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Web 2.0 Shaping the Future of Retail: The Rise of Social Commerce Through Instagram in the Portuguese Market

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Dissertation written under the supervision of Miguel Fontes Rita

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"Innovation is the design and development of something new, as yet unknown and not in existence, which will establish a new economic configuration out of the old, known, existing elements. It will give these elements an entirely new economic dimension. It is the missing link between having a number of disconnected elements, each marginally effective, and an integrated system of great power."

Peter F. Drucker

(Management Matters Network 2018)

Abstract

Dissertation Tittle: Web 2.0 Shaping the Future of Retail: The Rise of Social Commerce Through Instagram in the Portuguese Market

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Keywords: Social Networks | Social Media Marketing | Visual Social Media | Digital Marketing Strategies | Relationship Marketing | Online Shopping | E-commerce | Consumer Behaviour | Consumer Preferences | Purchase Intention | Consumer Experience | Feminine Clothing | Feminine Accessories | Motivations | Discouragements | Portuguese Consumer

Supersonic change is the most accurate expression to describe the current Digital context: throughout the past years, through the constant innovation, the Digital has gained a massive relevance in our lives being present in every phase of our day fulfilling informational, social or functional needs. Bringing together Digital and Business is not only the recognition of an incredibly powerful channel, but also an unavoidable step. Within this reflection, Social Media Networks arise as the new platforms to explore business opportunities for e-commerce practices, creating a new way of buying for customers. Instagram, is currently emerging as the most relevant player within the social commerce scene, introducing recently 'buy buttons', offering its users shopping experiences while scrolling through feeds. The present paper wishes to conclude which are the underlying motivations that drive the Portuguese consumers to resort to Instagram to purchase FCA, as well as assess which are the discouragements that keep him from doing so, presenting and building on the contextualization of the current market landscape and the consumer behaviour patterns already recognized. The results obtained were supported by an interview and survey research and show that, within different levels of relevance, convenience, peers feedback and consumer-brand relationship work as drivers of the purchase decision, while lack of trust and sensory experience work as obstacles to it.

Resumo

Título: Web 2.0 a Desenhar o Futuro do Retalho: A Emergência do Comércio Social Através do Instagram no Mercado Português

Autor: Inês Filipa Moreira De Brito Simões

Palavras-Chave: Redes Sociais | Marketing de Redes Sociais | Visual Social Media | Estratégias de Marketing Digital | Marketing Relacional | Compra Online | Comércio Online | Comportamento do Consumidor | Preferências do Consumidor | Intenções de Compra | Experiência de Consumidor | Roupa Feminina | Acessórios Femininos | Motivações | Elementos Desencorajadores | Consumidor Português

Mudança supersónica é a expressão mais adequada para descrever o atual contexto do Digital: nos últimos anos, mediante constante inovação, o Digital ganhou extrema relevância na nossa vida, estando presente em cada fase do nosso dia, suprindo necessidades de informação, sociais ou funcionais. Conciliar o Digital com os Negócios, consiste não só no reconhecimento de uma oportunidade incrivelmente poderosa, como também de um passo inevitável. Dentro desta corrente de pensamento, as Redes Sociais estão atualmente a emergir como as novas plataformas para explorar oportunidades de negócio para práticas de e-commerce, criando uma nova forma de comprar para o cliente. O Instagram, atualmente emerge como o player mais relevante no cenário de compra através de redes sociais, introduzindo recentemente 'botões de compra', oferecendo aos seus utilizadores experiências de compra enquanto deslizam pelo seu feed. A presente investigação pretende concluir quais são as motivações subjacentes que impulsionam os consumidores portugueses a recorrer ao Instagram para a compra de roupas ou acessórios femininos, assim como avaliar quais os elementos desencorajadores que o impedem de o fazer, apresentando e construindo sobre a contextualização do cenário atual de mercado e os padrões de comportamento do consumidor. Os resultados obtidos foram suportados por entrevistas e questionários online e mostraram que, ainda que em diferentes níveis de relevância, a conveniência, feedback dos pares e relação marca-consumidor funcionam como elementos motivadores da decisão de compra, enquanto que a ausência de confiança e de experiência sensorial funcionam como obstáculos.

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Glossary

Shoppers: consumers who have already bought feminine clothing and/or accessories through Instagram buying buttons

Non-Shoppers: consumers who have never bought feminine clothing and/or accessories through Instagram buying buttons

List of Abbreviations

FCA: Feminine Regular Clothing and/or Accessories

SMN: Social Media Networks

SMM: Social Media Marketing

RM: Relationship Marketing

E-WOM: Electronic Word of Mouth

SPSS: Statistical Package for the Social Sciences

KPI: Key Performance Indicator

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1. Introduction

Throughout the years innovations have always had an expiration date, being immediately followed by the next "new thing". This constant and frenetic motion, that finds its origins on Research and Development and it is further dependent on many other sciences - such as Marketing -, is called evolution. This phenomenon is only truly successful when it can predict or adapt to the consumers' needs and wants.

In a world where data has become a more powerful resource than oil and is controlled and managed by the world's richer companies - which are tech companies -, innovation in the Digital markets has become not only imperative, but rather unavoidable. Over the past years, technologies and Internet have reshaped the way firms and consumers interact, consequently, the digital platforms of engagement have become a crucial point in the marketing strategies of firms. This has enabled the enhancement of the process of communicating and delivering the products and services allowing the value creation to be prompted by both consumers and stakeholders (Ramaswamy and Ozcan, 2016).

Within the Digital paradigm, online relationships have proved to be of great importance connecting organizations and consumers. According to (Steinhoff, L. *et al.* (2019) 'Online relationship marketing', pp. 369–393.), by 2020 85% of the relationships between firms and clients will be handled online and without the need for human interaction. In this sense, companies are forced to take into serious consideration their digital presence when defining strategies. There is an increasingly investment in RM to better engage with consumers, assess their preferences, build a strong brand image and improve customer loyalty levels.

While in the 90's RM was mainly connected with e-commerce practices, currently it has evolved to also include social media (Steinhoff et al., 2019). Social Media is the place consumers look for when they want to network, get reviews, organize and participate in discussions and share content of their interest. This makes these platforms incredibly relevant for marketers to enhance business performance. Currently, as a new development, SMN are also potentiating commerce through the use of 'buying buttons'. This new feature is enabling consumers to shop through their social media platforms and reshaping consumer's buying process.

In the current online context, consumers have passed from a passive approach to a very active one, resorting e-commerce networks to share insights and to find, get reviews and purchase

products (Saboo, Kumar and Ramani, 2016), therefore it becomes mandatory to establish a relationship with the user and continuously interact with him to access its needs and wants (which are very dynamic and inconstant) and design an improved customer experience.

The present research focuses on what triggers the female Portuguese consumers to buy through Instagram and what keeps them to do so, allowing a clear realization of the role of this SMN on the definition of a new way of buying. Currently, using SMM has become an essential strategy of players to keep themselves in the competitive environment and create better dynamics within the buyer-seller relationships. Social Media resources have great impact on business performance, highly influencing financial, operational and corporate social performance results (Paniagua and Sapena, 2014).

Considering the lack of Marketing Research to reveal the impact of SMM efforts on consumer intentions and behaviour on the consumer buying process and on the business performance (Saboo, Kumar and Ramani, 2016), the present study strives to assess what drives the female Portuguese consumers to resort to Instagram to purchase and what are the obstacles that keep her from doing so, specifically studying consumer behaviour in the category of FCA. In that sense, the research questions that guide the following investigation and strive to solve the research problem are:

Research Question 1: What are the motivations that trigger the consumer to purchase FCA through Instagram?

H1: Convenience will affect the purchase intention through Instagram

H2: Peer reviews, recommendations and evaluation will affect the purchase intention through Instagram

H3: Building consumer-brand relationships will affect purchase intention through Instagram

Research Question 2: What are the barriers that discourage the consumer from purchasing FCA through Instagram?

H4: Lack of trust in Instagram as a buying platform will affect the purchase intention through Instagram.

H5: Absence of sensory experience will affect the purchase intention through Instagram.

Dissertation's Structure

The following study is composed by 5 chapters. The Introduction constitutes the first chapter, presenting the dissertation topic as well as its respective research objectives and questions. In the following chapter, a literature review will be performed in order to better clarify the key concepts related to the topic and strengthen the study with conclusions obtained in previous research, mainly focusing on the impact of SMM to construct brand-consumer relationships and boost sales. Chapter 3 presents the adopted methodology explaining the research design as well as data collection and analysis performed. Consequently, chapter 4 describes the results obtained from the applied methodology and chapter 5 outlines the conclusions taken from the previous analysis.

2. Literature Review

2.1. Defining the Concept: Instagram's New Business Reality

Web 2.0 emerged as an improved version of Web 1.0 introducing a feature that would forever impact the Internet as known until then: interactions between users. Web 2.0 mainly focused on communities and the exchange of content. With it came the creation of SMN that facilitated communication, share of information and networking between users (Paniagua and Sapena, 2014). Social Media is a collaborative system, connecting users worldwide, allowing them to socially interact and create, consume, discuss and share content (Steinhoff et al., 2019). The most relevant platforms are Instagram, Facebook, Twitter, Pinterest, Wikipedia and YouTube, counting in 2017 with 2.46 billion users, according to (Steinhoff et al., 2019) and based on the investigation of (Statista 2018d).

Just like SMN reshaped the way users communicate with each other, it has also changed the way firms connect with their clients, encouraging a bidirectional type of communication that allows companies to better assess customers wants and needs from the feedback awarded and the exchange of information, therefore creating the feeling of belonging to a community that shares the same interest or goal (Steinhoff et al., 2019). Currently, SMN use goes beyond the simple exchange of information and share of content, since companies are resorting to it as an e-commerce tool to better reach their clients and explore the opportunity of potentiating sales through these platforms (Bohra and Bishnoi, 2016). In that sense, the paradigm of Social Media is changing and evolving to more efficiently include firms and serve their interests. According to (Saboo, Kumar and Ramani, 2016), and based on a study of the ODM group, 74% of social media users resort to these platforms to help and validate their purchase intentions.

Specifically considering the case of Instagram, it is currently providing tools for direct sales through the network, therefore opening a new door for sellers who wish to boost their business and better engage with consumers (Bohra and Bishnoi, 2016). Instagram has become the most relevant network for retailers since there is no need for advanced technical knowledge to build a shopping page, is more cost efficient - it only requires an Internet connection, does not imply any payment to Instagram for using the network for business purposes and does not rely on any intermediaries - and its use is rather simple: retailers only need to upload photos of the products or services including the product's name, price and description in a tag that allows the consumer to place his order. The use of hashtags is also a great advantage for retailers because it easily

redirects consumers that search for content related to their business (Bohra and Bishnoi, 2016). According to the study performed by (Bohra and Bishnoi, 2016), the majority of the surveyed population confirmed they rather use Instagram for their online shopping than other SMN - with 63% revealing to incorporate SMN in their purchase process -, considering the platform more appealing regarding its visual content and exact in the description of products when compared against other networks.

