

# **DOCTORAL DISSERTATION**

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## **Abstract**

Service has always been an industry that was considered as a special one, unlike others. The characteristics can highly vary and along with the definition, they constantly change and evolve. Hospitality and catering have undergone serious transformation over the course of the latest years, especially due to the COVID-19 pandemic. Inevitably, consumers also had to adapt to these alterations. Consumer behavioural patterns have always highly depended on the age cohort of the person who is being analysed. Even though habits can be different on a personal level, according to various researches it has been proven that individuals can be categorised: generalisation based on generations is a commonly used method.

There is a huge potential even for the smallest player in the hospitality and catering service industries in Hungary regarding running successful social media marketing campaigns – only if they are able to understand the preferences and consumption habits of these generations. Social media is here to stay, which means that the stake in the success of a business is still growing. Small businesses and owners are not required to be experts in the field of social media marketing. However, they have to understand the instruments of the different networks and application, and, of course, the different strategies that allow them to reach both their existing and new, potential customers in order to build higher awareness and increase the purchase rate of the different generations.

Even though all three dimensions of credibility (attractiveness, trustworthiness, expertise) of brand ambassadors and influencers are considered important, however, a person with a higher expertise and experience with a product category are viewed the most credible by the researched generations – especially when there is only a small or no “fit” between the person and the brand or product. Ultimately, the dissertation introduces a “value-added” component for generally any type of business in the Hungarian SME sector: based on the findings, the practices of various establishments and companies could be tailored to suit the expectations of the different generations in order to increase the effectiveness of their social media campaigns.

**Keywords:** *Social media marketing, consumer behaviour, generation Y, generation Z, catering service industry, Hungary*

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## **List of abbreviations**

e.g. - exempli gratia

et al. - et alia

i.e. - id est

# 1. Introduction

Service has always been an industry that was considered as a special one, unlike others. The characteristics can highly vary and along with the definition, they constantly change and evolve. Hospitality and catering have undergone serious transformation over the course of the latest years, especially due to the COVID-19 pandemic. Inevitably, consumers also had to adapt to these alterations.

Consumer behavioural patterns have always highly depended on the age cohort of the person who is being analysed. Even though habits can be different on a personal level, according to various researches it has been proven that individuals can be categorised: generalisation based on generations is a commonly used method.

We are living in the rapidly changing era of the 21st century – it is almost impossible to follow the technological development in the various sectors. Societies worldwide became digital and mobile: the starting point of this new era could be traced back to the mid-1990's, when the usage of Internet has started to grow rapidly - mostly in the Western civilization - and spread in the developing world. Along with the technological evolution, the marketing practices have also gone through changes, social media marketing can be viewed as one of the latest developments in the field.

Traditional marketing can be very expensive – for a small business owner it is sometimes impossible to reach their targets through these channels due to the limited resources. Social media marketing, on the other hand, is more cost effective and gives more opportunities to reach both current and possible, prospective customers. The different generations have different needs and preferences – also in terms of their Internet consumption and social media usage. Although the gap between Generation Y and Z is not as wide as between other groups, however there are significant differences to be considered in order to reach them through online marketing and mainly with the implementation of social media strategies.

There are already researches available on the different generations in Hungary that focus on discovering their behavioural patterns. However, there are no recent studies that incorporate their social media consumption habits and the practices of local establishment in the catering service industries. Additionally, the COVID-19 pandemic forces both the companies and the costumers to adapt – which also resulted in quite a few changes in the marketing practices and the behavioural habits of the consumers.

## 1.1 Problem statement

Even though the importance of social media marketing has been already recognised by various companies in Hungary, in order to leverage the full potential of the different platforms it is required to be familiar with the capabilities of these applications.

In addition to discovering the possibilities of each of the commonly used social media platforms it is also essential to understand the consumption habits of the different generations which could help businesses to find the most effective way to address them with the contents.

The COVID-19 pandemic has brought significant changes for businesses worldwide that also influenced the practices of local establishments in Hungary. Therefore, uncovering the feelings of generation Y and Z towards social media practices have become even more important. The research makes it also possible to compare the present and the pre-COVID state in order to draw conclusions on whether the attitude of the two generations have been altered during the period. In case of observing a noticeable change, the degree could be measured and upon experiencing a significant evolution, it should also be taken into consideration when it comes to establishing marketing campaigns.

The main motivation to conclude this research was the lack of available studies in Hungary that combines the following fields:

- Catering service industry
- Social media marketing
- Consumer behaviour
- Brand ambassadors, celebrity endorsers and influencers

The initial motivation was to classify the catering establishments and discover how social media supports them when it comes to reaching their current and prospective customers more efficiently. The dissertation also allowed the author to have a throughout examination of the behavioural patterns of two separate generations (generation Y and Z) and the influencing factors when it comes to purchase decision. Given the fact that both generations are highly familiar with the Internet technologies and heavy social media users, the various platforms were considered as the “binding agents” that united the topics. Lastly, the impact of the commonly used elements of various opinion leaders from social media marketing was added as the fourth dimension to the research: they must be considered as valuable assets to any type of businesses, even the smallest catering establishments can leverage their influencing powers.

In addition, the outbreak of the COVID-19 epidemic brought significant obstacles for both service providers and customers. The terms of services and the marketing practices have undergone through meaningful changes, as well as the behavioural patterns and habits of the individuals of all generations. The research was initially interrupted by the pandemic. however, it ultimately allowed the author to state a range of new scientific contributions.

In conclusion, besides presenting the relevant theoretical frameworks of the research, the dissertation also has a practical relevance and the possible new scientific results could support businesses in the pursuit of a higher success with their social media strategies.

## **1.2 Research questions**

There are researches available on the consumption behaviour of generation Y and Z in terms of social media usage on both international and national bases. However, their patterns in connection with the various social media practices used by catering establishments have not been investigated recently. In addition, observing the habits through qualitative and quantitative researches on local scales in Hungary and comparing pre-COVID data with the present state allows the dissertation to present results not yet been discovered.

Research questions, in general, are considered as the first step of any research to be concluded. Even though researchers might be facing difficulties when it comes to creating logical research questions from certain issues or topics, the development of research questions essential in order to effectively outline the aspects of the study and to create a clear structure (Doody et al., 2016).

In pursuit of answers, the following core research questions had been formulated that underpins all activities and supports the development of hypotheses:

***How are the different and commonly used social media practices valued by generation Y and generation Z?***

In order to have a deeper understanding on the feeling of the different generations about specific types of content, it is essential to discover how they value the most commonly used practices in general.

***What are the differences between the two generations in terms of their consumption habits?***

Based on the analysis of the relevant literature, primary researches will be used to have a deeper understanding of the behavioural patterns of the two generations.

***To what degree are the purchase decisions of the two generations influenced by brand ambassadors and opinion leaders?***

Social media in general serves as a perfect platform to employ different influencers. Ranging from well-known international celebrities to local, micro-influencers, anybody could possibly influence the purchase decisions of individuals. The research aims to discover how generation Y and generation Z feel about the appearance of such ambassadors and opinion leaders.

***How did the COVID-19 affect the habits of the consumers of the two cohorts?***

The pandemic had an enormous effect on many of the different industries and sectors. Along with the changes in the practices, consumers were also influenced to alter their behavioural patterns. Due to the lack of data available on consumption habits of generation Y and generation Z, after the review of the relevant secondary sources, primary researches aim to compare the present and the pre-COVID states.

## 2. Literature review

### 2.1 The definition and classification of services: focusing on hospitality and catering

#### 2.1.1 The definition, the evolution and classification of services

In order to understand what hospitality and catering mean, it is necessary to define and classify services. Therefore, it is important to summarize how the definition of service has evolved throughout the years (Table 1).

*Table (1): The evolution of the definition of service*

Hill (1977)	"A service may be defined as a change in the condition of a person, or of a good belonging to some economic unit, which is brought about as the result of the activity of some other economic unit, with the prior agreement of the former person or economic unit."
Gronröos (1982)	"A service is an activity or series of activities of more or less intangible nature that normally, but not necessarily, take place in interactions between the customer and service employees and/or systems of the service provider, which are provided as solutions to customer problems."
Kotler et al. (2003)	"A service is any act or performance that one party can offer to another that is essentially intangible and does not result in ownership of anything. Its production may or may not be tied to a physical product."

Source: Hill (1977), Gronröos (1982), Kotler-Dubois (2003)

Even though the definition of service varies by experts, it can be stated that ultimately, the result of the services is usually an intangible “product” that cannot be possessed in a physical sense. However, they should not be treated exclusively due to the fact that products tend to have services associated with them, while services can also have product elements, especially in the hospitality industry, since dining in restaurants usually combine food and serving. Even though the staff can be considered as the main reflection of the overall value of the service provider, quality is also reflected in physical signs and tangible assets such as the construction of the building, the style of the interior or the elements for the performance of the service.

Veres (1998) classifies the physical contents of the service product into three groups:

- the physical content consumed (food, beverages)
- the physical environment of the service (location, equipment, staff)
- the material 'brought in' by the user (the characteristics of the guest)

The third dimension of the physical contents, unlike the previous two, cannot be shaped or altered by the service provider. In the field of hospitality it could be challenging to decipher the expectations of the guests: while some of them might require special service or recommendation, others arrive with already defined ideas. However, it is certain that the consumer habits, the current mood and physical and mental conditions significantly influence their opinion on the hospitality unit. The non-physical nature of the services implies that the level of satisfaction can also depend on the quality of the service.

According to Lovelock and Gummesson (2004), elusiveness is not the most important factor in the modern economy that separates services from tangible products, rather either the change in ownership or the absence of it. However, Kenesei-Kolos (2007) emphasizes the importance of the elusiveness and state that since service is a fundamentally intangible performance, a series of actions, and even though it might have product-related elements, it does not result in a change in ownership. Based on the range of provided services, according to Veres (1998), there are distinctive differences between basic and complementary services. Complementary services are minor elements related to the basic service, either integral part of the basic service (such as restaurant in the case of hotel services) or essential elements to enrich the offer (such as music service in the restaurant).

However, a complementary service can become a basic service in other operations, in this case they are defined as derived services: non-hotel guests using the restaurant or wellness area of the hotel. Services can also be grouped by the type of relationship between the provider and the customer. According to Chase (1978), the services can be separated in terms of customer participation and relationship: close or loose connections can be distinguished. In the case of a significant customer presence, such as in hospitality, where interaction is extremely important, the marketing aspects of process planning are more important. The catering business should be designed according to the physical and psychological needs of the guest, as the environment and tangible elements play a significant role in purchasing decisions.

Some elements of the process have a direct effect, orders cannot be stored and the foreseeability of the exact duration of the service is low. Most of the services are provided by the staff of the catering business, therefore their abilities are essential. In addition, subjective elements also play a significant role in the assessment of quality. In order to maintain their customer base, it is recommended for catering business to adjust their capacities according to the peak demand. Lovelock (1983) distinguishes services depending on whether they are directed to a person or an object. In terms of hospitality, the consumer is usually directly involved in the process. In this case, a much stronger relationship is being developed with the staff, the risk perception of the guests is higher and it is more challenging to display and make the service more tangible than in the case of services closely related to objects.

In hospitality, services and finished products to a certain degree almost always appear together therefore it is essential to understand how they actually differ in terms of marketing activities. According to experts in the field, a number of significant differences and consequences have been uncovered such as intangibility, diversity of the parties providing and receiving the services, the parallelism of service production and consumption, and the non-storability of services (Bitran-Lojo, 1999; Johnston 2005).

The four primary characteristics of services are defined by the HIPI principle (Zeithaml et al., 1993):

### **Heterogeneity**

The reason for variability (or heterogeneity) is that services are usually provided by people who are not always capable of performing the service in the exact same way. The subjectivity of the guests also plays a significant role in the perception of fluctuation in quality, and thus in the assessment of the standard. Hospitality is particularly prevalent due to the high “human factor ratio”. The production and consumption of the services take place at the same time while the guest is also present, therefore it is hardly possible to eliminate the errors in advance.

It is difficult to fulfil quality assurance, which is why complaint handling has a significant importance. Even though personalised service or the satisfaction of guest on an individual scale could result in better experience for the consumer, businesses tend to increase to prices in such cases in order to compensate them for their effort.



In hospitality, standardization is difficult, however almost every service has a certain element that enables the achievement of homogeneity. Fast food restaurants in international networks and franchise systems have been well standardized, providing almost the same quality worldwide, in line with cultural differences. Standardization provides security for guests, which is also the key factor of the success of these restaurants.

### **Intangibility**

Services are not physical products, so they are elusive. To experience the quality of service, you need to take advantage of it. In that sense, people create their opinion about the service through experience, because it is not possible by the sensory way: the service is not visible, not palpable, it cannot be smelled, it cannot be tasted, and so on. Instead of information that can be experienced with our senses, we look for information that can be gathered from other sources, such as looking at the location, the equipment of the store, the appearance and clothing of the employees. From this we can deduce the quality and quantity of the service. Therefore, services cannot be objectified, but rather be viewed as experiential products.

### **Perishability**

Services cannot be stocked or stored. All unused services will be waste: when traffic is lost or no customer is present, it cannot be replaced. However, this is a natural process as it is very difficult to design the optimal capacity. In this case, idle times and peak times can alternate completely randomly.

### **Inseparability**

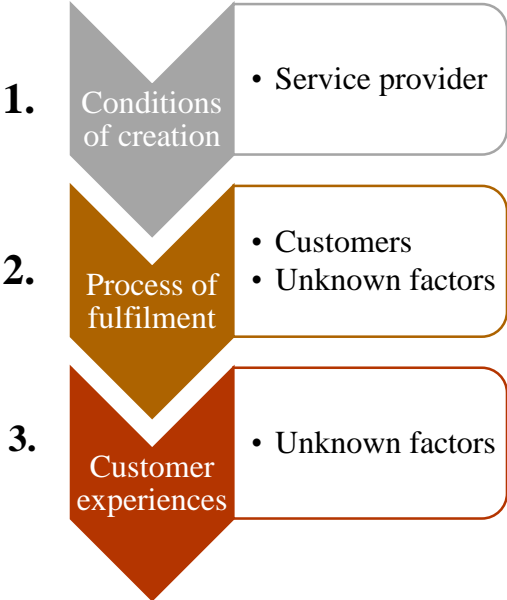
The use (or purchase) and provision of a service, such as production and consumption, take place in one place in time and space, these two elements cannot be separated from each other. There is no delivery and storage for the services, therefore the quality of the service cannot be improved afterwards.

## **2.1.2 The process and the basic model of the service**

In the case of services, especially in the hospitality industry, the process and the result are usually sold at the same time. Due to the inseparable nature, certain process elements become visible. A certain part of the service depends on the process and the specific service itself, which has a higher importance for the customer (Veres, 1998). In restaurants, the process is necessary but it does not increase the value without additional complements.

The guest also perceives invisible processes (such as the time they must wait until the food is prepared, the smells leaking out of the kitchen or the different noises) that significantly influence their opinion. Figure 1 shows the process of service in hospitality, from the aspect of the service provider.

**Figure (1): Process of service in hospitality**



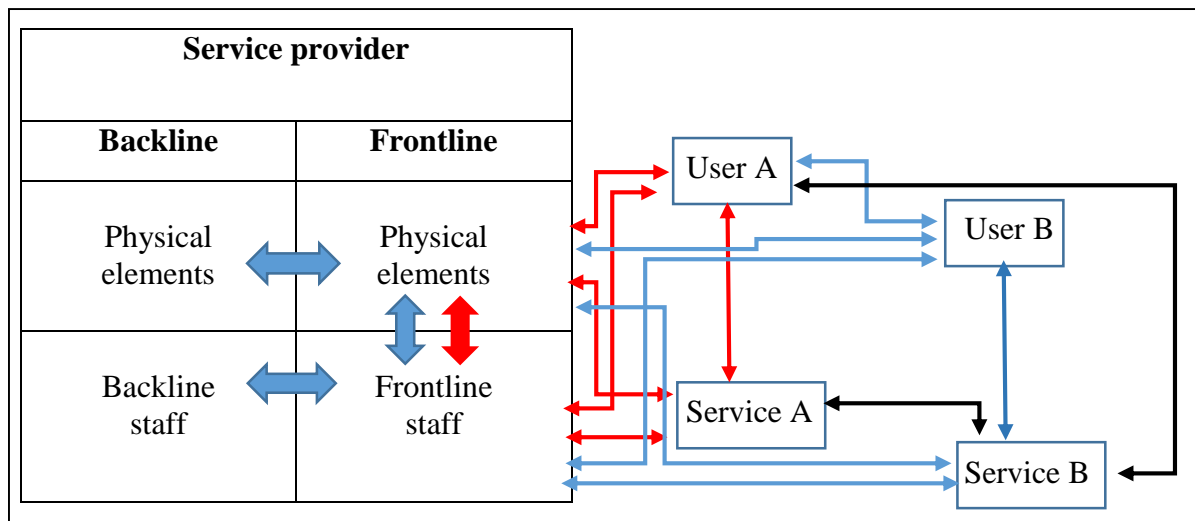
Source: Based on Veres (1998)

The first phase indicates the ability and readiness of the catering business, the means available for the performance of the service. The first time when the service provider and the user meet occurs in the second phase. The determinant of this phase is the guest itself with the subjective factors such as ideas, feelings and information, which are unknown for the service provider in advance and are difficult or impossible to be prepared for.

