THE USAGE OF INSTAGRAM APP ON THE EXAMPLE OF YOUNG CONSUMERS OF THE GENERATION Z

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Abstract

The popularity of social media continues to grow. Many statistics report that mostly young people spend the highest amount of time on social networking sites. The purpose of the paper is to present results of the study on respondents' browsing and content publishing behavior on the Instagram platform. The author focused on several available forms, such as posts, stories, IGTV, live. The study focused on young consumers, belonging to generation Z. The author mainly researched how much time does the young generation spend on Instagram platform, which form is more preferred among respondents, in context of viewing or creating content by them. Moreover the study also focused on differences in the use of Instagram app among generation Z based on gender, education and place of residence. The study showed that the representatives of the mentioned generation prefer both viewing and adding primarily stories, and secondarily posts. Neither IGTV nor live are of much interest. Recipients are reluctant to view or create this type of content.

Keywords: young consumers, young creators, generation Z, social media, Instagram

1. INTRODUCTION

Social media platforms are receiving a lot of time and attention in current marketing academic discourse. Companies are trying to respond to consumers' needs, and appear where their target groups hang out, get inspired, do the shopping etc. According to the results of the Digital 2022: Global Overview Report about 62.5% of the world's population of 7.91 billion people use the Internet (Kemp, 2022). Active users of social media are slightly less - about 58.4% of the population which is 4.62 billion people. In Poland about 32,86 million people use the Internet, with a population being 37,77 million. So, the percentage of Polish population using the Internet is 87%. The results of the report also show that active users of social media in Poland are about

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72% of the population, or approximately 27.2 million people, of which the most engaging portal is Instagram (Feehan, 2021). As the reports prove, every year more and more people, especially young people, are joining online societies. Therefore, it was decided to explore the topic of consuming and sharing content by young people on the Instagram platform. The article has been written based on primary as well as secondary sources. The former included scientific journal articles, monograph chapters and results of global reports. The latter were needed to fill a research gap noted in relation to the topic of consideration and the purpose of the paper. The purpose of the research was to examine respondents' browsing behaviour and their content publishing behaviour on the Instagram platform. Due to the nature of Instagram app, several forms of publishing or viewing content available through the platform were considered in the study, such as:

• Posts – photos or short videos that appear in users' feed

• Stories - photos and short videos that last 24 hours, and after disappear

• IGTV - short for Instagram Television, which allows users to add longer videos

• Live – allows users to livestream and comment in real time.

The author has decided to focus on the students whom age group (20-29) is the most active on social media in the research group.

2. LITERATURE REVIEW

Lately, the use of social media has increased prominently (Thota, 2018). Individuals now spend a lot of time on social media platforms (Celestine & Nonyelum, 2018) especially young adults (Pittman &

Reich, 2016). Social media can refer to many things but are largely functional environments which foster user-generated content creation and sharing (Kaye, 2021). There has been various research over the past years on social media, its impact on business development (Kapoor et al., 2018).

According to the statistics, in previously mentioned Global Digital Report, Instagram is second favorite platform in the world in the age group between 16 and 64, right after Whatsapp. People spend there averagely 11.2 hours a month. It is noticeable that social media topics are very interesting for researchers. Especially Instagram due to every year increasing popularity is a matter of concern. Web of Science has 5397 articles about Instagram, Scopus – 6459 in total. The topic of Instagram was mentioned in many different views and contexts, most publications were in the field of social sciences. Aforementioned app is a photo and video sharing social networking site (Chopra & Dev, 2022), it allows users to create and share content in the form of posts, stories, IGTV and live reports. As it was mentioned before, Instagram is used mostly by people between 16 and 64 years old, but when it comes to the period of time that people spend on this app, young group of consumers are definitely at the forefront. Generation Z contains people who were born after 1995 (Cilliers, 2017). What characterizes this generation in particular, is that they do not know what life without Internet is. They not only consume, but also create content and information Moreover, their main channel of communication is via social media (Nagy & Kölcsey, 2017). Researching this generation should be prioritize nowadays, especially in context of marketing and selling, because this group of people has recently, or shortly will join the market (Carbajal-Cribillero et

al., 2021). It is important to explore their perception on many things. The proof that the topic is very common and important is the fact of finding 2,086,783 positions with a generation Z thread in Scopus and 1096 in Web of Science.