2.2. Key elements of the Concept

2.2.1. Online Shopping

Throughout the years online shopping has been gaining an important relevance in the shopping business scenario. According to a study performed by KPMG aiming to gather insights on consumer profile and behaviours regarding online shopping (International, 2017), the main factors that lead the customer to choose this method over the traditional options are the time and cost efficiencies. Thus, convenience is a key element for the online shopping success: the consumer expects to buy anytime, anywhere. By the time of this study, only 23% of the surveyed population revealed to prefer the traditional shopping experience in store rather than the online shopping experience. This unravels a clear preference for the online, with consumers shifting their purchase habits and becoming even more demanding with the experience that is provided (International, 2017). This phenomenon happens because online shopping presents a set of benefits that work as critical factors dictating the success or failure of a retailer's strategy, such as consumer-brand trust, time and cost efficiencies (avoiding the unpleasant elements of the shop experience, such as, for instance the time spend to reach the store or the time spent in lines and looking for more competitive prices and greater value), wider product assortment, delivery methods, support provided to the client and the type of interaction established – with the last two being specially valued by Millennials that always expect perfection when it comes to the efficiency of interned-based services (International, 2017).

Online shopping emerged as a new purchase method that established a new reality for commerce, forcing companies to rethink and redefine their strategies in order to keep up with consumer's new behaviours and needs. According to (Hansen and Jan, 2009) and based on the investigations of (Statistics Denmark, 2007), clothing represents one of the most bought categories within the online shopping scene, with women buying more online than men – since women are more attached and inclined to fashion and clothing than men –. However, and

opposite to what is expected based on this, clothing purchases offer a greater perception of risk to the online shopping consumer since the purchase decisions associated to this category are highly susceptible to the evaluation of the quality of the fabrics and how the product fits the body (Hansen and Jan, 2009 based on the investigation of (Grewal *et al.*, 2004)).

Although the benefits are powerful enough to make online purchasing a very relevant market, there are also still some obstacles that have not been surpassed, since some consumers still find factors that inhibit their purchase and these represent major bottlenecks for online shopping in general and consequently for social commerce, such as the absence of the sensory experience – specially valued within the clothing category, for being key to build a perception on the quality and fitting of the product – (Hansen and Jan, 2009).

2.2.2. Social Media and Social Media Marketing

According to (Hudson et al., 2016), social media is the channel through which users learn, discuss and share information on the products and services, having, by the time of the paper, more than 2.7 billion people online worldwide. Social Media presence impacts businesses on different levels, such as: social capital - allowing the increase of social relationships with clients -, revealed preferences - unravelling which are consumers underlying preferences through the interests they display on SMN -, SMM - the interconnectivity between consumers is used as a marketing tool to more efficiently market products and services - and social corporate networking - assessing the influence that social media has on the operational results of the company (Paniagua and Sapena, 2014).

With social media having such a huge impact enhancing business performance, being a great opportunity to meet clients and to quickly draft a more accurate profile of them, firms have started to realize the incredible importance of including it in their Marketing Mix (Paniagua and Sapena, 2014). Therefore, marketers are proactively thinking strategies that allow for an efficient reach of the target audiences, potentiating engagement, building stronger relationships with them and keeping consumer's attention away from other players. SMM focuses on building relevant linkages with consumers, providing them with relevant and strategical information (Tiago and Veríssimo, 2014). According to (Tiago and Veríssimo, 2014) and based on the investigation of (Ainscough and Luckett, 1996), SMM can be extremely powerful with regard to support clients, to generate important insights about the market and to boost online commerce.

SMM needs to be extremely careful when defining the type of content to be created. Content should be aligned with the firm's strategy and objectives, but also serve consumers' desires and needs in order to capture their attention and further establish a long-term relationship. In that sense, it is crucial that companies take into consideration the social identity of consumers when defining strategies. Consumption choices and patterns speak loudly about the consumer's own identity and are key to understand different individualities (Jacobsen and Barnes, 2017). SMN arise as platforms that allow users to express their self-identity and, can, therefore, be very helpful in drafting consumers' profile and assessing what are their interests and needs.

2.2.3. Social Retailing Through Instagram

In the Digital Era, consumers are constantly awarded with processes that become more easy, fast and convenient, according to (Pauwels, Aksehirli and Lackman, 2016) and based on the investigation of (Pauwels et al., 2011; Verhoef, Neslin, Vroomen, 2007). Thus, and due to the increase of competitiveness and innovation, consumers are more demanding and powerful, having convenience as a key element of the purchase process. Therefore, e-commerce success depends on the ability to facilitate the purchase, enabling the consumer to quickly buy at anytime, anywhere.

The latest innovation in the field of e-commerce has been Social Retailing since online shopping has now been extended to Social Media (Bohra and Bishnoi, 2016). Social Retailing, also referred to as Social Commerce, emerges currently as a new touchpoint that defines a new way of buying, connecting businesses and consumers through the social forums and enabling consumers to influence others by sharing content and getting reviews, information and ratings from peers (Hajli, 2013). It relies on online communities, reviews, evaluations, recommendations and social advertising (Jacobsen and Barnes, 2017). This trend, mainly adopted by younger generations, occurs as a consequence of the changes Internet introduced in our lives, easing the process of buying a product or service and decreasing the effect of geographical barriers (Bohra and Bishnoi, 2016).

Retailers upload pictures of their products or services with the respective name and price descriptions of the product. These tags, also called 'shopping buttons', enable the user to immediately purchase through the social forum. Social Retailing sets itself apart from the traditional e-commerce practices since it offers consumers the possibility of participating in a dialogue within the community of people interested in knowing more about the product/service

or buying it (Bohra and Bishnoi, 2016). According to (Hudson *et al.*, 2016), a study of GE proved that social media content has a greater impact and influence on consumers when compared with paid placements such as advertising for instance. When resorting to social media to buy online, consumers highly value reviews of the product they intend to buy, with 77% of the surveyed sample in the research made by in (Bohra and Bishnoi, 2016) looking for recommendations and evaluations prior to making their purchase intention.

As mentioned above in point 2.2.2, the connections business-to-consumer established through social media are proved to positively impact retailers' sales. This realization is of great interest for brands, since SMN represent an important channel to explore. Brands find in Social Retailing a great opportunity to create value, build a strong brand image, connect with customers gaining their trust and compete for attention against other players. Instagram data collection (based on the number of likes, shares, effective sales, and others) is an extremely powerful tool for businesses, since it provides relevant insights that are key to clearly define consumer's profile and unravel what are he's underlying motivations and needs. These metrics and KPI's can massively boost sales for retailers since they help brands to forecast consumer behaviours and put their fingers on what triggers consumers to buy their products and even allow a better understanding of what are the best moments to advertise (Total Retail, 2019).

According to Forbes (Duvall, 2019), Instagram is pointed as the most promising SMN for social commerce practices redesigning the shopping experience and making it simpler and quicker. The recognition of the platform as a very powerful SMN when it comes to influencer marketing and SMM/brand communication has strengthened Instagram's position when it comes to social commerce. Although still considered as advertising, all the posts dedicated to selling displayed by retailers naturally appear on feeds just like any other content, this avoids the consumer to feel bothered by 'forced' sponsored ads that pop-up while navigating.

2.2.3.1. Influencing Factors: Convenience, Consumer-Brand Relationship, Peers Feedback, Trust and Sensory Experience

Just as stated in (Jiang, Yang and Jun, 2013), few studies have focused and build on convenience as an important attribute impacting the online shopping. The ones that do, highlight time and effort costs as the main dimensions included in this attribute defining it as the increase of comfort and mitigation of effort (Jiang, Yang and Jun, 2013) (Pettijohn et al.,

2010). If the shopping process involves high time and effort costs than the consumer is demotivated, and the purchase intention is jeopardized.

According to (Loureiro, Serra and Guerreiro, 2019) based on the investigation of (Gautam & Sharma, 2017), the relationships created in SMN positively affect customer's intention to buy and social media presence is key to building stronger relationships (Hudson *et al.*, 2016). Thus, building trust is a key element for e-commerce evolution (Hajli, 2013). Trust relates to the reputation information that a consumer is able to attain regarding a retailer, based on risk and uncertainty assessment. The connection environment promoted among consumers by social media builds trust in social retailing upon reviews, information exchange and recommendations, with these having a huge impact and influence in the consumer's purchase decisions (Hajli, 2013). These social interactions create an environment of co-creation of value that enhances business performance. Consumers are empowered to interact with peers in social media and this interconnectivity, discussion and support allow users to trust retailers and influence their intention to buy (Jacobsen and Barnes, 2017).

This allows to clearly infer about the importance of consumer-brand relationship: only by building strong relationships with the consumer based on trust, can retailers enhance the purchase intention and, consequently, their sales levels. Consumer-brand relationships boost customer satisfaction, improve the knowledge firms have on the consumer allowing a more accurate response, consequently the levels of retention and success are much more appreciated (Hudson et al., 2016). This is why companies are now extremely focused on RM. RM emerged in the 1990s and represents all attitudes and strategies that a firm puts in practice to establish and further retain a long-term strong and fruitful relationship with its customers (Steinhoff et al., 2019). Social media is used as a channel for companies to do this. Firms resort to SMN striving to establish trust-based relationships with its consumers that reduce uncertainty and the perception of risk (Steinhoff et al., 2019).

(Mukherjee and Nath, 2007) recognizes the undeniable need for establishing relationships with a strong sense of trust as a way of enhancing sales and ensure greater loyalty levels. This is of extreme relevance within the online environment since it does not enjoy the physical assistance characteristic from the offline environments that is key to helping consumers to assure their purchase decisions. The study further deepens its analysis stating that consumers that present greater levels of satisfaction with previous online shopping experiences are more likely to develop stronger trustworthy relationships. The retailer's reputations and the strength of its

brand – provided by peers feedback or other contacts with the brand – are also key elements to build confidence in the purchase decision. The same research proves that trust has a direct effect on customer's engagement and commitment on the purchase intention, positively influencing it. Another demonstration is that a satisfied customer is more likely to give positive feedback to peers pointing out virtual communities as a very significant way of building trust.

As previously mentioned, not providing the customer with a sensory experience can also represent a problem for social media commerce practices. This happens because consumers sensory experience is incredibly relevant for the consumer to build a perception on the quality of the product they are purchasing as well as it suitability to their needs (Hansen and Jan, 2009).

Presence in social media can represent both opportunities and challenges, with consumers partnering with firms in the creation of value through the benefits of interconnectivity or by destroying that same value due to bad reviews and wrong influence. This realization, along with the developments in the social media scene have given origin in the last decade to a new management priority: customer engagement. This is no more than the behaviour the consumer portrays towards the brand, beyond purchase. It is incredibly relevant since it reveals the true depth of the connection the consumer nurtures towards the brand (Lemon and Verhoef, 2016).