Phase three represent the final outcome, which primarily depends on the previous phase. The guest leaves the process, the experience gained through the process is still present and represent the basis for the evaluation of the service.

Due to the personality and lifestyle of the individual customers, the perception of the service varies, therefore a number of uncertainties can be expected by the service provider. In order to explore the factors influencing the outcome of the service process, it is essential to understand the relationship among the participants (Figure 2).

**Figure (2): Basic model of service marketing**



Source: Based on Veres (2009)

The basic model of services aims to display the underlying relationships among the participants:

- the blue arrows represent the primary and internal connections
- the red arrows represent the primary connections of user B
- the connections resulting from the simultaneous presence of user A and B by the black arrows

All the background operations necessary for the performance of the service take place in the backline. Guests do not take part in these operations, all the events are usually not visible to them. In the case of restaurants, this includes the kitchens and the preparation processes, as well as the warehouses and storage. When it comes to the planning of the actual service, the businesses need to decide on the degree of visibility. According to Veres (2009), the visible part of the service usually has two components: the staff directly related to the users (such as waitresses, sommeliers, hostesses) and the visible material factors of the front line (such as physical appearance of the venue or even the front staff with their uniform, hairstyle, makeup).

Continuous internal contact of the frontline with the backline organization is an essential requirement as it cannot perform well without proper background support, therefore a clear communication is a must. The guest is also actively involved in the processes and they can be able to control them almost as much as the staff. In the restaurant, the acts of the waiter are highly influenced by the choice of the guests and the pace of actions towards the staff. The processes are also influenced by the time the customers require to finish their meals and the action of indicating their intentions on paying the bill (Veres, 1998).

In the case of catering services, the other users must also be taken into account, as the composition of the clientele also influences the assessment of the quality of the restaurant. Unpleasant experiences could result from loud, possibly uncultured guests who are difficult to filter out by the service provider, therefore in some cases it is significant to have a clear understanding of the right market segment. The capacity must be continuously monitored since the lack of other guests can also have an influence on both the decision making of the customers and their post-purchase evaluation. The basic model can be effectively tailored in order to match the characteristics of the specific businesses and can help not only to increase efficiency but also to support sustainable development (Lee et al., 2019).

### **2.1.3 Service Dominant Logic (SDL)**

According to Lusch-Vargo (2006), the essence of economic exchange to a certain degree is the provision of services. Services should not be considered as complementary elements for physical products, but rather the application of competencies supported by various processes and performance. They believed that the elusive resources, the shared value creation and connections should be the main cornerstones of service marketing.

According to Veres (2009), there are 7 distinctive features of SDL that differentiate it from the other concepts:

#### **1. The basic unit of exchange in business transactions is the competence used**

In hospitality, the professional knowledge of the employees acts as an active resource, their competence creates value for the guest. Competitive advantage is provided by competencies.

#### **2. The original exchange in large, bureaucratic corporate organizations could happen under the surface**

Due to the peculiarities of hospitality, mass marketing is not typical, however total quality sensitivity is high. Given these circumstances, quality management should be extended to all intermediaries, in which internal working relationships (e.g. the front-line and background relationship) play a significant role, as well as employee satisfaction, which has an impact on the quality of service perceived by the guest. Complaint situations have a negative impact on the evaluation of services and should therefore be treated as a determinant of quality. Hospitality businesses are primarily made up of smaller organizations in which functions and processes are transparent.

### **3. The physical product is an intermediary in the distribution of the objectified service**

In hospitality, the objectified end product embodies knowledge and activities. If the competency is not possessed by the guests, this is what they actually purchase, while the physical product (e.g. food or beverage) only carries the competency. Competitive advantage in the hospitality industry is also provided by competencies that can be tied to product, technology or customer relationship management. The quality message of the tangible elements must also be addressed (environment, shop design, interior design, front appearance of the front staff), which exerts their positive or negative impact even if this role is neglected by the service provider. Efforts should be made to communicate the object elements to the guests in order to enhance the role of the tangible elements. This objectification makes it easier for guests to evaluate the service and identify the service provider.

### **4. All economies are service-based**

According to the statistics provided by The World Bank, services have produced more than 60% of the global GDP of the world between 1998 and 2018 (Worldbank, 2018). The last decades have been characterized by the rapid development of the service industry in Hungary as well. Today, it has grown into a leading sector of national economies in terms of both employment and GDP generated (Demeter, 2009). The structure of the business line has been modernized, all subgroups of the service business line have changed: commercial, HORECA (hotels, restaurants, catering / cafe), logistics, professional and community services. Even though the GDP from services in Hungary has fluctuated since 1999, it has always been accounted for more than 50% on a national basis. Kotler (2000) realized a number of significant changes that indicate the growth in the importance of services in general. Wholesalers and retailers are merging in e-commerce, the significance of data banks and data mining techniques is escalating and the building a close relationship with the customer in order to establish long-term profitability has become the main goal of companies.

### **5. Based on customer activity, the customer is also a supplier or manufacturer**

The guest is becoming increasingly active in the process of value creation; the preparation of the food does not end with the serving. This leads to personalized marketing with an accurate guest profile and reach, in which the role of relationship marketing is decisive. The guest is also becoming an increasingly active resource. "In the past, the consumers bought the products, used the developed services and accepted what was offered to them. Today's consumers are active and want to participate in the purchasing process" (Törőcsik, 2003).

## **6. The seller is responsible only for making the value proposition, the value creation itself is the activity of the consumer**

“Guest value” is the result of an interactive value creation process to which marketing “only” contributes. The non-storable nature forces the caterer to find a customer before the service is available, thus protecting against the loss of demand (such as coupons, special offers). Inseparability can be explained by the fact that the price position of catering enterprises is geographically highly limited, the location of the service is also a price-forming factor (such as prices could vary by towns or cities even in the same country or region) (Peters-Buhalis, 2019).

## **7. Service focus is consumer -and relationship-oriented**

The main goal is to understand and apply the best solution tailored to the guest. Personalised problem solving requires even deeper segmentation to achieve the right quality. In the practice of many small hospitality businesses, personal contact with guests has been maintained and is still present. Relationship-orientation resulted in an increase in the role of both of the prior – and post-transaction processes, which – in a marketing point of view – is higher than the significance of the transaction itself. Tailor-made problem solving also requires the management of relationships within the business and the control of the quality of the relationship (Vargo-Lusch, 2004).

### **2.1.4 Service marketing**

Service is any action or performance that one party may offer to the other and that is not substantially materialized and does not result in ownership over anything.

Given the fact that the “production” is either related to a physical product or not related at all, the traditional marketing mix defined by Kotler et al. (2008) must be extended in order to have a comprehensive model that allows the definition of the related marketing processes (Figure 3).

*Figure (3): 7 P's of Marketing Mix*



Source: Based on Kotler-Armstrong (2008) and Booms-Bitner (1981)

Booms- Bitner (1981) added three additional elements to the conventional marketing mix:

- **People:** In the case of services, the human factor can also play a critical role from a marketing point of view, as in most cases the consumer comes into contact with the service provider's employees.
- **Process:** The peculiarity of services that production and consumption take place simultaneously gives outstanding importance to the organization of the service process. The consumer will be part of the production activity, which thus greatly influences his opinion, and therefore becomes important for marketing as well.
- **Physical evidence:** Due to the elusiveness of the service, the design of the location of the service and the appearance of objects related to the service play a major role among the marketing tools.

In 1989, Morrison developed an 8 P's model, which was later also used by Deffner et al. in 2006. Interestingly enough, it was not entirely developed from the 7 P's model, rather 3 new dimensions were added:

- Packaging: Even though it might be considered as the physical packaging of a product, it could also be extended to services as it includes any visual representation such as design, logo or colours
- Programme: The programme dimension is more particularly important in the case of establishments, which could be also considered as complementary services in the hospitality industry
- Partnership: Suppliers, investors or any stakeholders could be mentioned in this dimension, which basically consist of any partners associated with a business or establishment

Kotler (2012) emphasised the significance of a different 8<sup>th</sup> dimension as an extension of the 7 P's model with a greater focus on services:

- Performance: In terms of services, even though the quality or the standards of service performance are difficult to measure and they might vary by industry, they could highly reflect the overall value.

The need for measuring the performance of services in general had been recognised by many experts and researchers who have aimed to engineer a model to be universally used as a measurement system. There have been several attempts to develop a functional model in order to measure performance. Table (2) aims to present the most important milestones.



**Table (2): Measures of performance**

The Nordic School	Grönroos (1982)	<p>Quality consists of two dimensions:</p> <ul style="list-style-type: none"> <li>• Technical quality – what is to be delivered</li> <li>• Functional quality – the way it is delivered</li> </ul> <p>While the technical dimension is tend to be easier to measure, the latter is more challenging since customers might interpret them subjectively</p>
The Gasp Model (SERVQUAL)	Parasuraman et al. (1988)	<p>Quality is the difference between the expectations of the customers of a service encounter and the actual perceptions of a particular encounter, thus it can be calculated with the following equation:</p> <p>Service Quality (SQ) = Perception of the service delivered (P) – Expectation of the service delivery (E)</p>
Performance-only Model (SERVPERF)	Cronin et al. (1992)	<p>As a simpler alternative to the Gasp model, expectation have been excluded from the SERVPERF model, resulting in the following equation:</p> <p>Service Quality (SQ) = Perception of the service delivered (P)</p>

Source: Grönroos (1982), Parasuraman et al. (1988), Cronin-Taylor (1994)

Even though SERVPERFT could be easier or cheaper to employ, considering encounters in which the expectations of the customers significantly vary, this model does not have the right tools to detect them. As a results, experts recommend a prior investigation in order to select the appropriate model (Elliot, 1994, Carrillat et al., 2007).

## **2.1.5 Hospitality and catering**

### **2.1.5.1 General characteristics, tasks and classification**

Hospitality and catering are similar and interdependent functions: while hospitality aims to satisfy the needs of the guests, catering is required when it comes to a food or beverage-related demand. They are specific commercial activities in which food and drink are prepared (typically for local consumption) and related entertainment and other services are provided in accordance. It has a dual function in terms of the structure of hospitality due to the fact that the production of food and beverages occasionally take place in the given establishment.

Therefore, to a certain extent, catering has both an industrial (production of the food and beverage) and service (serving the guests) aspects. The tasks of catering play a role in supplying the population with food and beverages. The establishments of the catering businesses provide food and drink to the population and tourists at certain times of the day (Chon-Maier, 2009). Among the elements of the tourism carrying capacity, the care of the visitors, which is realized by the hospitality, plays a special role. Examining the composition of the catering business in a given area, it can be stated that some of the establishments serve the local population, but a significant proportion of them provide services to other visitors. Adequate quality of hospitality has a positive effect on the tourism development of a given area. On the contrary, tourism also has an impact on the development of hospitality as it induces significant demand in hospitality.

The operational unit of hospitality is the business where production, sales, and services can take place, and, in addition, it also serves as a point of sale. According to Andrews (2007), there are various aspects to be taken into account when it comes to defining the industry:

- Receiving guests in a generous and cordial manner
- Creating a pleasant or sustaining environment
- Satisfying the needs of the guests
- Anticipating the desires of the guests
- Generate a friendly and safe atmosphere

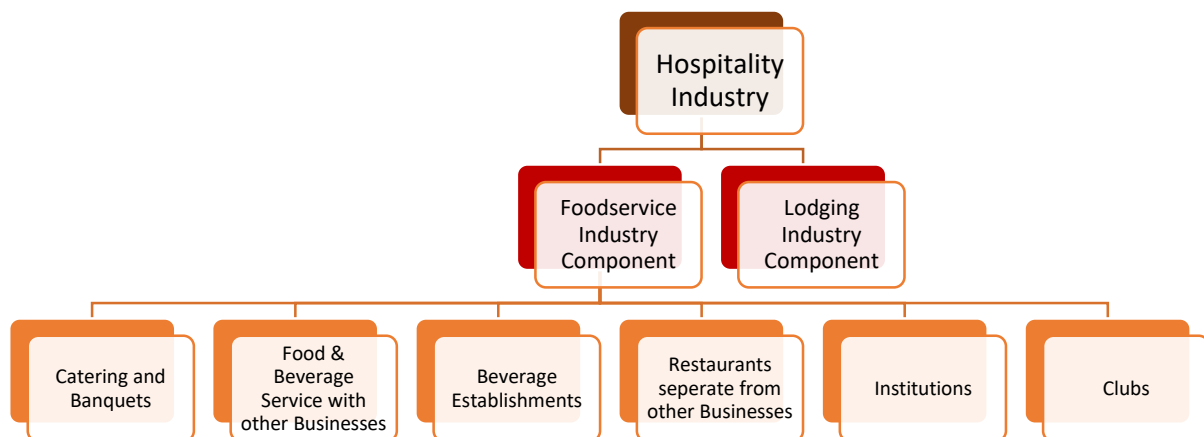
The supply of guests is provided by different establishments in different qualities, in which, depending on the type, only sales or sales supplemented with production take place. When opening a foodservice or catering business, it is not the type of business that needs to be defined precisely, but the scope of the business and the task for which units are created and sold. The general terms, range of goods and services to be offered are legally specified and they apply to the specific outlet categories. According to Chon-Maier (2009), the hospitality industry has two major elements: the foodservice or catering industry and lodging industry components. Even though the travel and tourism industry is classified into a completely different group, there are certain elements and components that allows a close connection between the two distinct industries such as transportation, merchandise, recreation, sport and entertainment.

The most important tasks of the hospitality industry include (Andrews, 2007):

- the continuous supply of food and drink to the population
- catering businesses supply domestic and foreign tourism participants
- influencing the eating habits in the right direction
- organizing events for various occasions
- meeting the entertainment needs of guests

In addition to the tasks the industry has to fulfil, there are also certain activities associated with hospitality and catering such as production or industrial activities (hot kitchens, cold kitchens and confectioners), sales or commercial activities (restaurants, confectioneries, cafés, buffets, liquor stores) and service activities (music, show, cloakroom). Based on the activities, there is an international classification of establishments in the hospitality industry (Figure 4):

**Figure (4): International classification of the hospitality industry**



Source: Based on Chon-Maier (2009)

The dissertation will focus on the foodservice industry components, more precisely on the various establishments in the catering business in Hungary.

## 2.1.5.2 The catering sector and its classification in Hungary

According to the Hungarian Government Decree 133/2007. (VI. 13.) on the order of operation of shops and on the conditions for carrying out commercial activities without individual shops, businesses in the catering industry can be classified as the following (Table 3):

*Table (3): Classification of the catering industry in Hungary*

Commercial catering	Workplace catering	Other catering
Catering businesses with kitchen	Fast and self-service catering business with kitchen at workplaces	Central catering businesses serving organizations and the public
Confectionery	Workplace and institutional buffet	Event catering
Beverage-specialised establishments		
Other catering businesses		
Musical nightclubs		

Source: Based on Magyar Közlöny (2007)

In the recent years, according to the reports of the Central Statistical Office, in terms of the number of establishments, the Hungarian catering industry have experienced a decline between 2016 and 2020. As of December 31. 2020, there were 50 190 registered catering businesses in Hungary. In Budapest, the capital of the country 10,601 registered businesses could be found, which accounted for the 21.12% of the total number of establishments. According to the data of CSO, in the region of Transdanubia, the Middle part proved to be the most successful in terms of the number of catering businesses (5,946), compared to the Western (5,737) and the Southern part (5,735) of the region. (CSO, 2021)

In terms of the number of establishments, there a significant difference among the regions in Hungary. While Pest county had the highest number of businesses at the end of 2020 with almost 5000 places, Nógrád county achieved the lowest rank with only 821 establishments. Győr-Moson-Sopron county was ranked on the 4st place with 2521 catering businesses in total (CSO, 2021).

When it comes to the sales revenues businesses have reported in the hospitality industry, generally, there is a positive tendency. Since the year of 2001, there were only a few instances when either the overall industry or businesses in the commercial catering sector reported an annual decline compared to the last year. In 2017, the commercial catering sector surpassed the 1 trillion mark in Hungarian Forints and experienced a 14.80% growth in revenue compared to 2016. In 2018 and 2019, both the overall industry and commercial catering experienced increases between 14-15%, compared to the previous data. Unfortunately, due to the negative effect of the COVID-19 pandemic on hospitality, catering business reported a significant decrease in revenue in the year of 2020. However, as governments allowed the establishments to function periodically almost as the way as they used to and businesses and consumers shifted to alternative options (such as pick-ups or delivery), caterers managed to increase their revenues in 2021 to a similar level they had in 2019 (CSO, 2022).

Catering establishments can offer a full range of both and cold dishes, confectionery, bakery and confectionery products, coffee, spirits and non-alcoholic beverages. The units can be responsible for both total production and sales. The main goal can be in some cases simply the consumption of beverages, therefore there are establishments with offers of a wide range of alcoholic and non-alcoholic beverages, served in either bottles or in specific measures. Serving cold food and snacks are optional, however they are typically not made on site. According to Szolnoki et al. (2008) and Sztruhár (2008), catering businesses can be classified as presented in Table (4).