Although there is not a lot of research that combines topics of Instagram and generation Z together. The chart presented in the Figure 1 shows how many articles were published in the past few years that have focused on both - Instagram and generation Z.

In current literature there is noticeable that researchers focus on Instagram and generation Z in many contexts. In Scopus base there are several articles that concentrate on the impact of the covid-19 pandemic on the discussed topics. Studies mostly included different markets or sectors than those that are taken in this study. Researchers have focused on foreign markets e.g. Indonesia (Roselina et al., 2021) or Portugal where authors have studied the social media choice of two generations – Y and Z (Carvalho & Faria, 2022). One study has also addressed the topic of multi-generation perception towards digital wallet in context of Indonesia market (Suzianti,

2020). Another focused on exploring youth's political behavior and the level of their influence resulting from social media in the Kazakhstan market (Kilybayeva & Nurshanov, 2020). Some research has also concentrated on the sports branch (Pa et al., 2021), or communication strategies e.g., to facilitate emergency preparedness for generation Z and college food pantries (Cardinal et al., 2021). Other authors have also addressed the topic of technology in the context of Covid-19. The capture of the generation Z and Instagram was often discussed in view of the fashion, science, psychology and politics. (Pilgrim & Bohnet-Joschko, 2019) have made the research about influencers and their impact on communicating dieting and exercise topic. Although other researchers have taken a nutrition related topic on US market (Tricas-Vidal et al., 2022). Many studies have focused on the topic of marketing, e.g. brand engagement behaviour (Florenthal, 2019), Instragram ads (Copeland et al., 2021), social media marketing activities (Hazzam, 2021), social media network (Jambulingam et al., 2018), influence of electronic world of mouth on brand love (Pillay, 2021),
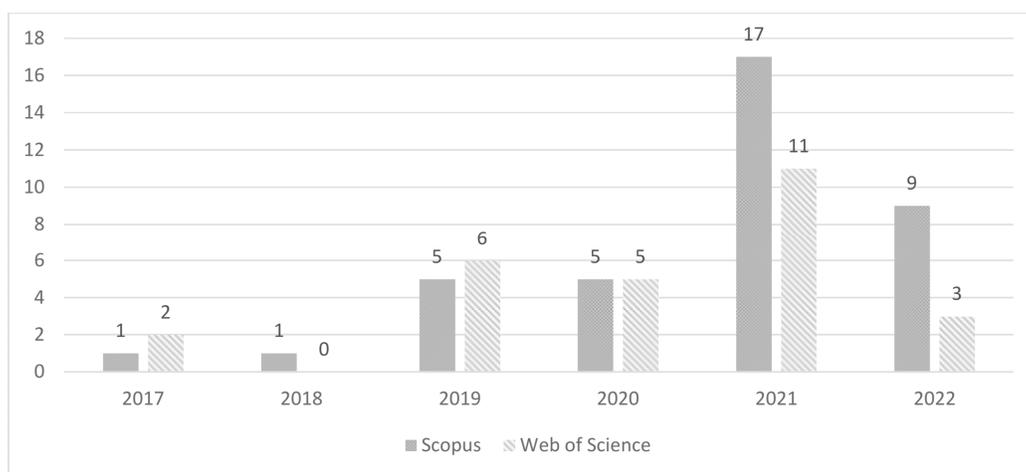

Figure 1. Articles with search title "Generation Z" AND "Instagram" (n=65)

employer branding (Carbajal-Cribillero et al., 2022), e-lifestyle (Wijaya et al., 2020). Individual articles covered the makeup industry, psychology, tourism, and social media counterfeit detection. One of the monographs listed in the table was impossible to display in various sources, so it was not considered for this review.

The Scopus and Web of Science databases have 19 repetitive literature articles in their collections. The 9 non-reccuring literature positions are relate to education focusing on using Instagram for educational reasons, enterprise analysis exploring determinants of digital channel use and coordination by individual entrepreneurs in emerging markets, psychology, fake news, and musicals.

The research gap is notable because none of the sources indicate the behavior of generation Z consumers in terms of publishing or consuming content in particular Instagram forms. The scarcity of information on this topic prompted the author to conduct the following research.