Previously in the online shopping section, there were mentioned a set of factors proved to have an influence on the success or failure of the online shopping. For the study purposes, the factors mentioned above, such as convenience, relationship with the brand, peers feedback, trust and sensory experience are the ones to be considered due to their greater relevance within the social commerce paradigm.

2.2.4. Fashion and Social Media

Fashion is a very broaden concept since it can include regular clothing, swimwear clothing, accessories and footwear, and it can be organized in different categories: fast fashion - related to the massive production that functions in a cost reduction logic and requires a quick answer to trend changes (e.g. ZARA) -, high fashion - represented by brands who pay greater attention to styling and practice higher prices, also producing in a big scale (e.g. Uterqüe) -, haute couture fashion - connected to luxury brands that highly invest in the looks and practice a premium price (e.g. Gucci), and sports fashion - brands developing sports clothing and footwear - (Loureiro, Serra and Guerreiro, 2019).

Fashion is used as a tool to portray and support self-identity, helping individuals to express themselves, however, it also involves a great deal of comparison: consumers tend to compare their styles and consumption behaviours against influencers since they seek to belong and be recognized by a community. In that sense, fashion has been used for years as a communication tool. This fuels conspicuous consumption and unravels the clear need for brands to master and control the SMN context since these platforms are increasingly becoming more impactful in the purchase decision processes (Loureiro, Costa and Panchapakesan, 2017). Brands should explore social media to its full potential using it as a communication link to consumers: answering comments and clarifying doubts to proactively engage and create a relationship (Loureiro, Serra and Guerreiro, 2019).

The fashion industry is in constant motion, representing, therefore, one of the most dynamic sectors. Not only brands need to proactively pace from trend to trend, but also must master the best strategies and methods to flawlessly and clearly get their messages to the consumer. Due to the very competitive environment in fashion, there is no space for mistakes. Like other industries, fashion is also very dependent on online sales, constituting one of the most representative categories of e-commerce (Guercini, Bernal and Prentice, 2018). Communication on the online channels is key to having a successful strategy (Loureiro, Serra and Guerreiro, 2019). Both online and offline environments should continue to work together since often customers reconcile both channels to make a purchase decision: they have a first contact with the product offline and decide to later buy it online (e.g. to have more information on the product or service or save time) or either see the product online and buy it on the offline channel (e.g. for purposes of testing the product or service).

For fashion brands, the key elements for a successful digital strategy in social media are fostering an environment of interconnectivity - empowering the customer to connect, engage with the brand and even work as a partner through e-WOM, with this last being one of the best methods to drive online performance, through the massive spread of information online (Pauwels, Aksehirli and Lackman, 2016) -, resorting to celebrities or influencers to advertise products - which helps building validation and trust - and to post content in a frequent periodicity (Loureiro, Serra and Guerreiro, 2019).

2.2.5. FCA and Social Commerce

Considering the broader scope of the fashion concept, the present paper only considers as the object of study specific categories within the fashion topic: feminine regular clothing and accessories.

Feminine accessories are a tool that has been used for many years in order to enrich and complement outfits. Although some have functional use (e.g. watches), the main motivation that drives consumers to buy feminine accessories is aesthetic with all the physical elements (such as colours, shapes, materials and others) being highly considered and evaluated (Ribeiro et al., 2015). The purchase of hedonic products is specially influenced by social patterns, aspirations, and social ambitions. This means that individuals are influenced by their reference groups and start adapting their behaviours and choices according to the group's norms (Loureiro, Costa and Panchapakesan, 2017). Feminine accessories also play an important part in this, since they help to create and enhance a look that aims to translate a message. In the present study, feminine accessories comprehend jewellery (rings, bracelets, earrings, necklaces and pins), watches and sunglasses.

Just like feminine accessories, and according to (Tiggemann and Lacey, 2009) based on the investigation of (Kaiser, 1997), clothes are also used as cultural representation, also fulfilling other needs such as physical, social and individual needs. As stated in (O'Cass, 2004), fashion clothing is used as an important tool to portray a certain type of position. According to the same article and based on the investigation of Davis (1994), clothing options work as a code boosted by the need to portray possessions which are considered to have an important meaning to society and are influenced by one's self-identity, characteristics and interests. There are different types of attachment to fashion clothing due to the different definitions and importance one attributes to it, fostering different types of behaviour and patterns of consumption. These differences can be driven for instance by characteristics such as gender and age. The study of Auty and Elliott (1998) not only proved that women are much more interested and attached to fashion products than men, but also that younger individuals have greater concerns and attention towards their fashion clothing choices (O'Cass, 2004). Regarding online shopping of clothing products, there are a set of factors highly valued such as the quality of the products, the service awarded and the speed of the delivery (Young Kim and Kim, 2004). According to the same study, online shopping attitude for clothing products, and other associated such as for instance

accessories, varies as a result of not only the different valued attributes when online buying, as well as the demographic profile of consumers.

In the present research, the studied target is women, evaluating their shopping attitudes regarding FCA purchases. Within consumer behaviour patterns there are some differences in the attitudes adopted towards shopping: women tend to be more influenced by price, while men pay greater attention to factors such as convenience and quickness of the process (Baubonienė and Gulevičiūtė, 2015). In that sense, women prefer to resort to online shopping to enjoy more competitive prices. Women also conceptualize the shopping moment as an enjoyable experience associating it to a fun a pleasurable experience, while men tend to be more pragmatic and quicker in their purchases (Hansen and Jan, 2009).

2.3. Value Added to the Customer Experience

Online shopping is a phenomenon that has been around for a few years, offering a set of advantages for consumers that look for a more convenient, quick and easy way to buy that does not require them to resort to the offline shopping (e.g. having to go to the physical store on purpose to buy one specific item). Through purchasing online, consumers can select from a broader portfolio of products or services anytime, anywhere, immediately having access to all the available assortment. The purchase process is rather simple and quick, and consumers can have their product delivered wherever they wish to receive it in a short period of time. Another advantage of buying online, is the massive existence of ratings, reviews and discussion around a product or service, which allows the consumer to better understand performance, clarify doubts and build trust (Tiago and Veríssimo, 2014). These features have made online shopping extremely popular, especially among younger generations (Jacobsen and Barnes, 2017).

Social Commerce, as mentioned previously, emerges as a new form of online shopping, therefore it enjoys the same benefits highlighted before. However, the value added for consumers is that they can easily make a purchase while checking their Instagram feed. Also, with the user following brands of his interest and with feed personalization, the consumer will mainly be presented with content that is according to his preferences. This means that the feed will be funneled displaying only the categories the user is interested in, thus being highly directed to customer preferences and therefore enhancing the likelihood of purchase.

2.4. Assessing the Current Market Landscape

As mentioned previously, 85% of the business-to-consumer relationships will be handled online without any need for human interaction by 2020 (Steinhoff *et al.*, 2019). This stresses the crucial relevance of enhancing the digital strategies - social media specially -, with this being the only answer to keep a competitive position (Saboo, Kumar and Ramani, 2016). With consumers moving their attention towards the online, to bet on the digital through exploring its different channels is key for success, since firms always need to be where the customer is. To keep pace with the current frenetic motion of the digital world, companies must quickly and efficiently think and design innovative communication methods and resort to the consumer's impressions and opinions to learn about what is the best content to serve him and better improve engagement (Tiago and Veríssimo, 2014).

In the past years, consumers did not get the chance to respond to companies, having a unidirectional communication with them, and marketers used to resort to e-mail marketing, telemarketing, television and radio advertising, and other traditional media methods, however now this scenario has suffered a shift with firms wanting to work side by side with the consumer to better assess his motivations, wishes and needs in an environment of co-creation aiming to build strong long-term relationships (Tiago and Veríssimo, 2014). Social commerce, as a specific form of online shopping, unravels a unique and very smart way of driving an increase in sales through exploring an extremely relevant channel such as Instagram. However, this new way of purchasing it is still in its early stages. Consumers are only now being presented with this form of online shopping. They do not have any references against the new method due to its initial phase, in that sense what the market landscape is facing currently is a change in consumer behaviour, since sales are now being promoted and boosted through a new channel.

3. Methodology

3.1. Research Approach

The present research strives to assess what drives consumers to resort to Instagram to online shop, specifically analysing the category of FCA. The performed investigation will have as study object the Portuguese consumers. To support this study, it will be investigated which are the underlying motivations of this type of purchase and what discourages consumers to opt for this new method. Thus, to accomplish the research objectives and solve the research questions, qualitative and quantitative research were performed to gather relevant data on the adoption of Instagram as a shopping platform, as well as on the type of consumers that use it.

The qualitative research focused on better understanding the way the interviewed interacts or behaves (White, 2003), being designed to better interpret the meanings attributed to the subject studied and formulate a theory based on these (Saunders, Lewis and Thornhill, 2008). The aim of resorting to this methodology is to clearly assess the interviewed consumers' motivations, behaviours, beliefs and feelings involved within the new customer experience. For this purpose, eleven interviews were conducted to Instagram users who have bought FCA through the platform and those who have not, facilitating relevant knowledge on discovering what are the triggers that lead the Portuguese consumer of these categories to purchase using Instagram and what discourages them to do so.

Following the exploratory research, and aiming to deepen the analysis and complement the study with a more objective approach (White, 2003). An online questionnaire was conducted in the Portuguese market to allow better and more accurate insights on the consumer's intentions and behaviours when using a social media platform, such as Instagram, as an online shopping platform. This allowed to clearly define the profile of the consumer that adopts the new method of purchase and to better understand what drives his intentions, validating whether these are according to the target and underlying motivations and barriers previously presented in the Literature Review.

3.2. Research Design

3.2.1. Interviews

As stated by (White, 2003), qualitative research is a "descriptive, non-numerical way to collect and interpret information" seeking to define and understand what is the perspective of the respondent on a certain topic. Thus, and though this method is very time consuming, resorting to interviews in this research has enabled richer and more detailed insights on what are the true feelings, intentions and behaviours of the respondents. This happens because interviews are performed face-to-face, therefore creating a more comfortable environment – leading the respondent to be more open – and allowing for any doubt or misleading communication to be immediately discussed and solved (White, 2003). Due to great demand when it comes to the time excused in the planning, preparing and execution phases of interviews (Cairns and Cox, 2008), it was only possible to analyse a small sample. Despite this limitation, the performed quantitative research generated relevant information and it is further supported by quantitative methodology.

Other pitfalls associated with interviews besides the fact that these cannot be used to draw generalized conclusions in virtue of the reduced sample size, are that they require the interviewer to be extremely well prepared to conduct the script, efficiently extract data and the involvement of the interviewer or the interviewed group can lead to bias since there is a predetermined predisposition on the assessed topic meaning that impartiality might be compromised (Carolyn Boyce, 2006).

