselves read the questions and answer them. A survey is used when an observation unit is a person and matters that concern him or her, such as opinions, attitudes, characteristics, or behavior. A survey is suitable when there are many respondents, and they are scattered. This method of data collecting is also used when researching very personal matters, such as perceived health, health behaviors, eating habits, earned income, and consumption issues. (Vilkka 2007, 28.)

A survey is often used in quantitative research to gather data. If the statistical method is used in the study, then the recommended minimum number of observation units (e.g. individuals) is 100. Only a large gathered data allows the researcher to form observations, which, in turn, makes it possible to explain the issues under study numerically. The larger the sample, the better the sample represents the average opinion, attitude, or experience of the subject under study in the population. (Vilkka 2007, 19.)

5.2. Sampling

Sampling refers to the method by which a sample is taken from a population. The sample comprises observation units, i.e. the statistical units. It can be a person, a natural phenomenon, a product, an image, or a text. A sample is a part of the research's target group, through which an overall picture of the entire target group can be obtained. In other words, the sample represents the population. (Vilkka 2007, 52.)

A large sample will inevitably have more characteristics of the population than a small one. The larger the sample, the smaller the incomplete data provided by one observation unit or the significance of the non-response to the results. For this reason, the larger the sample, the more reliable the results and, accordingly, the smaller the sample, the more random the results. And further, the more factors are assumed to affect the measurable property, the larger the sample size needed. (Vilkka 2007, 56-57.)

Due to the thesis research purpose limitation, the sampling for this survey will be the case company's Instagram account followers. However, since their Instagram account is not priva-

te, i.e. open to any user, there is a small possibility that other Instagram users may answer the questions as well.

5.3. Survey questions

The statistical data for the research was collected by implementing a survey among the case company's followers. The researcher created the survey using the theoretical framework represented previously in the thesis, taking specifically into account chapter 4. The survey questions were inspired and composed according to the study by Rusu, Starova and Weiler. Previously mentioned study stated that such factors as technical functionality, user engagement, eWoM, consumer attitudes, and service quality are the ones that have a great impact on consumers when making purchase decisions on Instagram. The previously mentioned study was used because social commerce is not yet widely researched because of its recent phenomenon. Therefore, there is very limited information about consumers' attitudes when purchasing on social media channels.

The researcher carried out a few questions based on the case company field of occupation, as well as questions that opened up some background information about followers. In this regard, gender and age group were asked due to specific case company services and its Instagram account content. For instance, age and gender are crucial to acknowledge in terms of creating further content for attracting new clients or convincing potential ones. Also, that might give the understanding, which content type is more relevant for the main or desirable target group. It is especially relevant considering the duality of blog's main themes, which are medical tourism and South Korea. For example, younger followers might be interested only in South Korean content due to their age and popularity of K-culture among their generation. Correspondingly, younger audiences might not need any medical procedures at all due to their state of health and age.

Noteworthy to mention that some questions were composed considering the case company director's wishes, such as factors that influence followers to purchase decisions at the moment of Covid-19 restrictions and overall followers' intentions of going to South Korea for medical treatment now or anytime soon. Also, the researcher brought up and considered relevant questions about followers' intentions of following this particular Instagram account and the way how they found out about its existence. Previously mentioned questions are relevant when analyzing customers' engagement and eWoM as factors taking part in the purchase decision process. For instance, if an Instagram user subscribed to an account after seeing paid advertisement this can be a clear sign that the new follower is engaged by the content he ended up following.

5.4. Survey testing and implementation

Taking into account the information above and due to the online nature of the researching phenomenon, the survey for this research at first was supposed to be conducted on the case company's Instagram account or, to be precise, through Instagram stories. However, after survey questions testing, the researcher found out that Instagram's technical functionality is not

suitable to perform a desirable survey structure. On top of that, the publication of the survey questions and the logistics of receiving survey answers from the thesis commissioner to researcher could be inconvenient and time-consuming. Due to the mentioned reasons, the survey was carried out using Google forms as a data collecting platform. Although, a link to the survey was shared on the case company's Instagram account twice to reach the survey's target group.

A successful survey is a basis for high-quality and reliable quantitative research. When implementing a survey as a part of the research, the most crucial step, among others, is its testing, which is highly important because hard-to-understand questions cannot be corrected afterward when the data has been already collected. The survey should always be tested before collecting the actual data. Testers can be experts (colleagues, teachers), members of the population, or similar individuals. (Vilkka 2007, 78.) The given survey was tested by 2 persons, both of them are bachelors of Hospitality Management. The survey testing process revealed that limitation to 4 answers in some questions drove the survey testers to the difficulty of choosing a suitable answer option. The limitation to 4 answer options was set because of the Instagram stories' questionnaire in-built response option limitation, and the absence of open-ended responses as such. In terms of some questions, it was logically required to have at least an open-ended response and/or a wider selection of closed-ended answers. Additionally, such factors as skipping stories and stories disappearing within 24 hours after publication could significantly misrepresent collected data. However, despite the limited choice of the answer options, survey testers stated that all the questions were understandable and relevant by them.

The survey was opened for replying on the 30th of May around and closed the next day on 31st of May, 2021. The researcher closed the survey right away when noticed that the desired participants' number was exceeded. Correspondingly, the desired sampling number was set as 300 participants, however, 320 people participated in the survey. The link to the survey was shared by case company director Marina Polyakova twice on "yavkoree" Instagram account through Instagram stories. At the moment of survey conduction there were 38 200 followers on the case company's Instagram account.

6. Research results

In this chapter the research represents survey questions along with respondents' answers to them. At the end of this chapter the summary of the responses received will be observed and analyzed.

6.1. Collected data

Quantitative research results are presented in tables, figures, key figures, and text. Figures are commonly used when wanting to provide fast-reading information, an overview of distribution, or to illustrate and emphasize information or qualitative properties of information. Numerical and graphical representations alone are not enough to present the results obtained

in the study. Thus, tables, figures, and key figures illustrate the text and increase its comprehension and vice versa. Generally, the comparison of data is also more illustrative with the help of figures. (Vilkkä 2007, 135.) There were 27 questions in the survey. All collected data, along with the survey form, was originally conducted in the Russian language and translated to English. Additionally, MS Excel software was used for making calculations to obtain clear results. The survey questions complemented with figures in form of diagrams and statistics of responses will be listed further in chronological order.

1. Gender

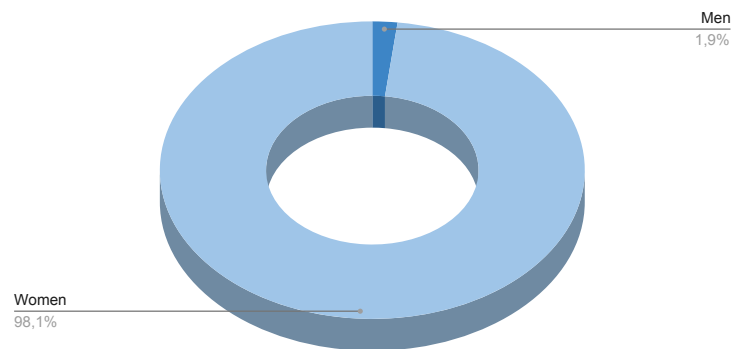


Figure 3: Question 1: Respondents' gender

The survey's respondents were almost all females. Only 1,9% of respondents were men and the rest 98,1% women.

2. Age group

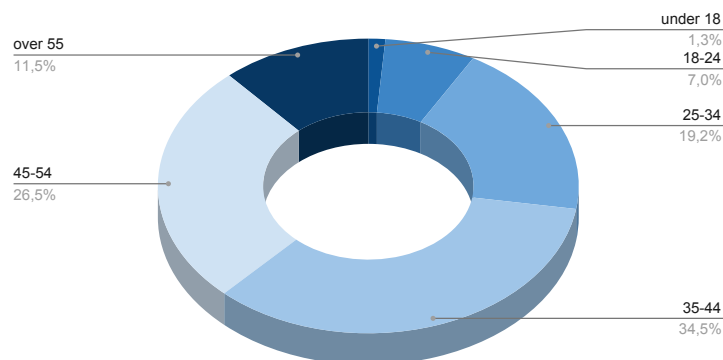


Figure 4: Question 2: Respondents' age group

The majority of respondents were of the 34-44 age group (34,5%). The second largest age group is 45-54 (26,5%), followed by 25-34 (19,2%), over 55(11,5%) and 18-24(7%) age groups. The minority of respondents was represented by under the 18 age group (1,3%).

3. How did you find Marina's blog?

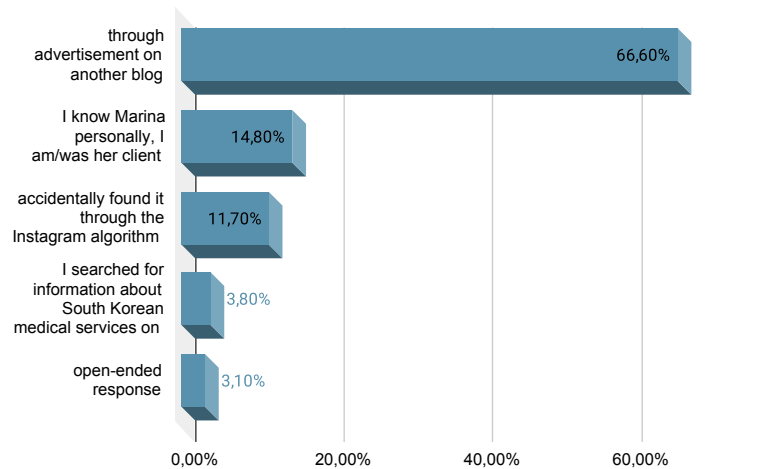


Figure 5: Question 3: How did you find Marina's blog?

There were 4 closed answers for this question and an additional open answer. Respondents are supposed to pick just one answer for this question. 66,6% of respondents found the blog through an advertisement on another blog. Therefore, 14,8% of respondents claim to be her previous or present clients, 11,7% found the blog accidentally through Instagram algorithm, while 3,8% searched for this kind of blog on Instagram on purpose.

