Social Media, Brand Content

& Millennials

To investigate the impacts of branded content through social media on the
millennials purchasing intentions process

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II.   Abstract

During the last ten years Social Media have taken place in our lives. With currently more than 2 billion social media users and a rate of penetration about 29% (Kemp, S, 2015), social media are still essential to share and communicate. Last generations are aware of those new platforms and technologies. Actually, data findings show that millennials are actively using social media and moreover they are more difficult to reach on classics media such as TV. It might be useful to understand their uses and expectations in order to engage them with the right strategy. To carry out this research, a secondary data research has been conducted. We managed the project by first conducting a secondary data collection based on academic articles but also, recent marketing researches, reports and case studies coming from professionals. Once information gathered we started to conduct our primary data collection with a survey mainly based on Facebook. Most of the respondents were 18-23 years old, which give us a particular overview on this population of interest. The main results from both, secondary and primary data underline that young millennials are expecting experiences, stories and entertainment from brands on social media. They are also highly engaged by content. Because social media are essential to reach millennials, companies should think twice when they create content and how they use it on social media.

III. Introduction

Nowadays social media are full of contents and most of millennials addicted to their mobile and social media life. So we wanted to investigate the impacts of branded content through social media on the millennials purchasing intentions process. During the research we finally focused on the young millennials (18-23 years old). The three key objectives were:

- ✓ To understand how branded content on social media generates brand awareness?
- ✓ To identify how branded content on social media affects millennials brand engagement?
- ✓ To investigate how engagement influence millennials purchase intention?

This research just provides trends and insights about the current millennials' perception of brand activity on social media.

IV. Literature Review

1. Introduction - Online Advertising History

In October 1994, a web magazine, Hotwired, was the first website to introduce the idea of selling online advertising. This web based magazine sold the first "banner advertising" to A&T and it was the beginning of online banner Ads (Oberoi, 2013; Evans 2009; Parkin 2009).

At this time online ads were sold based on the CPM model (cost per mille viewers) but at the end of the 90's yahoo introduced the CPC model "cost per click" that Google perfected and used to generate profit (Evans, 2009 ; Oberoi, 2013).

This particular change underlines what was important for companies in the past and what is no longer relevant for them. It is now about reaching the right consumer, the one who is

interested in your product and not about reaching the more as possible as mass media does and introduces the coming of Web 2.0 as a successor of web 1.0.

2. Social Media review

With the transformation of the internet from Web 1.0 to Web 2.0, Social Media appeared. Because Web 2.0 allowed communication based on two ways, between internet users which led the way for the development of social media and user-generated content (Coleman, Chandler and Gu, 2013 ; Tuten Solomon, 2014)

Social media is between mass Media (media which reach a large number of individuals) and personal media (channels capable of two communication such as Email, phone, face to face etc.).

Social media are interactive social systems available every time that allow the ability of freely interact with people, organisations and companies by an exchange of user generated content through virtual profile. The main purpose of social networks is to communicate and exchange ideas among communities that create a real culture of participation (Tuten; Solomon, 2014). Social Media are currently the place for companies to interact with consumers.

If social media are based on this culture of participation, different uses divide Social Networks into 4 major zones:

- ➤ Social Publishing
- ➤ Social entertainment
- ➤ Social communities
- ➤ Social commerce

Zones	Social Communties	Social Publishing	Social Entertainment	Social Commerce
Role	Socialize ; Share ; Converse/discuss	Editorial ; commercial ;User-generated	Games, Art	Customer Service ; Sales ; Human ressources
Platforms	Twitter ; Facebook ; LinkedIn ; Google +	Picasa ; Intagram ; Youtube	Spion ; Myspace ; Soundcloud	Trip Advisors ; Housetrip

3. A digital Generation: The Millennials

Review and stakes

Millennials are people born between 1980 and 2000 (Sago, 2009, Warc Trends 2015). According to metrics, generation Y is about 2.5 billion people in the world. This generation is the largest generation ever. They are the first digital native generation, and compare to other generations, their media uses are more online and more mobile (Warc Trends, 2015; Sago, 2009)

More and more businesses are focused on this generation because its spending is growing. By 2020, millennials' spending power is evaluated at more than 1.4 trillion dollars (NewsCred Millennial Survey 2014).

According to reports, surveys and observations millennials are more resistant to traditional marketing techniques and this why understanding Millennials behaviour has become strategical for companies (Warc Trends, 2015) (NewsCred Millennial Survey 2014). In fact, Millennials are difficult to engage for marketers and only 32% of them find brand communications helpful (NewsCred Millennial Survey 2014)

Generation Y and content

This generation is characterized by a "philosophy of participation". The way they share information and socialize with people on social networks is different compare to other generations (Tuten ; Solomon, 2014; Warc Trends 2015). However, Millennials need to have interests in brand contents to share it and only 45% of them find today's brand content compelling enough to share it (2014 Yahoo Study: Content Marketing: Best Practices Among Millennials)

Moreover, according to a recent quantitative research conducted by NewsCred on 501 US millennials in 2014, two-third (62%) of them agreed that the link between Brand content and brand loyalty is strong. (NewsCred Millennial Survey 2014). This research reveals interesting trends for content being successful with millennials:

First, the demographic has to be hyper relevant – in another way the content needs to fit to its audience and marketers have to take into consideration, the age, the location and the cultural interests of its audience (NewsCred Millennial Survey 2014).

On the other half, content needs to be useful, 64% of millennials are positively engaged by content that is helpful or useful for them. (Bob Gilbreath, 2009, NewsCred Millennial Survey 2014).

Millennials consume content across different platforms but the favourite social media for sharing content is still Facebook with more than 75% of the content shared by millennials (NewsCred Millennial Survey 2014).

4. Create awareness and engage consumers with the right content

Create awareness on social media with content

The *Wendy's Case study* well illustrates the stake of building mass awareness. Awareness has been an essential goal for quick-service restaurant chains like Wendy's in order to attract new consumers. Being top-of-mind among hungry consumers is vital. Wendy's wanted to reach millennials and finally succeeded by using social media strategy based on contents. Wendy's implement a strategy based on viral traction using videos starring Nick Lachey a boy's band star in the US and known by most of millennials. (X)

The fundamental unit of Social media is to share content between users that is meaningful for them (Rohrs, 2014). Indeed to deliver the right content to right users, Facebook uses algorithms to determine what posts are relevant for specific users (Rohrs 2014; Sterne, 2014).

Engagement doesn't just mean having brand fans: If Brand Fans is an indicator of brand's awareness, shared and commented content is a suitable indicator for customer engagement (Tuten ; Solomon, 2014).

What is engagement?

Engagement is when somebody cares, interacts, shares and comments. Social media exist because of people's engagement (Sterne, 2014). Before having engaged users, brands need to raise awareness of its audience. To create a viral content, highly sharable which is essential in order to catch new consumers and then engage them.

Why brands need customer engagement?

Social media is the place for brands to build relationships with customers and engage them with content. Brands need to engage users in order to enhance brand equity & loyalty (Tuten; Solomon, 2014) and finally enhance brand affinity & authority which are one of the psychological factors that influences buying decision process. (Rohrs, 2014; Tuten; Solomon, 2014)

How to create brand engagement with content?

Engagement process takes part in "social media active strategy". Which means for companies to create content and engage consumers in conversations with it (social media marketing; a strategic approach). Before delivering the content to consumers, brands need to well understand its audience in order to be sure that it's the right content delivered to the right users. The demographic have to be very precise and hyper relevant! (NewsCred Millennial Survey 2014)

People spend time on social media because of three basic reasons: to get information, to be connected with people, and to be entertained (Bob Gilbreath, 2009). To engage its audience the content needs to have a real meaning for it. It needs to be useful, helpful or entertaining.

This is why delivering the right content can be useful for companies through engaging consumers with entertainment (Bob Gilbreath, 2009). It can take different forms such posts, videos, articles, photos but in all cases brands must create a content that inspires "likes, comments, shares" (Rohrs, 2014). In fact, 70% of millennials say that the main reason for sharing a content is that it is funny and it makes laugh (NewsCred Millennial Survey 2014).

Case study: Pepsi Max in UK "Unbelievable"7

In 2014 Pepsi Max launched a new campaign targeting millennials in UK. Pepsi used digital media with a content-led approach. The heart of the campaign is the Pepsi Youtube channel that provides regular entertaining content (Zezulka, 2014). The four main objectives of the campaign were:

1. To increase buzz and awareness around the brand
2. To deliver strong engagement with our audience through rich contents
3. To improve equity measures
4. To increase intent to purchase

In order to achieve these goals, Pepsi created content with an unbelievable feat or experience that was designed to be unique and innovative to encourage sharing and buzz. The main idea is to engage users with a strong entertaining experience. For example, the first "hero" video was based on the gymnastic skills of a stuntman Daniels Walters. The third "hero" video combined an air mat with free runners a group of football freestylers to create an incredible game of five-a-side football.

Finally this campaign is a success which underlines the efficiency of Digital Media campaign delivering strong content.