Interviews, as stated above, are a very powerful tool since they create an environment of proximity and reliability to share ideas, opinions, thoughts and perspectives. However, their level of structure can highly affect how effective they are reaching their primary goal. Interviews can be structured – a more formal type of interview based on standardized questions that are strictly followed with no space for adaptation or flexibility -, semi-structured – opposite to the previous, these are non-standardized interviews - or unstructured/in-depth – an informal type of interview that offers more freedom and flexibility to explore the topics of interest (Saunders, Lewis and Thornhill, 2008). If too structured, interviews can present a counterproductive effect, since there is a compromising of the more relaxing environment and respondents do not feel as comfortable as in a less structured type of interview. An unstructured interview, from an opposite perspective, can also be harmful to the research purposes since it

can be a great challenge to organize, categorize and further analyse the information obtained. In this sense, it must be pursued a flexible style that finds a middle term between both approaches and eliminates the disadvantages of each: semi-structured interviews (Cairns and Cox, 2008). Therefore, this research followed a semi-structured type of interview.

In the designed script, various topics were explored aiming to cover and explain the different perspectives of shoppers and non-shoppers of FCA through Instagram. In a first part, the interview script aimed to build the respondents' profile. A second block aimed to clearly unravel what are the main motivations (in case of the shoppers) or discouragements (for the non-shoppers) that lead or prevent the Instagram user to resort to social commerce of FCA through this platform. In the script drawn for shoppers, there was a final block created with the purpose of extracting insights on the customer experience.

3.2.2. Online Questionnaire

As a complement to the results obtained with the interviews, quantitative research was conducted to "describe, explain and test relationships, in particular (…) cause-and-effect relationships" (White, 2003), resorting, therefore – and opposite to what was done in the qualitative methodology -, to numerical data. This was done through conducting online questionnaires - which structure can be consulted in Appendix 4 –, that constitute a descriptive type of research that follows the positivist research philosophical position (Saunders, Lewis and Thornhill, 2008). Thus, this method is extremely relevant since it enables the gathering of an extended amount of data, easy to conduct (data collection is done quickly and at low costs or even for free) and allows valid and relevant conclusions due to the larger size of the studied sample (Clow and James, 2014). However, online surveys can also present some disadvantages, such as offering no opportunity to clarify doubts and being easily ignored or filled in a rush without devoting great attention to them – which can undermine the veracity of the provided answers and therefore threaten the validity of the research.

The self-administered questionnaire – since it was administered resorting to the Internet (Saunders, Lewis and Thornhill, 2008) – created to serve the purposes of the present research was conducted using the Qualtrics platform. It studied the Portuguese market regarding its consumption choices and behaviour towards social media commerce through Instagram, specifically studying the category of FCA. The survey was available to be fulfilled from 21 to 30 of November and it was able to record a total of 120 responses, which were treated and

related using SPSS software and represent a significant sample size allowing for relevant conclusions.

To fulfil the survey objective, this was composed by three blocks. The first block concerned to the demographic profile of the consumer. The following block was designed striving to specifically analyse whether the respondent was an Instagram user and to further divide respondents into two groups: shoppers and non-shoppers of FCA. Aiming for a deeper understanding of attitudes against social commerce, the third block is dedicated to studying the motivations that trigger consumers to use Instagram as an online shopping platform and what are the factors that discourage them to do it. A fourth block was designed only for shoppers to assess their satisfaction with the method of purchase.

The overall goal of this online survey was to address the crucial questions that could answer the research objectives and solve the research questions. Thus, the survey research introduced some demographic and consumer behaviour questions aiming to draw the respondent profile and habits and then focused on deepen an explore the full scope of the study on what are the drivers that lead the aimed target (female Portuguese consumers) to purchase FCA through Instagram and what were the discouragement elements that were still working as an obstacle to this type of purchase.

3.3. Data Collection and Sampling

3.3.1. Interviews

Conform to the Literature Review's target, the interviews performed were conducted on a sample entirely composed by female Portuguese individuals aged between 21 and 30 that are current Instagram users. Furthermore, it was divided into two groups: the ones that have already purchased FCA through Instagram (the so called shoppers) and those who have not (the so called non-shoppers). This division was made to enable solving both research questions striving to assess what are the underlying motivations that drive the behaviour of those who purchase these items through this SMN and better understand the perspective, feelings and behaviours of those who do not. This method facilitated, therefore, a clearer insight of the reasons that trigger and discourage consumers to use the 'shopping buttons' to buy FCA products, creating a clear perception of the two opposite perspectives on this new method of purchasing. All interviews were presential and counted with eleven interviewed individuals. Each took approximately 20

minutes. In the researched sample, five of the interviewed had already used Instagram as a social commerce platform to purchase FCA, while the other six had not.

In the present investigation, this specific method of qualitative research allows the study to conclude how the users of Instagram perceive the network, solving all the important questions regarding his willingness or rejection of social commerce through Instagram as a new way of buying FCA.

3.3.2. Online Questionnaire

The questionnaire only targeted Portuguese consumers – since the scope of the study only comprehends the Portuguese market – and its respondents were recruited through the share of the link within platforms such as e-mail, Instagram and WhatsApp. As mentioned previously, the online questionnaire accounted a total of 173 responses, portraying a surveyed population aged above 18 years old and, as in the interviews, it included both shoppers and non-shoppers of FCA through Instagram to – just like previously done with interviews – provide richer insights by illustrating two very different perspectives: the ones who are open to purchase this specific category resorting to social commerce and those who are not satisfied or convinced by this method of buying.

3.4. Data Analysis

3.4.1. Interview

After the planning, development and data collection of the interviews another phase arises: the analysis of the information obtained (Carolyn Boyce, 2006). In this phase, all the data collected through the recording of the interviews was then carefully revised and then organized and clustered according to certain recognized patterns in the provided answers. All the obtained information was filtered and treated in scrutiny striving to only focus the analysis on the most essential results for the purpose of this research.

3.4.2. Online Questionnaire

From the 173 recorded answers, only 114 were selected for further study, having to be excluded from the investigation all the invalid answers such as the ones given by males, by non-

Portuguese and by those who were not Instagram users. This left a surveyed sample entirely composed by females to match the target pointed in the Literature Review and further validate the arguments and conclusions there presented.

Regarding the approach used for the statistical analysis, there were performed univariate and multivariate techniques aiming to better complement the study and attain more enriched insights. To study the sample's demographic characteristics, Frequency was used. Following, to study the triggers and obstacles to the purchase of FCA there were performed two types of questions: ranking questions and seven-point Likert scale.

The Likert scale questions were designed to assess on a scale ranging from 1 ('Completely Disagree') to 7 ('Completely Agree') the agreement of the respondent with the presented statements (related with both motivations and discouragements of the purchase). The analysis of both questions was performed using the statistical Test of Factor Analysis. Exploratory Factor Analysis is used when there is a set of variables – also called items – that can be grouped into factors considering the patterns and relations in the data in order to make interpretations simpler (Gie Yong and Pearce, 2013). The ranking questions were created to reinforce the conclusions taken from the Likert scale questions. Ranking questions are target with some criticism in the case of existing a lot of option to be ranked (due to taking a lot of time and not being practical) or force the respondent to have to choose between two options that he values or classifies in the same level, however, rankings are still proven to be more successful than ratings in virtue of allowing differentiation (Krosnick, 1999). To further analyse the results obtained from the ranking questions, Frequency Test was used.

Finally, to answer the Research Questions, Logistic Regression was performed to understand whether the draw hypothesis was valid or should be rejected.

4. Results

4.1. Interview

Following what is stated in the Literature Review, the interviews strived to function as a pilot to help building a greater understanding and to offer new insights to answer the research questions. Although there is little representativity of the population of female Portuguese consumers of FCA in virtue of the small sample size, the insights taken from this methodology were also relevant for the study since they enjoy greater freedom and flexibility to guide the conversation and therefore better explore and understand the respondents' point of view.

4.1.1. Shoppers

The script used among shoppers allowed to prove that there is great satisfaction with the purchase of products through Instagram, with all the interviewed being pleased with their experience. They highlighted as factors that mainly contributed to this the ease of use, trusting the brands and the need to get the product they had just saw and really liked, with one of the respondents stating that "if I see an item of clothing or accessory that I like I am sure I will purchase it". The shoppers identified this method as being the most direct way to get the products they just saw while exploring their feeds and it was consensual from all the interviews that this was a very easy way to get them. There was a shopper that mainly focused on the importance of trusting the brand: she needed to be completely sure that the retailer was trustworthy and that was the main factor driving her to buy.

When asked about the main fears that could somehow weaken the wish to buy, shoppers were also very close in their answers, pointing as the main concern the risk of the brand not being reliable or real. Another apprehension was against the delivery with many of the interviewed mentioning that they considered the risk of the delivery not being fulfilled. The uncertainty regarding whether the product would match the expectations was another fear brought up due to not having existed any previous contact with it.

Even though some concerns were experienced during the whole process going from the purchase moment until the final delivery, all the interviewed shoppers were satisfied with their experiences with elements such as the type of interaction and communication being emphasized as great contributors to satisfaction. As possible improvements to the experience,

communication was brought up once more, and other suggestions were introduced such as having more feedback from other clients and having the opportunity to somehow experience the product before buying.

The insights awarded from the conducted interviews were consistent with the Literature Review. The strong emphasis given to the communication as a satisfaction booster unravelled the incredible relevance of building strong consumer-brand trust-based relationships because there is a clear need from the shopper to know more about the process: in what stage it is, how and when the product will be delivered and what it is expected. Feedback was also mentioned during the interviews, being referred as an assurance element, helping consumers to build trust, which links with the premise that peers reviews, evaluation and recommendation are great influencers of the purchase intention. Furthermore, the ease of use of Instagram as a social commerce platform in addition to the concerns against delivery times, also help to conclude that convenience is highly valued and a great deal impacting the intentions to buy. This helps to conclude that at some point in the interviews, all the main drivers listed by the Literature Review were mentioned, strengthening and reinforcing the validity and veracity of it. However, a new insight was also achieved: it was stressed by some that liking the product creates a feeling of 'must have', that for some is stronger than the existing fears working as an important driver. Thus, this was included in the quantitative analyses to further test its validity in a more representative sample as a possible motivation that was not introduced in the Literature Review.

4.1.2. Non-Shoppers

The main obstacle identified by the interviewed preventing the purchase was regarding the absence of the sensory experience since the purchase through any online platform – such as Instagram – does not allow the consumer to try or feel the product, inhibiting the perception of the quality of the product and how it fits the body. Although this was the strongest barrier pointed, others also took place in the discussion, with the uncertainty and risk perception also having an important relevance. There is a great fear that the delivery timings will not be met or even that brands are not reliable or even real compromising the delivery. Another concern is related to the return: some of the interviewed fear that dealing with this process without a physical facility can make it much more complex and lead to difficulties.

One of the non-shoppers mentioned that products advertised through Instagram do not necessarily appeal to her, in virtue of not being accustomed to buy online and another non-

shopper even revealed to not even know of the existence of these shopping buttons, having never noticed them when using Instagram.

Following the Literature Review insights, it is possible to find consistency in the factors described as keeping the consumer from buying. The non-shoppers clearly expressed concerns regarding whether the brand was reliable focusing on trust as a determinant of the acquisition. They also awarded great importance to the ability to try the products before buying as an assurance of the purchase. However, findings also show that non-shoppers are not relentless, they accept that their perception and attitude can be changed if some readjustments are made, such as sharing feedback and experiences of other customers and building and portraying an easy return process. This points out to the importance of peer reviews and evaluations, which also agrees with the motivators presented in the Literature Review.