3. RESEARCH METHODOLOGY

To achieve the purpose of the article, a research design was prepared where the following research questions were formulated:

- RQ1: Which form of content on Instagram is more preferred to add and view among respondents?
- RQ2: How much time do generation Z representatives spend on Instagram?
- RQ3: What differences are there in the use of Instagram among generation Z representatives in the area of gender, place of residence and education?

The research was conducted by the form of a survey method, using the Internet survey technique, supported by a questionnaire in an electronic version prepared in Microsoft Forms. As previously mentioned, the survey was conducted with a questionnaire, distributed online via social media. Research was performed between October and December 2021. This was a purposive selection focusing on studying young people, mainly students, who are active Instagram users. 180 questionnaires were collected. However, due to not meeting the criteria or errors, 5 questionnaires were rejected, because there were missing data in the answers. A total of 175 questionnaires qualified for further analysis.

4. RESULTS

As previously mentioned, 175 respondents ultimately participated in the survey, of which 28% were male and 72% female. The structure of respondents is illustrated in Table 1. The majority of the research participants (over 66%) have a high school education. It is worth mentioning here that the average age of the respondents was 22,7 years old (sd 2,68). The second most frequently indicated was higher education (29,7%), further primary school graduates (2,9%) and the last vocational – chosen by 1,1% of respondents. Almost half of the interviewed were mainly residents of large cities. The second largest group, almost 19%, were residents of villages. Almost 13% of respondents live in small towns. The last two groups (both 9.7%) declared that they live either in cities from 50,001 to 200,000 residents or between 200,001 and 500,000 residents.

The first question, visualized in Table 2, referred to the frequency of viewing different

forms of content on the Instagram platform. Surveyed users predominately prefer to view stories (91,4%), further posts (87,4%). IGTV and Live are not so popular, they have been indicated respectively by 4,6% and 4% respondents.

Table 3 presents more specifically who indicated suitable answers about frequency of viewing different forms of content on Instagram platform. Table show results by gender, education and place of residence. As it has been shown for women definitely favourite content on Instagram is published via stories – it has been said by 94,4% of female respondents. Many of them also declare to browse posts (88,1%). Men prefer mostly posts (85,7%) and secondly, without a huge difference, stories (83,7%). A significant minority of both – women and men, indicated browsing IGTV or Live preferably. Distinguishing respondents by

level of education it is observed that both – primary and vocational graduates mostly prefer two options - to view stories and posts (100% in both cases). Also, none of the two mentioned groups of respondents indicated other forms of viewing content on Instagram. Although high school and higher education alumnuses indicated stories as they favourite form of displaying Instagram content (accordingly 90,5% and 92,3%). It is also worth mentioning that slightly fewer respondents declaring to have discussed education also like to browse posts (86,2% respondents with high school and 88,5% with higher education). In very rare cases, viewing IGTV or Live were indicated. The highest number of indications in this case was IGTV in survey recipients with a high school education (5,2%). On the other hand, approaching the topic with the distinction of the respondents' place of residence we may

Table 1. Structure of respondents by gender, education, place of residence (n=175)

X	Number of indications	Percentage of indications
Gender		
Male	49	28,0
Female	126	72,0
Education		
Primary	5	2,9
Vocational	2	1,1
High school	116	66,3
Higher education	52	29,7
Place of residence		
Village	33	18,9
Town up to 50,000 residents	22	12,6
Town from 50,001 to 200,000 residents	17	9,7
Town from 200,001 to 500,000 residents	17	9,7
City with more than 500,000 residents	86	49,1

Table 2. Viewing different forms of posts on Instagram (n=175)

X	Number of indications	% of indications
Posts	153	87,4
Stories	160	91,4
IGTV	8	4,6
Live	7	4,0

observe, that browsing the posts is chosen mainly by inhabitants of small towns (90,9%). Viewing stories is most often done by villagers (97,0%). IGTV was most often indicated both by residents of cities from 50 001 to 200 000 residents as well as from 200 001 to 500 000 (5,9%). Residents of the former, smaller cities (from 50 0001 to 200 000) were also the most likely, compared to others, to view Lives on Instagram.

Table 4 presents the declared publishing of different forms of content on Instagram. It can be noticed that the surveyed users primarily prefer adding stories (74,9%). The fewest indications had IGTV (1,7%) and Live (0,6%).