The campaign increased the brand's awareness and delivered a strong engagement : The purpose of 6 millions target views exceeded by 350% with more than 27 million views in three months on the youtube Channel. The Youtube channel became the Youtube third UK brand channel by interrested and engaged subscribers – growing by 1300% to 64 000 subscribers-. (Zezulka, 2014)

This particular case demonstrates how content is powerfull and generate brand affinity.

5. Influence the Buying Decision Process

There is different theories regarding Buying decision. The Buying Purchase Funnel model described by Kotler in 2001 (Chaffey, Chadwick, 2012 p80-85) is a linear process composed of the following stages:

Awareness

Interest

Evaluation

Desire

Action (of purchasing).

In this model, awareness and engagement are essential. Indeed, engagement reveals consumers interest about a product and a brand and drives to desire and action of purchasing.

If this process is usually used to describe buying process, a new approach has been achieved and gives us a new insight in order to be able to better understand it.

The Trial and Error approach

The trial and error approach outlined by a report from *the Advertising research foundation on Digital and Social Media in the purchase decision* describes a new vision purchase decision process: The purchase decision process is not linear as described just before. In fact, customers have their own perception of the market, composed by brands and competitors. They know products, differences and similarities between competitors and they use information and advice to validate or change their visions (Advincula, Powers, Austin, Graiko, Snyder, 2012 p 481-483). All of those informations, opinions, reviews, emotional support coming from friends, family, experts, Brands change the customers' market vision and affects their purchase decisions (Advincula, Powers, Austin, Graiko, Snyder, 2012 p 481-483).

Their vision of the market is constantly changing. The information is provided by two ways and two types of sources: the passive and active way and the offline and online sources.

Passive is when the costumer is exposed to information without especially looking for it whereas active is when the customer makes an effort to get information.

The active way well illustrates the necessity for brands of having consumer's engagement. More the consumer is engaged and involved with brand story, better is his perception of the brand and finally, he generates purchase intentions.

Influence sources- passive sources

"Level of engagement makes a big difference in terms of buying decision process", in fact engaging audience through brand content that generate affinity (videos, entertainment) or even authority (Experts, Users review testimonials) can affect customers during buying decision process (Tuten; Solomon, 2014, Doctoroff 2015, Warc Research 2014)

Authority persuades with recommendations of experts and users testimonies whereas affinity (liking), convinces and satisfies with feelings.

According to Doctoroff (2015), because digital media are more interactive, *digital creative execution has a more direct impact on behaviour*. The use of digital content by Ikea well illustrates how online content could affect buying process.

Since 2011 Ikea launched a Youtube channel with useful content for consumers (Doctoroff , 2015). The main idea was to provide users videos that show how to make "more out of less". For example their video "Small Places, Small ideas" shows how to use a moderated amount of space and finally leads to Ikea Online catalogue for saving place product.

Case study: Toasty.TV

The example of Quiznos and Toasty.TV well illustrates how content on social media can engage users and then lead to purchase intentions. Quiznos is a US food restauration chain and Toasty.TV is its entertainment focused website.

In July 2014, Quiznos implemented a strategy to reach the youth– Millennians- and drive them to their restaurants (Whiteside, 2014).

In order to, they released a video parody mash-up of popular TV shows "House of Cards" and "Game of Thrones". The video House of Thrones became viral, creates the buzz and scores

1.5 million view in two weeks. It also generates traffic and views on Toasty.TV. But the most interesting are the store locator traffic metrics: The store locator traffic raised by 70% compare to same period in 2013 (Whiteside, 2014).

6. Conclusion

The right brand content delivers to the right audience through suitable channels is a powerful marketing strategy for brands marketers to create relationships that empowers consumers to make educated and informed decisions about your brand. Because Millennials are the generation of tomorrow, brands need to understand how to engage them, and brand content seems to be one of the solution.

"*Content has to provide value in exchange for people's attention*" (Doctoroff, 2015)

Content is a good way for companies to add value to their customers' lives. It can be powerful for generating awareness, inspiring brand affinity and influencing purchase decisions.

V. Methodology

1. Introduction

According to the definition of the European Society for Opinion and Marketing Research (ESOMAR), given by Malhotra & Birks (2006, p6) marketing research is *a key element within the total field of marketing information. It links the consumer, customer and public to the marketer through information which is used to identify and define marketing opportunities and problems; to generate, refine and evaluate marketing actions.* This information is provided by two types of sources, primary and secondary.

This chapter provide a set of 8 steps which describe all the marketing research process; These steps are Problem Definition, Research Design Strategy, Data Collection Method, Research Approach, Instrumentation, etc.

2. Problem Definition

2.1. Research Question

To investigate the impacts of branded content through social media on the millennials purchasing intentions process

2.2. Research Hypothesis

Research Hypothesis: Millennials are actively engaging by branded content through social networks which influenced their purchasing decisions.

2.3. Research Objectives

✓ To understand how branded content on social media generates brand awareness?
✓ To identify how branded content on social media affects millennials brand engagement?
✓ To investigate how engagement influence millennials purchase intention?

My Research Plan is composed first by Secondary Data research and then a Quantitative research have been selected through on-line questionnaires based on social Networks such as Facebook, Twitter and Google+.

3. Research Design Strategy

According to Malhotra & Birks (2007, p 58) *Research design is a Framework (..) for conducting a marketing research project. It details the procedures necessary for obtaining information needed.* Research design determines the methods used during the marketing research process. Domegan & Fleming (2007, p 69) describes three types of research design, exploratory, descriptive and causal.

Exploratory research provides qualitative data. It is used to explore, define and identify variables such as patterns, trends or behaviour that we don't know. In our study, exploratory research is not suitable because the studied variables in our research problem, Social Media, Millennials, Engagement and Brand content are known and documented (Domegan and Fleming 2004 p 63).

Descriptive research can provides both, qualitative and quantitative data that are used to describes and quantify variables that are known. Descriptive research is suitable for our study because it provides a better understanding of the relationship between content, engagement and millennials on social media. (Domegan and Fleming 2004 p 64).

Causal research is used to prove cause and effect relationship between variables (Domegan and Fleming 2004 p 65). This method is not selected for the current study.

4. Data Collection Method

According to Domegan & Fleming (2004), there is different sources of data that might be used for marketing research. Two types of data are described, secondary and primary, both

corresponding to specific type of research:

DESK RESEARCH	FIELD RESEARCH
SECONDARY DATA	PRIMARY DATA

4.1. Secondary Research

According to Tuten and Solomon (2014, p195), secondary research is *"information already collected and available for use."* Secondary data is always conducted before primary research. It is cheaper and it is gathered faster than primary data It allows to gather information and knowledge in order to well understand the research topic and finally collect primary data (Domegan & Fleming, 2007). Secondary Data is a cost effective way to provide a real overview of concepts and theories that we are studying (Malhotra, 2007).

Secondary data used is newspapers, books, academic journals, databases, Online marketing reports.

4.2. Primary Research

Primary Data, in contrast to secondary research, is collected first hand for the research (Tuten and Solomon, 2014; Domegan & Fleming 2004, p77). Primary data is provided by field research and it is more expensive, in terms of resources and time, than the secondary data (Malhotra, 2007 p 106-109).

Primary research is used to understand, explore, describe and quantify facts, consumers, behaviours, trends, uses, etc.

5. Research Approach

5.1. Qualitative Research

Primary Research can be divided into two different types of research: Qualitative and Quantitative. According to Malhotra (2007, p 143), Qualitative research is an *unstructured exploratory research method which use small samples that provides insights and understanding of the problem setting*, and discover consumers feelings and attitudes (Domegan and Fleming, 2007 p 157-159).

Qualitative Procedures:

Focus Group is *an interview conducted by a moderator in a non-structured and natural manner with a small group of respondents (*Malhotra, 2007 p 145). Focus group is a kind of interactive discussion one particular topic. The main objective is to generate and understand consumers attitudes, perception and needs toward a this topic (Domegan and Fleming, 2007, p160).

In depth Interview is a process in which the interviewer, in a face to face setting, asks unstructured and semi-structured questions to respondent in order to underlying motivations, attitudes beliefs and feelings about a particular topic (Malhorata, 2007 p 158)

Projective Techniques is an *unstructured and indirect form of questioning encourages the respondents to project their underlying motivations beliefs and attitudes regarding the issues of the topic (*Malhotra, 2007 p 163). In projective techniques, respondents are asked to interpret the behaviour of others and this reveals indirectly their own motivations and attitudes towards the subject.

5.2. Quantitative Research

The second types of research is the Quantitative. Quantitative research is a methodology that seeks to quantify the data and applies some of statistical analysis (Malhotra, 2007 p 143). It involves collecting data from a large sample. Quantitative is useful for describing

characteristics of a market or a population of interest and quantify, measure and validate hypotheses (Mc Givern, 2006, p58).

Quantitative Procedures:

Survey method is *a structured questionnaire* –that presents questions in a prearranged order- *given to a sample of a population and designed to elicit specific information from respondents* (Malhotra, 2007 p 183)

Observation method *is the recording of behaviour patterns of people, objects, and events in a systematic manner to obtain information about the phenomenon of interest (Malhotra, 2007 p 202).* In this particular method there is no interactions the participants but only observations.