**Table (4): Classification of catering establishments**

<b>Type</b>	<b>Description</b>
Restaurant	Typically high capacity. Guests can enjoy lunch and evening meals as well as events. It has a wide range of food and a selection of spirits and other beverages. An additional service is music or a broadcast service. Sales are handled in a self-service or traditional form with the help of a waiter.
Inn	A small, unique type of business that provides a family environment. Its offer consists of homemade selections and they offer a slightly narrower range of food and beverage options than restaurants. Sales are conducted with service in a homely atmosphere. Its clientele consists mainly of local people from the area, it is characterized by a high proportion of regular guests.
Tavern	Food and drink offerings are similar to restaurants, as this type of business was originally an out-of-town restaurant. It was installed next to major transport routes to provide accommodation and catering for travellers. Today, they specialize in raw materials (fish, game, sheep, knuckles, etc.), or they want to preserve the gastronomic traditions of an ethnographic unit (such as Hortobágy) or occupation (fisherman, goulash..., etc.). The drink selection is mainly tailored to the special food selection. Sales are made with the help of waiters, and the furnishings and the clothes of the employees are both very likely to be also authentic. They can function with either traditional or self-service system.
Fast food place	This business is characterized by a narrow, constant selection. Its offer includes elements of American food culture such as hamburger, pizza and fried chicken. The beverage selection typically consists of non-alcoholic options. They usually operate in a franchise system, according to strict rules. The service is done at the counter, and the consumption is with standing or sitting consumption, however they offer take-away and drive-through options. The success of these businesses is highly affected by the marketing communication activities.
Canteen	Businesses suitable for everyday main meals. It features a narrow selection, selling a one- or two-course menu consisting of simple, home-cooked food, usually for lower prices. The canteen sells on site and offers take-away option.

<b>Type</b>	<b>Description</b>
Pub with kitchen	The popular raw material for its equipment is wood, the arrangement of the tables is boxing or social. We usually find tables without tablecloths, on which various sets and coasters are placed after ordering. The wide selection of beers and other alcoholic beverages is the basis of the offer, to which the food offer is also adjusted, hot one-course meals and finger-foods. Occasionally they could offer a live music service.
Confectionery	Typically offers home-made confectionery, sweet and savoury pastries, rolls and mainly cold food. Sales are provided both on-site and off-site. Mainly different hot and cold, alcohol-free beverages are offered, however the availability of various spirits and other alcoholic drinks could vary by place.
Tea house	They offer a wide range of teas. Additionally, biscuits, pastries, sandwiches can be also available.
Drink bar	A lounge bar, usually a hotel catering unit. Its main function is entertainment during the waiting time. Location is in the hotel lobby or in the lobby of larger restaurants. Its offer mainly consists of cocktails, long-drinks, quality drinks, which are accompanied by simple dishes, sandwiches and other snacks.
Beer bar	Originated from the traditional English pubs. It is equipped with a counter system, both standing and sitting consumption are possible. Its offer mainly consists of draft and bottled beers, other alcoholic and non-alcoholic beverages could be also available, as well as snacks and finger food. Additional services include music and games (darts, bowling, pool).
Winery	Mainly offers a range of domestic and regional wines. They are usually accompanied with wine cellar, furnishings can include barrels and wooden tables. Its food may consist of cold platters and snacks.
Pub	A wide selection of drinks, especially measured drinks, characterized by a simpler, commercial domestic beverage offer. Sandwiches and other snacks are sold as a supplement. Consumption can be done both in a standing and sitting format.

Source: Based on Szolnoki (2008) and Sztruhár (2008)

In the year of 2020, the government decree of 634/2020 came into force, which defines the business types of catering establishments and their characteristics (Magyar Közlöny, 2020). Based on which cafés and tea houses are now in the same category called “café and establishments specializing in non-alcoholic drinks”, the serving of the guests can be traditional or self-service, in single- or multiple-use containers, including cutlery, glasses. It is not mandatory to provide the possibility of on-site consumption. Food is not necessarily prepared on site.

### **2.1.5.3 The impact of the COVID-19 pandemic on hospitality and catering**

The new coronavirus, an infectious disease caused by SARS-CoV-2, officially appeared in the world for the first time in the world in the Chinese city of Wuhan in December 2019. After the first case, the disease spread worldwide within a few months, leading the World Health Organization (WHO) to declare a pandemic on 11 March 2020. The virus began spreading to other parts of the world in early January 2020, with the first time appearing in Thailand, Japan, South Korea and the United States (Radó, 2020).

In Europe, the first case of COVID-19 was reported in France on 24 January 2020 (ECDC, 2020). The WHO Emergency Committee ordered a public health emergency on 30 January. On February 11, the committee officially named the new virus COVID-19, based on the English term, disease abbreviation for coronavirus (Radó, 2020). From February 20, the virus began to spread spectacularly in northern Italy, and by March 20, Italy had the second highest number of cases after China (Livingston-Bucher, 2020). The first two diseases were registered in Hungary on 4 March 2020, and then on 11 March the government declared an epidemic emergency in the country. At that time, many patients showed signs of pneumonia of unknown origin, which several doctors tried to draw attention to, but were forced to stay silent in that matter by the Chinese authorities (Radó, 2020). The epidemic has caused radical changes in everyday life and led to the development of novel social phenomena that may even persist in the long run. During the emergency, due to the restrictions, people were forced into quarantine, their work was done remotely and in digital distance education, students studied at home. The technological advances of the digital world and the role of broadband internet access have significantly increased. In this connection, however, it is a domestic problem that the opportunity is given through digital platforms, but they are not available everywhere and for everyone. In many cases, access to and use of the Internet and the toolkit are also lacking.



As a result of the crisis, solutions that help to decrease the spreading of the virus by reducing the number of face-to-face encounters have suddenly emerged and become commonplace in several areas. The measures such as home office or home education have become commonly used, their rapid expansion and wider acceptance is remarkable (Lennert, 2020). There is still a need for effective policy interventions and the development of different solutions (Gombos et al. 2020). Detailed and interdisciplinary researches are required in order to assess the mechanisms through which the pandemic and the ensuing economic crisis affect territorial inequalities and territorial processes. It is also an important task to explore the extent to which industrially differentiated intervention is needed in the policy responses and measures given to the economic effects of the epidemic and whether these actions are reflected in economic protection measures.

The COVID-19 epidemic is expected to be the most significant social and economic event in recent decades. Fear of the spread of the epidemic has drastically pushed back world trade, causing serious problems in the global economy and production chains in the first half of 2020, with permanent shutdowns in several places. Restricting social encounters resulted in letting employees go for many businesses. Most of the office workers have been able to work remotely, public education and higher education institutions have switched to digital education, and parents supervising undergraduate students have been forced to stay away from work. Restrictions have led to a sudden recession in the world economy. National economies with a significant global exposure to the crisis have suffered a particularly severe loss in this area, with areas particularly affected by domestic and international tourism. The epidemic had also a significant economic effect in Hungary.

Digital services that minimize personal encounters have also become increasingly popular, the epidemic forced the digital divide in Hungary to quickly decrease. In only a few months the use of digital services, purchasing tickets, booking appointments or ordering food through digital channels have become a common practice for a wider range of people. At the same time, the conditions for adaptation are provided in a territorially differentiated way. In the more favourable, typically urbanized areas of the country (metropolitan agglomeration, county capitals and their catchment areas), the digital switchover posed little difficulty for the general public, as conditions were provided (info-communication tools, internet access, digital competencies). In contrast, in less developed, rural areas of the country, especially those belonging to the external and internal peripheries, broad social groups may have faced the usual inaccessibility of various public and private services due to lacking of tools or digital

competences. Supermarkets has started to offer the online grocery shopping for additional regions, therefore the less developed areas also had the opportunity to narrow the digital divide in the country in case having the required technological and digital tools (Radó, 2020).

With the appearance of the coronavirus, companies across several industries were required to alter their business models in order to avoid going bankrupt. Hospitality is commonly considered as one the most vulnerable industry for pandemics, therefore the decline on a global scale was inevitable. The short-, medium- and long-term socio-economic consequences of the new coronavirus epidemic in COVID-19 in 2020, as well as their territorial implications, are still difficult to assess. The crisis accompanying the epidemic has led to new life situations. The effects are profound and complex, and the direct and indirect correlations suggest changes in the future functioning of society and the economy (Lennert, 2020).

In addition to traditional services and grocery shopping, restaurants also felt the urge to introduce changes and offer options for the customers who wished to purchase from them. Businesses were forced to close their units therefore started to offer their products for take-away, either with pre-orders through a phone call or their social media platforms and when the owners realised that their lockdown will have to last longer, some introduced delivery services either through their own employees or by joining food delivery applications. Governmental restrictions towards eating on the spot have been widely introduced on a global scale, therefore restaurants who did not offer the takeaway or delivery options were forced to shut down. Before the global lockdown in April 2020, almost 2.8 billion guest nights were reported at accommodation establishments by the EU member states between April 2019 and March 2020. During the first year of the pandemic between Aprils 2020 and March 2021, this number did not manage to exceed 1.2 billion nights. As displayed in Table (5), the highest absolute decrease in the sector was recorded in Spain: a decline of 352 million nights in total (Eurostat, 2021).

*Table (5) Nights spent at tourist accommodation establishments (in million)*

Date	Country																				
	EU	AT	BE	BG	CZ	HR	DK	FI	DE	IT	HU	MT	NL	PT	PL	RO	SI	SK	ES	SE	NO
<b>April 2019 - March 2020</b>	2794	123	41	27	55	91	33	22	424	419	32	9,5	121	91	76	29	15	17	454	62	34
<b>April 2020 - March 2021</b>	1162	48	17	11	23	40	21	12	215	176	11	1,9	76,1	41	23	14	8	6,8	102	36	21

Source: Eurostat (2021)

The EU average annual declines between the calendar year of 2021 and 2020 and 2021 and 2019 were reported be Eurostat, exceeding 22% and 68% respectively.

Among all the EU Member States with available data, the most significant declines were reported from Malta (-80 %) and Spain (-78 %), followed by Greece (-75 %), Portugal (-70 %) and Hungary (-66 %) (Eurostat, 2021).

Tourism is one of the most spectacularly developing and expanding sectors in the world. In Hungary, not only the tourist traffic, but also the revenues from tourism have increased compared to recent years. In comparison, as a result of the pandemic, according to Poór et al. (2020), the largest redundancies can be observed in the hotel and catering sector. The redundancies affected workers working as waiters and cooks particularly hard. 18% of the hospitality organizations participating in the research reported that full-time jobs had been eliminated. According to the study of the CSO (2020), the year 2020 promised to be positive for accommodation services and hospitality, as the turnover of accommodation establishments in January and February exceeded the level a year earlier. The turnover of accommodation establishments in the period from March to September 2020 never reached the level of the previous year. The reason for this was the lack of foreign guests, which resulted in a drastic drop in the number of guest nights. Between January and September 2020, commercial accommodation establishments achieved a gross sales revenue of HUF 202 billion, 52% less than a year earlier (CSO, 2020). The COVID-19 epidemic has had an unprecedented effect on the Hungarian tourism industry (Végi et al., 2020).

As a result of the restrictions, travel has become nearly impossible, therefore people have opted for private transport instead of public transport. Air traffic decreased drastically, and Budapest Liszt Ferenc Airport experienced a 99% decline in the spring of 2020 compared to the same period last year (Raffay, 2020). According to an article of CSO (2020), tourism accounted for 8.5% of Hungary's GDP in 2020, while according to IMF research, Hungary's service exports may have shrunk by 3.4% of GDP in 2020, the ninth most severe decline in the country experienced in its lifetime (Rebillard, 2020).

According to the data of the CSO, the number of guest nights spent in commercial accommodation establishments was 97% in April 2020 and 85% in November, compared to the same period of the previous year (CSO, 2021). In hospitality, due to the close connection to tourism, the damage is also significant (Csapó-Töröcsik, 2020). According to the data of the CSO (2020), compared to the reports from previous years, hospitality in the year 2020 expected to experience an annual growth, as the combined turnover of businesses in the industry in January and February exceeded the levels of 2017, 2018 and 2019.

It can be seen, that based on the data of CSO (2020), in case of both January and February Hungarian commercial businesses in the hospitality industry experienced a positive tendency in terms of their monthly turnover between 2017 and 2020. However, due the unexpected events and the governmental restriction the positive tendency of the first two months had to take a sharp downturn and the national turnover in the case of commercial businesses had started to significantly decline in March 2020. The Hungarian government announced the national curfew on 27 March for the first time. The regulation was in force for more than a months and had a nationwide expiration date, ending on 18 May. The restrictions led to a serious drop and turnover reached the lowest point in April at 26 609 million HUF. Compared to the data of 2019 with 102 803 million HUF, this meant a year-on-year decline of more than 74 % (CSO, 2021).

Restaurants remained closed for longer periods of time. Business owners started to introduce delivery in order to moderate the financial loss (HVG, 2020). Online sales have become easier and more convenient than ever in recent years for both buyers and sellers. Prices are easier to compare, discounts are easier to introduce and shipping costs are calculated. Due to these circumstances, an increasing number of companies has started its digital trading in the recent period. Researchers suggest that the modern user is willing to pay more for energy- and time-efficient solutions (Ngwe et al., 2019).

The development can be clearly felt in Hungary as well. The latest analysis of GKID (2020) describing the situation of Hungarian online retail reveals that the annual turnover of Hungarian online retail increased by 16% in 2019 compared to 2018. And with that, online channels account for 6.3% of total Hungarian retail turnover. The analysis also shows that this development was also driven by an overall increase in the frequency of purchases prior to the epidemic (GKID, 2020). Researches show that the COVID-19 epidemic has a powerful effect on the spread of the digitalization. The growing importance of technological tools can also be felt in homes, the workplace and purchasing decisions (Moneta-Sinclair, 2020).

The digitalization can also be felt in the food and beverage sector. Food delivery applications – also known as FDAs – are considered as platforms that enable users to order food from a wide selection of restaurants (Ray et al., 2019). The pandemic had a huge influence on the success of these platforms, therefore the accumulated revenue is expected to increase globally, with an annual rate 8.2% between 2020 and 2024. The growing revenue is also paired with the gradually increasing number of users: the 9.5% annual growth of 2020 is expected to increase up to 12.5% until 2024 (Statista, 2020). Based on these positive tendencies, the platforms offer business in the industry a great opportunity to reach even more customers.

There are two main platforms in Hungary: Foodpanda (formerly known as Netpincér) and Wolt, both of which having an on-going rapid expansion in order to achieve an ever growing national availability. There are several researches on the topic of FDAs, focusing on the technological background of the applications. In addition, researchers have also aimed to uncover the different factors influencing consumer behaviour such as: quality of information, design and accessibility, reduction on waiting time and experiences regarding online orders. Researchers suggested positive changes in the overall intentions and attitudes of consumers towards the use of food delivery applications. In order to see whether customers of specific regions in Hungary have also altered their ways of food and drink consumption, a primary research with several questions had been conducted. In addition to the comparison of the pre-pandemic era with the current situation in terms of online purchasing behaviour, respondents were asked to answer questions regarding their expected attitudes once the COVID-19 epidemic ends. (Alalwan, 2020)

This expanding user base offers immense growth opportunities to FDA service providers worldwide. Furthermore, the growing media conversation around FDAs and their popularity among consumers has attracted scholarly interest as well. Prior research on FDAs, however, has largely focused on the theoretical lens of technology acceptance theories (Alalwan, 2020; Lee et al., 2017; Kang-Namkung, 2019). In addition, there are also studies on the examination of different factors such as design and convenience, ease of ordering food from the available restaurants (Cho et al., 2019), online purchase experience (Yeo et al., 2017) and reduction in waiting time (Ray et al., 2019).

The accumulated findings are comprehensive and offer deep insights into various aspects of FDA usage and adoption. However, a review of this literature reveals that certain research gaps persist: there are no studies on consumer behaviour toward FDAs in the backdrop of a health crisis like the ongoing COVID-19 pandemic, especially in Hungary. It could be possibly contended that the usage of FDAs has increased with the implementation of the pandemic control measures of lockdown and social distancing, which have all but eliminated out-of-home dining. In addition, various factors associated with health and safety concerns during the pandemic could also have impacted the attitude of consumers toward FDAs; these need to be diagnosed to help service providers ensure continued usage of their apps for the delivery of food. There is an over-emphasis on technology acceptance theories, with limited consumer behaviour insights. Accordingly, the available findings are skewed toward the positivist agenda of adoption, thus remaining deficient in the resistance perspective.

As recent consumer behaviour literature has underscored the importance of examining behavioural reasoning (Sahu et al., 2020), which considers the valence of consumer behaviour as driven by both enablers and barriers (Talwar et al., 2020) this gap should be addressed to provide a multi-dimensional perspective on consumers' behaviour toward using FDAs.

### **2.1.6 Summary**

The classification of the various elements of hospitality and the catering establishment is based on general specification on an international basis, however, there are variations and slight differences on regional and national levels.

Hospitality, in general, has undergone through significant changes during the last decades, especially with the outbreak of the COVID-19 epidemic. Regulations were introduced on an international level, businesses were forced to obey and change their practices. Establishments faced two choices: they had to either temporarily stop their operations or introduce and promote other options of consumption.

