

# Why do they post: Investigating into the Instagrammers perceptions and behaviour

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## Background

The millennial population worldwide is indicated to become a key driver in hospitality and other retail sectors, and as digital natives, Gen-Y and Z like to post what they buy, what they eat.

The modernisation and digitalisation of marketing activities for both products and services cannot be discussed without the impact of consumers' commitments and involvements in sharing their experiences via Social Media Network.

Emerging economies in Asia such as Thailand are demonstrating middle-class consumers are gaining significant disposable income which is being spent on various goods and services, and at the same time their involvement in SNS activities are significantly increased. Under this situation, the relevant retailers and businesses need to understand more depth about their posting behaviour to share their customer experiences which should be useful materials for them to develop effective business strategies and marketing communications plan to enhance more consumers' commitment and sharing information behaviour. communication strategies with this consumer cohort.

## Literature Review (1)

-Food is part of our social lives and the posting of food photographs on social media is common activities especially among the digital natives. Instagram, for example, chooses 'food' as one of its main categories.

-Industry has been quick to pick up on this designing smartphones and digital cameras with specific food photography modes that enhance the sharpness and colour of the image (Mejova et al. 2016).

-Businesses and marketing now consider whether photos are 'instagramable' or have 'instagramability' potential (Lewis et al. 2021), which is also attracting attentions from marketers from food sector retailers and other hospitality sector.

- Sheth (2017) noted that about one-third of people, especially the 'millennials', choose a restaurant based on food photographs placed on social media. Food photography has been even transforming the restaurant industry.

-Some food outlets manage their businesses in ways that create positive feedback on social media platforms (Hosie 2017) and some scholars have noted that displaying images of food in eating areas increases customer satisfaction.

-It can therefore be argued that it is beneficial for restaurants to develop marketing plans that encourage their customers to take photos of the food they are consuming, or the food displayed around them, in the hope that these will be posted on social media sites, which will have impact on business sustainability (Coary and Poor 2016).

-Digital anthropology is a new research field and it has been discussed photos as a core of human communications, and a key activities of the research topics: Miller et.al. (2016) argue that to understand the way people use social media, one should consider 'online behavior' as similar as normal activities and functions in everyday life.

## Research Gap

- Among various types of SNS, Facebook, Instagram, Snapchat, TikTok, and other online platforms, we need to analyse which platforms are chosen with the demographic, social, and educational background.
- Open access, dissemination of the research outcome should be shared and presented to enhance further discussions to develop actionable implications for both theories and practices.
- Looking at more collectivistic cultures such as China or Japan, emerging economies such as Thailand should be examined with the societal factors embedded in the cultural background (Gentina, Shrum and Lowrey, 2016).

## Literature Review (2) & Key Questions

- Digital anthropologists suggest that when people post photo in social media, they make conversation. In other word, social media has shifted human communication towards the visual at the expense of text and voice.

-Amit et al. (2012) conclude that when the interpersonal communication is socially and temporally. Visual can increase proximity between people better than word, whereas it has been discussed that people prefer to use picture in communication when they engage with proximal target and word with distal target (Hanke 2018).

-Borgerson and Miller (2015) also discussed the concept of 'scalable sociality' which argued that in the new ecology of media, people did not use media separately but use all of it coming on stream together.

- Wang et al. (2016) discussed one motivation which drive people to take and share food photo online because they just want to provide their experiences to help others to make decision with their comments of recommendation, their own unique insight about the food, menu item etc. (Kang and Namkung, 2016).

### <Key Questions>

- What are the key drivers for Gen-Y&Z consumers to post food photos while they dine at restaurants.
- What kind of intention and motivation are enhanced by photo sharing activities?
- In the food hospitality sector, what kind of marketing strategies can be developed for both theories and practices from a perspective of digital anthropology point of view.