Panel method is a *sample survey from which comparative data from the sampling units are taken on more than one occas*ion (Domegan and Fleming, 2007).

6. Instrumentation selected

Survey research have been selected for our project. Survey research relies on the uses of a questionnaire. According to Domegan and Fleming (2007, p273) a survey is "a *formalised means of collecting data from respondents. The primary purpose of a questionnaire is measurement."* We choose questionnaire because we wanted to measure respondents attitudes (Kinnear & Taylor, 1996).

Questionnaire have three main objectives. Because of its form and contents, a questionnaire translate the needed information into questions. Those questions have to be clear, well designed and must motivate respondents to answer. Finally it is necessary that the questionnaire minimise response error (Domegan and Fleming, 2007p 272-275)

Methods used for conducting survey, classified in function of the interest that they represent for our research:

Online Questionnaire: The questionnaire is sent through Internet via E-mail or Social media. It is the most suitable method for our research first because of the population of interest (Millennials) and then because of a question of time and resources.

Personal Interview: The interviewer asks questions directly, this is a face to face method which is efficient and useful for the interviewer to collect good responses.

Telephone Interview: The interviewer asks questions over the phone. As personal interview interviewer directly asks questions but telephone interview needs a large number of potential respondent and a lot of time.

Postal Questionnaire: The questionnaire is sent by post and to be send again by the respondent.

7. Fieldwork

Online Questionnaires have been selected for our research. Our topic is focus on Social media and Millennials behaviour, so it is logical to base our questionnaire on Social Media in order to reach Millennials. Social media used are mainly Facebook, Twitter and Google +.

The questionnaire created with Google Forms. Indeed, Google Forms is very easy to use and practical because it is online based and available everywhere. The questionnaire is composed by 28 questions gathered in 16 points.

8. Sampling

8.1. Profile

Millennials (people between 15 and 35 years old), on mainly on Facebook during two days in the beginning of March 2015. At the end of the process, most of the respondents (more than 90%) were between 18 and 23, so we kept the initial target (Millennials) but we focused the research on this particular range of Millennials. All the analysis is based on the 18-23 years old target.

Because of the target population we couldn't use any sampling Frame (list or representation of the target population).

The sample size determination is the number of people responding to our questionnaire.

For this study the sample size used is 93 respondents.

8.2. Sampling Method

There are two types of sampling methods; probability and non-probability.

Probability sample is a type of sampling which use random selection, it is "where each unit has a known chance of being selected" (Domegan and Fleming, 2003 p 358).

Non probability sampling method is not based on "any probability principles or laws." (Domegan and Fleming, 2003 p 359). In our study we choose this method because of practical reasons such as cost and time issues but also the absence of sampling frame.

8.3. Sampling type

There are four different types of non-probability sampling method which are quota, purposive, judgment and convenience sampling.

Convenience sampling is as the name describes it, when the researcher choose samples at his convenience. In another words the researchers choose those respondents because they are actually easy to access. This type has the advantage to be quick, not expensive and efficient in terms of numbers of respondents.

The purposive sampling type is "where the sample members or units are chosen especially because they are not representative of the population" (Domegan and Fleming, 2003 p 371).

The judgment sampling is when respondents are selected by the researcher because he knows that those respondents are the right population for his study. This type of sampling requires a real knowledge of the topic from the researcher.

The quota sampling is when the researcher uses predetermined controls such as social class, age, sex to select sample units in order to replicate the population of interest without using any random selection. (Domegan and Fleming, 2003 p372)

In our study we use a mix of convenience sampling and judgmental sampling because respondents were chosen on Facebook because of a specific characteristic (age).

VI.   Data Analysis

1. Editing

According to Domegan and Fleming (2003, p413), "editing is the process of reviewing questionnaires with the objective of increasing accuracy and precision." In another words, editing is conducted to check the questionnaire and the responses collected and make them more relevant. By editing, we delete the unusable responses and errors. During editing we finally selected responses from 18-23 years old millennials.

2. Coding

Coding is the process of assigning data (number or words) into categories in order to prepare tabulation. There are two types of coding, post-coding and pre-coding. For our study we mainly used pre-coding, which is the association of code and answers already included in the questionnaire format. Pre-coding facilitate tabulation and summarisation of the data collected (Domegan and Fleming, 2003 p414-416).

3. Tabulation

According to Domegan and Fleming (2003, p 418-420), "tabulation consists of three activities; sorting, counting and summarising." During tabulation data is count and classified into tables.

4. Summarisation

Summarisation allows interpretation of data by summarising statistics and giving tendencies. There are two main kinds of summarising. The first is "the measure of central tendency" composed by the arithmetic mean, median and mode. The second is "the measure of dispersion" recovered by the range (Domegan and Fleming, 2003 p423-426).

During summarisation process, data collected have been summarised by using tables and graphs in order to present the results.

5. Research Hypothesis

Millennials are actively engaging by branded content through social networks which influenced their purchasing decisions.

Because most of the respondents were 18-23 millennials we decided to focus our research on this particular target. All our analysis, conclusion and recommendation are based on 18-23 years old millennials responses.

6. Research Findings – Objective 1

✓ To identify if branded content on social media generates brand awareness?

Question 6: Have you ever discovered a brand thanks to social media?

	NO	Yes	Total
18-23	20 (22%)	73 (78%)	93 (100%)
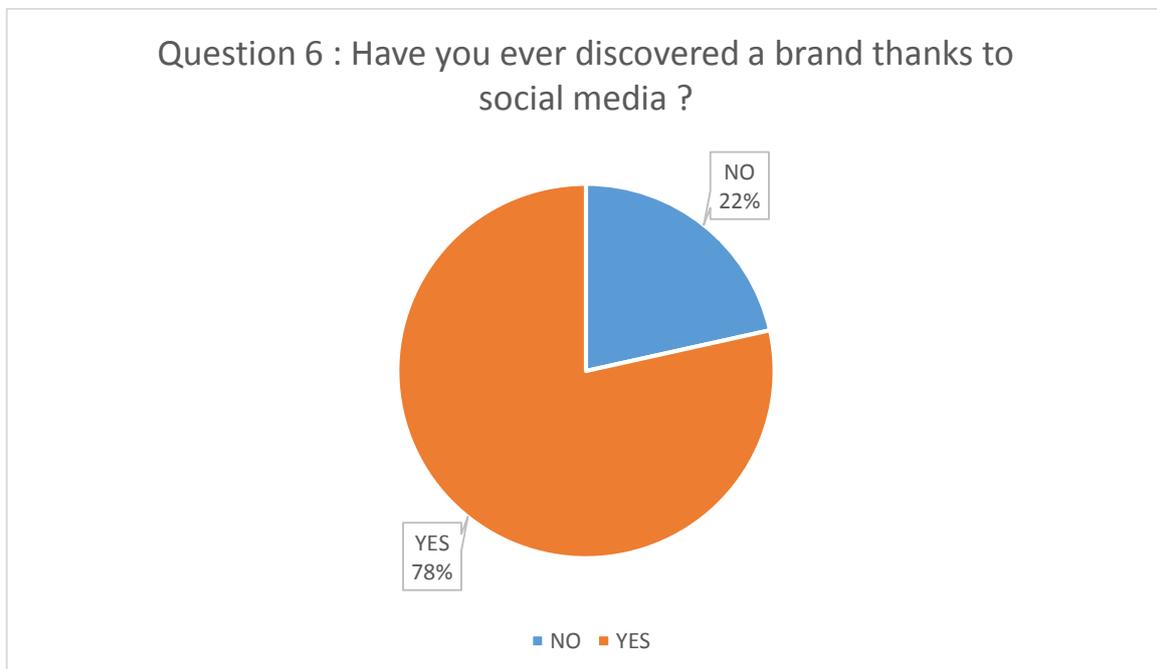
As we saw during conducting the secondary Data research, social media are places for brands to reach new consumers and especially millennials. The responses of the question 6 underline this fact: Indeed, 78% of the 18-23 who had responded have already found new brands on

social media. Social media seems to be the place where new brands can increase their awareness with a young target.