Food delivery applications and various platforms has become even more popular as they offer users more convenient ways when it comes to ordering food and beverages for both take-away or delivery. Even though businesses are able to operate normally, these possibilities are here to stay.

## **2.2 Internet technologies and social media**

### **2.2.1 The evolution of Internet technologies and the role of social media**

We are living in the rapidly changing era of the 21st century – it is almost impossible to follow the technological development in the various sectors. Societies worldwide became digital and mobile: the starting point of this new era could be traced back to the mid-1990's, when the usage of Internet has started to grow rapidly and spread in the developing world. According to the "Internet World Stats", in 1995 only 0.4% of the world population had internet access. In 2005 the user base reached 1 billion. At the end of 2017 there were already more than 4 billion people connected to the internet. The latest statistics of July 2022 show a number of 5.473 billion and it's still counting (Internet World Stats, 2022).

Technological revolution during the first decade of the new millennium meant the advancement of the Internet technologies and it was defined as web 2.0 as opposed to web 1.0, the more “traditional” use of the established technologies. In the early years of the 2000s, numerous applications have been created which have since been dominant players in the market. Millions of users had started to visit these platforms right from the first moment. In order to cater their needs, these platforms offered a wide range of options: establishing and fostering relationships, entertainment, learning, finding and sharing information or self-expression (Ellison, 2007).

A new understanding of the Internet has been formulated. Instead of a sheer technical approach, the Internet, as a sociological phenomenon, could be interpreted as a new space which favours virtual communication instead of physical relations, where new systems and platforms can be and have been already created. The introduction of these applications made it possible for the marketing tools to be evolved into new, digital forms (Leeflang et al., 2014). When it comes to media usage, researches showed that there is a considerable discrepancy between corporate practices and consumer preferences. Companies tend to employ the convenient, owned and familiar channels (such as company websites or e-mail marketing). In the meantime, consumers are spending an increasing time on social media. In this new medium – as opposed to traditional channels – often quite different rules and logics can apply. Therefore, the importance of this topic should not only be emphasised due to the growing number of users. Among the research priorities set by the Marketing Science Institute for 2014-16, almost all the research questions have an organization-focused aspect, which highly relates to social media, such as developing consumer experience on social media, engaging through social media or analysis of unstructured data generated on social media (MSI, 2017). Many of the new research priorities for papers between 2016 and 2018 are also based on or related to the digital revolution and the advancement of social media and the digital revolution (MSI, 2019). In addition, they also included the KPI measures and digital analytics amongst the 2018-20 priorities (MSI, 2021).

It can be clearly seen that one of the latest trends provided by the World Wide Web is the usage of different social media services. These web 2.0 applications have brought significant progress in both personal online communication and in the field of corporate marketing communications. As a result, besides the rapidly growing user base (displayed on the website of “Internet Live Stats”), in the last few years advertisers has started to participate more actively in order to take advantage of its huge potential. Social Media can be described as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content” (Kaplan-Haenlein, 2010).

Social media is the result of the development of the Internet, and today it is definitely the most advanced form of online group communication. Social media research can be classified into different branches. In the meta-research of Lamberton-Stephen (2016), between the millennium and the year of 2016, three major lines of research had been identified: individual self-expression, internet as a tool and the source of marketing information.

With the introduction of the Web 2.0, the number of applications have started growing with a rapid speed. Individuals, entrepreneurs and businesses who realized the importance and the potential of these developments clearly gained an advantage over their competitors and have likely become the leaders in their own markets. Even though an enormous number of software have been introduced to the public since the 2000's, the motivation for the development and application of the current Web 2.0 advancements is still present. (Lin et al., 2014; Kim et al., 2010) As for corporate application, Mangold-Faulds (2009) also identified the importance of the Web 2.0 technologies due to the fact that businesses can gain benefits in product and service development, use more efficient marketing strategies as well as lower their expenses, which eventually will result in higher revenues.

According to Christodoulides (2009), Web 2.0, especially social networking had changed corporate communication and branding strategies as they facilitate conversation between the businesses and their customers. There is a significant connection between the use of Web 2.0 applications and the overall efficiency of the marketing campaigns. (Luo et al, 2013; Stephen-Galak, 2012) According to Fossen-Schweidel (2016), this efficiency in communication and advertising could also further improved with the further application of the most recent technologies.

Web 2.0 had brought significant changes (Table 6) to the existing info-communicational practices and internet technologies of the Web 1.0 era (O'Reilly, 2007).

**Table (6): Evolution of Web 1.0 technologies**

<b>Web 1.0</b>	<b>Web 2.0</b>
DoubleClick	Google AdSense
Britannica Online	Wikipedia
personal websites	blogging
domain name speculation	search engine optimization
page views	cost per click

Source: Based on O'Reilly (2007)



The importance of the topic can also be emphasised by the fact that researchers in the recent years examined the impact of digital marketing on business performance in various areas, such as communication or strategy development. Stephen et al. (2016) examined the role of social networks in consumer innovations. Park-Kim (2009) reported significant changes in consumer behaviour and stated that Web 2.0 applications had become the main source of information and enables a two-way communication between corporations and their customers. The consumer behaviour study of Casaló et al. (2011) revealed the radical changes in the field, which highly depended on Web 2.0 applications. According to the study on consumer information search patterns of Yang et al. (2011), a correlation between online communities and pre-purchase information search patterns had been revealed.

Word-of-Mouth has always played a significant role in the way how information could be spread amongst consumers. With the introduction of the various online platforms, users now have the option not only to share their opinions and thought on any given topics, goods or services, but also to generate their own content – also known as User Generated Content (UGC). The electronic WOM, as its latest development can be easily measured and the interaction amongst either solely consumers or consumers and businesses can be analysed. In addition, researchers identified how efficiently social media influences consumer behaviour when it comes to recommendations or business evaluations (Trusov et al, 2009; Onishi-Manchanda, 2012). Online social platforms offer huge benefits for corporations due to the significant number of options in marketing activities. The technological opportunities offered by the Internet can lead to a more accurate segmentation and targeting - and thus better positioning (Akehurst, 2009), and with a great speed of information flow, it is enormous consumer groups are available at any time, on demand (Van der Lans et al., 2010). Lis-Horst (2013) also supports this idea by stating that these online tools must be included in any forms of online marketing strategy in the 21<sup>st</sup> century.

### **2.2.1.1 The development of social networks**

Even though Internet was initially created for military purposes, it eventually became available to the public around the mid-1990's when the Internet started spreading from the Western societies through the rest of the planet. The main aspect of this era (Web 1.0) was creating the foundation of a global and online presence and communication and the digitalisation of the current, paper-based world.

Even though the e-commerce possibilities were not widely employed, it certainly granted businesses the opportunity to reach out for even more customers through a newly-established channel. Ever since the number of people with access to the World Wide Web is rapidly growing. In 2005 more than 1 billion people were connected. This number in the beginning of 2022 almost reached the 5 billion mark (Internet Live Stats, 2022).

Web 2.0 was initially mentioned in 2005 by O'Reilly who realised that this ever-changing era grants the possibility to new players to enter, however, those who are not able to follow the trends can easily disappear. Even though the development is highly significant in a technological point of view, the newly established applications have a great impact on the way how societies work. The term Web 2.0 became a collective name for web services that are primarily community-based, giving the users the possibility to create content or share information with each other. Unlike previous services where the content is provided by the service provider (such as portals), in web-based services, the server host only provides the framework, while the content is uploaded, created, shared or commented by the users themselves (O'Reilly, 2005).

Users typically communicate and establish relationships with one another. Due to interactivity and communication between consumers, there is hardly any community today. As the name of web 2.0 suggests, the characterisation of this technological era originates from the comparison with its' predecessor, however the web 1.0 definition was born only after the new period had started. In 2006, O'Reilly provided the world with the first definition: "Web 2.0 is a business revolution in the IT industry that has been brought to Internet by the industry and is an attempt to understand the conditions for success on this new platform. The most important rule is to create applications that are able to use the network effect for improvement so that more people use them. This is called the exploitation of collective intelligence." (O'Reilly, 2006)

The development of the Internet technologies had also brought a wide range of new applications. With the introduction of these softwares, both the developers and consumers gained access to new possibilities: one of which is networking. With the introduction of web 2.0 content sharing had become the most important aspect. It involves creating content not only for ourselves and for personal use, but also passing it on to others while allowing them to add comments to these contents. Without further investment, in most cases, we can also consume, view and download these content for free (Stephen et al., 2016).

The era of Web 3.0 has begun with the introduction of decentralized networks that help users to hide their data and private information, and in general, make it impossible for giant companies and even government agencies to access them. On the other hand, no one can limit the shared information in this structure either. Moreover, the increasingly flourishing cryptocurrencies will also be able to function excellently in this environment. It is no coincidence that when it comes to blockchain technology, the first thing that comes to mind for many today is the cryptocurrency called Bitcoin. In the third evolution of the Internet, these Internet funds will be able to be operated along completely new business templates. New advertising platforms are also spreading their wings in this ecosystem, where ads are not shown to us based on our data, but visitors are paid for viewing them (Aghaei et al., 2012).

These trends are neither company nor industry specific, in addition, their success do not depend on geographic location. The current technologies allow an even more effective communication with 4.0 technologies, as the “Internet of things” concept allows companies to combine data gathered from different devices of the customers. As Web 4.0 matures, it creates new symbiotic relationships between people and machines. The growth of Web4.0 human-machine connection has already begun. Alarm systems and cable companies are two different providers, but they work together to your advantage. As a result, consumers can access low-cost security solutions using existing broadband connections and low-cost webcams. According to relevant researches in various fields, the application of Web 4.0 technologies is recommended for any businesses. Stephen-Galak (2012) demonstrated in the financial market how social media can generate value for both existing and new customers in terms of sales, while Bronner-de Hoog (2014) identified the impact of social media on consumer behaviour in the tourism industry.

Even though technology has developed since the introduction of the more traditional advertising channels, the more conventional tools of online media such as websites, blogs or even newsletters are still considered essential in order to inform other. However, it only allows a low level of interaction. This is why social networking could be seen as a milestone for the beginning of a new era. Social media, as a phenomenon, have significantly evolved since the first introduction and the number of applications that offer not only connection but also socialization to their users is constantly growing (Rényi, 2011). As consumers were granted the power of creation, the term User-Generated Content started spreading and ever since it is the main focus of social networking.

The technological requirements became available worldwide, the traditional model of communication started to evolve and made it possible for an increasing number of people to create any content they wish and to share with basically anyone on a specific network (Constantinides-Fountain, 2008). These types of media content are mainly intended for end-use and they reflect the possibility of personalized control over media production while allowing the acceptance of new technologies. Even though users have the possibility to create and share freely, the host of the network can either partially or entirely monitor and filter the content (Mangold-Faulds, 2009).

The evolving environment made it possible for the end-users to become the creators of content while offering a wide range of dynamic options. The barriers of entry are constantly diminishing, with the ease of use, publication is available for an ever-increasing number of consumers (Levy, 2009). Social media can be viewed as the cornerstone of Web 2.0 technologies. Even though the newly established applications tend to offer new possibilities for consumers, the content generated and shared by users has become and still is one of the key functions of the Internet (Kaplan-Haenlein, 2010)

According to Dahl (2018), social media today include various elements (Table 7).

*Table (7): Elements of social media*

Name of element	Description
Actors	users and tribes, co-creation, organisations
Platforms	computer, games, mobile
Content	persuasion, engagement, WOM
Context	measurement, cross-cultural, ethical and legal

Source: Based on Dahl, S. (2018). Social media marketing: Theories and applications. London, SAGE Publications Ltd. ISBN 978-1-4739-8233-8 pp. 57-71.

With the introduction of handheld and mobile devices, Web 2.0 and social media cannot be viewed as computer-specific application since they have become readily available on an increasing number of platforms and users are offered an even wider range of options for creation and sharing (Kaplan et al., 2010, Lamberton et al., 2016). According to the report of Hootsuite (2022), 84% of all Internet consumers are also social media users. In addition, it is clearly seen that mobile devices are now the main channels for social media access given the fact that 84% of people with access to the internet use social media and 99% of users in 2019 accessed social media on mobile.

Web 2.0 offers a two-way communication for both end-users and businesses. (Stephen et al., 2016) Although social media and networks have been around us in the past few years, it can be still classified and “new media”, which is basically the name created to classify all the different types of media dealing with digital network communications. The term includes multimedia and interactive media contents, as well as innovative individual and collective forms of actions (Berényi, 2013).

There are several ways to define online marketing, it could be summed up as the following: an interactive, business-related marketing activity that communicates with both individuals and masses of people through electronic media and network information systems. Since the online marketing has been established, communication became more human-centred, meaning that the potential customer has more confidence in the seller. There are both "visible" and “invisible” assets as well. The former can be classified as banners, links, videos and viral marketing and a huge variety of social media applications. The invisible assets are the optimization and of web pages for the internet users. Web 2.0 offers a two-way communication for both end-users and businesses. (Stephen et al., 2016) Although social media and networks have been around us in the past few years, it can be still classified and “new media”, which is basically the name created to classify all the different types of media dealing with digital network communications. The term includes multimedia and interactive media contents, as well as innovative individual and collective forms of actions (Berényi, 2013).

### **2.2.1.2 Social media marketing**

Today, companies are aware of the most modern and most efficient tools that must be implemented in order to be successful. As we take a look at the market leaders, we can see that they take utilise most of the possible options that could be helpful in their pursuit of success. Beside Google and Facebook, there are several other ways companies can increase the revenues earned from mobile advertising. Some businesses have already recognized that social media is an increasingly prominent position in the field of online mobile marketing: Twitter, Facebook and Instagram with their various options available are the most popular for marketing initiatives. The fact that these networks have millions of users clearly shows that they are essential parts of an effective marketing plan. All of these networks have their platform-specific properties: in order to select the essentials for the business, they have to be carefully considered.

On a global scale, according to the ranking by Statista (2022a), among the traditional social media platforms (not taking YouTube and WhatsApp into account) Facebook and Instagram are the most popular on a global scale, having 2,910 and 1,478 million active monthly users respectively in February 2022. The user base of the various platforms is also significantly growing in Hungary: their popularity based on the number of total users and the population of the country occasionally even exceeds the statistics reported from the neighbouring countries. This fact further emphasises the importance of the application of social media marketing tools and practices (Nyikos, 2018).

Today's most popular social media channel was launched in 2004 by Mark Zuckerberg as "The Facebook". The social site, which was initially extended to only a few universities, was transformed into a business by Sean Parker, who later left "the" name and became a universal service for anyone in 2006. As a result of the incredible growth, more than 2.9 billion Facebook active users have been recorded in the 4<sup>th</sup> quarter of 2021. The interface has taken quite a few changes in terms of look several times and has many innovations compared to the first version. Today, in addition to private individuals, most of the organizations can be found on it, and in considering its function - the message and contact - has been supplemented with business activities. In recent years, Facebook's social network has advanced into an online interface that, in addition to the business community, has significant influence in many areas of the economy and the business sector. Leading market players operate today in conjunction with Facebook. Given the fact that the masses of people are moving fast toward the mobile access option as their primary preference, this is exactly where the Facebook marketing efforts are focused these days. The key is to make all the Facebook ads easy to access and engage via any kind of a smartphone or tablet PC. Today, it is perfectly possible to target only those Facebook users who are accessed via mobile devices (Statista, 2022b).

As Facebook announced its entry onto the stock market and the introduction of sponsored mobile ads in 2012, players in their own market wanted to take part in this innovative development. Today we can see, that all the big players and some smaller ones are competing with each other through this new way of advertising. A huge number of companies pays Facebook to place their ads in the featured stories and virtual ads. Although the sponsored ads do not have any distinctive feature of visual difference from a normal, simple post, they do have a little grey "sponsored" marking among the other options and information. How can Facebook guarantee that these ads will reach the customers (Dean, 2022a)?

Users cannot switch them off and they appear even if they use the mobile version. The recent change to Facebook is that we can see a group of up to 3 ads on the “home” page that are waiting to be “liked”. They also appear in the mobile version. We can also see the pages our friends “liked” and their activities related to certain brands or advertising pages. The algorithm of Facebook handles these activities with normal, low priority, but refreshing the page more frequently and being active means an increasing number of ads in the news feed. In the future, advertisers may offer a guarantee that the message will reach the right audience, obviously in exchange for money (Paniagua-Sapena, 2014).

Facebook offers promotional posts, online coupons and redemption codes are good tools to reach and get in touch with target customers via mobile devices. The success of them is enormous: it is not only easy to turn a single post into a sponsored, promoted ad, but via Facebook it is much easier to reach customers not only on PCs but on the go, on smartphones, tablet PCs or any mobile devices. Facebook is considered at the easiest, simplest, fastest way to reach possible customers, it also allows users to manage all notifications, messages, posts, pages, photos, comments and all ad campaigns from mobile devices. Although Facebook allows strangers to find the company and connect with it, the majority of users of social networking sites are looking for sites that are familiar to them: new connections are less likely to occur by search. The challenge therefore is to attract customers who are more likely to return repeatedly to the page of the company and to encourage them to invite their friends to act similarly (Kozinets et al, 2010).