4.2. Online Questionnaire

As previously considered in the interviews, the analysis of the online questionnaires only focused on Instagram users, having further studied the sample from the perspective of shoppers and non-shoppers of FCA purchase.

4.2.1. Demographic Data of the Survey Population

Among the 173 recorded responses from the online questionnaire, only 114 were considered for respecting the constrains against gender, country and usage of Instagram in virtue of having as studied target female users of Instagram in the Portuguese market. Within the valid responses, shoppers were divided from non-shoppers, to allow for a clearer understanding of the drivers and barriers faced by both against the purchase of FCA through Instagram. The shoppers accounted for 41 responses and represented the ones that had already bought a product of this category at least once, while the non-shoppers, that accounted for 73 responses, had never purchased it. From the non-shoppers group, 8 (~11.0%) had already bought other categories through Instagram while the remaining 65 (~89.0%) had never been involved with social commerce through the same platform.

Most of the surveyed sample (~29.8%) belonged to the age group from 18 to 25 years old. The respondents' group predominantly had as the highest level of completed education a bachelor (~31.6%), followed by the Master level (~27.2%). The main current occupation present was

'Employed' (~73.7%), with monthly net incomes essentially ranging from €1001 to €1500 (~39.5%) and below €1000 (~36.0%). The majority of the shoppers are aged between 18-25 confirming the tendency of younger generations to be more receptive and at ease with the internet and online shopping. On the other hand, the majority of non-shoppers is not so focused on the same group, but rather more or less equally distributed by the age ranges 18-25 (27.4%), 26-35 (24.7%) and 36-45 (26.0%). Further insights into the demographic characteristics of the surveyed sample are portrayed in Appendix 5.

4.2.2. Motivations and Barriers of the Purchase of Feminine Clothing and Accessories

To test the motivations and barriers that lead to the purchase of FCA through Instagram, both shoppers and non-shoppers were presented with two types of questions – Likert scale questions and a ranking questions – to further assess what are the motivations that in fact trigger them to buy (in the case of shoppers) or could influence them to do it (in the case of non-shoppers), as well as what are the problems or fears associated to the process that keep them from buying (in the case of non-shoppers) or if are not keeping them from buying, may still somehow disturb the consumer (in the case of shoppers).

The Likert scale questions, corresponding to questions 10 and 11 of the online survey displayed in Appendix 4, tested the motivations and barriers, respectively, by assessing relevance of the factors previously identified in the Literature Review as obstacles: convenience, peers feedback, consumer-brand-relationship (studied in question 10), sensory experience and trust (studied in question 10). For this analysis, these same questions asked respondents to award each sentence with a scale number that depicted their agreement towards it, going from 1 (meaning completely disagree) to 7 (meaning completely agree). To study this, descriptive statistics, as well as rotated factor matrix and scale means were used. For the ranking questions (represented by questions 12 and 13 of the online survey displayed in Appendix 4) Frequency Test was performed, assessing how both shoppers and non-shoppers, based on their perceptions, rank the motivations and barriers they find to this type of purchase aiming to strengthen conclusions on the relevance attributed to the studied factors. (Appendix 7).

The non-shoppers also responded to the questions that assessed the motivations since it was important for the research to investigate what would be the factors that could have an impact and lead the to buy FCA. In that sense, and since they had never had the experience of buying

the studied category through Instagram, they were always asked to answer based on their perceptions.

4.2.2.1. Motivations

The results of the descriptive statistics in Table 1, show that variables such as 'The buying process has to be easy and intuitive' and 'Having a strong consumer-brand relationship makes me feel secure' are the most relevant ones, since these are the variables that portray the highest means of 6.04 and 5.70, respectively, while variable 'When I see a product I must have it' is the less relevant one, in virtue of its lower mean (3.14). The results obtained from the principal component analysis regarding the triggers (portrayed in Table 2) reveal that 2 factors presenting Eigen values superior to one make up to ~70,9% of the total variance. Factor 1 is identified as 'Consumer-Brand Relationship' and the Eigen value obtained for this factor was 5.313, being composed by 6 items. Factor 2 identified as 'Convenience' presented an Eigen value of 1.064, with it being composed by 3 items. There were expected to be 3 factors ('Convenience', 'Consumer-Brand Relationship' and 'Peers Feedback'), however results from SPSS analysis only showed 2 factors, having the variables of 'Peers Feedback' been included into the factor 'Consumer-Brand Relationship'. Table 3, indicates the means of the three factors, strengthening the conclusions on the relevance of the different factors with factor 'Convenience' having the highest mean (5.60) and being then followed by factor 'Consumer-Brand Relationship' (5.2). KMO and Bartlett's Test, in table 4, help to understand the percentage of variance explained by the factors as well as if the variables are related, respectively. The higher the KMO value, the better the model because it explains more variables, in this case our, KMO value (.810) is higher than 0.6 which indicates the consistency of the model and it is further supported by a significant Bartlett's test since its value is lower than 5% (.000), so the variables are significantly related (Dahal, no date).

Table 1	Descriptive Statistics		
Variables	**Mean Scores**	**Standard Deviation**
It is very important for me that the purchase process is time saving	5.32	1.570
It is very important for me that I can buy anytime, anywhere	5.54	1.452
The buying process has to be easy and intuitive	6.04	1.353

Peer reviews, recommendations and evaluations help me to assure my purchase decision	5.66	1.444
Peer reviews, recommendations and evaluations help me to build trust on the brand	5.69	1.446
Having a strong consumer-brand relationship makes me feel more satisfied	5.59	1.474
Having a strong consumer-brand relationship makes me feel more secure	5.70	1.432
Having a strong consumer-brand relationship makes me loyal	5.34	1.527
When I see a product that I really like on Instagram I must have it	3.14	1.590

Factors	1	2
It is very important for me that the purchase process is time saving		.865
It is very important for me that I can buy anytime, anywhere		.791
The buying process has to be easy and intuitive		.789
Peer reviews, recommendations and evaluations help me to assure my purchase decision	.663	
Peer reviews, recommendations and evaluations help me to build trust on the brand	.719	
Having a strong consumer-brand relationship makes me feel more satisfied	.880	
Having a strong consumer-brand relationship makes me feel more secure	.840	
Having a strong consumer-brand relationship makes me loyal	.888	
When I see a product that I really like on Instagram I must have it	.215	
Eigen Value	5.313	1.064
Percentage of Variance explained	59.032	11.820

Table 3 | Mean Factor Scores

Factors	Mean
Consumer Brand Relationship	5,2
Convenience	5,6

Table 4	KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.810
Bartlett's Test of Sphericity		Sig.	.000

With the raking question, shoppers had to rank their motivations placing first the biggest driver that effectively leads them to buy the category of FCA through Instagram. For shoppers, 'Peers reviews, recommendations and valuations' (46.7% of the respondents ranked in first place) and 'Connection with the brand' (40.9% ranked in first place) were the factors that were ranked in first place more often – revealing its greater importance –, being immediately followed by 'Convenience' (43.8% ranked in third place) and only then by 'I really like the product and get a 'must-have' it feeling' (42.1% ranked in third place) (Appendix 7).

The same ranking question was placed to the non-shoppers to assess their perception on what are the main drivers, helping to infer what are the factors that they would value the most in the purchase of the studied category through Instagram. For non-shoppers, 'Convenience' was mainly ranked in the first place (70%) revealing the cruciality of this factor. The same was then followed by 'I really like the product and get a 'must-have' it feeling' (72.7% ranked in second place) and 'Peers reviews, recommendations and product evaluations' (75.8% ranked in third place) and finally by 'Connection with the brand' (69.2% ranked in fourth place) (Appendix 7).

4.2.2.2. Barriers

In Table 5 are displayed the results of the descriptive statistics analysis regarding the perception of obstacles in the purchase of FCA. The highest means from variables 'I would like to know exactly when the product will be delivered' (6.04) and 'Not trusting a brand makes me feel insecure and fearful about the purchase'(5.44), reveal that these are the most relevant items, while variables 'I find it hard to trust brands online' and 'Lack of sensory experience makes me feel unsure about buying' are the ones perceived as less important for portraying the lowest means (4.14) and (4.54), respectively. In Table 6, and still regarding the obstacles' analysis, results from the principal component analysis indicates that 2 factors show Eigen values superior to one make up to ~61.4% of the total variance. 'Sensory Experience' that corresponds to factor 1, has as Eigen value 4.333, including 4 items. Factor 2, 'Trust', presents an Eigen value of 1.196, comprising 5 items. In Table 7, the means of the two factors are presented, reinforcing and supporting the previous insights on the different importance attributed to all the

factors. Factor 'Trust' is the most relevant according to the highest mean value (5.10) and factor 'Sensory Experience' the least important with a mean of (4.81). Table 8 portrays the KMO and Bartlett's Test, showing a KMO value of .829 indicating that the model explains more variables and p-value for the Bartlett's Test is .000 which leads to conclude that our variables are statistically related (Dahal, no date).

Table 5 | Descriptive Statistics

Variables	Mean Scores	Standard Deviation
I find it hard to trust brands online	4.14	1.539
Not trusting a brand makes me feel insecure and fearful about the purchase	5.44	1.517
I fear that I will not receive the product	4.85	1.564
I fear that the product will not be delivered on time	5.01	1.490
I would like to know exactly when the product will be delivered	6.04	1.226
Lack of sensory experience makes me feel unsure about buying	4.54	1.625
I fear that the quality of the product will not match my expectations	5.11	1.612
I need to feel the product to assess its quality	4.70	1.719
I need to try the product to know how it fits my body	4.89	1.789

Table 6 | Rotated Factor Matrix

Factors	1	2
I find it hard to trust brands online		.492
Not trusting a brand makes me feel insecure and fearful about the purchase		.685
I fear that I will not receive the product		.627
I fear that the product will not be delivered on time		.669
I would like to know exactly when the product will be delivered		.737
Lack of sensory experience makes me feel unsure about buying	.771	
I fear that the quality of the product will not match my expectations	.793	
I need to feel the product to assess its quality	.832	
I need to try the product to know how it fits my body	.856	
Eigen Value	4.333	1.196

Percentage of Variance explained	48.145	13.291

Table 7 | Mean Factor Scores

Factors	Mean
Sensory Experience	4.81
Trust	5.10

Table 8 | KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.829
Bartlett's Test of Sphericity	Sig.	.000

As previously mentioned, shoppers and non-shoppers were also asked to answer a ranking question regarding the obstacles that may keep them from buying or represent fears against the purchase even though they do not inhibit it. For shoppers, results showed that the factor that carries a greater weight as an obstacle is 'Uncertainty regarding the brand' and 'Uncertainty regarding the delivery' were mainly ranked in first place with percentages of 50.0% and 38.5%, respectively. This was followed by 'Not having sensory experience' (45.7% ranked in third place). On the other hand, for non-shoppers, 'Not having sensory experience' was an incredibly relevant obstacle with 74.5% of the respondents ranking it in the first place. 'Uncertainty regarding the brand' had 70.0% of the respondents ranking it in second place and lastly 'Uncertainty/risk regarding the delivery' was ranked in third place by 69.7% of the respondents (Appendix 7).