Table 5 illustrates a summary of several questions about the surveyed participants' use of the Instagram app. The first set of questions relates to the daily login to the application. Research has shown that this is on average 13 logins per day. Men log in on average more often than women. However, it is important to note the rather high standard deviation here, which shows a wide variety of responses. Also, the highest ratio is noticed in respondents with primary education and Instagram users living in big cities (both around 20 loggings per day). The next issue examined the time spent in the app each day. It is noticeable that women spend on Instagram almost twice as much time as men. A significant amount of time is spent by those with a higher education, which is over 2 hours 20 minutes a day. Also, respondents who live in cities between 200 001 and 500 000 residents spend relatively much time – around 2 hours 10 minutes daily, especially when comparing them to small town residents who spend almost an hour less on Instagram per day. In addition to the total time spent in the app per day, it is also interesting to see how long users stay on the platform each time they visit. Overall,

Table 3. Viewing different forms of posts on Instagram divided by age, gender and place of residence (n=175)

	X	Posts	Stories	IGTV	Live
Gender	M	85,70%	83,7%	2,0%	4,1%
	F	88,10%	94,4%	5,6%	4,0%
Education	Primary	100,00%	100,0%	0,0%	0,0%
	Vocational	100,00%	100,0%	0,0%	0,0%
	High school	86,20%	90,5%	5,2%	4,3%
	Higher education	88,50%	92,3%	3,8%	3,8%
Place of residence	Village	84,80%	97,0%	3,0%	3,0%
	Town up to 50 000 residents	90,90%	95,5%	4,5%	0,0%
	Town from 50 001 to 200 000 residents	88,20%	76,5%	5,9%	5,9%
	Town from 200 001 to 500 000 residents	88,20%	94,1%	5,9%	0,0%
	City from 500 000 residents	87,20%	90,7%	4,7%	5,8%

Table 4. Declared adding different forms of content in the Instagram app (n=175)

X	Posts	Stories	IGTV	Live
Number of indications	122	131	3	1
% of indications	69,7	74,9	1,7	0,6

respondents spend about 14 minutes in the app per login. For women it is a bit over 13 minutes, and for men it is half as long - only 6.5 minutes. those with a university degree spend the most in the education group – above 15,5 minutes. It is quite a lot considering that people with a high school education spend almost 11 minutes and those with the higher education a bit above 9,5 minutes. Regarding to the place of residence the inhabitants of towns between 200 001 and 500 000 residents spend the most time per login, which is over 19 minutes. while residents of rural areas spend the least time, only 9 minutes. Another issue presented in the mentioned table was the number of posts and stories added per day on Instagram. It is worth mentioning that, in total, many more users prefer to add stories than posts. In addition, an interesting observation is that there are no noticeable differences in this issue for both men and women. However, differences appear due to education. Here, the highest number of posts (0.12 posts per day) and stories (0.38) are added by people with higher education. When it comes to the place of living, the most frequent stories are uploaded by small towns (up to 50 000) residents – 0,44 stories per day. However, this group of participants have the smallest result of adding posts. People from big cities share posts more willingly, which is 0,1 a day.

Table 5. A summary of several questions about the surveyed participants' use of the Instagram app (n=175)

X	How many times a day do you log in to the Instagram app? [quantitative]	How much time do you spend on the Instagram app each day? (average time in hours)	Amount of time spent in application per 1 log-in (in hours)	How many posts a day do you add on Instagram?	How many stories a day do you add on Instagram?
Total	13,11(16,04)	1,59(1,30)	0,233(0,24)	0,05(0,16)	0,22(0,38)
Gender					
M	23,95(25,65)	1,13(0,61)	0,11(0,10)	0,68(0,10)	0,32(0,33)
F	14,99(16,52)	1,93(1,58)	0,22(0,21)	0,7(0,22)	0,32(0,47)
Education [a]					
Primary	20,33(25,70)	1,67(1,04)	0,16(0,15)	0,07(0,29)	0,28(0,17)
High school	17,63(19,98)	1,52(0,95)	0,18(0,17)	0,04(0,06)	0,29(0,28)
Higher education	14,32(16,13)	2,36(2,17)	0,26(0,24)	0,12(0,35)	0,38(0,70)
Place of residence					
Village	16,24(15,21)	1,80(2,05)	0,15(0,10)	0,05(0,44)	0,20(0,17)
Town up to 50 000 residents	11,92(12,55)	1,42(1,08)	0,19(0,15)	0,03(0,15)	0,44(0,35)
Town from 50 001 to 200 000 residents	12,33(13,21)	1,91(0,60)	0,26(0,17)	0,05(0,22)	0,33(0,31)
Town from 200 001 to 500 000 residents	10,90(13,89)	2,20(1,86)	0,32(0,39)	0,05(0,03)	0,31(0,20)
City from 500 000 residents	20,07(22,51)	1,75(1,38)	0,19(0,19)	0,10(0,29)	0,33(0,58)