*Question 12: Why do you share content on social media to your friends & family?*
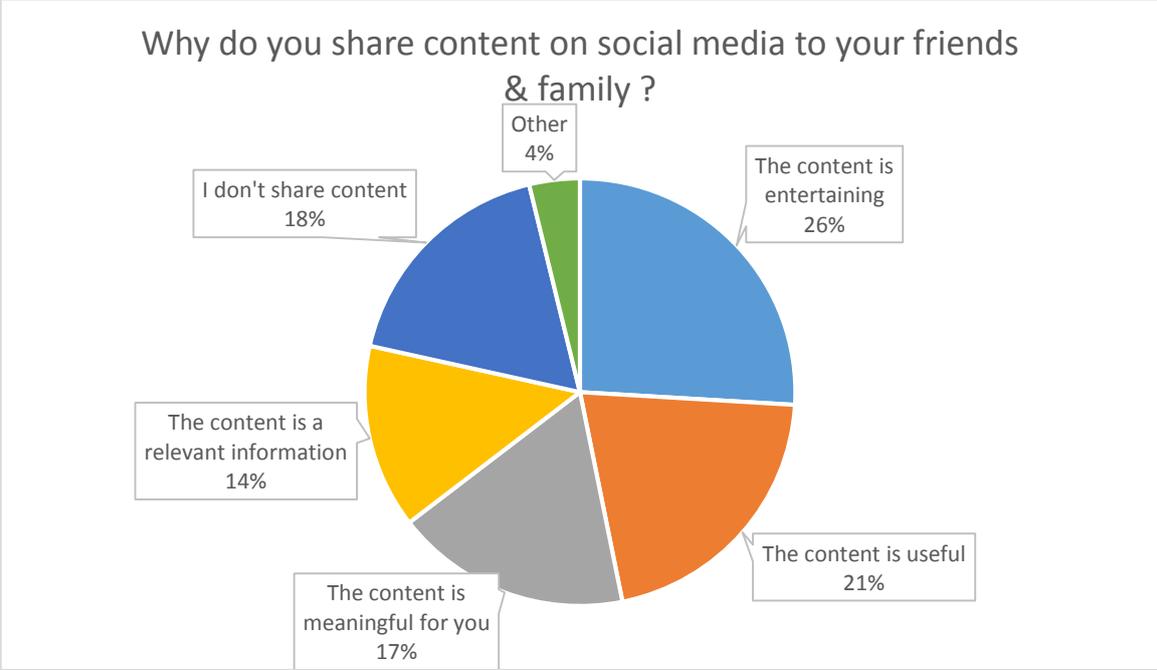
The secondary data research underlines that millennials are sharing content because of two main reasons: The content is entertaining and useful for them. Actually, 18% are not sharing any content on social media. Then the two major reasons why they share on social media are because of entertaining content (26%) and useful content (21%). Findings support the secondary research: To increase awareness brands must drive people to share brand content to other users. Entertaining and useful contents seem to be more shareable than other contents and must generate brand awareness.
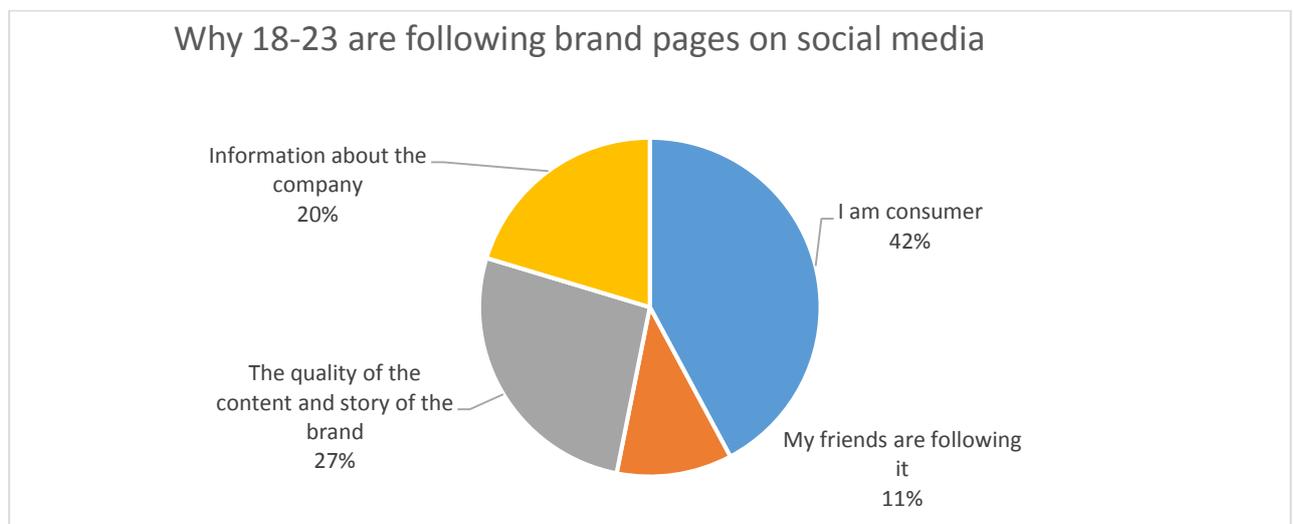
7. Research Findings – Objective 2

✓ To identify how branded content on social media affects millennials brand engagement?

Question 7: Do you follow brand pages/profiles on social media?

Do you follow brand pages on social media ?

NO
18%

YES
82%
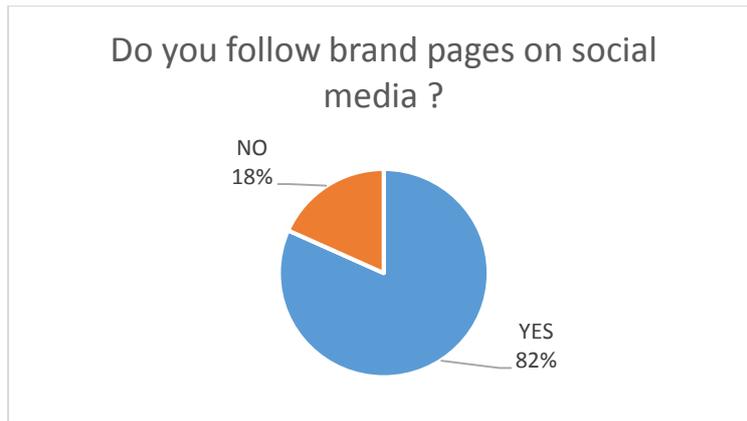
As the secondary data research underlines, brands are actively engaging millennials on social media. Indeed, 82% of respondents are following brand pages on those platforms which means more than 4 people out of 5! Brands are highly engaging millennials through their pages on social media.

Question 8: If you follow brand pages, please select the main reasons

Why 18-23 are following brand pages on social media

Information about the company
20%

I am consumer
42%

The quality of the content and story of the brand
27%

My friends are following it
11%

The main reason why 18-23 follow brands on social media is because they feel themselves as a consumer (42%). Then the content and the story that the brand propose are the second reason with 27% of the respondents. The primary findings support what the secondary research highlights: Brand Content seems relevant to engage millennials.

*Question 9: Which type of branded posts do you prefer the most?*
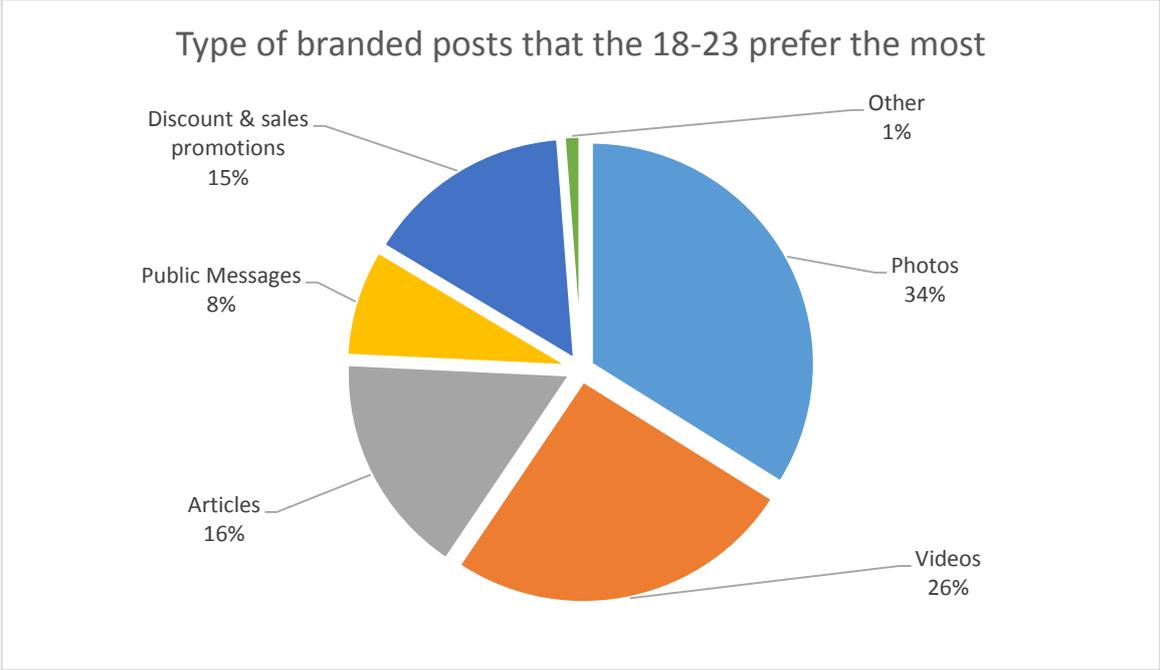
The brand content types that engage the more millennials (18-23) are clearly photos and videos. Indeed, 34% of the respondents prefer photos and 26% videos. On social media Millennials are really engage by contents (Photos, videos and articles), and less interested in promotions (only 15% of the respondents are interested in).