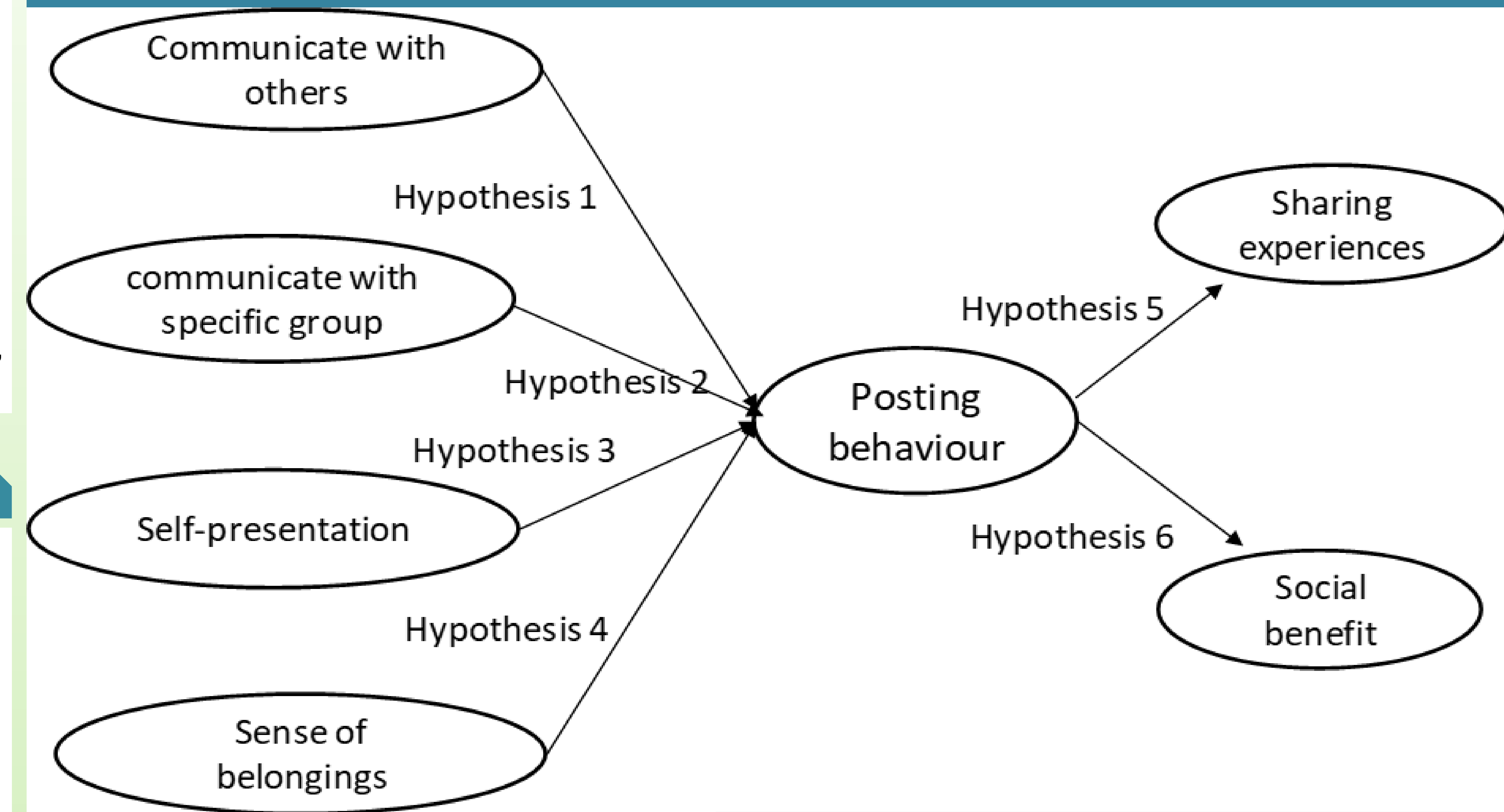
## Methods

The research methodology is based on a quantitative approach using a survey with Gen-Y and Z consumers who have posted the photos of purchased food products.

An online survey with a questionnaire was distributed by the authors' SNS contacts to aim 800 samples to collect from Bangkokians.

The questionnaire comprises of 15-20 questions responding to the developed hypotheses with Likert 1-5 scales.

## Conceptual Model



Hypothesis	Description / Explanation
Hypothesis 1	Consumers' willingness to communicate with others on SN platforms has an impact on their 'posting' behaviour.
Hypothesis 2	Consumers' willingness to communicate with specific groups on SN platforms has an impact on their 'posting' behaviour.
Hypothesis 3	Consumers' willingness to influence others' image and perceptions towards them has an impact on their posting behaviour.
Hypothesis 4	Consumers' willingness to belong to the communities has an impact on their posting behaviour.
Hypothesis 5	Posting behaviour has an impact on their willingness of sharing experiences with others
Hypothesis 6	Posting behaviour has an impact on their willingness to contribute to the social benefit

## Future research plan Based on the development paper

- Brush up and arrange the final analytical model and prepare the measurements for the survey
- Conduct a pilot test and preliminary test with the attained dataset to check the applicability of the proposed analytical framework.
- Conduct a survey to collect primary data set from Bangkok to analyse the developed model.
- Analysis will be conducted based on the SPSS and AMOS analytical programme to conduct a structural equation modelling.
- Test hypotheses to develop implications and recommendations for both theories and practices.

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