All open-ended responses received can be divided into 6 categories based on their frequency. These categories are followers who found the blog through Olga lovekorea (YouTuber) in a vlog of which Marina appeared - 29,4%; through other bloggers, on blogs of which Marina appeared but it wasn't advertisement - 17,6%; through their friends/relatives who used to be Marina's clients - 17,6%. Others mentioned such answers as I don't remember - 5,9%; I know Marina personally, but I'm not her client - 17,6%; I'm Minga's personnel - 11,8%.

4. The reason why you subscribed to the Marina's account?

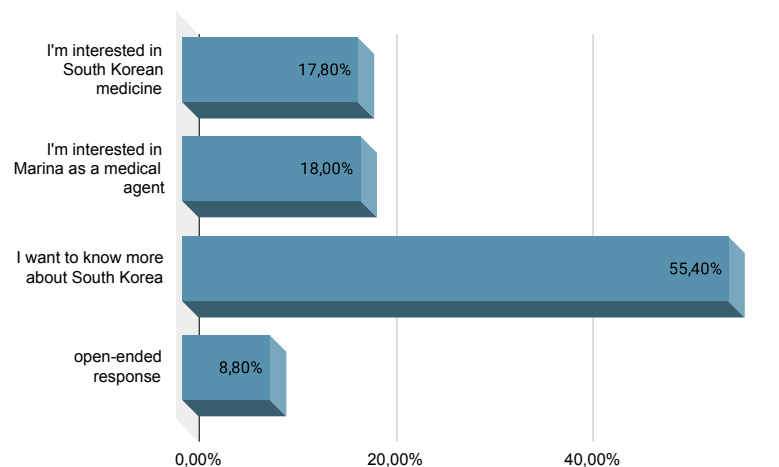


Figure 6: Question 4: The reason why you subscribed to the Marina's account?

The most popular answer (55,4%) that respondents chose reflected that interest in South Korea and its regular life motivated them to subscribe to Marina's blog. Therefore, Marina interested her followers also as a medical agent (18%), or they subscribed to her blog because of their interest in Korean medicine (17,8%).

Also, 8,8% of answers were open-ended ones. Open-ended responses were combined into 4 groups based on their frequency. 90% of open-ended responses stated that Marina is an interesting, kind person which is pleasant to listen to and read her posts. She and her family attract her followers as a person in the first place, which, in turn, influenced them to subscribe to her blog. Additionally, respondents mentioned interest in Korean cosmetics which Marina sells on the blog (0,4%), the fact that they are interested in South Korean medicine but they are not account's followers(0,4%), and few respondents also mentioned they follow Marina's blog because they are friends (0,8%).

5. What type of content would you like to see on the blog more often?

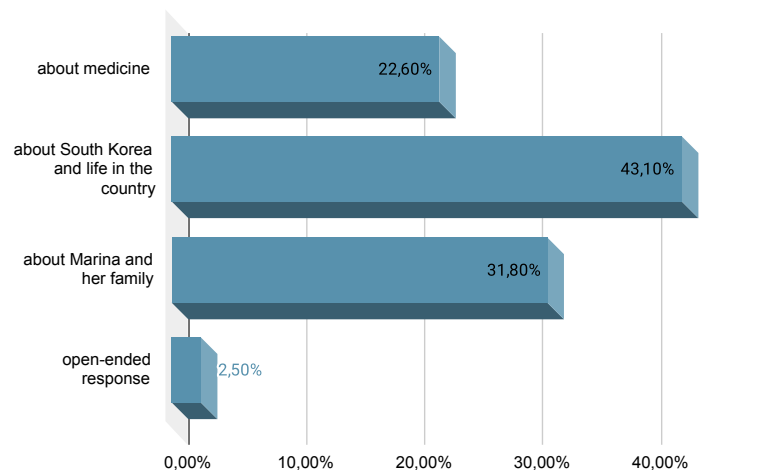


Figure 7: Question 5: What type of content would you like to see on the blog more often?

Almost half of the respondents (43,1%) chose South Korea and its everyday life as the content type they want to see more on the blog. 31,8% of respondents chose content about Marina and her family, while 22,6% mentioned medical content.

The share of open-ended responses for this question was 2,5%. The majority of the respondents (86,7%) mentioned that they are interested in all types of content mentioned in closed answers: South Korea and life in the country, Marina and her family, and medical content. 13,3% of respondents rely on topics and content that Marina decides to be suitable for the blog.

6. What content format would you like to see more on the blog?

Respondents mentioned Instagram stories (33,7%) as the most desirable content format they want to see more on the blog. The previous content format mentioned is followed by videos,

e.g. long videos on IGTV, with 24,9% of responses. Additionally, 22,6% want to see more posts and 12,8% live streams.

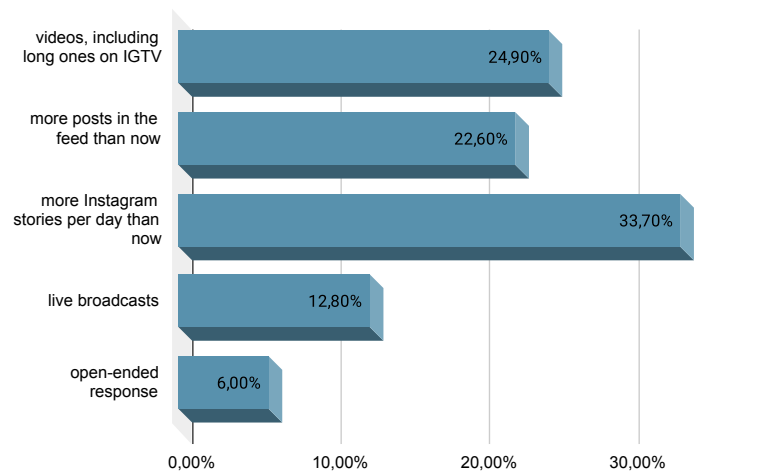


Figure 8: Question 6: What content format would you like to see more on the blog?

Open-ended responses for this question gave 6% of respondents. 92,8% of which are satisfied with the current content format diversity. 3,6% stated that Marina knows better what is a good content format share for the blog, and 3,6% wanted to see more saved Instagram stories, i.e. highlights.

7. Are you satisfied with the amount of medical content on the blog?

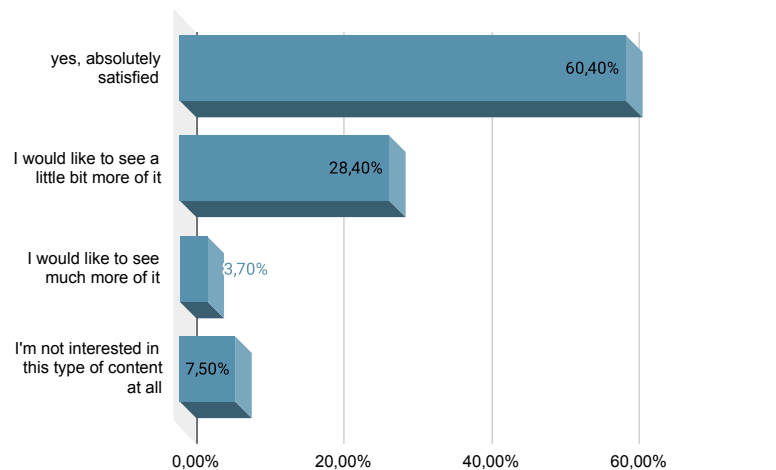


Figure 9: Question 7: Are you satisfied with the amount of medical content on the blog?

More than half of respondents (60,4%) are satisfied with the amount of medical content on the blog. However, 28,4% wanted a little bit more medical-themed content, while 3,7% wanted significantly more of it on the blog. The rest 7,5% of respondents are not interested in this type of content at all.

8. Are you interested in medical tourism abroad? If so, do you consider South Korea as a destination for medical treatment in the near future or in general?

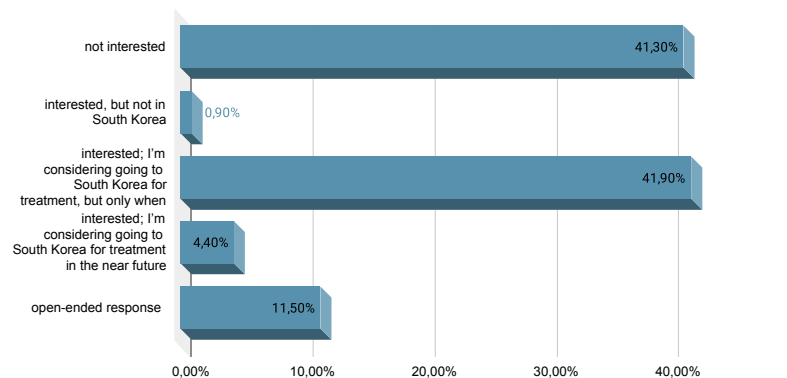


Figure 10: Question 8: Are you interested in medical tourism abroad? If so, do you consider South Korea as a destination for medical treatment in the near future or in general?

An almost equal number of respondents are interested in Korean medical services and plans to go to the country after travel restrictions are canceled (41,9%), and vice versa - not interested in medical tourism at all (41,3%). Although, 4,4% of respondents are planning to go to South Korea for medical treatment in near future despite the restrictions, and 0,9% are interested in medical treatment abroad but do not consider South Korea as a country for medical tourism.

The number of open-ended responses for this question was 11,5%. The majority (59,1%) mentioned that they are interested in South Korean medical tourism, but at this point, they do not need such services. Additionally, they stated that they would keep in mind that such services exist. Therefore, 21,9% of respondents answered that they are interested in such services but at the moment their financial inability does not allow them to do expensive purchases. 9,4% are the ones who live in South Korea and are interested in the country's medicine as they are its direct consumers. 6,3% of respondents are currently in South Korea for medical treatment or recently returned home after getting treatment in the country. 3,1% are medical doctors who would like to recommend South Korea as a medical tourism destination to their patients.

9. If you are interested in receiving medical treatment in South Korea, what factors stop you from going there in the near future?

According to 41,7% of respondents, the most crucial reason why they would not go to South Korea now or in near future is their financial inabilities. 25,3% of respondents mentioned pandemic restrictions and visa requirements as an obstacle for medical tourism at the moment. While for 20,9% of respondents there are no obstacles for medical tourism at all. Additionally, 7,6% of respondents mentioned a lack of information about South Korean clinics, doctors, etc. as a reason for not going to the country for treatment in the near future.