Question 13: Do you think that branded content (videos, photos, etc) on social media has ever enhance your vision of a brand?

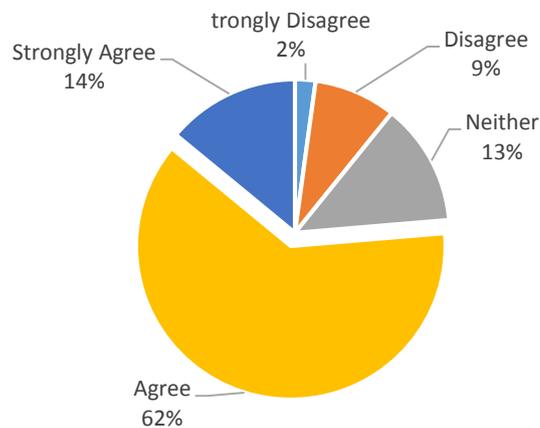|	YES	NO	TOTAL
18-23	73	20	93

Do you think that branded content on social media has ever enhance your vision of a brand?
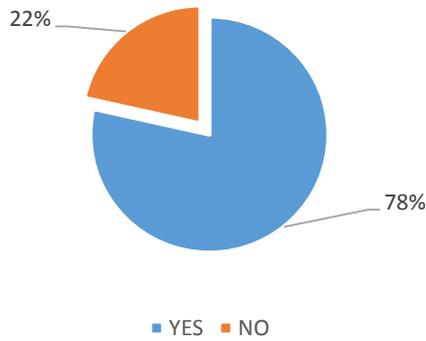
Question 22: An interesting brand activity on social media attracts our consideration?

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	TOTAL
18-23	2	8	12	58	13	93

An interesting brand activity on social media attracts our consideration

Both, secondary and primary researches highlight that millennials on social media are more interested and engaged by content. Findings show that, finally, engage millennials with brand content on social media is good strategy because 78% of the respondents affirm that it has already enhanced their vision of a brand. 62% agreed that brand activity on social media may

increase their consideration of the brand which remains one the main objective of engaging people on social media.

8. Research Findings – Objective 3

✓ To investigate how engagement influence millennials purchase intentions?

Question 20: I need to know the brand before purchase it

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	TOTAL
18-23	1	9	24	44	15	93

I need to know the brand before purchase it
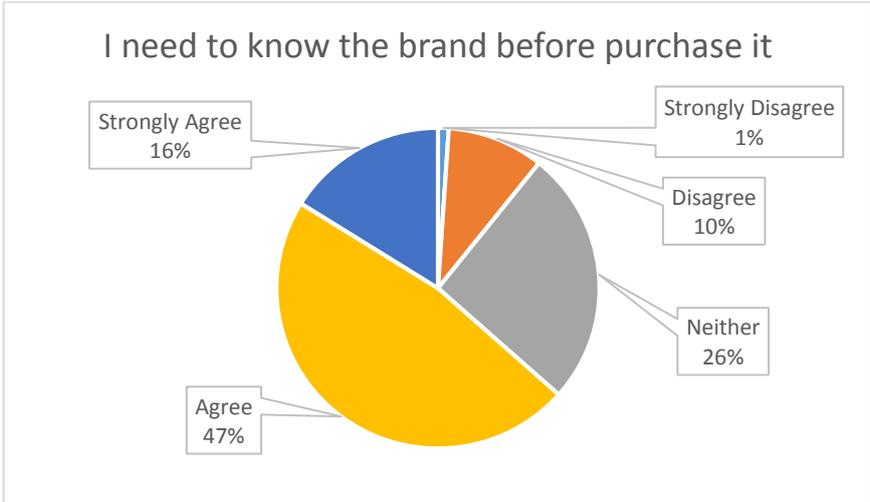
➢ 63% of respondents answered that they need to know the brand before purchase it (47% "agree" and 16% "strongly agree"). This trend underlines the fact that customers need to be aware about the brand.

➢ 10% of the respondents said that they don't need to know the brand before purchase it.

Question 14: Does following brands on Social Media drive you to Online-shop?

|	No	Unlikely	Maybe	Certainly	Yes	TOTAL
18-23	12	12	39	17	13	93
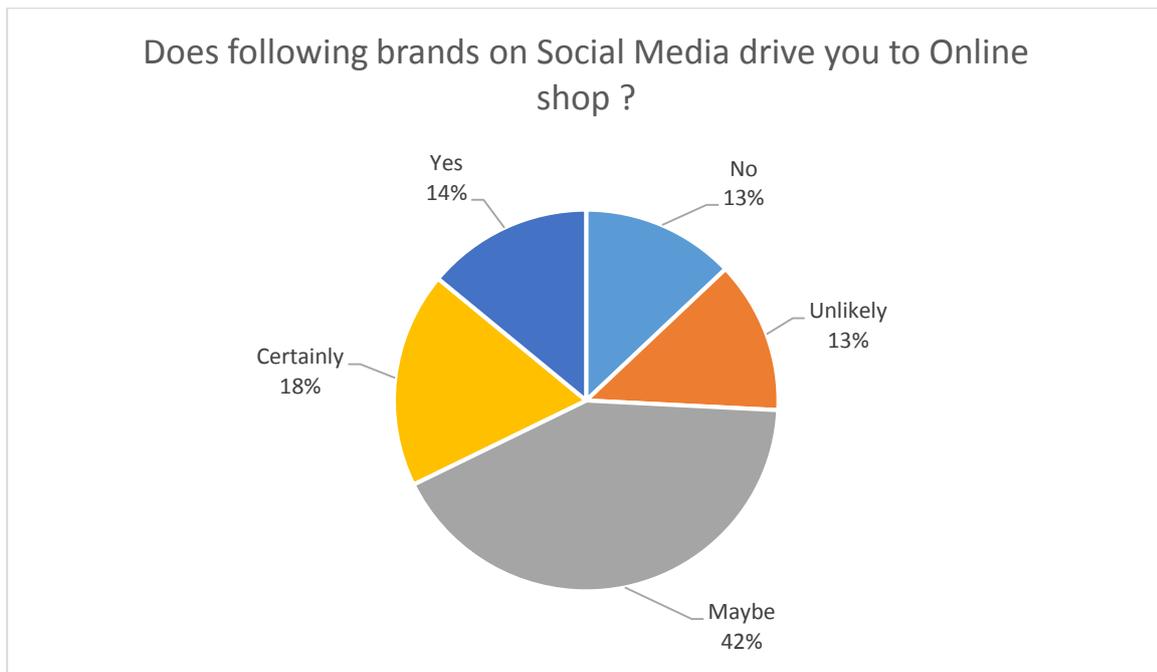
To investigate if social media drives people to online-shop we simply asked to respondents how they feel about it. Finally findings show that most of them seem drove to online-shop:

➢ Only 26% of the respondents answered that social media doesn't drive them to online store (13% said No and 13% said Unlikely)

➢ 32% of respondents said that social media drives them to online-shop (14% said Yes and 18% said certainly).

➢ 42% of the respondents answered "Maybe" which means that they are prone to go to online-shop because of social Media.

Question 21: You think that brands on social media can affect your purchase intentions

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	TOTAL
18-23	2	10	26	49	6	93
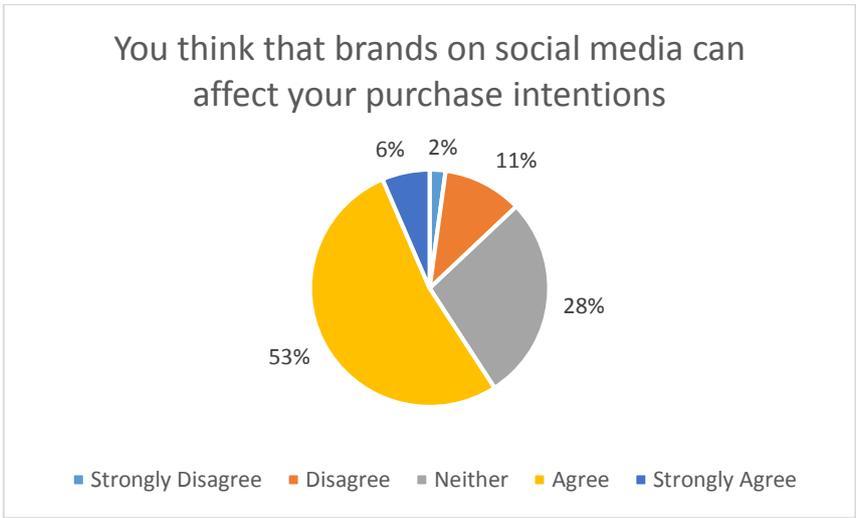
Only 13% of the respondents think that brands on social media doesn't affect their purchase intentions (11% disagreed and only 2% strongly disagreed). This finding underlines secondary data research: brands through social media can affect customers purchase intentions. Indeed, 59% of respondents feels affected by brands on social media in their purchase intentions (53% agreed!). What the findings show is that brands affect customers purchase intentions and they also are aware about it.