This can be achieved by creating a special host tab, where it can offer premium content for the fans. Creating a "Conversations" tab allows followers to react to those comments. In the case of creating special events, the key moments can be highlighted such as store opening or new product launch dates. The most important criteria are making the posts interesting: photos, videos and other interesting information and links can be included. Studies show that people are more likely to stay on those pages that have videos and pictures posted. Beside these tools, companies can also use different campaigns on their own Facebook pages. IKEA's campaign was one of the most creative ones: it all started by creating a page for new store managers. Under his name, the marketing team uploaded several photos taken in the new store. Each photo meant a new competition: the first person who tagged himself/herself on any of the products on the picture automatically won it. In a few days, the number of friend request significantly increased. When the store finally opened, it went wildfire. (Powell et al., 2011).

Given the fact that Facebook is considered as the pioneer in the world, the platform has given a wide range of options for companies to leverage in their marketing campaign. Social media platforms allow the users to generate their own content, regardless of the type of media they use. The content they share online is called UGC (user generated content). Binder et al. (2017) emphasized how well companies can employ the effects of the content the users generate in order to increase to impact the decision making of potential customers. Even though the authors mainly concentrated on Facebook and the tourism industry, the positive effect can be considered more universal and can be also applied both on different platforms and in different industries. The current number of Instagram users is approaching 1.4 billion, and more than 500 million people use the interface every day, so a wealth of statistics and statements address how the world of Instagram has changed people’s internet and consumption habits. This is the main pillar of leadership electronic word of mouth marketing. The positive and negative content is directly proportional to the sales figures in the different markets examined. Where there is positive feedback we can observe that the sales data also increases, or where there is a negative resonance of a given product or service, there is a decline in the financial indicators (Tirunillai-Tellis, 2012). According to Smith et al. (2012), there are three levels of UGC, as presented in Table (8).

**Table (8): Levels of User Generated Content**

	<b>Description</b>
1.	The user-generated content about a particular product or service, with branding being involved
2.	An already attractive phenomenon that leads to the user beginning to trust content created
3.	The actual purchase, that is, the process by which the result generated financial indicators or results, resulting in the actual sale taking place

Source: Based on Smith et al. (2012)

This type of content can be a valuable tool for marketers and due to the availability of a wide target group, it is an effective marketing strategy in the twenty-first century. As different companies and marketing agencies generate online content, different advertisements and commercials (BGC = brand generated content) in parallel, the combined effect of these two needs to be frequently examined by the companies in order to analyse consumer buying habits since users will encounter both types of advertisements while browsing Instagram.



Tirunillai-Tellis (2012) have looked at the specific and quantifiable indicators UGC has in order to discover how the impact of user-generated content can be measured in terms of sales metrics. Their research clearly describes how UGC can have both positive and negative effect. According to their findings, companies should constantly monitor their online activities, not only on their own pages, but also on those where they are mentioned by various influencers in both paid or unpaid form. Li et al. (2020) focused on the economical effects of UGC on online sales discovered that consumers are more likely to make irrational purchase decisions which are highly influenced by the content other consumers create. Goh et al. (2013) stated that the content itself is not enough to effectively influence consumer behaviour, users should be encouraged to talk about and share the content with their peers online. In other words, they must contribute to the creation of electronic word-of-mouth (e-WOM). In addition, the combined effect of electronic word-of-mouth UGC and BGC was also emphasized. The results of the study showed that community participation clearly increases the number of sales and UGC as an informative and interactive phenomenon influences the volume of purchases. BGC, on the other hand, does not generate a community experience, it is more informative than an advertisement involved in the sales process. Ideally, the best marketing strategy uses both UGC and BGC to increase.

The ever-changing world of social media leads to new, emerging alternatives that can easily take over other, already established platforms and their consumer bases. Beside the two major platforms which are currently the most popular in Hungary, there are plenty of other applications that consumers are eager to use. Twitter is considered as one of the most popular platforms in the Western civilizations, however it has not yet caught the attention of the masses among the Central and Eastern European countries, also including Hungary. Facebook and Instagram are evidently considered as the major social media platforms. However, there are other, highly popular alternatives. Snapchat allows users to find out which friends are nearby (“Find your friends” feature), which also encourages users to carry their phones wherever they go. In addition, everything is happening on Snapchat “now”, there are no news or old content from last week. Young users always crave new, fresh content, and Snapchat allows them to always be instantly informed about what their friends are up to. Brands had difficult times – especially in Hungary - to take advantage of the marketing opportunities of the platform and only a few could already take advantage of this craving for innovation with branded filters and events that encourage both immediacy and activity - everything young people need (Máté, 2018).

Snapchat was initially released in 2011 and now there are more than 150 million people who use it regularly, every day. Snapchat has experienced a huge increase in its' user base, starting in 2014 when new features were introduced. In addition to Snapchat and the disappearing message functions, Instagram is also known for the “story” feature. Even though other platforms also highly encourage users to share current information and updates on their everyday life, Instagram and Snapchat are the applications that are the more commonly used for self-expression (Choi-Sung, 2018; Dhiman, 2022). However, those companies who can leverage the business features of Snapchat have the first-movers advantage over their competitors, especially when they are focusing on reaching the younger demographics. The pandemic has brought an increasing need for online social interactions and instant, on-demand messaging, Snapchat proved to be a great alternative for both end consumers and businesses, and, with the disappearing message and content features, users feel both more secure and also eager to communicate with their partners on the application (Swathi et al., 2022).

The Chinese platform of TikTok can be considered as one of the most prominent, alternative platforms. The application has an enormously increasing number of users on the global scale. The platform is actually a social media application where users can share videos and browse among the millions of videos uploaded by others. Users can record within the app or even import videos from their devices. It can be considered as the most popular application among young people. One of the secrets to its success is that anyone can easily become a content provider or simply stay a viewer (Montag et al., 2021). Businesses around the world are exploring the potation features of TikTok in their advertising practices. Given the fact that users are able to focus to a higher degree on social media content than on the more traditional advertising channels, the short videos with audio-visual effects can be considered as the perfect ways to catch the attention of younger consumers. The popularity of TikTok leads to a spectacularly huge number of videos available on the platform. Therefore, more creative and shorter videos are being produced (Kennedy, 2020). TikTok's domestic audience has so far encountered a small number of ads on the channel. Thus, it is important that newly appearing sponsored content follows the formal requirements of the platform and adapts to the content consumption habits of the users – the so-called native advertising. Based on this phenomenon, ads that have been taken over and cut from another channels in the classic sense will not work on TikTok. Only native and vibrant videos are able to pass through the stimulus thresholds of users. The built-in video and music editing features can guarantee creative content production to achieve higher engagement rates for shared videos (Li et al., 2021).

Hungarian companies on a wider scale are yet to explore the business potential of the platform. Based on the enormously growing success of TikTok, in the world of advertising, enterprises, marketing professionals and advertising agencies should keep an eye on the newly developing alternatives in order to achieve first-mover advantage (Farkas, 2021). The biggest difference between the marketing aspects of the social networks is that they provide information to users with various interests. Not all Facebook users have Instagram account and vice versa. In fact, most people prefer only one platform. Of course, there are users who constantly switch back and forth between the two systems or are active on multiple platforms at the same time. Some people do not want to read other content, visit blogs; they just want to view a Facebook profile filled with information or an Instagram feed and its various and colourful pictures (Cheng et al., 2017a).

In order to become successful, it is recommended that a combination of them should be implemented in the marketing plan. They all offer tools that are free of charge and help businesses to achieve their goals. Social media marketing networks centre on efforts to create a content that can attract attention and encourage users to share it via social networks. A corporate message spreads from users to users. WOM is more likely to be trusted, since there is no third-party source. Social networks allow companies to interact with individuals and to build relationship with them – either by their own means or by using brand ambassadors or influencers. In the context of social networks, engagement means that customers are participants rather than viewers. These networks allow everyone to express and share their experience or opinion. Each participating customer creates part of the marketing effort, since other customers have the possibility to read their reviews and comments. The engagement process in case of social media must be essential in order to be successful (Lin et al., 2014).

Campaigns on social media networks can increase traffic by offering special coupons and contests with great prizes. To make their customer engagement and relationship management effective, companies should have teams whose roles are to interact with customers. Competition plays a huge role on social networks. All platforms allow users to share or retweet the posts or pictures as well as to create their own content: they clearly offer excellent and important tools to create awareness and to engage with customers. In the ever-changing world of social networks, companies should also closely monitor the trends of both companies on a global level and also end consumers in order to be up-to-date in terms of their online marketing strategies (Wang et al., 2019).

Social media can be used highly effectively by companies as their functions allow the corporate users to apply a wide variety of activities, presented in Table (8) (Lin et al., 2014).

**Table (8): Activity possibilities on social media platforms**

Type of activity	Social media practice
Development	Research and strategy
Interaction	Facilitate socialization amongst customers
Engagement	Directly between employees and customers
Measurement	Tracking the measurement criteria of promotional content
Relationship building	Co-operation with online influencers and community leaders

Source: Based on Lin et al. (2014)

Based on the type of activities, the last two groups can be considered as operative social media marketing practices. Although some companies hire agencies or other third parties to conduct a research, it could also be done in-house. An increasing number of companies can be found on the different social media channels in order to inform and interact with their followers. However, these platforms can also be used in order to have more insights about the current customers and possible future prospects and social media offers a variety of options for companies when they want to know more about their followers (Cheng, 2017). According to various professionals with practical experience and researchers with a deeper understanding of the theoretical aspects of social media marketing, there are two activities which can be considered as the most successful on the various networks: brands ambassadors, and sweepstakes and exclusive offers (Al-Shuaibi et al., 2016; Andresson-Ekma, 2009; Chadwich, 2012; Analytic Partners, 2013; Synapse, 2013; Schulten et al., 2015).

Fita (2012) pointed out in an article that one of the main features of social media marketing is that it allows a two-way communication between the organisations and their online followers. The various forms of social networks such as Facebook, Instagram, Twitter, Snapchat and even e-mails allow the receivers of the message to also respond to the information they have received and interact with those who have shared them. According to the author mentioned previously, “advertising, marketing and public relations are the areas of business that have been impacted the most by the social media storm”. Unlike traditional marketing methods, which only have a delayed feedback, social media marketing allows companies to receive immediate response and reviews in minutes or even in seconds: today, marketers do not have to wait days and weeks to see the success of their efforts.

Compared to traditional marketing, these platforms are more cost-effective options and even small enterprises can afford them and take advantage for a reasonable price. However, promotion, as a practical tool, is very frequently used in the world of marketing. It basically covers a wide variety of techniques by which a company may communicate with its current customers and potential customers (Chen, 2017). There are several types of promotional content and ways of advertising businesses, however, sharing valuable information and current news are the most commonly used topics. In order to capture the attention of the audience, professionals in the field of digital marketing and social media, such as Sendible Insights and MavSocial recommend companies to include pictures and images in their social media content (Sendible Insights, 2013; Mavsocial, 2014).

Although price promotions and discounts may negatively influence the aspects (such as the perceived quality of the brand or its image) of a brand being promoted, they have always been popular amongst customers. Social media platforms can also be used to different announcements of exciting seasonal and limited-time offers such as the Pumpkin Spice Latte by Starbucks, or exclusive offers (Chen, 2017). The various social media platforms allow companies to introduce platform-specific sweepstakes for their consumers and followers. Different sweepstakes, contests and giveaways have always been popular amongst marketers who are vying for the attention of their followers on social media. Giving away a prize might seem very easy, but marketers should always consider the following steps when it comes to the development of a social media contest or sweepstake (Hyder, 2016):

- Know what you're trying to accomplish
- Know the meaning of sweepstakes vs. contest
- Know the rules
- Know your audience
- Know to be prepared for the unknown

Social media and the different networks can be effectively used to communicate the co-operation of the brand with specific celebrities. Brand ambassadors can have an enormous effect in the world of social media marketing. According to the Project Manager of LinkedIn, "a brand ambassador is a person who is hired by an organization or company to represent a brand in a positive light and by doing so they help to increase brand awareness and sales. The brand Ambassador is meant to embody the corporate identity in appearance, demeanour, values and ethics" (Andrews, 2016).

Simply put, by building relationships with celebrities, influencers and community leader, companies can simply widen the span of their followers and lure new prospects to them. Whether an influencer's audience is small or large, they can reach a huge variety of consumers via their blogs, video channels and social network pages that the brand itself may not be able to. Brand ambassadors include international, national and local celebrities such as movie stars, singers or athletes, however, developing relationships with online influencers like bloggers, vloggers or YouTubers. According to Andresson-Ekma (2009, p. 41), "an ambassador is seen by coordinators as constituting a credible testimony of the distinctive character of the place and its attractiveness (...)", which emphasises the positive effect an ambassador can have on the level of credibility of an any given place – which could be either a tourist destination or an establishment which specializes in hospitality. Highly popular, credible individuals and opinion leaders can be a real treasure if they are persuaded to use the product, talk about it, visit an establishment and post it on social media.

Due to their base of followers these co-operations can result in incredibly positive results (Andresson-Ekma, 2019; Burns, 2016). However, brand ambassadors do not necessary have to be credible and well-known public figures: Al-Shuabibi et al. (2016) argues that the employees should also resonate with the image of the company as they are also representing them to the customers. This factor can be even more prominent in case of the establishments in the food and beverage industry, where employees are in fact in the frontline and meet consumers on a frequent basis (Al-Shuaibi et al., 2016). However, researchers also emphasize the negative effect a brand ambassador or an influencer can have in case of misbehaviour or a questionable action, therefore companies should be cautious when selecting the public figures to co-operate with (Boeuf, 2017). Even though there is a number of statistical datasets available on the effect of exclusive offers and sweepstakes, as well as brand ambassadors and influencers on consumer behaviour, there is no comparison to be found on how Hungarian consumers of the different generations value these activities.

### **2.2.2 Summary**

The evolution of Internet technologies has brought significant changes in the everyday life. The various platforms offer a wide range of possibilities for their users when it comes to networking with their family members, friends and other acquaintances.

Social media platforms do not solely aim end users: the applications allow businesses to reach their current and potential customers more effectively. Social media can also be considered as an efficient and modern advertising channel, however, it must also be noted, that it enables a two-way communication between businesses and customers.

Even though the networking platforms allow businesses to leverage a wide range of advertising methods, the more traditional means such as e-mails and newsletters are still considered valuable tools. Social media also proved to be an excellent channel for the use of campaigns and advertisements including brand ambassadors, opinion leaders and influencers, whose influential powers can be basically leveraged by any businesses.

## **2.3 Consumer behaviour**

### **2.3.1 Classification of the consumers and the characteristics**

In order to understand and analyse consumer behaviour and its dimensions, it is essential to define who a consumer is. In an economic point of view, a consumer purchases goods or services for personal use rather than for resale or commercial purposes.

There is a legal definition of who the consumer is, stated in the Directive 2005/29/EC of the European Parliament, concerning the unfair business-to-consumer commercial practices in the internal market. According to the directive, a consumer means “any natural person who, in commercial practices covered by this Directive, is acting for purposes which are outside his trade, business, craft or profession” (EUR-Lex, 2005). Consumers are also defined by the 1997 CLV. Act in Hungary, according to which the consumer is "a natural person who is acting for purposes other than his own occupation and economic activity and who purchases, orders, receives, uses or receives goods or is the addressee of commercial communications relating to goods" (Jogtár, 1997).

According to the various legal definitions it can be deduced that only a natural person can be considered as a consumer, so it can be concluded that not all customers will qualify as consumers. The customer is a broader concept than the consumer, however the two terms are often used interchangeably in common parlance. Change is inevitable – therefore consumers and their classification is also evolving. Consumers are commonly classified based on either their decisions or their age.

Considering consumer decisions, Hungarian consumers went through significant evolution starting after the change of regime when they were exposed to the world and number of people who had access to products of the Western civilisations started to rapidly increase. As the years went by after the events of 1989, consumers and their behaviour started to change on a more frequent basis due to the different stimuli and external influences they experienced. As a result, there are four main types of consumers in Hungary that can be distinguished from one another (Ambrus et al., 2006; Töröcsik, 2014):

**a) Predictable consumers**

This type of consumer was typical from 1989 to 1996, formulated right after the change of regime. The world has suddenly started to open up for the buyer, products from the western world are exposed to them, new brands and forms of shopping can be encountered. They are pleased to be acquainted with the much more diverse and wide range of options. This can be considered as the golden era of the advertising industry, as the consumers believe in what they hear or see, they basically have minimum to no experience in the topic, therefore they only have positive assumptions. They get to know new brands through advertisements and are excited to buy them. Even though most of the consumers have highly limited disposable income, significant proportions of their budgets are spent on non-essential products. Garage shops were especially popular during this period (Töröcsik, 2014).

**b) Unpredictable consumers**

The group of unpredictable consumers was brought to life by the sudden expansion of the supply period. Their behaviour and actions are more difficult or sometimes impossible to predict. Their opinion on novelties is no longer uniformly positive. Their decisions are less predictable, therefore there are no proven schemes that can be used in order to encourage them to purchase the advertised products, they respond to the stimuli in a way that companies would not expect (Ambrus et al., 2006). Due to the wrong economic decisions, both the government and the households accumulated significant debt during the financial crisis in Hungary in 2002, mostly in Swiss Francs. Hungary was already on an unsustainable path by 2005, and in the autumn of 2008 the external financial crisis peaked. In order to deal with the double crisis, the government borrowed from the IMF, bringing the public debt ratio of 53% in mid-2002 to 85% by mid-2010 (Matolcsy, 2020).