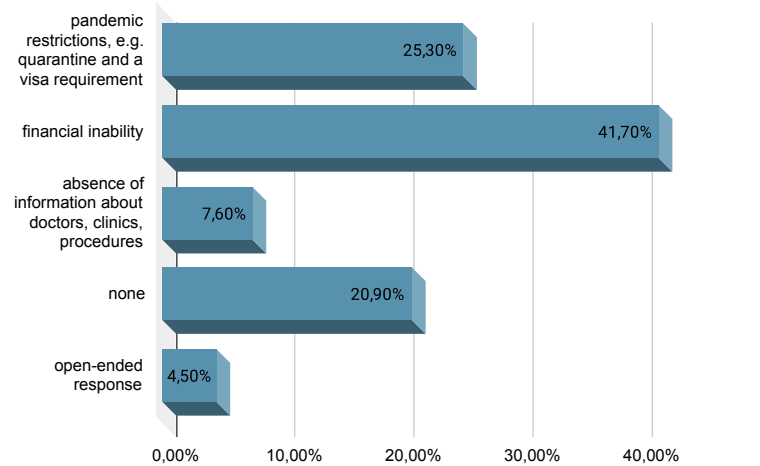


Figure 11: Question 9: If you are interested in receiving medical treatment in South Korea, what factors stop you from going there in the near future?

Among open-ended responses, which represented 4,5% of total responses amount, 81,3% are not interested in medical tourism. 12,5% are mentioned that they are from Crimea and Belarus, which possibly means either the political issues and, as a result, the impossibility of getting a visa, or long distances between regions geographically. Also, 6,2% of respondents mentioned the language barrier as an obstacle against medical tourism to South Korea at the moment.

10. Does the presence of positive online reviews about medical services influence your decision to purchase them?

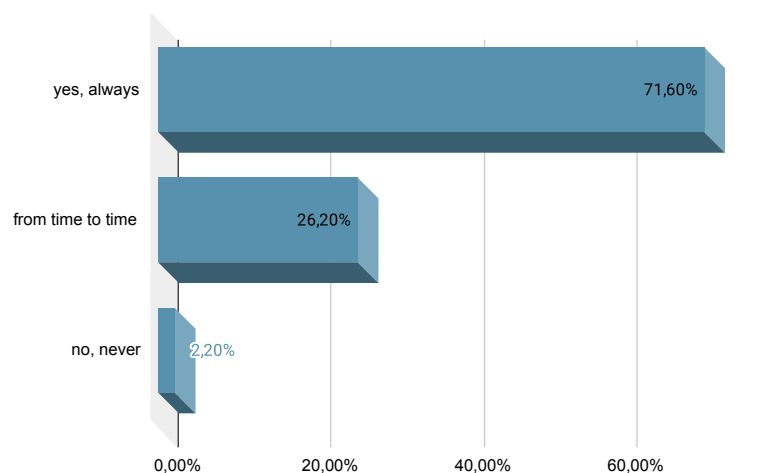


Figure 12: Question 10: Does the presence of positive online reviews about medical services influence your decision to purchase them?

The majority of responders (71,6%) answered that positive reviews about medical services influence their purchase decision. Therefore, 26,2% answered that it happens sometimes, and 2,2% stated that reviews never influence their purchase decision.

11. If a blogger has a lot of likes and comments under posts, does this affect your decision to buy products/services from this blogger?

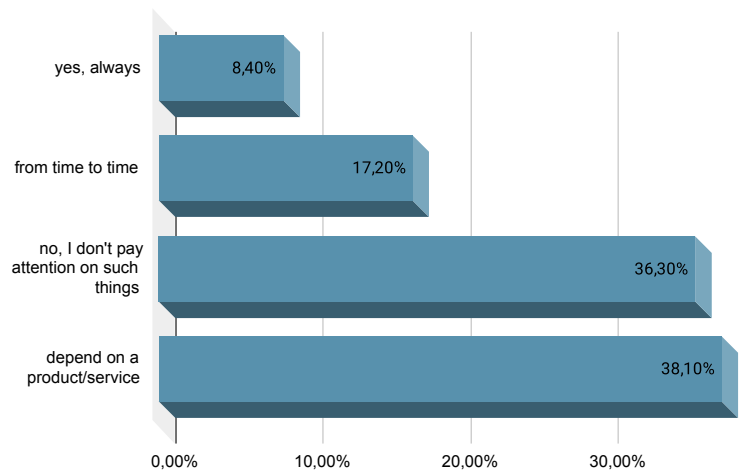


Figure 13: Question 11: If a blogger has a lot of likes and comments under posts, does this affect your decision to buy products/services from this blogger?

Only 8,4% of respondents stated that the number of likes and comments under publications influences their purchase decision of blogger's products or services. The majority (38,1%) said that it depends on the product or service which a blogger sells. Therefore, 36,3% do not pay attention to the number of likes and comments at all, while 17,2% of respondents do it from time to time.

12. Do you tend to trust the recommendations of your friends and family more than the ones of other users?

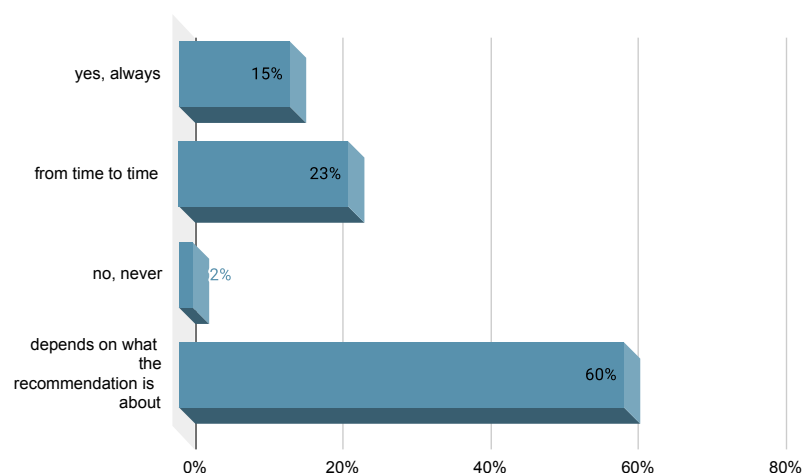


Figure 14: Question 12: Do you tend to trust the recommendations of your friends and family more than the ones of other users?

When considering whose recommendation to listen to, the majority of respondents (60,2%) point out that it depends on what recommendation is about. Correspondingly, 22,9% of respondents trust recommendations of people they know more than other users only sometimes.

In turn, 15% trust friends and relatives more than others, and 1,9% never trust their recommendations.

13. Do you trust reviews* for the products/services that bloggers sell through their blog? (*reviews that bloggers post on their Instagram accounts themselves in forms of screenshots)

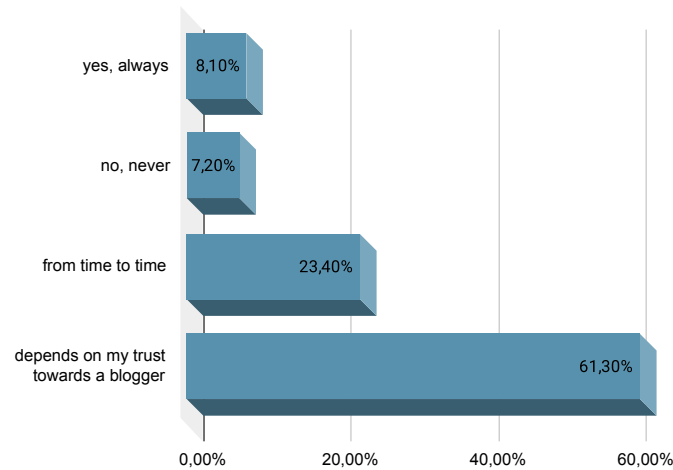


Figure 15: Question 13: Do you trust reviews for the products/services that bloggers sell through their blog?

More than half of respondents (61,3%) mentioned that their trust in reviews, as a rule, depends on how trustful the blogger is. However, 23,4% answered that they trust reviews sometimes. Moreover, 8,1% stated that they trust them, and 7,2% that they do not.

14. If you used Marina's services or you're going to do so, what influenced your decision to turn to her?

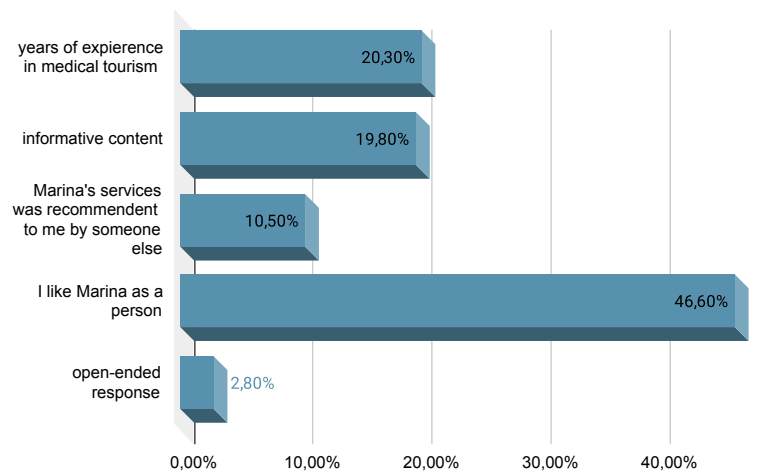


Figure 16: Question 14: If you used Marina's services or you're going to do so, what influenced your decision to turn to her?

46,6% of respondents stated that they used Marina's services or are going to use them because in the first place she seems to be a good person. 20,3% were attracted because of years of experience in the field of medical tourism. In turn, 19,8% of respondents appreciated informative content in her blog. To 10,5% of respondents Marina's services were recommended by someone else.

The open-ended responses share for this question was 2,8% of all responses. Significant amount of open question responses (76,9%) stated that they follow the blog because of information about South Korea and they don't plan to use Marina's facilitator agent services. The rest 23,1% mentioned other reasons.