4.2.3. Hypothesis

To assess the veracity of the formulated hypothesis, logistic regression was applied (Appendix 9), relating a non-metric dependent variable (being a shopper or non-shopper) and a metric independent variable (the factors).

Hypothesis 1 stated that "Convenience will positively affect the purchase intention through Instagram" and it strived to assess whether this factor would influence the consumer intention to buy FCA through Instagram. The attained results proved that convenience will not impact the purchase decision since the sig value is .664 and therefore it is higher than 5%, this means

that the independent variable does not have a significant impact on the dependent variable. Thus, the hypothesis is rejected.

Hypothesis 3 was created under the same purpose, however studying a different factor: consumer-brand relationships. The results awarded from the Logistic Regression Test have also shown that this factor will not impact the purchase decision because sig is .723 being, therefore, higher than 5%, which, equally to what was concluded previously, means that the independent variable does not have a significant impact on the dependent one. Thus, this hypothesis is also rejected. Hypothesis 2 referred to peers reviews, recommendations and evaluations and, within the study of the motivations, also tried to understand the impact of this factor in consumer's purchase decision. However, since SPSS only considered two factors in the Factor Analysis for motivations, we cannot consider the existence of three factors as it was expected from the Literature Review analysis. Thus, 'Peers Feedback' factor has to be included in 'Consumer-Brand Relationship factor'. Therefore, having rejected hypothesis 3, it is also possible to reject hypothesis 2.

Trust was the factor assess by hypothesis 4. It followed the same behaviour of the previous hypothesis having been proved that it will not impact the purchase decision. Again, this is due to presenting a sig value higher than 5% (.505, so in this case very slightly). Due to this, the dependent variable is not significantly impacted by the independent variable and in conclusion, the hypothesis is also rejected. The analysis of hypothesis 5 wishes to evaluate the influence of sensory experience on the intention to buy. The study of this hypothesis is based on the same test used so far and portrays a different conclusion from the ones obtained until now: sensory experience will impact the purchase decision since the sig value is .000 (in this case lower than 5%). This reveals that the independent variable has, in fact, a significant impact on the dependent variable. Through the analysis of B in the Table 'Variables in the Equation' (Appendix 9), it is possible to conclude whether the impact is positive or negative having it being positive in this case (.958). Therefore, sensory experience has a significant and positive impact in the purchase intention, unravelling that the more sensory experience, the greater the impact on consumer's buying intentions.

5. Conclusions and Limitations

The present research strived to validate whether the elements presented as triggers and obstacles to the purchase of FCA through Instagram would apply to the Portuguese consumers, testing if the information provided in the Literature Review would verify itself in the Portuguese market. Thus, the following chapter aims to discuss and conclude on the results awarded within the performance of the different phases of this study enabling the answering of the research questions.

5.1. Main Findings and Conclusions

SMN have been gaining an enormous relevance in our daily lives, being extremely important in defining the way we currently socialize, communicate, identify and portray ourselves and in the way we buy. This incredible power and strength of SMN makes users more addicted to these platforms using them to fulfil a set of different needs. This realization, led to the belief of a successful use of these networks for business, creating a completely new dynamic translated by extending commerce to the feeds. From the results awarded it is possible to realize that, although many people use Instagram to get better insights that help them on their purchase decision process, the 'shopping buttons' are still a feature not known by all and feared by some. This happens in virtue of it being a very recent innovation. However, results also show that, in general, consumers who have already used it are extremely satisfied, unravelling a promising future for this new method of purchase. Thus, understanding the growing success of this phenomenon, the present investigation elaborated on the main factors working as drivers and obstacles to it.

The research indicated as drivers for the purchase of FCA through Instagram convenience, peers feedback and consumer-brand relationship, with the three revealing different levels of appreciation by consumers. For most shoppers, the connection with the brand was portrayed as the most relevant trigger for the purchase verifying the clear need for brands to develop a trust-based relationship with their followers. From the majority of the observations, the need to buy a FCA product through Instagram based on a 'must have it' feeling after being presented with it was the least important driver of the purchase. For the non-shoppers, convenience was proved to be crucial within the purchase process in order to increase this group's intention to buy and lead them to do so effectively. Although these conclusions have been clearly presented by the results, these also showed that hypothesis 1, 2 and 3 that tested convenience, peers feedback

and consumer-brand relationship impact in the purchase intention, respectively, are rejected and therefore there is no relationship between these variables.

With regard to the obstacles, results have proved that the lack of sensory experience is still a major barrier that social commerce specifically and online shopping in a broader sense have not yet been able to surpass. This factor is of great relevance for respondents, being highly stressed and taken into serious consideration specially by the non-shoppers. Shoppers, on the other hand, did not seem to be as concerned with this topic, although also revealing some apprehension towards it. Though less impactful when working as an obstacle, the lack of trust was also portrayed as a concern for both shoppers and non-shoppers, with uncertainty regarding the brand and the delivery preoccupying users upon the use of the 'shopping buttons'. Between the uncertainty or risk among the brand and the delivery, there is a clear tendency to share greater concern towards the brand, with consumers not being completely sure and convinced on the reliability or existence of it. Opposite to what happened with hypothesis 4 that tested the impact of trust in the purchase decision, hypothesis 5 (that studied the same, however for the factors 'Sensory Experience') was verified, meaning that the lack of sensory experience does actually have a significant impact on consumer's purchase intention.

Even though lack of knowledge and scepticism are the major current recognized issues for social commerce, there is an increasing tendency of adopting this new method with Instagram being pointed as the most promising SMN and building a new link between businesses and consumers.

5.2. Limitations and Future Research

The performed research found some limitations that must be highlighted to better assess the analysis' viability. One of the main limitations relates to the sample size: the studied sample is not very large for the present research objectives and, therefore, the respective findings are not representative of the entire population of Portuguese consumers using Instagram to purchase FCA. Furthermore, and aiming for a generalized characterization of the phenomenon of using Instagram as a new channel to buy FCA, research must also take into consideration other countries, enabling a widespread study on other markets consumer's behaviour, which can later lead to comparison analyses as well.

Besides these, there are also other pitfalls that must be addressed such as the very specific perspectives the study adopts. Even though the factors presented in this research as the

motivators and obstacles for the purchase through Instagram were extracted – and further combined – from the deep study and exploring of a set of different research papers and cover the essential elements, it is possible that there are still some other factors that can somehow impact the purchase intention through this social media platform. Also, it is only considered the purchase process and behaviour in Instagram, excluding from the analysis other SMN that offer the same option, which means that conclusions cannot be extended to other SMN. Moreover, the research focuses on a very specific object of study, choosing a particular industry within all the categories of online retailing on Instagram: FCA. This leads the study to be tapered not allowing for general conclusions on social commerce for different categories since the scope of the study only regards one.

The lack of literature concerning feminine accessories and concerning the Portuguese market is a limitation as well, hindering the assessment of consumer behaviour and habits regarding this specific category and for the Portuguese consumers. Furthermore, from a more general perspective, there is also a lack of literature on the purchase through Instagram, since the 'shopping buttons' are a very recent innovation.

With regard to future research is important to underline some important topics that must be considered in order to produce even more richer insights and analyses. Thus, further study may include new locations and be extended to other SMN in order to broaden the knowledge and understanding of the impact of these platforms in e-commerce and how they are reshaping a new way of buying for consumers, hanging behaviours and creating new habits. Also, future research may consider new industries/categories striving to improve the analysis and allow a more generalized conclusion of the selling dynamics through SMN. It is also incredibly important that further investigations suggest new strategies for social media marketing in virtue of the changes in the e-commerce paradigm motivated by social commerce and the increasingly adherence to this new phenomenon that is reshaping consumers' behaviours and habits.

5.3. Managerial Implications

With a clearer definition and understanding on motivations and obstacles, there is a stronger opportunity for managers to develop more consistent, reliable and efficient strategies to mitigate the barriers that are inhibiting consumers to resort to Instagram as a social commerce platform and enhance the motivations that lead them to do so, all aiming to potentiate and increase the creation of value.

Based on this, there are a set of strategies that can be put into practice. To lessen the perception of risk associated with the brand, Instagram can start by certifying the reliable brands in similarity to what is done with certifying the profiles of celebrities, influencers or other important persons. In addition, and aiming to decrease the uncertainty provided by the lack of sensory experience, each product can present detailed information of the fabrics and materials used in its confection and provide consumers with a guide for sizes helping them to choose appropriately. Looking to boost and build on the drivers, Instagram can also leverage the creation of a virtual community for each brand that allows its users and potential buyers to communicate with peers in order to share experiences regarding the specific brand and, therefore, facilitate trust and perception building. Furthermore, Instagram should invest in improving the customization of the feeds, giving the users a unique experience where they are only presented with products that fit their desires and needs.

Appendices

Appendix 1 | Interview Script for Shoppers of Feminine Clothing and Accessories Through Instagram

Block 1 | Respondent Profile and Consumer Behaviour

1. What is your name?
2. How old are you?
3. Are you an Instagram user?

Currently, Instagram presents a new feature in its feeds, allowing business to sell their products through the network and consequently enabling users to easily purchase them by using 'shopping buttons'

4. Have you ever bought feminine clothing and/or accessories through Instagram?

Block 2 | Motivations and Discouragements

Now, please consider your behaviour and feelings when purchasing through Instagram

5. What drives you to buy feminine clothing and/or accessories specifically through Instagram?
6. Have you found or do you find any problems or have any fears associated with this method of buying? Was or is there anything that at some point could discourage you to buy through Instagram?

Block 3 | Customer Experience

Now, please consider the whole experience from the moment you were presented to the products, until the final moment of having it delivered

7. How do you evaluate your purchase of feminine clothing and/or accessories experience through Instagram? Are you satisfied?
8. What are the elements during the experience that contributed to your satisfaction? What were the ones that contributed to your dissatisfaction?

9. Did you find anything missing from your experience (for instance sensory experience; the process should have been easier/quick; closer proximity with the brand, …)? Is there something that can improve your customer experience?
10. Do you intend to use Instagram again as a platform for online shopping?

Appendix 2 | Interview Script for Non-Shoppers of Feminine Clothing and Accessories Through Instagram

Block 1 | Respondent Profile and Consumer Behaviour

1. What is your name?
2. How old are you?
3. Are you an Instagram user?

Currently, Instagram presents a new feature in its feeds, allowing business to sell their products through the network and consequently enabling users to easily purchase them by using 'shopping buttons'

4. Have you ever bought feminine clothing and/or accessories through Instagram?
5. Have you ever bought any other product through Instagram?