### **c) Crisis-educated consumers**

As the result of the financial crisis, the acquisition of a conscious purchasing behaviour and decision-making, complemented by a frugal approach is became vital for most of the consumers in order to avoid personal bankruptcy. Even the smallest amount of money was required to be distributed well, the order of importance needed to be weighed. Therefore, it can be stated that this type of consumer realized that that rational decisions along different concepts should be made. These decision-making patterns can highly vary, therefore they very difficult to predict or understand (Ambrus et al., 2006; Töröcsik, 2014).

### **d) Informed consumers**

Today's consumers believe that they are doing favours for the companies with their purchases and expect discounts, gifts and promotion in return. The widespread of the Internet has fundamentally revolutionized the everyday life, along with, of course, the shopping habits. The gates of knowledge are open and entering it has never been as easy as it is today. The consumers are not only able to find information on different products and brands online with an ease, find the best alternatives, read reviews and discuss their experiences with others, but they will actually do on their own without the companies asking them. They take advantage of the possibilities offered by the Internet, if they like something, they give it a voice, but in case of having a negative experience or issues associated with a product or service, they will not hesitate to let the company and other users know about it. This type of communication can be considered as a new and more robust word-of-mouth advertising of the present age which solely happens in the cyberspace and is able to reach the masses with both positive and negative messages (Ambrus et al., 2006).

Understanding the behavioural patterns of the consumers is highly challenging and everlasting: as the world progresses and civilizations evolve, so do consumers. According to Jameson (2010), one of the main reasons behind this progression is that the values of the Western civilizations have changed: the more traditional system has been replaced by postmodern values, bringing fragmentation and insecurity to the global consumers. The formerly described consumers might still exist, however, the people who either went through the transformation or was born into the technological advancements of the 21<sup>st</sup> century have undoubtedly different behavioural patterns than the other groups, which is still to be understood by professionals in the field.

According to Prónay-Hetesi (2014), Töröcsik (2016) and Wei (2016), the most prevailing attributes of the modern consumer can be categorised into four distinctive groups.

**i) Delay**

Even though in most of the cases consumers demand an immediate response from the company and a quick transaction, there are scenarios in which consumers are willing to accept delay. The modern consumers are entirely aware of the benefits of the Internet, therefore even if they are browsing the shelves offline, in person, in a physical store, they are still likely to go online and seek further information, read reviews and compare prices with online shops.

They also learned that it is sometimes worth adjusting the means of purchasing concept and modifying the purchasing strategy, because then they might be able to receive significant discounts. The consumer today understands that online shops are very likely to reward them with a coupon or a discount. They are able to see through the goals and the background motivations of the advertisements and discounts, even though they are fully aware of them, they do not get annoyed by them, they are motivated to find the best deal and see what they can win from these situations. Consumers gained a significant amount of knowledge in the field of marketing tricks during the elapsed periods, most of them understand the operation mechanism and goals of the offers. However, they require fair treatment and companies must prove that they can be trusted in order to form the image of credibility with a certain brand (Töröcsik, 2016).

**ii) Non-purchase and sharing**

Various forms of non-purchase activities had been seen during the periods of crisis, which have given examples for all generations. The classic forms of non-purchase, exchange and non-monetary compensation with work, products and services has become frequently employed.

In addition, a new form of non-purchase has emerged in the form of sharing economy, which somewhat disturbed the traditional ways of how economies had been operated until then. It has been detected on a global level that services based on this new operating logic have a serious impact on several markets: taxi drivers, hotel and restaurant owners have mostly negative opinions on Uber, Airbnb or Tripadvisor, and the similar services that have a significant market-modifying effect. The extent of sharing opportunities is shown by additional areas such as office, parking, banking, equipment and vehicle sharing on a wide scale, which are all viable business models Wei (2016).

### **iii) The pseudo-purchase**

Today we are also seeing a new direction of non-buying which can be called pseudo-buying. It is peculiar in the sense that not only is it not an actual purchase, but it is not a consumption, even though both might be witnessed. These “fake purchases” can be commonly detected in the habits of the younger generations: they seem to be going through the process of buying decisions, however it will not end with the actual purchase. They enjoy being informed, they are constantly searching, sharing on social media, asking their peers for their opinions and putting items into the virtual shopping baskets. They have an extensive knowledge on a huge variety of products and brands, which seems to satisfy them, therefore they are not keen to actually own the product (Prónay-Hetesi, 2014). The relative proportion of the individual disposable income is one of the most significant reasons behind these actions. However, Töröcsik (2016) also suggest that “fake purchases” can considered as leisure activities for some individuals.

The younger generations feel required to be parts of the cultural experience of shopping, however the journeys do not necessary have to end with an actual transaction. Therefore, it can be assumed that these activities are part of the “experience-oriented shopping” which frequently takes place in the online space. There are many occasions when social media users share pictures of actual items or clothing they dressed up with in order to make their peers believe that they own these products however. In addition, a wide range of stores encourage the trial of the product prior purchase or a full refund on items that consumers are not entirely satisfied with – these tools can also greatly contribute to the pseudo purchasing behaviour. However, younger generations do require these opportunities, therefore, we can assume that the lack of these possibilities would increase the number of occasions when there was no transaction at the end.

### **iv) Online purchase**

The difference between a traditional and an online purchase decision is mainly in the process of gathering information and the circumstances of the purchase. There are a number of factors that can affect the decision making in case of online shopping. According to Wei (2016), the most determinative factors are the situation, the nature of the product and the experience the consumer already possesses. In the case of situational factors, the pursuit of convenience and simplicity is often what motivates consumers to choose an online channel over physical stores.

Consumers are more likely to buy the products they have already gathered sufficient information of or have purchased them before. However, the online consumers seem to be more conservative: in the absence of past personal experience they are less likely to purchase new alternatives or options. Therefore, the third most important factor is the past experience which gives confidence to the consumer and helps them to gain trust in a certain brand or company. It has been proven that positive experiences have a stimulating effect on the willingness of the customer. Gönczi-Hlédi (2020) also pointed out that the online purchasing decision process fits into the traditional purchasing decision in many aspects, but an important difference is that the consumer rarely has an opportunity to experience or try the product in the online space before making the decision. In some cases, people who are interested in purchasing a certain product are able to request a free sample for trial. In addition, the payment itself, as a transaction, and the way the product is received (or delivered) are special, so it is built into the process as a more complex decision point.

### 2.3.2 Generation ranges

Generations are commonly defined by their ages. However, when it comes to the definition of the different generations, there is no precise date. Although opinions are divided over how long a particular section lasts and in some cases they can also overlap each other, according to relevant literatures it can be said that they used to follow each other every 20 years. However, based on the rapid technological development and the way how info-communication environment affect socialization, this range has recently decreased to 15 years.

*Table (9): Classification of generations*

<b>Name of generation</b>	<b>Date of birth</b>
The greatest generation	Before 1928
The silent generation	1928 to 1945
Baby boomers	1946 to 1964
Generation X	1965 to 1980
Generation Y	1981 to 1995
Generation Z	1996 to 2010
Generation Alpha	After 2010

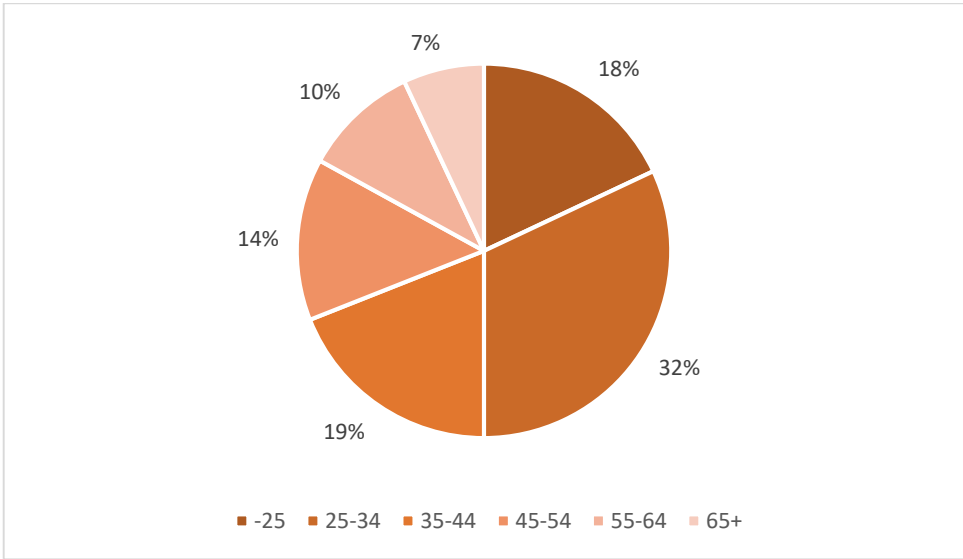
Source: Based on Jaeger (1985) and Williams (2015)

According to the findings of various researchers, the generations can be differentiated based on their ages (Table 9). Even though consumers born between 1981 and 2010 are classified into two separate generations, there are important attributes they all share. Both of these generations had grown up with the presence of the Internet and developed along the digital technologies - in terms of digital consumer behaviour and social media usage, this is why veterans and baby boomers are not included in this research. Even though a new cohort, generation alpha already exists (born in or after the early 2010's), due to their younger age they do not have such a significant purchasing power (Strauss-Howe, 2010; Thomas, 2011). Each generation prefers a different form of communication, creating a "generation gap" when standard language code is difficult to reconcile due to the differences in age and cultural socialization foundations. The generation gap can lead to cultural traits, which might not necessarily be conscious, however they can lead to miscommunication and misunderstanding (Venter, 2017).

**2.3.3. Comparison of the generations based on their social media behaviour and habits**

According Strauss-Howe, (2010), people of Generation Y were born between 1981 and 1995. Most of these people are already employed and have a strong purchasing power. The growth of the Internet had a huge impact on this generation since they were the first generation to have had the internet while growing up. They “developed” together with the online communities and “were at the forefront of social media when it arrived online in the 2000s” (Statista, 2014).

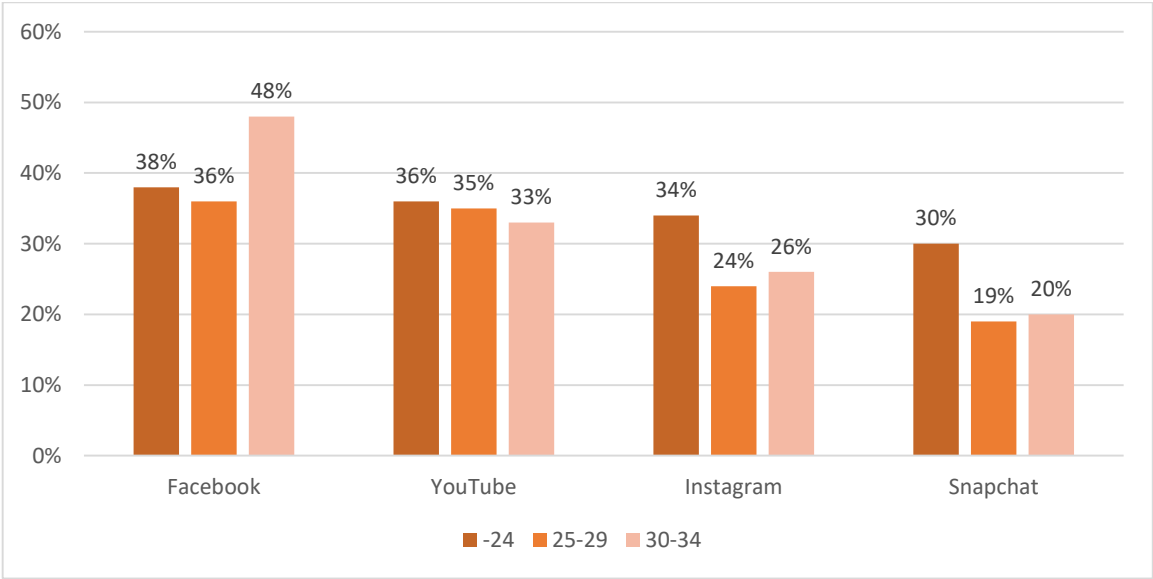
*Figure (5): Internet users by age group worldwide*



Source: Based on Statista (2021c)

In 2019, Statista categorized the internet users by age. Based on Figure (5), it can be said that the consumer groups under the age of 35 are the heaviest internet users with 19%, 32% and 18% of their respective cohorts. There is no huge age gap between the generation Y and Z, however, there are certain differences in their media consumption habits to be taken into account when it comes to the preparation of a business plan.

**Figure (6): Everyday social media usage of the different age groups**

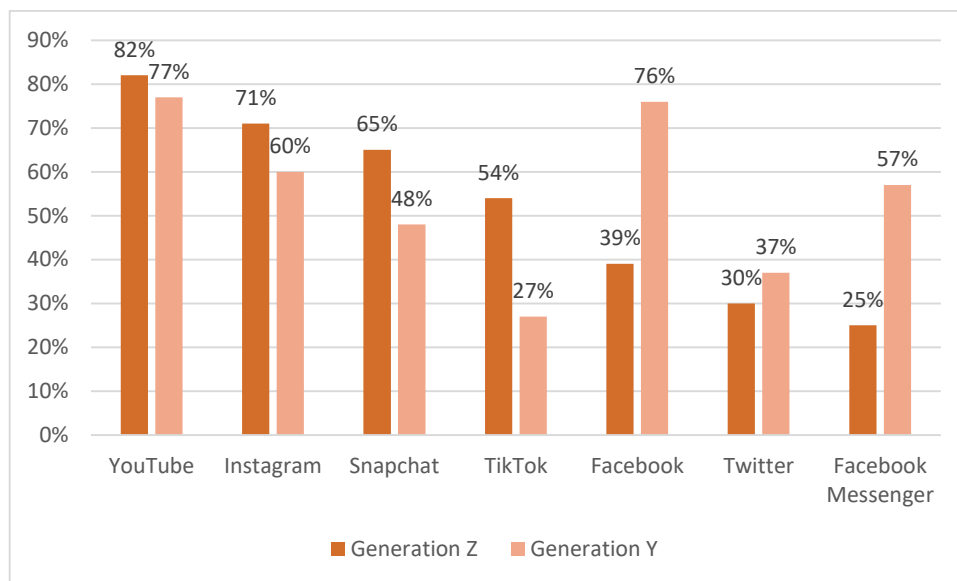


Source: Based on Shaul (2016)

According to the article of Shaul (2016) there is a notable difference between the different generations in terms of their social media habits (Figure 6). 48% of the respondents aged between 30 and 34 use Facebook on a daily basis, compared with 38% of people aged 18-24 and 36% aged 25 through 29. While YouTube has more or less the same penetration in each group, it is clearly seen that the relatively new platforms such as Instagram and Snapchat have enormous user bases of people aged between 18 and 24, the youngest third of Millennials.

The results clearly show that the younger users are more open to the innovations and trends, so it could be assumed that the new entries of Millennials in the upcoming years can have a huge impact on the global social media usage of the whole generation. The digital generations indeed enjoy hanging around online. When it comes to using the various platforms and networks, the two generations clearly have different preferences.

**Figure (7): Use of social media channels by generation Y and Z**



Source: YPulse (2020)

In the aspect of the traditional social networks, other than YouTube, it can be clearly seen that Facebook is the most popular option amongst the members of Generation Y (Figure 7). Even though Instagram and Snapchat might be considered as fairly new platforms, 60 % and 48 % of this age group uses them quite often. This might mean that a proportion of the generation consider using platforms other than Facebook and might be reached through them (YPulse, 2020). The cohort is truly a digital generation. The youngest Millennials were part of Generation Z not a long time ago and the previously mentioned researches proved that they are more open to the new technology than the older users.