15. When in need of medical services, on which platforms are you looking for a clinic or a specific specialist?

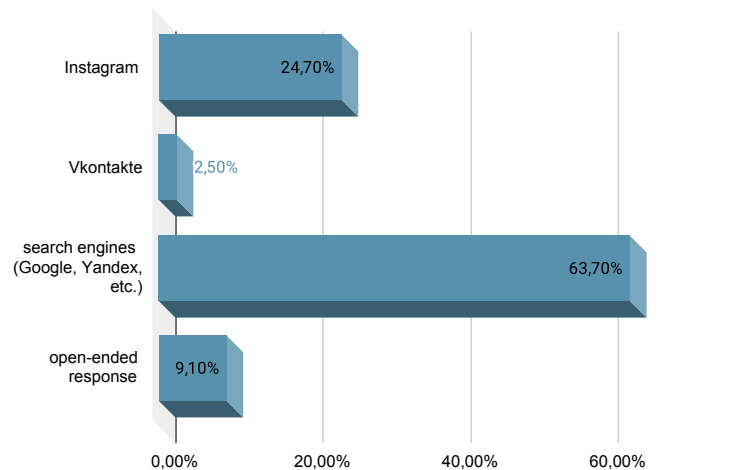


Figure 17: Question 15: When in need of medical services, on which platforms are you looking for a clinic or a specific specialist?

The majority of respondents (63,7%) use websites and search engines in general to search information about medical services. However, 24,7% also use Instagram for service searching purposes and 2,5% use Russian social media Vkontakte.

The rest 9,1% chose open-ended responses to reply to this question. 69,6% mentioned that they rather ask their friends and family than trust the Internet. 17,4% go directly to trusted doctors or use government financed clinics according to their place of residence. The last 13% use other social media channels such as Facebook and Youtube.

16. Have you ever bought services, including medical ones, on Instagram?

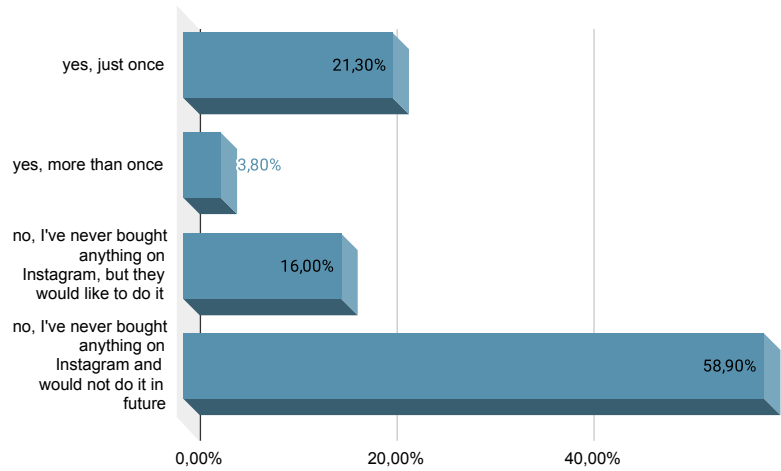


Figure 18: Question 16: Have you ever bought services, including medical ones, on Instagram?

21,3% of respondents claimed that they bought services through Instagram just once, while only 3,8% did that more than once. Correspondingly, 58,9% have never bought anything on Instagram but they would like to do it, while 16% haven't bought anything on Instagram and would not do so in future.

17. Do you consider Instagram as a safe place for making purchases?

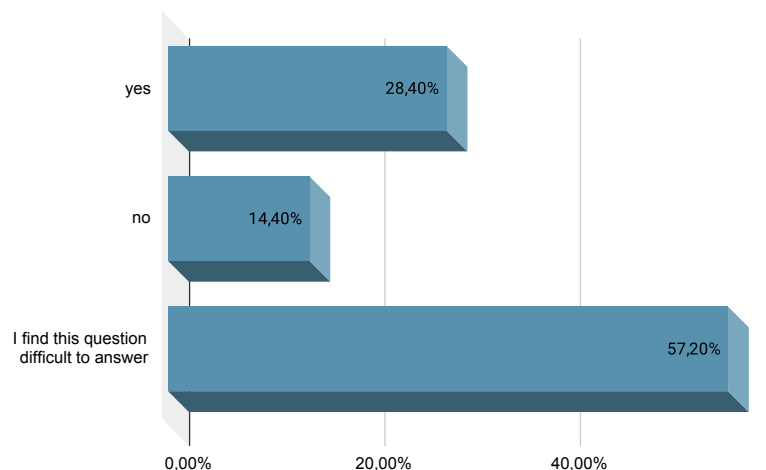


Figure 19: Question 17: Do you consider Instagram as a safe place for making purchases?

Over half of all respondents (57,2%) found this question difficult to answer. However, 28,4% considered Instagram a safe platform for shopping, while 14,4% had quite the opposite response to this question.

18. Do you consider Instagram as a convenient shopping platform?

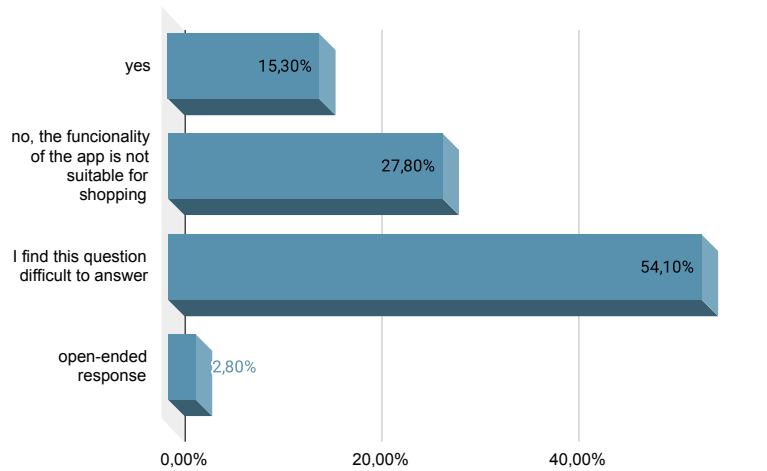


Figure 20: Question 18: Do you consider Instagram as a convenient shopping platform?

54,1% of respondents found this question difficult to answer. 27,8% claimed that the functionality of Instagram isn't suitable for shopping. However, 15,3% answered that Instagram is a convenient platform for shopping.

The share of open-ended responses for this question was 2,8%. All of the respondents stated that Instagram, in their opinion, is a place for advertisement and further purchase on the official website or informational portal but not an actual place for making purchases.

19. If you don't trust and don't consider Instagram a shopping platform, what are the main reasons for this?

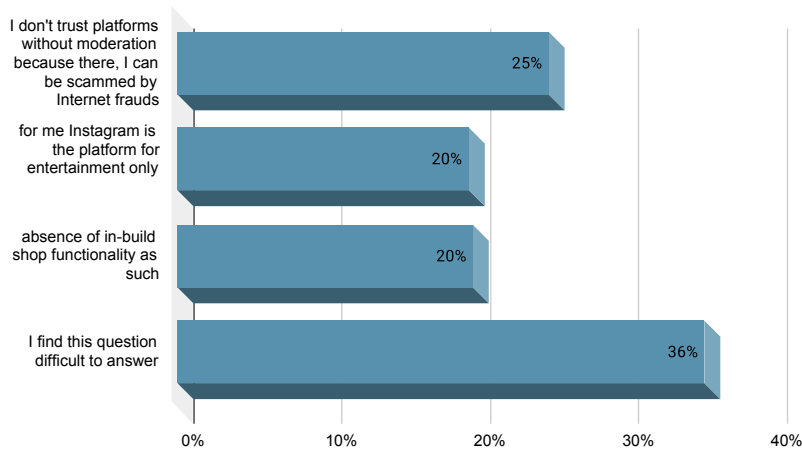


Figure 21: Question 19: If you don't trust and don't consider Instagram a shopping platform, what are the main reasons for this?

35,5% of respondents found this question difficult to answer. According to 25% of respondents, in terms of shopping, they do not trust platforms without moderation where they can be possibly cheated by Internet frauds. 19,9% mentioned an absence of in-build shop function as

such is the main reason why they do not consider Instagram a place for purchasing. Additionally, 19,6% answered that Instagram for them is only a place for entertainment.

20. If you have ever bought something on Instagram, what was the deciding factor for making a purchase?

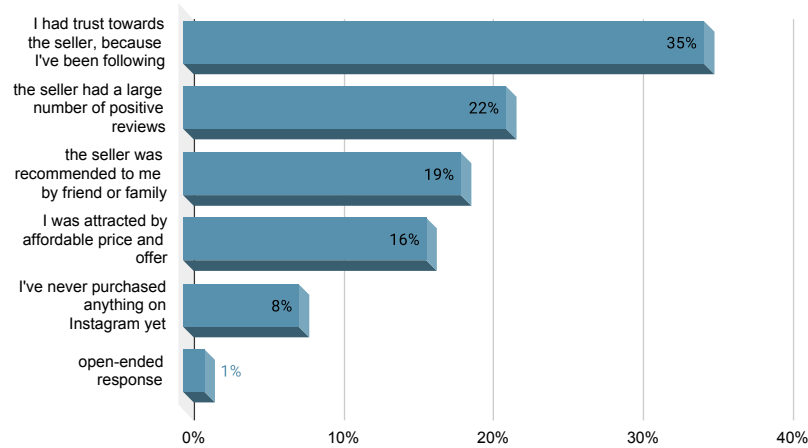


Figure 22: Question 20: If you have ever bought something on Instagram, what was the deciding factor for making a purchase?

34,7% of respondents mentioned a deciding factor for purchasing their trust in the seller due to following him for a long time. In turn, 21,5% of respondents mentioned a large number of positive reviews as the main factor for making a final decision. 18,5% relied on the recommendation of friends and family, while 16,2% were attracted by the affordable price and offer. However, 7,7% of respondents claimed that they have never bought anything on Instagram.

Additionally, 1,4% of open-ended responses stated that deciding factors were attracted by the product (66,6%), or respondents claimed themselves as susceptible to suggestion and, therefore, purchase products online even from unknown sellers(33,4%).

21. Which of the following can instill trust in a blogger as a reliable seller?

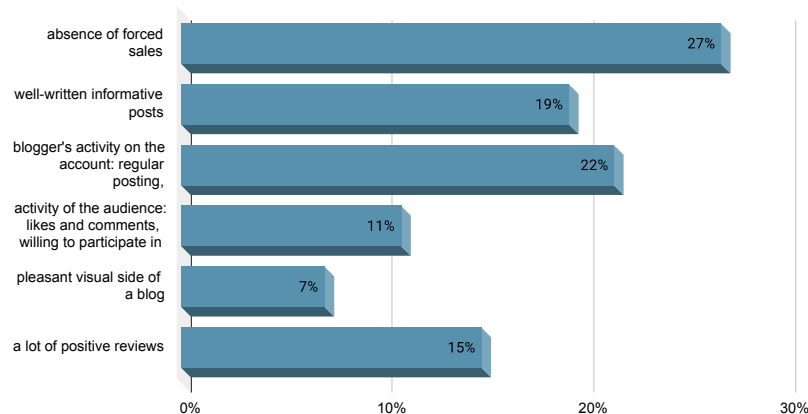


Figure 23: Question 21: Which of the following can instill trust in a blogger as a reliable seller?