[a] Vocational education was removed from the analysis due to the low number of indications (according to SPSS data report)

5. DISCUSSION

It appears that the purpose of this paper has been accomplished. It was examined what are the behaviors of generation Z consumers in relation to displaying and viewing different forms of content on Instagram. As it has been seen from the data, Instagram users slightly prefer watching and adding stories over posts over other forms of content. Nowadays people are focused for much less period of time, so it is not so easy to keep them interested. Stories are short forms of videos, that are often interactive and keep followers interested. Usually posts have some catchy pictures and short description that does not take a long time to read. IGTV or Live are taking much more time. IGTV can last up to 60 minutes and Live stream up to 4 hours. The latter can also be far more engaging for the users. Live allows interaction with the presenter in real time. It is possible to ask questions, react to what is currently happening in the video by commenting and liking, and it is not possible to move the footage backwards, so it is necessary to be attentive. In fact, the rationale for adding these types of content forms is similar - they are time-consuming and very engaging. Stories and posts are much less involving. They can be quickly viewed, clicked or scrolled through. They don't take as long to view or watch and don't require as much commitment.

6. CONCLUSIONS

The survey allowed to answer the research questions presented in the article and to achieve the purpose of the study. Generation Z are young consumers who spend a significant amount of time (averagely 95 minutes a day) on their Instagram activity. The surveyed group strongly prefers to add or view stories, or secondarily posts. While only a few people view or even fewer add IGTV or live. When it comes to viewing content on Instagram, there are no significant differences in terms of gender, education or place of residence. However, a difference appears in the comparison of viewing and adding content on a social profile. Nearly one-fifth of respondents prefer to view posts and stories rather than add them. The results of the survey can be used by companies that focus their communication and promotional activities on the Instagram platform and address them to a group of young people. Based on the results presented, they can conclude that the generation Z willingly uses Instagram to browse the content of others, with a particular preference for stories and posts. It can be useful information on what kind of tools to use for publishing content.

However, the survey had some limits, such as a small sample size and the non-random nature of the selection, which means that the results cannot be generalized to the population. In the future, it would be worth expanding the survey on the generation Z to include motives of using the Instagram platform.

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УПОТРЕБА АПЛИКАЦИЈЕ ИНСТАГРАМ НА ПРИМЕРУ МЛАДИХ ПОТРОШАЧА ГЕНЕРАЦИЈЕ З

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Извод

Популарност друштвених медија наставља да расте. Многе статистике показују да углавном млади проводе највише времена на сајтовима друштвених мрежа. Сврха рада је да представи резултате студије о понашању испитаника у претраживању и објављивању садржаја на Инстаграм платформи. Аутор се фокусирао на неколико доступних облика, као што су постови, приче, ИГТВ, емитовање уживо. Студија се фокусирала на младе потрошаче, који припадају генерацији З. Аутор је углавном истраживао колико времена млада генерација проводи на Инстаграм платформи, која форма је међу испитаницима преферирانија, у контексту њиховог прегледа или креирања садржаја. Штавише, студија се такође фокусирала на разлике у коришћењу Инстаграм апликације међу генерацијом З на основу пола, образовања и места становања. Студија је показала да представници поменуте генерације преферирају и гледање и додавање првенствено прича, а секундарно постова. Ни ИГТВ ни емитовање уживо нису предмет великог интересовања. Примаоци нерадо гледају или креирају ову врсту садржаја.

Кључне речи: млади потрошачи, млади креатори, генерација З, друштвени медији, Инстаграм

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