Question 24: I purchase brands that I am following on social media

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	TOTAL
18-23	7	20	27	36	3	93

I purchase brands that I am following on social media
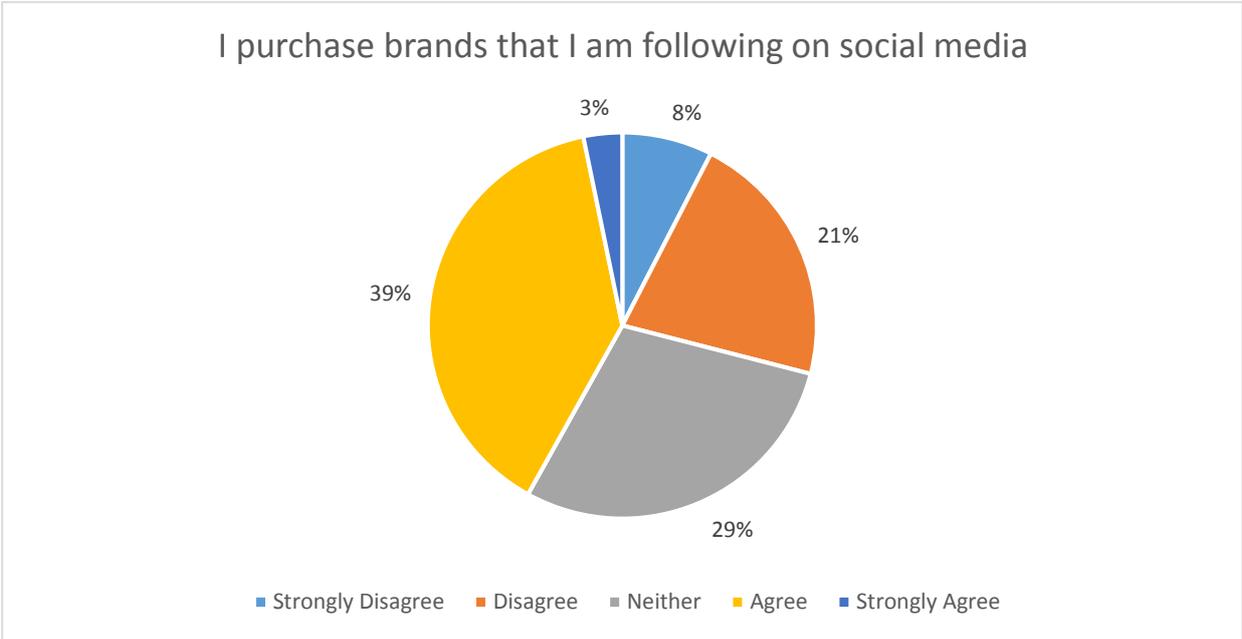
> ➢ 42% of respondents said that they purchase brands that they are also following on social media (39% agreed and 3% strongly agreed). This finding has to be linked with the finding of the question 8. Indeed, most of the time millennials are following brand on social media because they are actually customers.
>
> ➢ 29% of respondents said that they don't purchase brands that they are following.
>
> ➢ 29% of respondents seem to be hesitant and don't have opinion about that. However, they are more prone to purchase brands that they are following than respondents that disagreed.

VII. Conclusion & Recommendations

1. Conclusion

The main objective of the study was to understand and underline the relationship between brand content on social media and millennials engagement. The research conducted focused on young millennials (18-23 years old). Finally, both primary and secondary data highlight this relationship between branded content and millennials regarding awareness, engagement and purchasing decision process.

In a first time, secondary and primary data underline one major trend: Brand content, when targeting the right audience, is highly shareable on social media (what we call "buzz"). This is the tool to create awareness with millennials on social media.

Moreover, brand content is not only generating awareness on social media, it is a way to engage millennials. Millennials are expecting value, entertainment and rich content from brands, more than promotions and sale discounts. Photos, videos and articles are best format to engage them.

Finally, the study shows that millennials, on social media, are close from brands they have already purchased. Brand activity on social media might drive them to online-shops and affect their purchase intentions in a certain extent.

To summarise, social media give brands the ability to interact with millennials and to build a strong relationship with them. Social media give the opportunity to brands to tell stories and engage their young targets which are more difficult to reach than the older.

2. Recommendations

Recommendations should be done to companies. To reach young targets such as millennials, it is necessary to engage them on social media. Facebook remains the most used platform in western countries. Companies and brands should have, at least, their pages on it. Those pages

should be rich of content and information about the brand and its story. On social media, the content is king. To create closeness and preference, brands must use content which is meaningful for their targets. It can be useful, entertaining or even instructive according to their different goals.

VIII. Bibliography

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IX. Appendix

1. Questionnaire & summary of responses

Have you ever discovered a brand thanks to social media

○ Yes

○ No

Do you follow brand pages/profiles on social media ?

○ Yes

○ No

If you follow brand pages, please select the main reasons

☐ I am consumer

☐ My friends are following it

☐ The quality of content and story of the brand

☐ Information of the company

☐ Discounts & sales annoncements

Which type of branded posts do you prefere the most ?

☐ Videos

☐ Photos

☐ Articles

☐ Public Messages

☐ Discount and sales promotions

☐ Other: [   ]

What do you prefer the most from brand on social media ?

☐ To be helped

☐ To be entertained

☐ To be informed

☐ Discounts and special offers

☐ Games and special events

Why do you share content on social media to your friends & family ?

☐ The content is entertaining

☐ The content is useful

☐ The content is meaningful for you

☐ The content is a relevant information

☐ I don't share content

☐ Other: [   ]

○ Other: [   ]

Do you think that branded content (videos, photos, etc) on social media has ever enhance your vision of a brand ?

○ Yes

○ No

Does following brands on Social Media drive you to Online shop ?

○ Yes

○ Certainely

○ Maybe

○ Unlikely

○ No

Please, for the following statements, select your frequency

	Always	Often (Most of the time)	Sometimes	Rarely	Never
You contribute to discussions about brands on social media	○	○	○	○	○
You "like" content from brands	○	○	○	○	○
You repost or share branded content	○	○	○	○	○
You read consumers comments about brands on social media	○	○	○	○	○
You recommend brand to friends and family	○	○	○	○	○
How often are you following brands that you have purchased online	○	○	○	○	○

Please, select you degree of agreement

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
I need to know the brand before purchase it	○	○	○	○	○
You think that brands on social media can affect your purchase intentions	○	○	○	○	○
An interesting brand activity on social media attracts our consideration	○	○	○	○	○
You feel branded content on social media as advertising	○	○	○	○	○
Brand activity on social media affects your purchase intentions	○	○	○	○	○
I purchase brands that I am following on social media	○	○	○	○	○

In a wider sense, what are you expecting from Brands on social media ?

Submit

Never submit passwords through Google Forms.

100%: You made it.

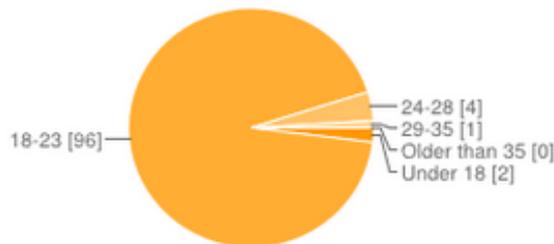# Summary

Are you Male or Female ?
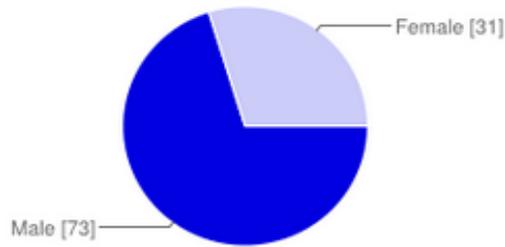
Male	73	69%
Female	31	29%

Choose your Age category

Under 18	2	2%
18-23	96	91%
24-28	4	4%
29-35	1	1%
Older than 35	0	0%

How often are you social media user ?
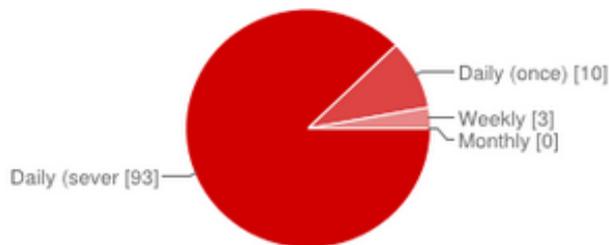
Daily (several times)	93	88%
Daily (once)	10	9%
Weekly	3	3%
Monthly	0	0%

Select the device that you think using the most
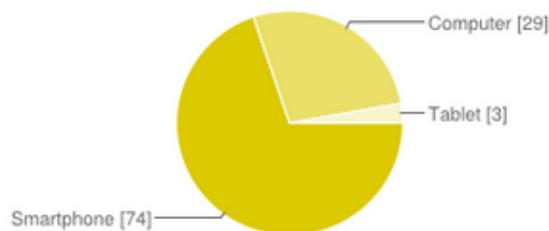
Smartphone	74	70%
Computer	29	27%
Tablet	3	3%