The absence of forced sales makes 26,8% of respondents trust the blogger as a seller. 19,25% see well-written informative posts as a trust-building factor. 21,5% highlight the blogger's activity on the account as a way to build trust, while 10,9% mention the activity of the audience as one. Correspondingly, the pleasant visual side of a blog (7,1%), and a lot of positive reviews (14,9%) are considered to be factors for gaining trust as a seller for a blogger in the eyes of followers.

22. Are you ready to make expensive purchases on Instagram?

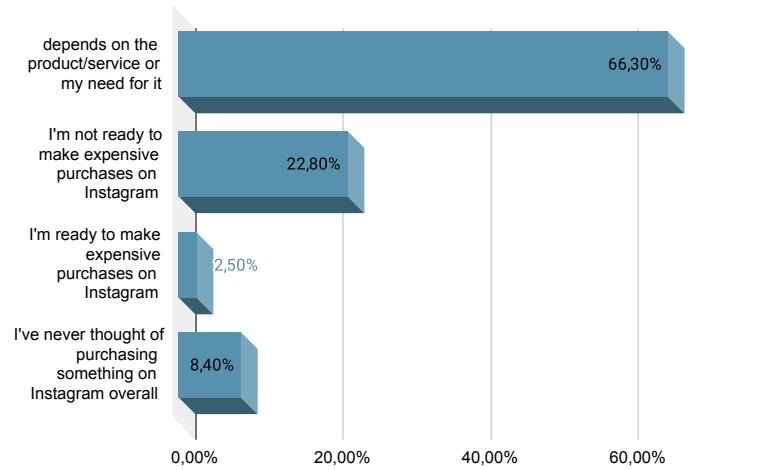


Figure 24: Question 22: Are you ready to make expensive purchases on Instagram?

More than half of respondents (66,3%) answered that their readiness to make expensive purchases on Instagram depends on the product/service or their need for it. Nevertheless, 22,8% stated that they are not ready to make such purchases on Instagram, while only 2,5% are ready to make them. Additionally, to all above mentioned, 8,4% have never thought of purchasing something on Instagram overall.

23. Can you buy any product/service just because the blogger you follow sells it?

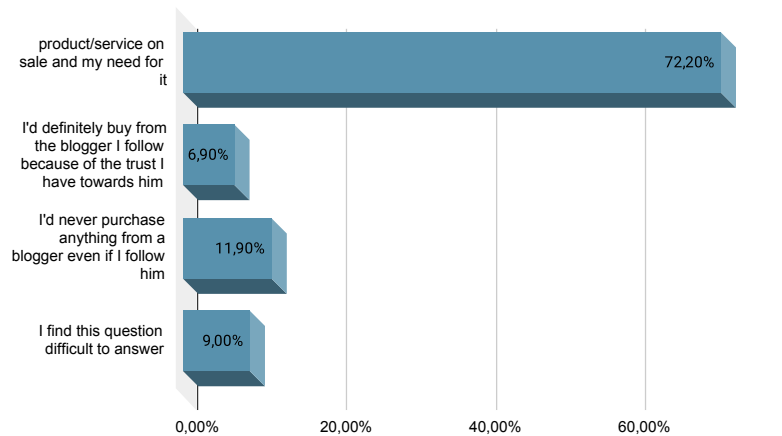


Figure 25: Question 23: Can you buy any product/service just because the blogger you follow sells it?

The majority of respondents (72,2%) answered that the product/service on sale and their need for it play a crucial role when buying from a followed blogger. Also, 6,9% stated that they would definitely buy from the blogger they follow because of the trust in the blogger. However, 11,9% answered that they would never purchase anything from the blogger they follow, and 9% found it difficult to answer this question.

24. Have you considered purchasing a medical service or consultation through Instagram, and if so, then why?

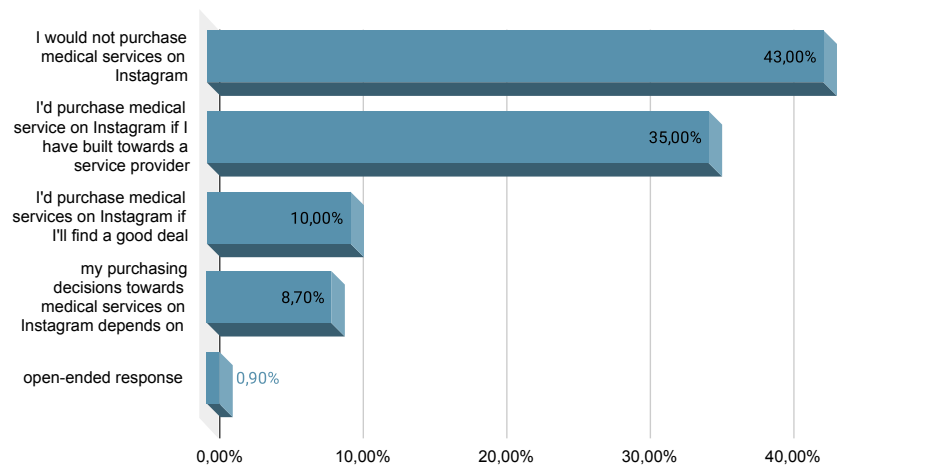


Figure 26: Question 24: Have you considered purchasing a medical service or consultation through Instagram, and if so, then why?

Regarding this question, the absolute majority (43%) answered that they would not purchase medical services on Instagram. However, 35% answered positively to buy medical services on Instagram if they have built trust towards a service provider. 10% would purchase medical services on Instagram if they find a good deal, also 8,7% of purchasing decisions depend on other factors.

The share of open-ended answers for this question was 0,9%. Most respondents mentioned that they would purchase medical consultation or services on Instagram if there would be a need, to get a consultation from a doctor from another region, or the possibility of getting medical services from other countries.

25. Will you trust medical service providers more if they can demonstrate the process of service delivery to you through video content?

When replying to this question, an almost equal number of respondents answered yes (40%), and maybe (43,4%). Nevertheless, 12,5% found it difficult to answer this question, and a minority of 3,4% answered no.

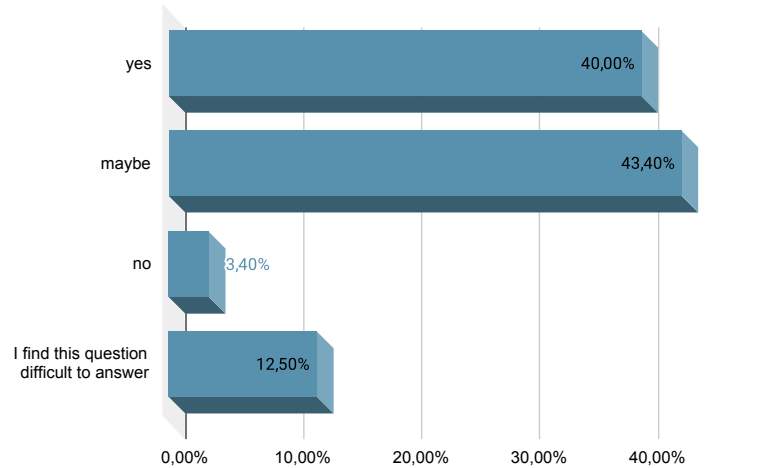


Figure 27: Question 25: Will you trust medical service providers more if they can demonstrate the process of service delivery to you through video content?

26. What can be called a good service on Instagram?

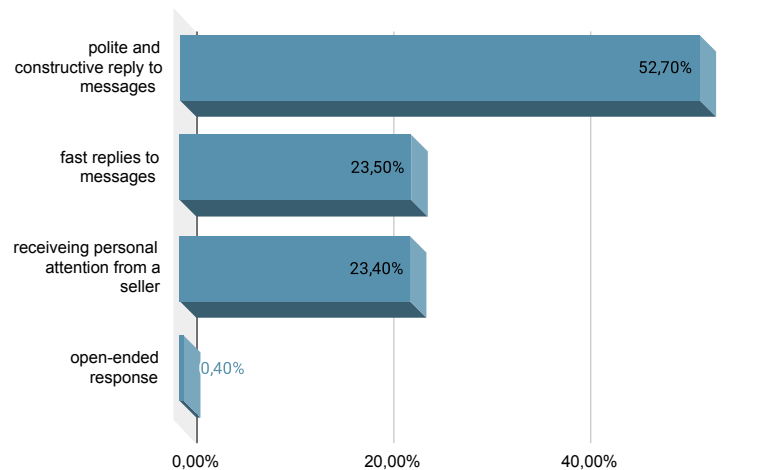


Figure 28: Question 26: What can be called a good service on Instagram?

52,7% of respondents answered that polite and constructive reply to messages is a characteristic of good service on Instagram. Also, 23,5% mentioned fast replies on messages as a good service factor, although, according to the opinion of 23,4% it is personal attention. Overall, only 0,4% replied to this question with an open-ended response, which stated that all the previously mentioned factors are considered to be a good service on Instagram.

27. If you decide to buy something on Instagram, how will waiting a long time for a response from a blogger/seller affect your decision to buy from that seller?

The majority of respondents (71,3%) answered that they would wait for the seller's reply if they trust him. Although, 14,7% would turn to other sellers if they don't get a reply at the appropriate time. 7,8% stated that waiting for a reply would not bother them that much, and 4,3% answered that waiting would not bother them at all.