Block 2 | Discouragement Elements

Now, please consider your behaviour and feelings towards social commerce through Instagram

6. What discourages you to buy feminine clothing and/or accessories through Instagram? What are the main problems or fears you associate with this method of buying?
7. What would make you change your negative perception and make you willing to buy?

Appendix 3 | Relevant Citations of Interviews

This appendix is dedicated to highlighting the most remarkable and relevant citations for the purpose of the study obtained while conducting the interviews.

The key citations of shoppers were:

- <u>Regarding motivators of the purchase:</u>

"I discovered the accessory through Instagram, so it was the most direct way to obtain what I just saw"

"In a general sense buying through the online is much easier. I follow some pages on Instagram that I know are trust-worthy since they are small Portuguese businesses represented by known Portuguese influencers and have a lot of followers and reviews on the purchase. Therefore, what mainly drives me to buy is trusting that these pages are reliable and obviously the fact that I really want that specific clothing or accessory"

"What mainly drives me to buy is the ease of use of Instagram, since it is really easy to buy, you just have to press the tag. Also, this is the social media that I massively use on a daily basis, so I am always exposed to posts selling the product, and if I like it I will likely buy it"

"Usually the pictures are really appealing, you can see the comments and reviews and usually which is also a great way to know more about the product, the brand and the whole process in general"

- <u>Regarding Problems or fears associated with the purchase:</u>

"I was afraid that the vendor was not a recognized one since I found the accessory through a sponsored publication. I told myself "What if I pay and I never receive it?""

"I am a little suspicious at first on whether or not the brand is reliable or just a fake page (…) Another fear is also the product not matching my expectations since I did not try it or that the delivery will take a lot of time, not arriving when I expect it"

"I fear that the product will not arrive at my house"

"I'm always afraid it is a scam. I am afraid that either they [the brands] do not send me the things I bought or they look completely different from what I ordered"

- <u>Regarding Customer Experience:</u>

"I was satisfied because I discovered the product and was immediately able to purchase it, however, I was dissatisfied by the stress associated with the existence of the vendor and the lack of guarantee"

"I am very satisfied! I have purchased both clothing and accessories and since I really trusted the brands, I knew the product was being delivered. I was only unsure of whether they would stick to the delivery date, but they also did. And the products were everything I hoped for!"

"The speed of the purchase and the type of interaction and communication that may exist with who sells the article contributes to my satisfaction"

"I think it would have been better if I could have more feedback about other customers purchase, such as on Amazon with a rating system"

"It would be nice to try the product first because I took a risk in ordering without seeing it on me"

"What would really help to improve the experience would be an effort from brand to have more communication with us clients, since we want to know where is our purchase and the stage of the process"

"if I see a clothing item or an accessory that I like I am sure I will purchase it. The risk associated with not trying is not so bad (because usually, I can always return) and I rather take it in order to have the product I liked"

The key citations of the non-shoppers were:

- <u>Regarding discouragement elements of the purchase:</u>

"Nothing discourages me, in particular, I simply don´t tend to buy products online and most of the products Instagram advertises for me do not necessarily appeal to me."

"I do not think it is a reliable way to buy and I like to try the products. Furthermore, the risk of not receiving the product or the right one"

"Honestly, I am an Instagram user, but did not even know they have this shopping buttons feature"

"Before acquiring the products I like to try them and see how they fit me, since the website images of the products not always match reality (quality, type of material, sizes…)"

"When I decide to shop online, I purposefully browse online stores with the objective of buying a certain product I am looking for. I do not go on Instagram with the specific purpose of shopping, nor have I ever looked at this platform as I place where I can do online shopping"

"I have not bought because I fear the risk of not being satisfied with the product since I did not try it and then having to face a complicated return process or not having that possibility at all. Also, I really need to be entirely sure that I can trust the brand and that all my questions are solved"

"Usually I do not buy clothes online because I am afraid of the textiles not matching my expectations (or what I perceive through the photos) and I am also afraid that the clothes will not fit me (I like to try the clothes and assess if I feel comfortable before purchasing)"

- Regarding what would change the current perception:

"I have gotten to find out new brands I like on Instagram. In those cases, I follow their page and consider buying their products in the future, possibly directly from their website, and not from Instagram"

"I think on the Internet, the fact that sites have good feedbacks from other users, on the quality of the clothes, the delivery time matching to what is promised, and so on, makes people more willing to buy"

"Easy return options"

"If there was the possibility of returning the product if I am not satisfied, if the brand would enable greater contact so people could ask questions and the share of experiences from other customers."

Dear participant,

The following questionnaire strives to study consumers' behaviour when resorting to Instagram as an online shopping platform for the specific category of feminine clothing and accessories. This study is conducted under a Master Thesis program of Católica Lisbon School of Business and Economics by Inês Simões. You will further be presented with a few questions that will take you approximately 5 minutes to answer.

Your answers are of great relevance for this study. All will be treated with high confidentiality and will only be used for research purposes. In case of any doubt that might occur during the filling of the questionnaire, please contact the survey administrator at ines.brito.simoes@gmail.com.

Thank you for your time and attention.

Block 1 | Demographic Data

1. What is your nationality?

    [list of countries]

If Q1 = Not 'Portugal' => end of the survey

2. What is your gender?

    Female

    Male

If Q2 = Male => end of the survey

3. What is your age?

    18-25

    26-35

    36-45

    46-55

    More than 56

4. What is your highest level of education?

    Not Graduated

Bachelor

Post-Graduation

Master

5. What is your current occupation?

Student

Employed

Unemployed

Other

6. What is your monthly net income?

< 1000

1001-1500

1501-2000

2001-3000

> 3000

Block 2 | Instagram and Social Commerce

7. Are you an Instagram user?

Yes

No

If Q7 = No => End of Survey

If Q7 = Yes => Q8

Currently, Instagram presents a new feature in its feeds, allowing businesses to sell their products through the network and consequently enabling users to easily purchase them by using 'shopping buttons'. In the following questions it will be assessed the purchase of feminine clothing and/or accessories.

Please consider that feminine accessories comprehend jewellery (rings, bracelets, earrings, necklaces and pins), watches and sunglasses.

8. Have you ever used these 'shopping buttons' to purchase feminine clothing and/or accessories through Instagram?

Yes

No

If Q8 = Yes => Block 3

If Q8 = No => Q9

9. Have you ever used these 'shopping buttons' to purchase any other product through Instagram?

Yes

No

After Q9 => Skip to Q11

Block 3 | Motivations and Discouragements

Question 10 is only displayed if Q8 = Yes

10. Considering your perception of social commerce within the category of feminine clothing and accessories, please indicate to which extent do you agree with the following statements:

(Please consider the scale from 1 'completely disagree' to 7 'completely agree')

	1	2	3	4	5	6	7
It is very important for me that the purchase process is time saving							
It is very important for me that I can buy anytime, anywhere							
The buying process has to be easy and intuitive							

Peer reviews, recommendations and evaluations help me to assure my purchase decisions						
Peer reviews, recommendations and evaluations help me to build trust on the brand						
Having a strong consumer-brand relationship makes me feel more satisfied						
Having a strong consumer-brand relationship makes me feel more secure						
Having a strong consumer-brand relationship makes me loyal						
When I see a product that I really like on Instagram I must have it						

11. Considering your perception of social commerce within the category of feminine clothing and accessories, please indicate to which extent do you agree with the following statements:

(Please consider the scale from 1 'completely disagree' to 7 'completely agree')

	1	2	3	4	5	6	7
I find it hard to trust brands online							
Not trusting a brand makes me feel insecure and fearful about the purchase							
I fear that I will not receive the product							
I fear that the product will not be delivered on time							

I would like to know exactly when the product will be delivered							
Lack of sensory experience makes me feel unsure about buying							
I fear that the quality of the product will not match my expectations							
I need to feel the product to assess its quality							
I need to try the product to know how it fits my body							

Questions 12 and 13 are displayed for both shoppers and non-shoppers of feminine clothing and accessories to assess what are the effective drivers/obstacles of the purchase (in the case of shoppers) and what would be the possible drivers/obstacles of the purchase (in the case of non-shoppers)

12. What are the reasons that would drive/drive you to buy feminine clothing and/or accessories through Instagram?

    (rank by relevance, please consider the first option as being the most important one)

    Convenience (time saving, easy, secure)

    Peer reviews, recommendations and evaluation on the products

    Connection with the brand

    I really like the product and get a 'must have it' feeling

13. What are the reasons that would keep/keep you from buying feminine clothing and/or accessories through Instagram?

    (rank by relevance, please consider the first option as being the most important one)

    Not having sensory experience

    Uncertainty/risk regarding the delivery

    Uncertainty/risk regarding the brand

Block 4 | Experience

14. Are you satisfied with purchasing feminine clothing and/or accessories through Instagram?

Yes

No

15. Would you recommend it to others?

Yes

No

End of the Questionnaire | Thank you so much for your help!

Appendix 5 | Sample Demographic Characteristics

Sample Demographic Characteristics			
	Frequency	**Percent**	**Valid Percent**
Age			
18 - 25	34	29.8	29.8
26 - 35	23	20.2	20.2
36 - 45	29	25.4	25.4
46 - 55	20	17.5	17.5
>56	8	7.0	7.0
Total	114	100.0	100.0
Highest Level of Education			
Not Graduated	19	16.7	16.7
Bachelor	36	31.6	31.6

Post-Graduation	28	24.6	24.6
Master	31	27.2	27.2
Total	114	100.0	100.0
Current Occupation			
Student	8	7.0	7.0
Employed	84	73.7	73.7
Unemployed	11	9.6	9.6
Other	11	9.6	9.6
Total	114	100.0	100.0
Monthly Net Income			
<1000 €	41	36.0	36.0
1001 - 1500 €	45	39.5	39.5
1501 - 2000 €	13	11.4	11.4
2001 - 2500 €	5	4.4	4.4
2501 - 3000 €	5	4.4	4.4
>3000€	5	4.4	4.4
Total	114	100.0	100.0

Appendix 6 | CrossTabs for Demographic Characteristics

CrossTabs	
	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?