What is the social media you use the most ?
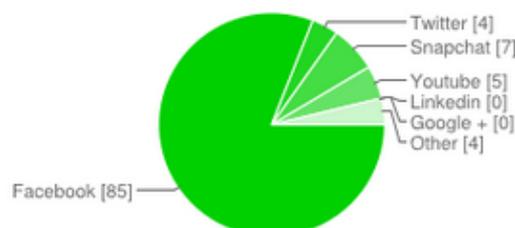
Facebook	85	80%
Twitter	4	4%
Snapchat	7	7%
Youtube	5	5%
Linkedin	0	0%
Google +	0	0%
Other	4	4%

41

Do you follow brand pages/profiles on social media ?
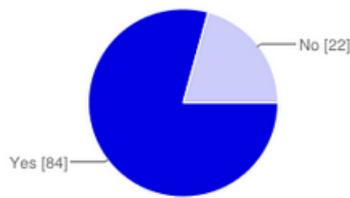
Yes	84	79%
No	22	21%

If you follow brand pages, please select the main reasons
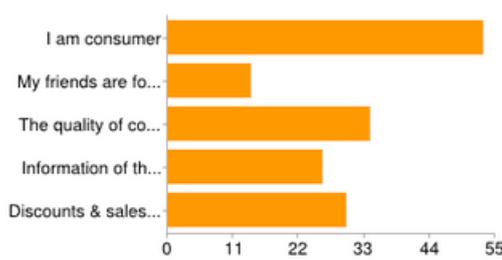
|		
I am consumer	53	50%
My friends are following it	14	13%
The quality of content and story of the brand	34	32%
Information of the company	26	25%
Discounts & sales annoncements	30	28%

Which type of branded posts do you prefere the most ?
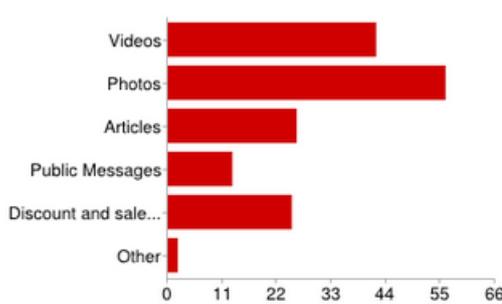
Videos	42	40%
Photos	56	53%
Articles	26	25%
Public Messages	13	12%
Discount and sales promotions	25	24%
Other	2	2%

What do you prefer the most from brand on social media ?
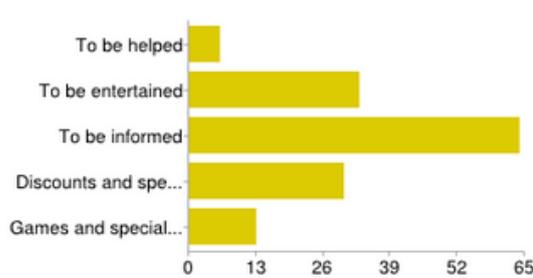
To be helped	6	6%
To be entertained	33	31%
To be informed	64	60%
Discounts and special offers	30	28%
Games and special events	13	12%

Why do you share content on social media to your friends & family ?
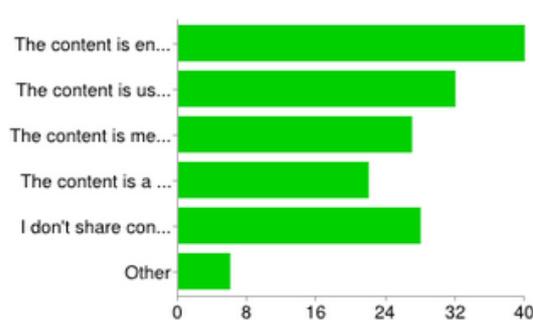
The content is entertaining	40	38%
The content is useful	32	30%
The content is meaningful for you	27	25%
The content is a relevant information	22	21%
I don't share content	28	26%
Other	6	6%

Have you ever discovered a brand thanks to social media
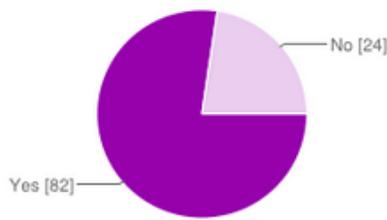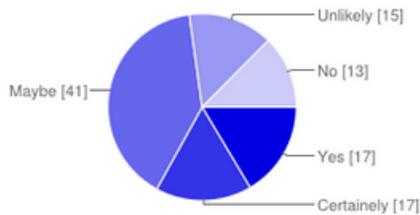

Yes	**82**	77%
No	**24**	23%

Do you think that branded content (videos, photos, etc) on social media has ever enhance your vision of a brand ?

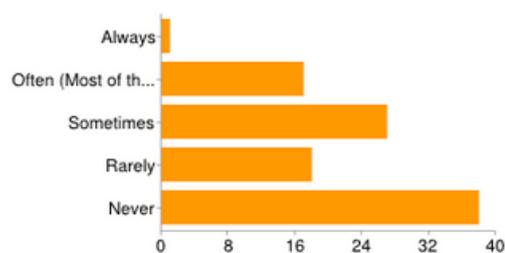|		
Yes	**80**	75%
No	**24**	23%

Does following brands on Social Media drive you to Online shop ?

Yes	**17**	16%
Certainely	**17**	16%
Maybe	**41**	39%
Unlikely	**15**	14%
No	**13**	12%

You contribute to discussions about brands on social media [Please, for the following statements, select your frequency]

Always	**1**	1%
Often (Most of the time)	**17**	16%
Sometimes	**27**	25%
Rarely	**18**	17%
Never	**38**	36%

You "like" content from brands [Please, for the following statements, select your frequency]
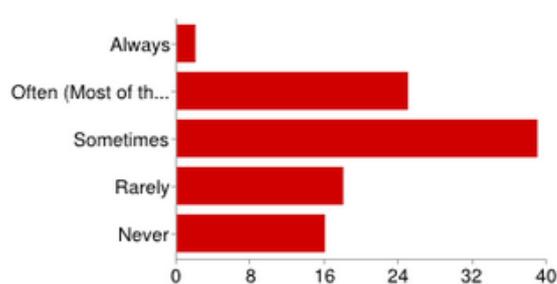
Always	**2**	2%
Often (Most of the time)	**25**	24%
Sometimes	**39**	37%
Rarely	**18**	17%
Never	**16**	15%

43

You repost or share branded content [Please, for the following statements, select your frequency]
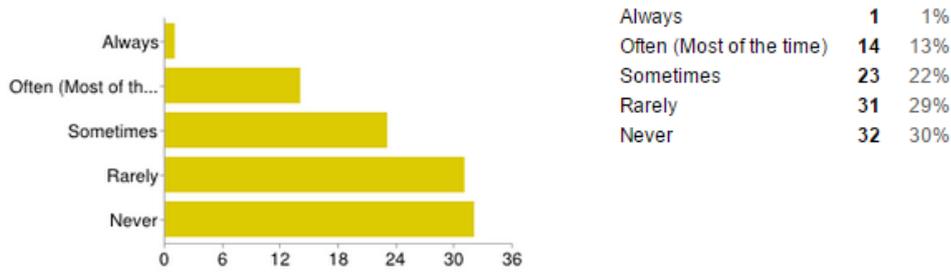
Always	1	1%
Often (Most of the time)	14	13%
Sometimes	23	22%
Rarely	31	29%
Never	32	30%

You read consumers comments about brands on social media [Please, for the following statements, select your frequency]
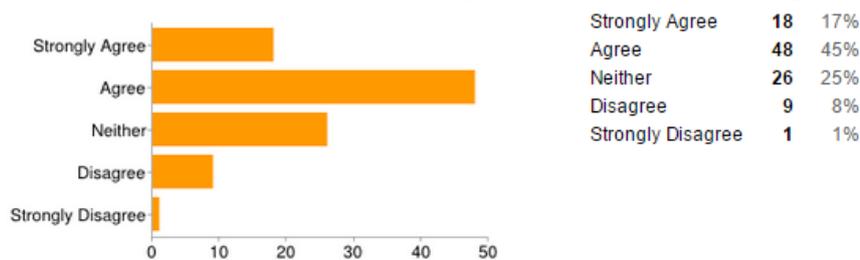

Always	4	4%
Often (Most of the time)	27	25%
Sometimes	30	28%
Rarely	24	23%
Never	16	15%
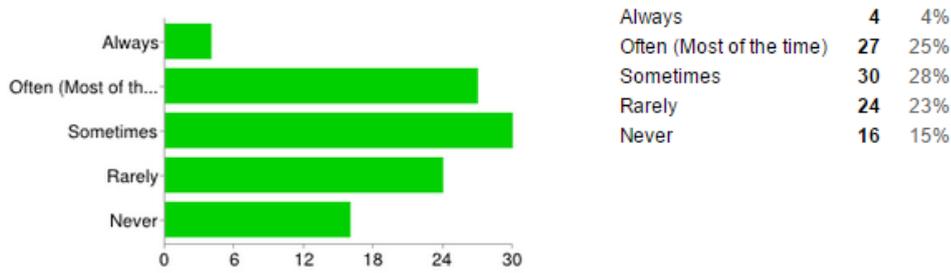
You recommend brand to friends and family [Please, for the following statements, select your frequency]