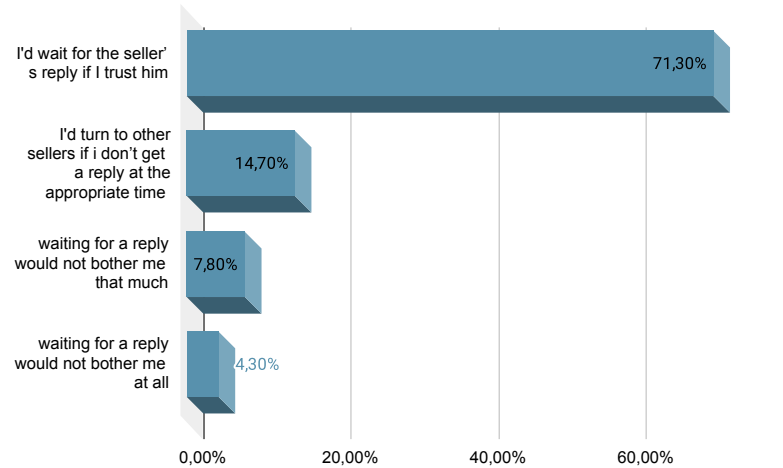


Figure 29: Question 27: If you decide to buy something on Instagram, how will waiting a long time for a response from a blogger/seller affect your decision to buy from that seller?

Among open-ended responses (1,9% of all responses), 66,6% said that they would not wait for a seller's reply for more than one day. Additionally, an attitude of 16,7% depends on a combination of other factors, and the last 16,7% would start to question the seller's reliability if not get a reply for a while.

6.2. Summary of the survey

According to the survey analysis, "yavkoree" blog is in favor among adult and older women, because of the possible need for medical treatment due to their age, who might be interested also in the everyday life of a family with children or, for instance, beauty treatments or reproductology treatments, for which Minga is known for.

Despite the medical side of the blog, the majority follows the blog because of South Korean themed content. That might be comprehended in the way that the majority do not plan to purchase anything from Minga, at least for now, or they need more time to convince themselves for purchasing. Otherwise, almost all of the remaining half of respondents showed an interest in either medical tourism or Minga's services, which makes them potential clients. As Marina Polyakova stated in her interview for the case company introduction part "46% of the account's followers are potential clients", which is true in this matter.

The survey highlighted the importance of collaboration with other bloggers, either in commercial terms, in the form of mutual PR or real life friendship among bloggers. Thus, paid advertisements on other blogs and the appearance of Marina on other bloggers' accounts and Youtube channels reinforced respondents to get interested and, as a result, they started to follow her. In addition to that, there is a significant number of Minga's former and present clients among survey respondents, which indicates that they either follow the blog in order to be in touch for further purchases or for advocating purposes, according to Kotler's 5 A model. Also those who were already convinced by the "advocate" started to follow the blog even without using Minga's services yet. In this case, eWoM are represented firstly as a recommendation from an opinion leader, i.e. blogger-influencer, and secondly as a personal recommen-

dition from a friend or family member, already convinced and possibly but not necessarily the company's former client.

Also, eWoM takes its part when making purchasing decisions on Instagram. Many respondents stated that reviews play a significant role when making a final decision considering purchasing something, although their convincing power depends on the trust towards the seller. In turn, trust is generated through feedback, eWoM and WoM.

Followers are rather satisfied with the blog content, which can be an indicator of high user engagement and loyalty to the blogger. Nevertheless, nothing considering content diversity needs to be changed, and followers want the content which Marina considers necessary for the blog. It indicates that they trust Marina as a blogger and they like her ability to keep content interesting and well-balanced. Although, many also clarified that they would like to see more content about South Korea and Marina's family, which again indicates that at one hand, they are not interested in medical content, at least for now, and on the other - they are engaged and loyal followers.

The current amount of medical content on the blog is enough. However, the overall interest in medical tourism, and South Korea as a medical tourism destination found a response only in half of respondents. The survey also showed the importance of delayed demand, which can be activated when a follower will be older, or there will be a need for treatment for himself or his relatives. Nevertheless, those interested in undergoing medical treatment in South Korea are waiting for pandemic restrictions to be canceled. However, the majority of them also experience financial inability. These factors can also be related to each other since quarantine at their own expense makes the end cost of treatment markedly higher.

The technical functionality of Instagram is not suitable for making purchases. Instagram is seen rather as a platform for advertising than a platform for direct selling. Furthermore, the absence of a store function as such and the lack of moderation are more likely to discourage the purchase on Instagram, since no one wants to be scammed. In addition to the above, for some respondents, Instagram exists only as a platform for entertainment. Although, despite the fact that the majority use search engines when looking for medical services, about one-third indicates Instagram as a searching tool instead. Since Instagram still lacks the built-in convenient store functionality with third party customer support, many followers are afraid to buy anything from the platform. In the minds of the majority Instagram is seen as a media host service in the first place.

As a result, there are still a lot of people who have never bought anything on Instagram, however they want to try to do so, while the readiness to purchase something expensive depends on the product itself and their need for it. The same applies to the willingness to buy from the following blogger. Moreover, even the number of likes and comments does not affect consumer behavior when purchasing. This customers' attitude shows their interest in offered goods/services and overall possibilities on shopping while browsing Instafeed. Although the majority still need proof that they wouldn't be scammed. However, if they are offered something extraordinary their mindset might possibly change.

In order to even have a chance to sell something or try to convince potential clients to purchase, it is crucial to be fast at replying to their messages. Hence, the good service on Instagram is measured in constructive and polite replies received from a seller at an appropriate time. Although, waiting for a reply is possible only if the buyer has trust in the seller. But, noteworthy to mention, the long waiting time would encourage potential customers to look for another seller. At the same time, many would not wait more than a day for a reply unless they are familiar with the seller and trust him.

When analyzing survey results, the researcher found out additional factors that contribute to the Instagram purchasing process. These factors are the blogger's personal brand, and trust towards the blogger and other purchase decision-making factors, which in one way or another are affected by certain trust issues.

Trust is both an independent and a concomitant factor in purchase decision-making. For instance, trust is important when assessing the reliability of the seller's product reviews, when trusting recommendations, or waiting for a response to messages sent to the seller. Although the majority of respondents noted that they would not purchase medical services through Instagram, one-third of respondents answered that they would do so if they have trust toward the seller. Nevertheless, respondents also noted that the demonstration of the medical service delivery through video content would possibly increase the trust in the service provider to a greater extent.

The personal brand of Marina Polyakova, as a representative and director of Minga, consists of herself as a person, and her expertise in the South Korean medical industry. Marina's persona and her willingness to show her life and family to subscribers, make her as a blogger more accessible and down to earth. Thus, respondents stated that the reason for subscription to the blog was Marina's personal qualities such as kindness, brightness, and interesting way of representing content (i.e. the way of writing posts or talking in videos/stories). Also, according to the conducted survey, her long years of medical tourism expertise influenced her previous clients the most when making up the final purchase decision.

7. Conclusion

The main purpose of this thesis was to find out factors that influence purchase decisions on social commerce, while the objectives were supposed to specify research purposes to Instagram and medical tourism. In order to solve the research problem, quantitative research was conducted using the Internet survey as a main data collecting tool. Despite the last minute change of plans considering a platform of conducting the Internet survey in order to reach answer option diversity and technical convenience of survey delivery, the researcher is overall satisfied with the collected data and the survey implementation process in general.

The study represented in the theoretical framework by Rusu, Starova and Weiler was used when composing the survey questions and analyzing collected data. That study mentioned such factors as eWoM, user engagement, customer attitudes, technical functionality, and service as factors influencing customers' decisions when making purchases on social commerce channels. Therefore, the significant impact on a purchase decision on the social commerce channels is exerted by the user engagement and eWoM or social interaction of users, which is confirmed by the definition of commercial activities commissioned under the influence of social media or other forms of interaction.

The rapid development of social commerce can serve as an additional source of customer traffic. It is especially crucial for the small and medium-sized business segment since the social commerce market has a low barrier of entry and requires small investments in the development and maintenance of the social media channel. Companies consider social commerce channels as additional ways of selling goods or services, which are explained by characteristics and the reach of the audiences using them. For instance, older people are more likely to make purchases on specialized websites, while young ones are more focused on social networks.

Additionally, in their study Rusu, Starova and Weiler mentioned that in the case of Instagram eWoM and technical functionality have a remarkable impact on a purchase decision. However, during analysis of collected data, the researcher came up with additional factors which could be added to the ones listed above. In the case of medical tourism and the "yavkoree" Instagram blog in particular, personal brand of a blogger and trust issues have a significant impact on convincing followers to at least start to consider purchasing services that the blogger sells. Unfortunately, due to the current pandemic situation and since Minga started its Instagram marketing relatively recently, this hypothesis is almost impossible to test in real life at the very moment.

As a part of further suggestion to Minga, the researcher would like to recommend collecting information about how and why clients purchased their service, especially if it happened completely through Instagram. This kind of data could be collected through the short online questionnaire and analyzed regularly.

Another suggestion for Marina Polyakova is to build up her personal brand and recognizability through collaboration with other bloggers. As survey responses have shown, many respondents

found out about the "yavkoree" blog not only via paid advertisements but after Marina appeared on other bloggers' Instagram photos and Youtube videos. Also, video making is worth taking into consideration, since respondents have shown interest in this kind of content.

The last suggestion would be redesigning and optimizing Minga's official website. Again, as survey results revealed, the majority of respondents use search engines when searching for medical services and specialists online. In this regard, SEO optimization is crucial if a company wants to be findable in the first pages of search engine websites.

References

Printed

Androsov, N. 2012. Internet-marketing za 55 minut. Moscow: Ingate.

Ann, K., Bagiev, G., Tarasevich, V. 2007. Marketing: uchebnik. St.Petersburg: Piter.

Bao, Z., Liu, C., Zheng, C. 2019. Exploring consumers' purchase intention in social commerce: An empirical study based on trust, argument quality, and social presence. *Asia Pacific Journal of Marketing and Logistics*, №31(2). 378-397.

Dalworth, M. 2010. Socially seti. Rukovodstvo po eksploatacii. Stroim i razvivaem seti cvjazei - lichnye, professionalnye i virtualnye. Moscow: Dobraya kniga.

Gerasimov, P. 2013. Osobennosti postavki i potrebleniya meditsinskikh uslug v sovremennykh mezhdunarodnykh ekonomicheskikh otnosheniyakh. *Rossiyskoye predprinimatel'stvo*, №22. 215-223.

Ivaschenko, A. I. 2016. Personally branding: pozitsionirovanie na osnove arhetipov. *Marketingovye kommunikacii*, №2. 112-127.