The widespread usage of the Internet is a common characteristic they all share from a very young age, they are comfortable with digital technology and interacting on social media is part of their socialization. According to the article of The Center for Generational Kinetics (2015, 2016), the youngest generation is expected to “become the fastest-growing generation in both the workplace and the marketplace”. Social media and networking have bigger impacts on the everyday life of Generation Z, they influence “how they feel about themselves, their job prospects, popularity, chances of getting a date, and even their happiness”. The most important takeaways of the aspects of the social media trends of the cohort are the following:

- 32 % of Millennials feels that social media has a direct effect on the way they feel about themselves – however, the share of the people with the same belief from Generation Z accounted for 42 %

- Similarly, 42 % of the youngest generation believe that social media certainly has an impact on how other people see them
- More than one-third of the respondents (37 %) claimed that these networks can increase their happiness
- The most important takeaway should be their opinion about Facebook: 57 % of the interviewees said that Facebook is “not cool” anymore

These social media platforms should be considered as possible media channels in order to reach the target customers: even though Generation Z still has a strong presence on Facebook and Facebook Messenger, there are other platform they prefer when it comes to either networking or exchange of messages. “Disappearing media” among younger people is very popular. According to Shontel (2014), a results of a research on Snapchat conducted among “1,600 social media-savvy college students”: 77% of the respondents said that they do use Snapchat daily. As a business perspective, the most important takeaways are the followings:

- When it comes to receiving a snap from a brand,
  - if it comes from an unknown source, 45% of the respondents would open it,
  - if they get it from a known company, 73% would be happy to open it
- A certain number of participants would be willing to add a company as a friend and would expect to use the platform
  - to simply receive pictures from the brand (69%)
  - to receive discount or notifications about promotions (67%)
  - to receive a coupon for their next purchase (58%)

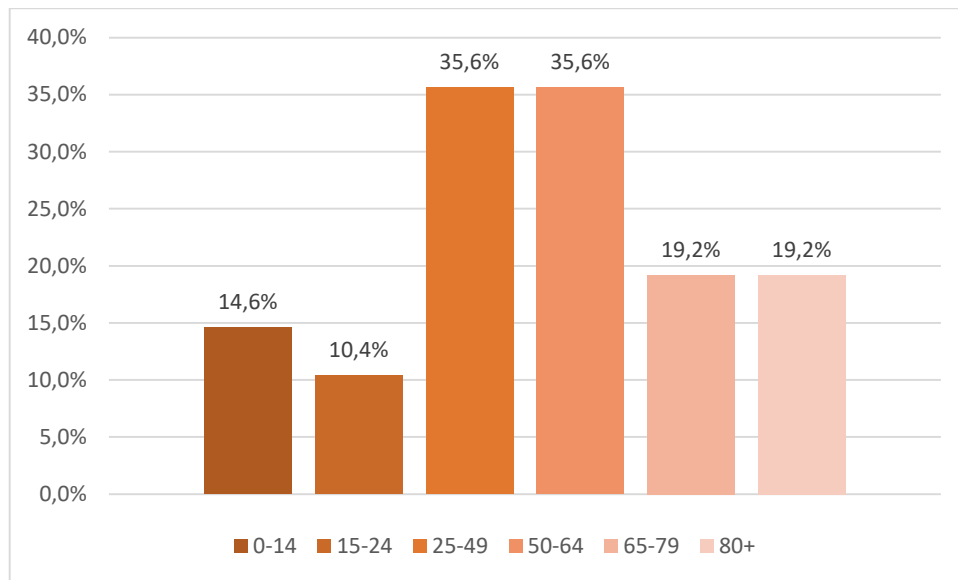
It also must be noted that there is an emerging new cohort after generation Z. The generation named Alpha does not exist due to the fact that more than 20 years have passed, but because some technical change is becoming a new social quality (in our case, presumably a change in information acquisition and communication strategy). According to McCrindle (2016), alphas have entirely grown up in a world with Internet, most of them have already used smart devices at a very young age and social media platforms and applications have more influence over them than television. Their learning habits have also changed, which would require new teaching methods, as they are accustomed to obtaining information quickly, as well as multitasking is an essential skill for them. Even though the oldest members of generation Alpha might be only around 12 years old and technically none of them have any income, their spending power should also be considered when companies are classifying their target segments.



### 2.3.4 Hungarian consumers of generation Y and Z

According to the most recent report of Eurostat, Hungary is considered to be an aging society (Figure 8). Even though in demographical aspect this 25% out of the total population who is under the age of 25 is considered to be low proportion, in terms of their increasing buying power and ever-changing behavioural patterns, companies and marketers should carefully monitor them and are required to understand them as much as it is possible (Eurostat, 2022).

*Figure (8): Demographics of Hungary by age groups*



Source: Based Eurostat (2022)

According to the report by Research Center (2020), social media platforms do not have the same popularity amongst the different age groups.

Their collected data suggest that the younger generations are more likely to become active members of the most recent social networks due to the fact that they are constantly looking for portals where young people still make up the vast majority of the user base: since Facebook is now commonly used by a wide variety of age groups, it has become less popular for the younger consumers. The typical examples of this phenomenon are Instagram mainly TikTok. Even though in a national level only 26% of the Hungarian population is familiar with TikTok and is used only by 6% of them on a weekly basis, the average use for the younger generation is more significant. The platform is mostly used by the 18-24 age group (42%), but the portal has also become increasingly popular for the 25-34 years old consumers (33% of weekly users).

Instagram is still considered as the main channel to reach the younger cohorts as 75% of the 18-24 age group uses it at least once a week, accounting for 31% of users. 40% of the 25-34 age group are users, representing 26% of the user base. The trend of seeing younger consumers constantly switching between alternatives and the tendency of looking for the newest options can be clearly seen on the demographic data of TikTok users: the majority, around 25% of the user based are people between the age of 10 and 19, meaning that this platform is considered as the most popular for the youngest generations (Dean, 2022b).

According to the predictions of Friedman (2016) and Johansson (2016), there are several important trends companies should focus on:

### **Social media usage of generation Y might decline**

The usage of social media is still very frequent, however, the article suggests that based on the negative health effects of these networks, users might realize the reason for their sadness. Since Millennials is the generation which has basically grown up using such networks, they are more likely to see the negative benefits of being an active user. In this case, the user base can experience a huge decline (Johansson, 2016).

### **New ways of concise and nonverbal communication are approaching**

We see more apps and ways of communication becoming either mobile-exclusive or even platform-exclusive. With the introduction of emojis into mobile messaging services and as means of reacting to uploads, besides likes and dislikes users can show anger, happiness, disappointment or even sadness. These tools allow people to communicate faster and might result in new phenomena encouraging a less thoughtful alternative.

In the article of Friedman (2016), a specialist in social and content media, the author discussed different trends of 2017 that can form the way Millennials and the younger generation consume media. The affinity of the generation for technology might easily reshape the digital landscape, and having a positive and strong brand presence on the different social media networks won't satisfy their needs.

### **Generation Y will be looking for Facebook substitutes**

Although Facebook is still the most popular social networking platform amongst Millennials, every single year more people realize that potential of the alternatives and become "tired of it". The likeliness of moving to less tremendous services is growing and can reshape the habits of the whole generation.

### **Disappearing media will be even more popular**

The predictions of Shaul (2016) are greatly supported: older millennials have grown up since their first exposure to social media and are entirely aware of the fact that once something is posted on the internet will remain available forever. This way of thinking can indicate that the so-called “disappearing media” will have more users from this generation. Although the older consumers of generation Y are less open for alternatives like Snapchat or TikTok, they are likely to quit the generation in the next couple of years and the younger people will dominate with their new habits.

### **Live videos, Augmented Reality (AR) lenses and filters will be the trend**

Friedman (2016) also emphasised how popular live content is. Sharing content in real-time allow Facebook, Twitter, Instagram, YouTube and the users of other platforms to keep in touch with their friends, and also their favourite celebrities and brands. Companies can take a huge advantage of these features through establishing live connection to their events and offering Q&A’s for their followers. Vlogging had reached a new level when these functions became available on nearly all social networking platforms. Augmented Reality (and Virtual Reality) offers a whole new level of entertainment for everybody. Pokémon GO offered an Augmented Reality entertainment without lenses and became a very successful game on all the platforms and for all the generations – including generation Y -, by making similar applications with the VR-headset compatibility, developers and marketers could make a bigger fortune. Besides entertainment, companies, shops and other establishments can take their followers to a virtual tour and show exclusive and “behind the scenes” content. Videos and live content are predicted to be even more commonly used features among both the older and younger generations, and will be demanded by most of them.

### **Huge need for technological development to simplify everyday life**

Most of the people of Generation Y and some of the members of Generation Z already have their own household and since they have grown up watching technology developing, they will more likely to look for devices that can make everyday practices easier and more comfortable. In the age of smart homes, interaction with simple objects and machines through the Internet or other wireless alternatives is becoming more common. However, the widespread of innovations such as Google Home requires an utmost trust in electronic devices and technology in order to make our lives easier – this is something most of the younger generations are already open to.

Even though the age gap between Millennials and Generation Z might not be considered significant, based on their online habits on social networks, there are notable differences. However, there are some general characteristics they all share: both generations are heavy Internet and social media consumers. When it comes to a certain social network or the purpose for usage, differences can be noticed. Even though Facebook is still the leading social media service, the younger generation prefers other alternatives. The overall popularity of the alternative platforms has been steadily increasing over the next years and reached an all-time peak in 2022 in terms of the number of active users on a monthly basis (Statista, 2022b).

There is a negative correlation between age and the popularity of Facebook: younger people have clearly less interest in the leading network, while it still remains the most popular one for the older generation. As for the main purpose of using social media, Facebook serves as a daily information source for Millennials. Rather than being updated with the recent news, Generation Z is more interested in the networking feature, meaning that their main purpose is to keep in touch with their friends. Snapchat and Instagram are the most notable Facebook alternatives on the market, however, the popularity of TikTok is explosively growing.

All these networks have clearly more users from the Generation Z, meaning that younger people are clearly more open for the most recent technical advancements (Table 10).

*Table (10): Most popular social networks worldwide ranked by number of monthly active users*

<b>Name of platform</b>	<b>Number of users in million</b>
Facebook	2 910
YouTube	2 562
Instagram	1 478
TikTok	1 000
Snapchat	557
Pinterest	444
Twitter	436

Source: Based on Statista (2022a)

In general, social media does not only play a greater role amongst people of Generation Z, but, compared to generation Y, it has a more meaningful effect on their everyday life (Friedman, 2016):

- it effects the way they feel about themselves
- it has an impact on how other people see them
- it can increase their happiness

The comparison also showed, that younger people can be more effectively reached through social media, especially with the usage of Snapchat. Even though a snap might come from a brand they do not know, almost half of them would open it without hesitation. This number is much higher in the case of known brands: almost 75 % of the younger people would react to the snaps of such companies. Although coupons, discounts and promotions are all important for the majority of the respondents, the most meaningful reason for adding a brand on Snapchat is simply to receive pictures (Shontel, 2014). It is clearly seen that both generations are heavy social media users, however, there are significant differences in their habits: while Millennials prefer the traditional form of social networking and using Facebook as a source of information, Generation Z is more open to the new alternatives. For the younger generation, these platforms serve networking purposes: rather than reading news and articles, they are recognized as the means of communication and socialisation.

### **2.3.5 Summary**

The different generations can be effectively classified based on their age and, additionally, their behavioural patterns. The younger generations can be considered as technologically native cohorts, they have grown up along with the evolution of Internet technologies and are highly familiar with the use of the platforms.

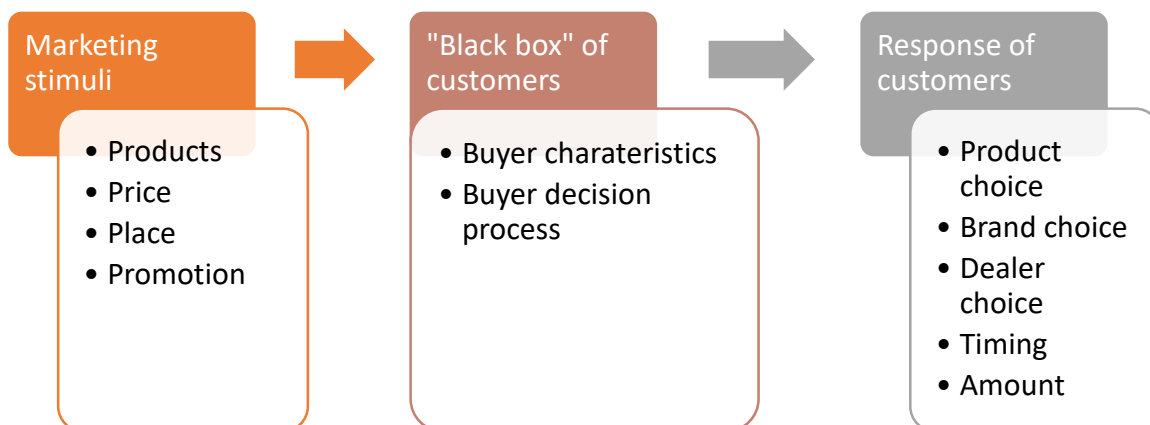
Based on their age, generation Y and generation Z are quite close to each other. However, based on their habits and behavioural, there are significant differences between them. The younger users are not only open for the new technological advancements, but they are constantly seeking them and eager to find the new options that let them separate from other and mainly “older” users. The behavioural patterns – along with the technology – are constantly changing, businesses must be able to cope with the evolution in order to increase the effectiveness of the online communication with their current and potential younger customers.

## 2.4 Decision-making and the impact of celebrities on cognitive functions

### 2.4.1 The process of decision-making

It is crucial to define the model of consumer buying behaviour and the decision making process to understand how people choose from several alternatives. These facts are useful when marketers use celebrity endorsement in the campaigns. As well as this model and process, it is important to talk about the role of cognitive dissonance: although people possess certain knowledge or beliefs, it is possible to alter those by creating and showing them an entirely different aspect. Advertising is a good way to point out the differences between the current image and the one the consumer can obtain when he or she purchases the product. It can also result in cognitive dissonance: a feeling of imperfection, incompleteness.

*Figure (9): Buying Behaviour Model*



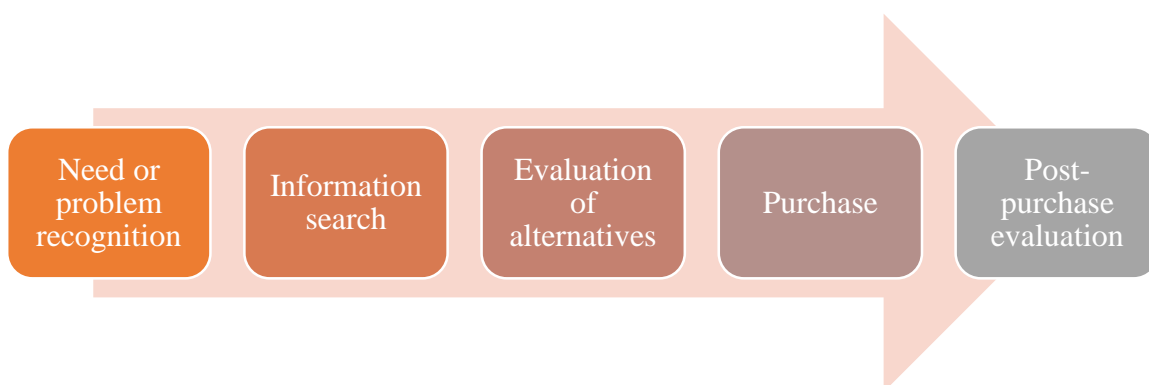
Source: Based on Kotler-Armstrong (2008)

According to Kotler-Armstrong (2008), the phenomenon is defined as “the buying behaviour of final consumers – individuals and households – who buy goods and services for personal consumption” and the model is presented in Figure (9). Therefore, the relationship between the response by customers and the marketing efforts is enormously important. The figure demonstrates the different reactions created by the marketing stimuli. Marketers aim to understand the process of how the stimuli is turned into response by the “black box” of the consumer. It has two major parts. Buyer characteristics influence the view of how the consumer sees and reacts to the marketing stimuli.

The other part, the buyer decision process affects the way the consumer purchases the products. Although there is no common “black box” and it is impossible to understand each customer, this model with its process of decision making helps marketers to have some understanding about their customers in order to influence them (Kotler-Armstrong, 2008). Decision-making is regarded as the cognitive process resulting in the selection of a course or courses of action among several possible alternatives. Sometimes the decision-making process can drag on for days, weeks or even months, but in other situations, this process can be extremely short: in such situations, the mental reflection is instantaneous. Marketers must be aware of the steps of the decision making process in order to be able to influence the customers. “Consumer behaviour describes how consumers make purchase decisions and how they use and dispose of the purchase goods or services” (Lamb et al., 2009, p. 140).

William et al. (2010) emphasized the difference in the purchasing behaviour of end-users or businesses by stating that “consumers buying behaviour refers to the purchasing of products for personal or household use, not for business purposes”. The traditional decision making process consist of 5 subsequent steps. It must be noted that there could be occasions when consumers miss one or more phases – depending on either the nature of the product or service, or the complexity of the process. Decision-making is regarded as the cognitive process resulting in the selection of a course or courses of action among several possible alternatives. Sometimes the decision-making process can drag on for days, weeks or even months, but in other situations, this process can be extremely short: in such situations, the mental reflection is instantaneous. Marketers must be aware of the steps of the decision making process in order to be able to influence the customers. The five stages in the decision-making journey have been formulated by Kotler et al. (2008) as presented in Figure (10):

*Figure (10): Decision-making process*



Source: Based on Kotler et al. (2008)

## **1. Need or problem recognition**

This is the point when people recognise that they are experiencing a discomfort or facing an issue, therefore they must make a decision. After that they go through the internal process and try to define the nature of the decision which has to be made. In hospitality, the process tends to be more complex as the consumer is placed in a decision-making situation immediately after the demand arises. In order to quench the hunger, they can either satisfy their needs at home by preparing dishes by themselves or they can choose to visit a restaurant. The consumer can be motivated by the need for self-realization, the habits or the physical distance of the service provider (Lamb et al., 2009).