Always	6	6%
Often (Most of the time)	20	19%
Sometimes	34	32%
Rarely	26	25%
Never	14	13%
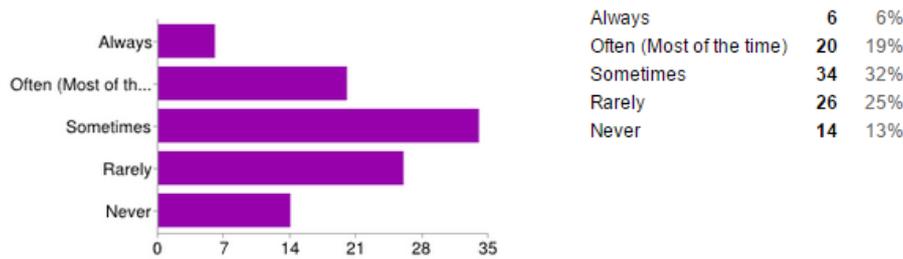
How often are you following brands that you have purchased online [Please, for the following statements, select your frequency]

Always	3	3%
Often (Most of the time)	25	24%
Sometimes	34	32%
Rarely	25	24%
Never	14	13%
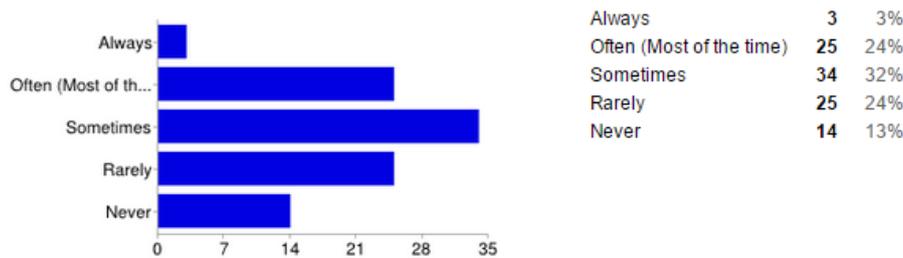
I need to know the brand before purchase it [Please, select you degree of agreement]

Strongly Agree	18	17%
Agree	48	45%
Neither	26	25%
Disagree	9	8%
Strongly Disagree	1	1%

You feel branded content on social media as advertising [Please, select you degree of agreement]

Strongly Agree	17	16%
Agree	49	46%
Neither	23	22%
Disagree	10	9%
Strongly Disagree	1	1%
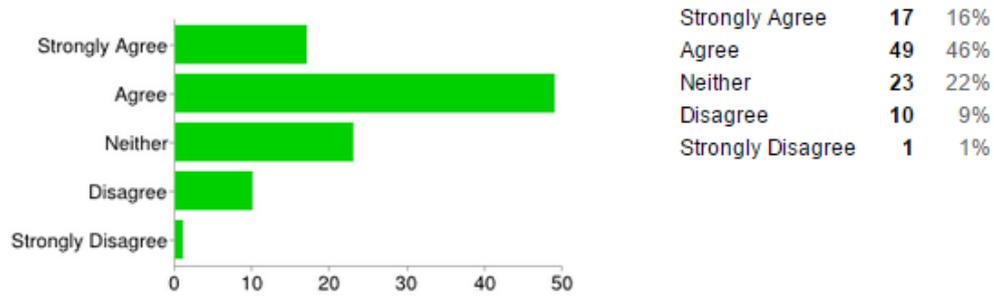
Brand activity on social media affects your purchase intentions [Please, select you degree of agreement]

Strongly Agree	4	4%
Agree	48	45%
Neither	25	24%
Disagree	18	17%
Strongly Disagree	6	6%
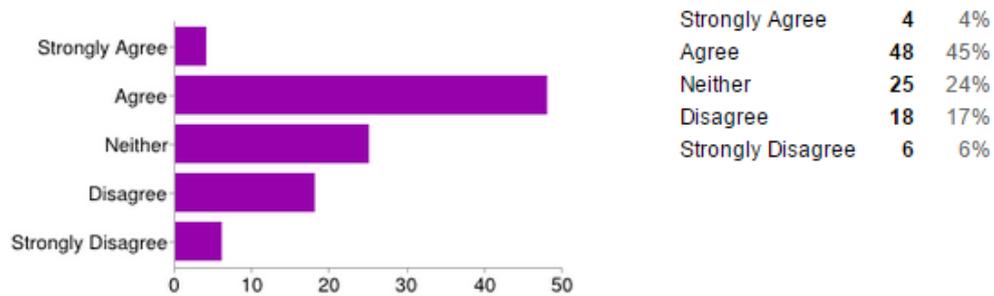
I purchase brands that I am following on social media [Please, select you degree of agreement]

Strongly Agree	4	4%
Agree	38	36%
Neither	29	27%
Disagree	22	21%
Strongly Disagree	8	8%
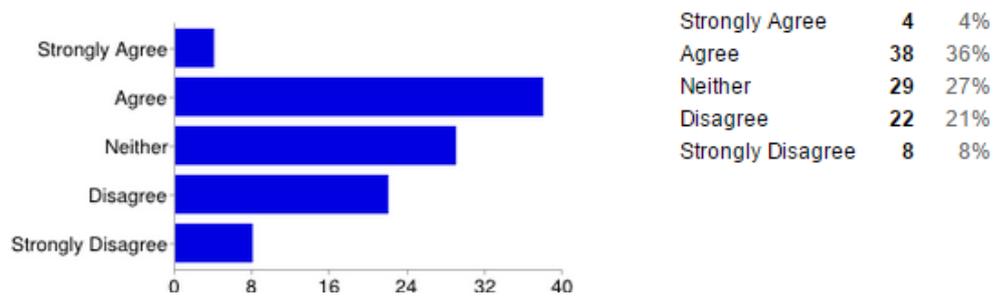
2. Reflective Learning Diary

What- knowing what you did helps you understand the learning achieved

The lecture helped me to create and manage a research project from the beginning: Find a specific and feasible topic, define objectives measurable, etc. All of the beginning was about planning and picture the all process. During all this project, I learned how to manage and allocate my time. The lectures helped me to understand what I was asked to provide in terms of structure and standards. The lectures I attended also helped me to know how to find and use academics reading. Indeed finding real academics on big and professional data base was a real experience. Finally I gathered a real knowledge about social media strategies and millennials behaviour. Studies of best cases were also perfect to picture and illustrate all theories I found. Then, of course, this project and lectures deeply helped me to improve my English skills, especially my writing and my understanding.

Why- knowing you are doing something helps you more from being a passive to an active learner.

According to me, the project really started when I first worked on my literature review. At this moment I really began to understand what it was asked to me: Being an active learner, who is interesting in his topic and project. I started to work a little bit on my lit review every day and it was, I think, the best way to do it easily and efficiently. Moreover at this moment I was looking for an internship in a media & digital agency so my motivation for improving my literature review was double!

Reaction- Knowing your strengths and weaknesses are fundamental in any learning and helps us to become better learners.

The project was more difficult to start than to finish. Actually, at the beginning we don't really know what look the final work, and all the processes. Starting to work on it is the most difficult part. And moreover, the earlier you start to work the better it is. Once I get involved in my work it was easier to do it. During this project I understood that to do it well you have to work on your project and to improve it because you want it and not because you have to. In another words you have to provide personal involvement. So during the project I gave me deadlines for each parts and I respected them. For me it was a good strategy because I finished all my parts in time. Compared to other projects I preferred working on this one because I was alone. In fact, I prefer working alone because you don't wait for someone's work that isn't going to meet the requirements. Furthermore, I don't have to manage and gathered works from different members. Sometimes group's member are doing great work but sometimes other members are doing useless work and it is a waste of time for all the rest of the team. By working alone on this project, I was the only one responsible for this project so it was easier to manage it.

Learned- reflecting on learning achieved helps us understand how we apply this learning in different contexts

Working on this project provides me a real experience about managing and creating a real marketing research alone. First, I would say that knowledge about social media strategies, millennials and branded content is extremely useful for my professional skills and my culture references because I want to work in this area (Digital & Media). Then, according to me, the way to manage our sources was very rewarding and should be useful for my next projects and the end of my studies.

Overall reflection and advice- How could you learning help others?

After conducting this research project, I won't work on projects the same way. First, I will always allocate deadlines to each parts in order to do it with the more time as possible. Indeed, doing it in a short time is useless because the quality of the work produced doesn't match the requirements. Planning and managing your time is extremely crucial. The selection of the topic remains the most important: Without personal involvement the project can't provide good results and can't be conducted in a safe way. I would advise to work on the project as much as possible, in short and frequent work sessions. Allocate a specific day per week when you are going to work approximately 2 hours is also good strategy which works.