Kartajaya, H., Kotler, P., Setiawan, I. 2016. Marketing 4.0. Moving From Traditional to Digital. New Jersey: John Wiley & Sons Inc.

Mityagina, A. 2020. SMM: trendy i primeneniye v turistskoi sfere v period pandemii. Perm: Perm State University.

Schevchenko, N. 2020. Razrabotka marketingovogo Internet-instrumentariya dlya formirovaniya i razvitiya otnoshenii so studencheskoi molodezhyu na rynke nedvizhimosti. Ekaterinburg: Ural Federal University.

Stelzner, M. 2012. Kontent-marketing. Novye metody privlecheniia klientov v epokhu Interneta. Moscow: Mann, Ivanov i Ferber.

Temporal, P., Trott, M. 2002. Roman s pokupatelem. St.Petersburg: Piter.

Topol, E. 2016. Budushcheye meditsiny: Vashe zdorov'ye v vashikh rukakh. Moscow: Alpina non-fiction.

Verhelä, P. Lackman, P. 2003. Matkailun ohjelmapalvelut. Porvoo: WS Bookwell Oy.

Wertheim, K., Fenwick, J. 2010. Tsifrovoy marketing. Moscow: Alpina Publishers.

Electronic

Abbasova, N. 2012. Kuda poehat za zdorovjem? Accessed 24.3.2021. <https://med-info.ru/content/view/2504>

- Adindex. 2019. E-commerce v Rossii. Accessed 1.5.2021. <https://adindex.ru/specprojects/market-6/commerce/index.phtml>
- Ageeva, A., Zhuravlev, M. 2020. Instagram - zavisimost, fenomen bloggerstva, specifika razvitiya v Instagram. Accessed 15.4.2021. https://www.elibrary.ru/download/elibrary_43140144_69724099.pdf
- Akhtar, O., Zucker, M. 2017. The Key Elements For Building a Content Strategy. Accessed 15.4.2021. <https://insights.prophet.com/key-elements-for-building-a-content-strategy->
- Azizova, G., Vagapova, N. 2010. Marketing vzaimootnoshenii - novaya koncepciya marketinga. Accessed 15.4.2021. <https://cyberleninka.ru/article/n/marketing-vzaimootnosheniy-novaya-kontsepsiya-marketinga/viewer>
- Belyaeva, E. 2018. Medical Tourism: Why Do Foreigners Get Medical Help in Russia, but Russians Do It Abroad? Accessed 21.3.2021. <https://www.forbes.ru/biznes/365591-medicinskiy-turizm-pochemu-inostrancy-lechatsya-v-rossii-rossiyane-za-granicey>
- Chernomyrdina, S. 2014. Medical Tourism in South Korea. Accessed 20.3.2021. <https://cyberleninka.ru/article/n/lechebnyy-turizm-v-yuzhnoy-koree/viewer>
- Content Marketing Institute, Marketing Profs. 2016. B2B Content Marketing Benchmarks, Budgets, and Trends— North America report. Accessed 18.3.2021. https://contentmarketinginstitute.com/wp-content/uploads/2015/09/2016_B2B_Report_Final.pdf
- Content Marketing Institute. 2021. What Is Content Marketing? Accessed 6.6.2021. <https://contentmarketinginstitute.com/what-is-content-marketing/>
- Data Insight. 2018. Social Commerce Market in Russia. Yandex.Cashboxes and Data Insight Research. Accessed 06.04.2021. <http://www.datainsight.ru/socialcommerce2018>
- Data Insight. 2019. Povedenie pokupatelei v socialnoi kommercii. Accessed 1.5.2021. <https://www.datainsight.ru/ecombehavior>
- Data Insight. 2020. E-commerce 2020-2024 Forecast, Data Insight. Accessed 1.5.2021. https://datainsight.ru/DI_eCommerce_2020_2024
- Demina, A. 2020. Teoriya arhetipov brendov i ee primenenie v kontent-markitenge. Accessed 15.4.2021. https://www.elibrary.ru/download/elibrary_44515325_75371072.pdf
- Global Buyers. 2017. Global Buyers Survey 2016-2017. Brief. Accessed 29.3.2021. <https://documents.pub/document/2016-2017-global-buyers-surveymedic-global-buyers-survey-this-is-3-4-of-the.html>
- Health tourism. 2006. History of medical tourism. Accessed 24.3.2021. <https://ru.health-tourism.com/medical-tourism/history/>

Horowitz, M., Rosensweig, J. 2007. Medical Tourism - Health Care in the Global Economy. The Physician Executive. Accessed 30.3.2021. <http://web.nchu.edu.tw/pweb/users/hychuo/lesson/5877.pdf>.

Idrissova, A., Volovskaya, N. 2020. Factory vliyayuschie na povedenie potrebitelei. Accessed 31.3.2021. <https://cyberleninka.ru/article/n/factory-vliyayuschie-na-povedenie-potrebiteley/viewer>

Kaptiukhin, R., Nevostruev, P. 2014. Teoriia i praktika obshchestvennogo razvitiia. Accessed 11.4.2021. <https://cyberleninka.ru/article/n/kontent-strategiya-internet-marketinga-v-kontekste-globalizatsii>

Kataev, A., Kataeva, T., Nazvanova, I. 2020. Digital-marketing: uchebnoe posobie. South Federal University. Accessed 15.4.2021. https://www.elibrary.ru/download/elibrary_44195723_35875222.pdf

Lopatinskaya, I. 2002. Loyalnost kak osnovnoi pokazatel uderzhaniya potrebitelei bankovskih uslug. Accessed 6.5.2021. http://www.antema.ru/library/marketing_obwie_voprosy/marketing_uslug/lopatinskaya_iv_loyalnost_kak_osnovnoj_pokazatel_uderzhaniya_potrebitelej_bankovskih_uslug/

Marchenko, O. 2013. Mirovoy medicinskiy turizm smeschaetsia v strany atr. Analiticheskiy razbor. Accessed 24.3.2021. <http://www.science-education.ru/pdf/2013/6/504.pdf>

Medvoyange.info. 2015. About medical tourism. Accessed 24.3.2021. <https://medvoyage.info/medtourism/about/>

Medvedeva, O. 2019. S-commerce - novyi trend v effektivnom prodvizhenii produktov i uslug kompaniy. Accessed 20.3.2021. https://www.elibrary.ru/download/elibrary_39243861_79063851.pdf

Nabieva, K. 2020. Tourism Industry Development in South Korea at the Present Stage. Kazan Federal University. Accessed 20.3.2021. <https://cyberleninka.ru/article/n/razvitie-industrii-turizma-v-yuzhnoy-koree-na-sovremennom-etape/viewer>

Nikitina, O. 2018. Organizational and economic models for the development of international medical tourism: choosing a model for Russia. The Eurasian Scientific Journal, 5(10). Accessed 30.3.2021. <https://esj.today/PDF/56ECVN518.pdf>

Nikonova, M. 2018. Osobennosti i razlichiya vidov medicinskogo turizma. Kazan Federal University. Accessed 13.5.2021. https://elibrary.ru/download/elibrary_32503174_69023721.pdf

Pecheritsa, E. 2013. Medicinskiy turizm novoe napravlenie turistskoy deyatelnosti. Accessed 25.3.2021. <https://docplayer.ru/26477483-Medicinskiy-turizm-novoe-napravlenie-turistskoy-deyatelnosti.html>

- Piterova, A., Pushkareva, A. 2020. Social media marketing v uslovijah pandemii. Accessed 29.4.2021. <https://cyberleninka.ru/article/n/sosial-media-marketing-v-usloviyah-pandemii>
- Polyakova, M. 2021. Online interview with Minga's director 23.4.2021. Minga company. Seoul.
- Rusu, M., Starova, P., Weiler, D. 2020. Faktory soversheniya pokupom s pomoschyu kanatom socialnoi kommercii: rezultaty smeshannogo issledovaniya v Moskve. Accessed 6.5.2021. <https://cyberleninka.ru/article/n/factory-soversheniya-pokupok-c-pomoschyu-kanalov-sotsialnoy-kommertsii-rezultaty-smeshannogo-issledovaniya-v-moskve/viewer>
- Schekin, G. 2013. Konseptualizatsiya fenomena meditsinskogo turizma v sotsiologii meditsiny. Accessed 25.3.2021. <https://www.dissercat.com/content/kontseptualizatsiya-fenomena-meditsinskogo-turizma-v-sotsiologii-meditsiny>
- Sharman, A. 2012. Medical tourism: myths and reality, prospects for Kazakhstan. Accessed 25.3.2021. <https://www.zdrav.kz/novosti/medicinskiy-turizm-mify-i-realnost-perspektivy-dlya-kazahstana>
- Sitalieva, K. 2020. The Impact of the "Korean Wave" on the Economy of South Korea. Kazan Federal University. Accessed 20.3.2021. <https://cyberleninka.ru/article/n/vliyanie-koreyskoy-volny-na-ekonomiku-yuzhnoy-korei/viewer>
- Stepanova, L., Khabibulina, L. 2020. The Impact of the International Relations Between Russia and South Korea on Tourism Development. Kazan Federal University. Accessed 20.3.2021. <https://cyberleninka.ru/article/n/vliyanie-mezhdunarodnyh-otnosheniy-mezhdu-rossiy-i-yuzhnoy-koreey-na-razvitie-turizma/viewer>
- Stepanova, L., Panchenko, O. 2019. Prerequisites and Conditions of Development of International Tourism in South Korea. Kazan Federal University. Accessed 20.3.2021. <https://cyberleninka.ru/article/n/predposylki-i-usloviya-razvitiya-mezhdunarodnogo-turizma-v-yuzhnoy-koree/viewer>
- Tastanbekova, S. 2016. Meditsinskiy turizm: istoriya razvitiya, sushnost' i osnovnye sostavlyayushie. Accessed 17.3.2021. <https://cyberleninka.ru/article/n/meditsinskiy-turizm-istoriya-razvitiya-suschnost-i-osnovnye-sostavlyayushie/viewer>
- Vilka, H. 2007. Tutki ja mittaa. Määrällisen tutkimuksen perusteet. Accessed 23.5.2021. https://trepo.tuni.fi/bitstream/handle/10024/98723/Tutki-ja-mittaa_2007.pdf?sequence=1&isAllowed=y
- Wang, C., Zhang, P. 2012. The evolution of social commerce: The people, management, technology, and information dimensions. Accessed 28.3.2021. <https://aisel.aisnet.org/cais/vol31/iss1/5/>
- WCIOM. 2018. Rossija i Koreya: obrazy stran po dannym sravnitel'nogo issledovaniya. Accessed 28.3.2021. https://book.wciom.ru/fileadmin/file/books/rus_kor2018.pdf