		Shoppers	Non-Shoppers	Total
Age				
18 - 25	Count	14	20	34
	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	34.1%	27.4%	29.8%
26 - 35	Count	5	18	23
	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	12.2%	24.7%	20.2%
36 - 45	Count	10	19	29
	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	24.4%	26.0%	25.4%
46 - 55	Count	8	12	20
	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	19.5%	16.4%	17.5%
More than 55	Count	4	4	8
	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	9.8%	5.5%	7.0%
Total	Count	41	73	114
	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	100.0%	100.0%	100.0%
Highest Level of Education				
Not Graduated	Count	9	10	19

	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	22.0%	13.7%	16.7%
Bachelor	Count	11	25	36
	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	26.8%	34.2%	31.6%
Post-Graduation	Count	7	21	28
	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	17.2%	28.8%	24.6%
Master	Count	14	17	31
	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	34.1%	23.3%	27.2%
Total	Count	41	73	114
	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	100%	100%	100%
Current Occupation				
Student	Count	3	5	8
	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	7.3%	6.8%	7.0%
Employed	Count	32	52	84
	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	78.0%	71.2%	73.7%
Unemployed	Count	2	9	11

	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	4.9%	12.3%	9.6%
Other	Count	4	7	11
	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	9.8%	9.6%	9.6%
Total	Count	41	73	114
	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	100%	100%	100%
Monthly Net Income				
< 1000 €	Count	12	29	41
	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	29.3%	39.7%	36.0%
1001 € – 1500 €	Count	18	27	45
	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	43.9%	37.0%	39.5%
1501 € – 2000 €	Count	2	11	13
	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	4.9%	15.1%	11.4%
2001 € – 2500 €	Count	4	1	5
	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	9.8%	1.4%	4.4%
2501 € – 3000 €	Count	3	2	5
	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	7.3%	2.7%	4.4%
> 3000 €	Count	2	3	5

	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	4.9%	4.1%	4.4%
Total	Count	41	73	114
	% within Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	100%	100%	100%

Appendix 7 | Frequency Table and CrossTabs for Ranking Questions 12 and 13

Frequency Table for Ranking Questions 12 and 13					
		Order	**Frequency**	**Percent**	**Mode**
Q12	Convenience (time saving, easy, secure)	1st	40	35.1	*
		2nd	27	23.7	
		3rd	32	28.1	
		4th	15	13.2	
	Peer reviews, recommendations and evaluation on the products	1st	30	26.3	
		2nd	40	35.1	*
		3rd	33	28.9	
		4th	11	9.6	
	Connection with the brand	1st	22	19.3	
		2nd	36	31.6	*
		3rd	30	16.3	
		4th	26	22.8	
	I really like the product and get a 'must have it' feeling	1st	22	19.3	
		2nd	11	9.6	
		3rd	19	16.7	
		4th	62	54.4	*
Q13	Not having sensorial experience	1st	47	41.2	*

	2nd	32	28.1	
	3rd	35	30.7	
Uncertainty/risk regarding the delivery	1st	39	34.2	
	2nd	42	36.8	*
	3rd	33	28.9	
Uncertainty/risk regarding the brand	1st	28	24.6	
	2nd	40	35.1	
	3rd	46	40.4	*
N Valid		114		
Missing		0		

CrossTabs

			1	2	3	4	Total
Q12			Convenience (time saving, secure)				
Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	Yes (Shoppers)	Count	12	10	14	5	41
		% within Convenience	30.0%	37.0%	43.8%*	33.3%	36.0%
	No (Non-Shoppers)	Count	28	17	18	10	73
		% within Convenience	70.0%*	63.0%	56.3%	66.7%	64.0%
	Total	Count	40	27	32	15	114
		% within Convenience	100.0%	100.0%	100.0%	100.0%	100.0%

Q12	Chi-Square Tests Convenience		
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.519[a]	3	.678
N of Valid Cases	114		

[a] 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.39

Q12		Peer reviews, recommendations and product evaluations					
Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	Yes (Shoppers)	Count	14	15	8	4	41
		% within Peers reviews, recommendations and product evaluations	46.7% *	37.5%	24.2%	36.4%	36.0%
	No (Non-Shoppers)	Count	16	25	25	7	73
		% within Peers reviews, recommendations and product evaluations	53.3%	62.5%	75.8%*	63.6%	64.0%
	Total	Count	30	40	33	11	114
		% within Peers reviews, recommendations and product evaluations	100.0%	100.0%	100.0%	100.0%	100.0%

Q12	Chi-Square Tests Peers reviews, recommendations and product evaluations		
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.503 [a]	3	.320
N of Valid Cases	114		

[a] 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.96

Q12		I really like the product and get a 'must-have it' feeling					
Have you ever used	Yes (Shoppers)	Count	6	3	8	24	41

these 'shopping buttons' to purchase FCA through Instagram?		% within I really like the product and get a 'must-have' it feeling	27.3%	27.3%	42.1%*	38.7%	36.0%
	No (Non-Shoppers)	Count	16	8	11	38	73
		% within I really like the product and get a 'must-have' it feeling	72.7%*	72.7%*	57.9%	61.3%	64.0%
	Total	Count	22	11	19	62	114
		% within I really like the product and get a 'must-have' it feeling	100.0%	100.0%	100.0%	100.0%	100.0%

Q12   **Chi-Square Tests I really like the product and get a 'must-have it' feeling**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.596[a]	3	.660
N of Valid Cases	114		

[a] 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.96

Q12   **Connection with the brand**

Have you ever used these 'shopping buttons' to purchase FCA	Yes (Shoppers)	Count	9	13	11	8	41
		% within Connection with the brand	40.9% *	36.1%	36.7%	30.8%	36.0%
	No (Non-Shoppers)	Count	13	23	19	18	73

through Instagram?		% within Connection with the brand	59.1%	63.9%	63.3%	69.2%*	64.0%
	Total	Count	22	36	30	26	114
		% within Connection with the brand	100.0%	100.0%	100.0%	100.0%	100.0%

Q12	Chi-Square Tests Connection with the brand		
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.545 [a]	3	.909
N of Valid Cases	114		

[a] 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.91

CrossTabs						
			1	**2**	**3**	**Total**
Q13	Not having sensory experience					
Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	Yes (Shoppers)	Count	12	13	16	41
		% within Not having sensory experience	25.5%	40.6%	45.7% *	36.0%
	No (Non-Shoppers)	Count	35	19	19	73
		% within Not having sensory experience	74.5% *	59.4%	54.3%	64.0%
	Total	Count	47	32	35	114
		% within Not having sensory experience	100.0%	100.0%	100.0%	100.0%

Q13	Chi-Square Tests Sensory Experience		
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.968 [a]	2	.138
N of Valid Cases	114		

[a] 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.51

Q13		Uncertainty/risk regarding delivery				
Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	Yes (Shoppers)	Count	15	16	10	41
		% within Uncertainty/risk regarding delivery	38.5%*	38.1%	30.3%	36.0%
	No (Non-Shoppers)	Count	24	26	23	73
		% within Uncertainty/risk regarding delivery	61.5%	61.9%	69.7% *	64.0%
	Total	Count	39	42	33	114
		% within Uncertainty/risk regarding delivery	100.0%	100.0%	100.0%	100.0%

Q13	Chi-Square Tests Uncertainty/risk regarding delivery		
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.648 [a]	2	.723
N of Valid Cases	114		

[a] 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.87

Q13			Uncertainty/risk regarding brand			
Have you ever used these 'shopping buttons' to purchase FCA through Instagram?	Yes (Shoppers)	Count	14	12	15	41
		% within Uncertainty/risk regarding brand	50.0%*	30.0%	32.6%	36.0%
	No (Non-Shoppers)	Count	14	28	31	73
		% within Uncertainty/risk regarding brand	50.0%	70.0%*	67.4%	64.0%
	Total	Count	28	40	46	114
		% within Uncertainty/risk regarding brand	100.0%	100.0%	100.0%	100.0%

Q13	Chi-Square Tests Uncertainty/risk regarding brand		
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.238 [a]	2	.198
N of Valid Cases	114		

[a] 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.07

Appendix 8 | Frequency Table for Satisfaction Questions 14 and 15

Frequency Table for Satisfaction Questions 14 and 15		Order	Frequency	Percent	Valid Percent
**Q14	Are you satisfied with purchasing FCA**	Valid	Yes	39	34.2	95.1
		No	2	1.8	4.9

through Instagram?	Missing	System	73	64.0	
	Total		114	100.0	
Q15 | Would you recommend it to others?	Valid	Yes	38	33.3	92.7
		No	3	2.6	7.3
	Missing	System	73	64.0	
	Total		114	100.0	

Appendix 9 | Logistic Regression for Hypothesis

Hypothesis 1

Classification Table					
			Have you ever used these 'shopping buttons' to purchase feminine clothing and/or accessories through Instagram		**Percentage Correct**
	Observed		**Yes**	**No**	
Step 1	Have you ever used these 'shopping buttons' to purchase feminine clothing and/or accessories through Instagram	Yes	0	41	.0
		No	0	73	100.0
	Overall Percentage				64.0

ᵃ The cut is .500

64% is the overall percentage which means that the probability to be right is 64%

Variables in the Equation							
		B	**S.E.**	**Wald**	**df**	**Sig.**	**Exp(B)**
Step 1 ᵃ	REGR factor score 2 for analysis 1	(-).104	.201	.269	1	.604	.901
	Constant	.578	.195	8.756	1	.003	1.783

a Variable(s) entered on step 1: REGR factor score 2 for analysis 1.

Hypothesis 2

Since SPSS only considered two factors for motivations instead of three as expected, the factor 'Peers Feedback' is included in 'Consumer-Brand Relationship' factor. Since Hypothesis 3 is not verified, we can also reject hypothesis 2.

Hypothesis 3

Classification Table				
		Have you ever used these 'shopping buttons' to purchase feminine clothing and/or accessories through Instagram		**Percentage Correct**
Observed		**Yes**	**No**	
Step 1 Have you ever used these 'shopping buttons' to purchase feminine clothing and/or accessories through Instagram	Yes	0	41	.0
	No	0	73	100.0
Overall Percentage				64.0

a Constant included in the model

b The cut is .500

64% is the overall percentage which means that the probability to be right is 64%

Variables in the Equation							
		B	**S.E.**	**Wald**	**df**	**Sig.**	**Exp(B)**
Step 1 a	REGR factor score 1 for analysis 1	(-).070	.198	.126	1	.723	.932
	Constant	.578	.195	8.745	1	.003	1.782

a Variable(s) entered on step 1: REGR factor score 1 for analysis 1.

Hypothesis 4

Classification Table

			Have you ever used these 'shopping buttons' to purchase feminine clothing and/or accessories through Instagram		Percentage Correct
	Observed		Yes	No	
Step 1	Have you ever used these 'shopping buttons' to purchase feminine clothing and/or accessories through Instagram	Yes	0	41	.0
		No	0	73	100.00
	Overall Percentage				64.0

a Constant is included in the model.

b The cut is .500

64% is the overall percentage which means that the probability to be right is 64%

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 a	REGR factor score 1 for analysis 1	.130	.196	.445	1	.505	1.139
	Constant	.579	.196	8.762	1	.003	1.785

a Variable(s) entered on step 1: REGR factor score 2 for analysis 1.

Hypothesis 5

Classification Table

			Have you ever used these 'shopping buttons' to purchase feminine clothing and/or accessories through Instagram		Percentage Correct
	Observed		Yes	No	
Step 1	Have you ever used these 'shopping buttons' to purchase feminine	Yes	19	22	46.3
		No	9	64	87.7

clothing and/or accessories through

Instagram

Overall Percentage	72.8

a The cut is .500

72.8% is the overall percentage which means that the probability to be right is 72.8%

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 a	REGR factor score 1 for analysis 1	.958	.235	16.671	1	.000	2.606
	Constant	.664	.217	9.337	1	.002	1.943

a Variable(s) entered on step 1: REGR factor score 1 for analysis 1.

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