Figures

Figure 1: Screenshot from Yavkoree Instagram account (@yavkoree).....	10
Figure 2: Kotler's Five A's model (Kartajaya, Kotler & Setiawan 2016)	27
Figure 3: Question 1: Respondents' gender.....	31
Figure 4: Question 2: Respondents' age group	31
Figure 5: Question 3: How did you find Marina's blog?	32
Figure 6: Question 4: The reason why you subscribed to the Marina's account?	32
Figure 7: Question 5: What type of content would you like to see on the blog more often? ...	33
Figure 8: Question 6: What content format would you like to see more on the blog?.....	34
Figure 9: Question 7: Are you satisfied with the amount of medical content on the blog?	34
Figure 10: Question 8: Are you interested in medical tourism abroad? If so, do you consider South Korea as a destination for medical treatment in the near future or in general?.....	35
Figure 11: Question 9: If you are interested in receiving medical treatment in South Korea, what factors stop you from going there in the near future?	36
Figure 12: Question 10: Does the presence of positive online reviews about medical services influence your decision to purchase them?	36
Figure 13: Question 11: If a blogger has a lot of likes and comments under posts, does this affect your decision to buy products/services from this blogger?	37
Figure 14: Question 12: Do you tend to trust the recommendations of your friends and family more than the ones of other users?.....	37
Figure 15: Question 13: Do you trust reviews for the products/services that bloggers sell through their blog?.....	38
Figure 16: Question 14: If you used Marina's services or you're going to do so, what influenced your decision to turn to her?.....	38
Figure 17: Question 15: When in need of medical services, on which platforms are you looking for a clinic or a specific specialist?	39
Figure 18: Question 16: Have you ever bought services, including medical ones, on Instagram?.	40
Figure 19: Question 17: 17. Do you consider Instagram as a safe place for making purchases?	40
Figure 20: Question 18: Do you consider Instagram as a convenient shopping platform?	41
Figure 21: Question 19: If you don't trust and don't consider Instagram a shopping platform, what are the main reasons for this?	41
Figure 22: Question 20: If you have ever bought something on Instagram, what was the deciding factor for making a purchase?	42
Figure 23: Question 21: Which of the following can instill trust in a blogger as a reliable seller?	42
Figure 24: Question 22: Are you ready to make expensive purchases on Instagram?	43
Figure 25: Question 23: Can you buy any product/service just because the blogger you follow sells it?	43
Figure 26: Question 24: Have you considered purchasing a medical service or consultation through Instagram, and if so, then why?	43
Figure 27: Question 25: Will you trust medical service providers more if they can demonstrate the process of service delivery to you through video content?.....	45
Figure 28: Question 26: What can be called a good service on Instagram?	45

Figure 29: Question 27: If you decide to buy something on Instagram, how will waiting a long time for a response from a blogger/seller affect your decision to buy from that seller?46

Tables

Table 1: Five content archetypes (Akhtar & Zucker 2017)23

Appendices

Appendix 1: The online survey for yavkoree Instagram account followers

Вопросы для дипломной работы по блогу Yavkoree

Здравствуйте! Меня зовут Алина, я студентка из финского ВУЗа Laurea UAS. В данный момент я пишу диплом по Инстаграму, благодаря соучастию Марины Поляковой в исследовании. Ее компания Минга выбрана в качестве case company.

Спасибо за участие, опросник не отнимет у вас много времени!

*** Обязательно**

Ваш пол *

- мужской
- женский

Ваш возраст *

- меньше 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55 и старше

Как вы нашли блог Марины? *

выберите один ответ или несколько

- через рекламу у другого блогера
- я знаю Марину лично, я был ее клиентом
- случайно выдал алгоритм Инстаграм
- я искал информацию о медицине в Ю.Корее
- Другое: _____

Назовите причину, почему вы подписаны на аккаунт? *

выберите один ответ или несколько

- я заинтересован в корейской медицине
- я заинтересован в Марине как в медицинском агенте
- узнать больше о жизни в Ю.Корее
- Другое: _____

Какой тип контента вы бы хотели видеть чаще в блоге? *

выберите один ответ или несколько

- о медицине
- о жизни в Ю.Корее или о стране в целом
- о Марине и ее семье
- Другое: _____

Какой формат контента вы бы хотели видеть чаще в блоге? *

выберите один ответ или несколько

- видео, в том числе длинные в IGTV
- больше постов, чем сейчас
- больше сторис, чем сейчас
- прямые эфиры
- Другое: _____

Довольны ли вы количеством контента о медицине в блоге? *

- да, абсолютно доволен
- да, но хотелось бы немного больше
- нет, хотелось бы намного больше
- этот контент мне не интересен
- Другое: _____

Заинтересованы ли вы в медицинском туризме за границей? Если да, то рассматриваете ли вы Ю.Корею как место для лечения в ближайшем будущем или вообще? *

- не заинтересован
- заинтересован, но не в Ю.Корее
- заинтересован, но я поеду только когда откроют границы
- заинтересован, я собираюсь ехать в ближайшее время
- Другое: _____

Если вы заинтересованы в Ю.Корее в медицинских целях, какие факторы останавливают вас от поездки в ближайшее время? *

выберите один ответ или несколько

- карантин и виза из-за пандемии
- финансовое положение
- отсутствие нужной мне информации о врачах, клиниках, лечении
- никакие
- Другое: _____

Влияет ли наличие положительных отзывов о медицинских услугах на ваш выбор? *

- да, всегда
- время от времени
- нет, никогда
- Другое: _____

Если у блогера много лайков и комментариев под постами, влияет ли это на ваше решение о покупке товаров/услуг у данного блогера? *

- да, всегда
- иногда
- нет, я не обращаю на такое внимание
- зависит от товара/услуги
- Другое: _____

Склонны ли вы верить рекомендациям ваших друзей и родственников больше, чем рекомендациям других пользователей? *

- да, всегда
- иногда
- нет, никогда
- зависит чего касается рекомендация
- Другое: _____

Верите ли вы отзывам* на товары/услуги, которые блогеры продают через свой блог? *

*имеются ввиду отзывы, опубликованные самим блогером у себя в аккаунте (например виде скриншота)

- да
- нет
- иногда
- зависит от моего доверия к блогеру

Если вы обращались к Марине за услугами или собираетесь это сделать, что повлияло на ваше решение обратиться к ней? *

выберите один ответ или несколько

- многолетний опыт в медицинской сфере
- информативность контента на ее странице
- мне порекомендовали ее
- она мне нравится как человек
- Другое: _____

Если вы нуждаетесь в медицинских услугах, на каких платформах вы ищите клинику или конкретного специалиста? *

выберите один ответ или несколько

- Инстаграм
- Вконтакте
- поисковые сайты (Google, Yandex, Rambler)
- Другое: _____

Вы когда-нибудь покупали услуги*, в том числе медицинские, на Инстаграм? *

*под услугой подразумевается любой сервис от бьюти индустрии до записи к врачу

- да, один раз
- да, больше одного раза
- нет, не собираюсь этого делать
- нет, но я хочу/не исключаю возможности

Вы рассматриваете Инстаграм как безопасное место для совершения покупок? *

- да
- нет
- затрудняюсь ответить

Вы рассматриваете Инстаграм как удобную платформу для совершения покупок? *

- да
- нет, функционал приложения для этого неудобен
- не могу ответить на вопрос
- Другое: _____

Если вы не доверяете и не считаете Инстаграм как платформу для покупок, каковы главные причины для этого? *

выберите один ответ или несколько

- я не доверяю платформам без модерации, т.к. меня могут обмануть
- для меня Инстаграм существует только для развлечений
- затрудняюсь ответить
- отсутствие функционала магазина как такового
- Другое: _____

Если вы когда-либо покупали в Инстаграм, что было решающим фактором для совершения покупки? *

выберите один ответ или несколько

- я доверял продавцу, т.к. был на него давно подписан
- предложение/цена была слишком привлекательна
- большое наличие положительных отзывов
- мой друг/родственник порекомендовал мне этого продавца/товар
- Другое: _____

Что из нижеперечисленного может внушить доверие в блогера как в надежного продавца? *

выберите один ответ или несколько

- хорошо написанные информативные посты
- отсутствие навязывания своих услуг/продукции
- красиво оформленный аккаунт
- большое количество отзывов
- активность блогера: регулярные посты и сторис, общение с аудиторией
- активность аудитории: много лайков и комментариев под постами, участие в интерактивах
- Другое: _____

Вы готовы совершать дорогие покупки через Инстаграм? *

- да
- зависит от услуги/продукта или моей нужды в нем
- нет
- я никогда не думал покупать что-то на Инстаграм
- Другое: _____

Вы можете купить какой-либо товар/услугу, только потому что блогер, на которого вы подписаны, ее продает? *

- да, потому что я ему доверяю
- зависит от товара/услуги и моей нужды в нем
- нет, никогда
- затрудняюсь ответить
- Другое: _____

Вы рассматривали возможность купить медицинскую услугу или консультацию через Инстаграм, и если да, то почему? *

- нет
- да; доверие к поставщику услуг
- да; было хорошее предложение
- да; другие факторы
- Другое: _____

Вы будете доверять поставщику медицинских услуги больше, если он сможет вам наглядно продемонстрировать через видео процесс оказания услуг? *

- да
- нет
- может быть
- затрудняюсь ответить
- Другое: _____

Что, по вашему мнению, можно назвать хорошим сервисом на Инстаграм? *
выберите один ответ или несколько

- быстрый ответ на сообщения
- вежливый и конструктивный ответ на сообщения
- персональное внимание ко мне
- Другое: _____

Если вы решаете купить что-то на Инстаграм, как долгое ожидание ответа от блогера/продавца повлияет на ваше решение о покупке у данного продавца? *

- сильно, я обращусь к другим продавцам, если не получу быстрого ответа
- я могу подождать, если доверяю блогеру/продавцу
- несильно повлияет
- не повлияет на мое решение никак
- Другое: _____