## **2. Gathering the relevant information**

All decisions require the collation of relevant information. Knowing what information is needed, the best available sources of such information and the ways of obtaining it are critical at this point. Some of the information might be sought through the process of self-assessment whilst other information might be sought from outside: books, articles, different people and a wide variety of sources. There are four types of sources of information: personal, commercial, mass communication, and experiential information. Although personal and experiential resources are significant, their reliability is questionable. The number of commercial sources in terms of services is highly limited. Due to the nature of the services, there tend to be no physical product to be displayed. Resources for mass communication are also limited: it is difficult to develop a brand image for most of the services, the image of the company is more decisive (Kotler et al., 2008).

## **Step 3: Evaluation of alternatives**

Through the previous step (the process of gathering information) several possible alternatives or different paths of action might be identified. Using the imagination and the available information can help construction of several new alternatives. It must be evaluated whether the problem or need identified in Step 1 would be solved by using each of the alternatives. Eventually alternatives must be placed in priority order, based upon the established system of evaluation. This is the point where marketers can influence the customers by using celebrities in their ads. According to a survey conducted in the US in November, 2013, 45 % of adults believe that celebrities in ads imply a better quality product and can influence their decision regarding the purchase to be made (Derickson, 2013).



In the marketer's point of view, this is the most important step: this is the point when customers evaluate all the alternatives – with a tempting advertisement marketers can create the belief that anyone could be or look like a celebrity with the specific product. Experience with a given company has a high significance when it comes to evaluation, regardless of whether the consumer is familiar with the actual service or not. Therefore, hospitality service providers must therefore pay particular attention to ensuring that the information they release about themselves supports their positioning strategy and that this information reaches potential guests without distortion.

#### **Step 4: Purchase decision**

Once all the evidence has been weighed up, selection of the right, most suitable alternative or a combination of alternatives must be made. The final choice at this point is very likely to be similar to the alternative on the second place on the list made in Step 1. Due to the complexity of the services, their non-physical nature and the simultaneous use, the risk assessment of the consumer is also more complex than in case of physical products. Objectification is considered as a valuable way in order to reduce the sense of risk. In case of services, the focus is not on the brand itself, therefore the actual person providing the service will be the authoritative representation of the quality of the service (Lamb et al., 2009).

#### **Step 5: Post-purchase evaluation**

After purchasing, using or consuming the product, it is revealed whether the product or service has lived up to the expectations and whether the consumer is satisfied with the purchased product. Due to the Internet and the social media platforms, the modern consumer has the ability to share their experience not only with the company itself, but also with the peers and basically anyone who is interested in reading their comments. Therefore, this stage is considered as a highly significant step in the process. In some cases, the evaluation begins as early as the service process, with the guest comparing their prior expectations with their experience. Often, the result only appears after a certain amount of time. Different expectations may lead to different results, which makes the implementation of guest orientation significantly more difficult. Therefore, the Service Dominant Logic concept emphasizes the importance of understanding customer value and its interactive production (Derickson, 2013).

## 2.4.2 Decision theory

Considering the history of decision theory, the research of paths in individual disciplines dates back centuries, in which it is common to build on the methods, tool systems and models applied in the given science - thus, the “research focus” on decisions is also determined by the discipline. In sociology, the rationalist approach has been represented from the eighties to the present day mainly by the rational choice theory, which has become widely accepted especially by the Anglo-Saxon and the American sociology researchers over the past decades. According to the authors who emphasize the narrower interpretation, preferences are in principle absolute, relevant, stable, non-contradictory, accurate, and independent of decisions and actions of the individuals. Alternatives are presumed actions that are more or less appropriate in terms of preferences and that are feasible under the given restrictive conditions. Thus, to act rationally means that the individual ranks the alternatives based on the expected consequences and selects the alternative that produces the maximum benefit and the optimal one (Elster, 1990; Heckathorn, 2001).

Therefore, economists assume that all decisions should be made by careful consideration of the various alternatives and in an economical points of view, the selected alternative should be the most cost-effective option. However, Audi in 1976 already suggested that the individual preferences and cognitions have a significant effect on the decision that individuals make (Audi, 1976). Simon (1991) stated, that optimal decision and the perfectly rational consumer rarely exist in reality, mainly due to the cognitive limitations of the decision. Individuals can make significant efforts in order to avoid making a bad decision – even if it means that they have to make adjustments in their personality or behaviour.

In contrary, according to Sipos-Tóth (2006), the alternatives are not comparable on the basis of the large number and complexity of the results. Each alternative must be compared individually with the actual results, which were the consequences of similar courses of action in the past. Decision makers in general focus on minimizing the risk of ending up with an unfavourable alternative.

## **2.4.3 Celebrity endorsement**

### **2.4.3.1 The effects of celebrity endorsement**

It has been proven on a great number of occasions that attractive celebrities and well-known faces can have a significant effect on the decisions and the behaviour of the consumers due to the various psychological effects. Today celebrities can appear in ads for any type of product or services available in the market. According to McCracken, celebrity endorser is “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement” (McCracken, 1989b, p. 122). Promotion of the product through ads on TV, large events and in newspapers by utilizing celebrities in such campaigns is designed to increase both sales and profits. In the examination of the phenomenon of celebrity endorsement, it is important to understand how celebrities can offer a huge benefit in the advertising of a product.

There are several reasons why companies are keen to use celebrities in their marketing campaigns:

- To enhance brand equity, to have a positive effect on the attitude of the costumers toward the brand and to add a new dimension for the brand by the contribution of the endorser (Till, 1998; Till-Shimp, 1998)
- To gain worldwide reputation by advertising with a globally well-known character (Kaikati, 1987)
- To build independent brand credibility (Mullikin et al., 2006)
- According to Atkin-Martin (1983 p. 39), “celebrities may help advertisements stand out from surrounding clutter, thus improving their communicative ability”
- Consumers are more likely to buy products associated with celebrities or people they respect or admire, while endorsers can underpin competitive differential advantage among other companies (Wright, 2000)
- Celebrities make advertisements believable (Kamins et al., 1989)
- Celebrities can help in the recognition of the brand (Petty et al., 1983)
- To influence the purchase intentions and habits of customers (Tripp et al., 1994)
- To create a distinct character to the brand being endorsed (McCracken, 1989a)

According to Pringle (2004), the role of celebrities is very effective in influencing the consumer: people empathize with some certain types of celebrities, therefore it is important for the companies to use celebrity endorsement effectively. It is clearly seen, that celebrities can help in the process of brand building and/or in the promotion of certain products. However, there are several problems relating to the use of celebrity endorsers that must be identified and examined in order to completely understand the phenomenon. Celebrity endorsement may have negative results: overshadowing or overexposing can affect the perception of the consumer (Belch-Belch, 2001).

Due to the fact that sometimes the celebrity is overexposed by his/her constant appearance in the mass media and there may be no distinction between the fame of the endorser and the brand, celebrity endorsement can be very risky: overshadowing the brand is a typical issue that marketers can experience in a poorly designed campaign. In such case, the consumer gives attention to the celebrity but fails to recognize the brand. In addition, consumers might remember neither the celebrity nor the message given in the advertisement (Belch-Belch, 2001).

Between 2005 and 2008, Angelina Jolie endorsed the brand St. John: at the beginning she was perceived as the ambassador for the luxury apparel brand. However, due to her romance with Brad Pitt, the 6 children they adopted and her charity work, she had become overexposed in the mass media and the effectiveness of the campaign diminished due to her image overshadowing the brand (Messina, 2013). In addition, there are some other potential problems associated with using celebrities. Since there is a relationship established between the celebrity and the brand, if the image of the celebrity changes, some problems can occur regarding the perception of consumers of the brand (Fill, 2005). The sales can decline because of the new, negative image of the endorser the brand (Shimp, 2003).

The career of Kate Moss suffered several blows in 2005 mainly due to the picture of her taking cocaine that emerged on Internet and in newspapers. Burberry, Chanel Mademoiselle perfume and H&M dropped the contracts due to the scandals: none of them wanted to risk the image of the company they had built. Lily Allen, the face of Chanel Coco Cocoon handbag range also suffered back in 2010 because of her attitude: Karl Lagerfeld terminated her contract and replaced her with Vanessa Paradis following a party where Lily embarrassed herself as a result of heavy drinking (Messina, 2013).

### 2.4.3.2 Celebrity Appearance

There are two forms of celebrity appearance in advertising. Although they are very similar and are usually not recognized, it is important to understand the main differences between celebrity license and celebrity endorsement. Celebrity license is not used very often: it is a long-term commitment between celebrity and corporation where the celebrity lends his/her name directly to the product. This relationship can generate either strength or weakness: both the celebrity and the product are associated with each other. It can also depend on the status of the two partners. Initially, Nike was known as a primary sponsor of tennis and track athletes. When Nike decided to expand into new markets, they wanted to sign an electrifying, talented young athlete, so they established the Nike-Jordan partnership. Due to the success of this arrangement, it blossomed into its own subsidiary company, Air Jordan (Edler, 2013). It is clearly seen, that it in case of a celebrity license is easier to succeed if there is a connection, a “fit” between the celebrity and the brand. However, a partnership can be established without any connection between the celebrity and the product. There are several examples where celebrities have absolutely nothing to do with the product or service marketed with their name on.

Companies believe that there must be a relationship, some kind of a “fit” established between endorser and product to maximize the credibility of the celebrity (Agrawal-Wagner, 1995). According to Yongwan-Yong (2016), there does not necessarily have to be a strong relationship between the celebrity being endorsed and the product being promoted: by creating a unique situation or story that links the celebrity to the product, a marketing campaign including a celebrity can still be successful.

David Beckham, the famous football star had promoted several brands and products before he established his own eau de toilette fragrance called Homme by David Beckham. Beckham has been frequently seen as a face of several brands such as Police or Motorola. In this case, the ambassador must be widely known and easily recognizable, even without his or her usual environment (Papp-Váry, 2011). Although an athlete generally can promote a sports brand more successfully, Beckham chose to enter the perfume market and create his own brand. Despite the lack of connection, the brand succeeded and has generated consistently high annual profits (Donnelly, 2011). Celebrity endorsement is more widely used by marketers. Celebrities are “only” promotional tools in the campaigns: they give opinions and can be directly associated with a specific product (McCracken, 1989; Seno-Lukas, 2007). The attractive and likeable qualities of the endorsers are transferred to products.

The image of the celebrity is matched together with the image and features of the product. Due to their fame, celebrities not only create awareness but they also provide an instant recognition of the brand associated with the endorser (Agrawal et al., 1995). Credibility of the endorsers can be categorized as attractiveness, trustworthiness and expertise (Ohanian, 1990).

### **1. Attractiveness**

This category focuses on the differentials of attractive or unattractive, handsome/beautiful or bad-looking, elegant or plain. Most of the actors fall into this category. George Clooney, the attractive and elegant actor, has been the spokesperson and face of the vermouth company Martini since 2004. As well as being classy, some of the advertisements had funny components or even an amusing ending. According to Martini spokesperson Antonella Lanfranco, he was paid \$ 1.89 million for his most famous commercial “No Martini, no Party”. He also appeared as the face of Police sunglasses and in commercials for fashion brand Emidio Tucci and Lancelot Whisky. (Daily Mail, 2009)

### **2. Trustworthiness**

It is measured through honest or dishonest, reliable or unreliable, trustworthy or untrustworthy. In creating the list of the most trustworthy celebrities, Forbes used E-Poll Market Research to rank more than 6,600 celebrities using their 46 different characteristics and attributes. Tom Hanks was named the Most Trustworthy Celebrity in the study done by Forbes in 2014. Carol Burnett landed the second place on the list while Morgan Freeman was ranked as the third most trustworthy person. FedEx has always been known as a reliable company: to highlight this to the audience its service was promoted by Tom Hanks. On returning from the island on which he had to live following his plane crashing, he finally delivered the package to the recipient. MasterCard and Visa, the credit card provider companies know that they have to convince the audience and make the customers believe that the companies are honest and trustworthy: that is why they contracted Carol Burnett and Morgan Freeman. When people hear a well-known voice and see a beloved face, they are more likely to choose the brand they promote (Pomerantz, 2014).

### **3. Expertise**

The third category includes expert or not expert, skilled or unskilled, qualified or unqualified. The contribution of a superstar in a marketing campaign can make the audience believe that he/she actually uses the product. NASCAR superstar Tony Stewart endorses the oil producing company Mobile One: consumers may believe that oil produced by the company contributes to the performance and success of the athlete (Bruce, 2014).

It is clearly seen that credibility has a high importance: higher credibility always results in higher effectiveness (Sternthal et al., 1978). Although credibility and believability are often created by the relationship mentioned above, a celebrity who simply likes and/or uses the product can also influence the audience. In this case, marketers must make sure that the endorsers cannot “overshadow” the product: it is not sufficient to simply ensure that the people recall the advertisement and the celebrity; they must also remember the brand and the product (Belch et al., 2001). It is clearly seen, that credibility is highly valued. In addition, in a research carried out by Miciak et al., among 43 companies, most experts believed that credibility is the most important factor, especially the trustworthiness and expertise dimensions (Miciak et al., 1994).

### **2.4.3.3 Psychological Factor: Cognitive Dissonance**

The signification of cognition and attitudes is crucial in the world of advertising. According to Festinger (1970), knowledge, beliefs and opinion are derived by cognition: either about the individual himself, about his or her environment or about someone else’s behaviour. Additionally, one’s attitudes are consistent with each other, such as social or political opinions, since everyone wants to achieve a certain consistency within himself/herself. Cooper describes this phenomenon as the following: “If a person holds cognition A and B such that A follows for them opposite of B, then A and B are dissonant” (Cooper, 2007, p. 8). Another theory by Telci et al. (2011) states that the theory of cognitive dissonance basically intends to focus on the relationships among cognitions and knowledge that people have about their own behaviours, attitudes, perceptions, beliefs, feelings or the external environment. Therefore, cognitive dissonance is usually used by marketers to understand and analyse consumer behaviour. Advertising through mass media channels are effective tools as they can point out the differences between the image a person could have after purchasing a certain product and his/her current self-image. Marketers can make customers believe that they are not satisfied with their current image: they believe that by owning or using the product promoted by a celebrity they can also have the image they pursue. This is how it could result in the customers having cognitive dissonance: they feel incomplete and when they evaluate the available alternatives identified in the decision making process, they might give higher priority to such products. According to McKay (2008), this is how cognitive dissonance works: Even though most of the advertisements aim to deliver images of what people believe and say they want and they intent to emotionally connect them with the images of things the advertisers sell.

However, cognitive dissonance adds the elements of guilt, regret, anxiety and dereliction. Although this tool might not work on every customer, it need only work on a few to generate sales. Advertisements do not necessarily have to aim at the people who use the product: it is more important to influence the purchasers of a certain product and create a sense of incompleteness. The case of Old Spice is a very special one: although it produces products for men, it realized that women buy 60% of the products (Edwards, 2010). That is why women must be the main targets and in order to make them feel that their men are “incomplete”. The successful commercial called “The Man your Man Could Smell Like” uses self-deprecation by creating an overly masculine character.

The commercial was generally enjoyable and made positive statements regarding the portrayal of masculinity and how it relates to women’s preferences. It highlighted what makes a man manly and identified the differences between the manly character and the men associated with the female viewers: this is how it created dissonance, incompleteness (Fernandez, 2011).

Festinger (1970) states two hypotheses:

1. When inconsistency – i.e dissonance – exists, it can cause psychological discomfort. The person tries to reduce it and reach consistency – consonance.
2. Therefore when inconsistency exists, the person does not simply try to reduce it: avoiding information and situations which could possibly increase the dissonance is also key in such situations.

It can be clearly seen that the “existence of non-fitting relations among cognitions” (Festinger, 1970) is a key motivating factor due to the fact that people wants to reduce it. In other words, when inconsistency between a piece of knowledge or a belief and a behaviour occurs, “cognitive dissonance can be seen as an antecedent condition which leads to an activity oriented toward dissonance reduction”.

Therefore, it persuades people in taking actions in order to reduce the inconsistency, therefore it can be classed as a kind of motivation. Dissonance can occur when a person gets to know new information, which can cause a dissonance with the existing belief, or knowledge he/she currently has. Due to the fact that no one has full control over the information that can reach him/her, this inconsistency can easily happen (Festinger, 1970).



## **2.4.4 Summary**

The general process of decision-making can be still considered relevant in the field of behavioural sciences. However, the steps in the process are heavily influenced by a wide range of elements that require a throughout investigation in order to have a deeper understanding.

Brand ambassadors and celebrity endorsers have been widely used in the world of advertising on an international basis for quite some time now. They are considered as valuable assets when it comes to building a positive brand image, however, they can also negatively effect the businesses upon facing negative publicity.

Ambassadors and influencers have greater potential once a relationship is established between the brand or product and their personality. However, no “fit” is required once one of the dimensions of credibility (attractiveness, trustworthiness, expertise) is matched.

The psychological effect of cognitive dissonance raised by advertisements influencing celebrities were initially recognised by Festinger (1970) who emphasized that they work the most effectively once the customer experiences inconsistency. Discovering the effect of celebrities on cognitions are still considered as popular research topics in behavioural sciences, however, their impact from a marketing point of view are well worth exploring.

## **2.5 Opinion leaders and their influencing power**

### **2.5.1 The process of influencing and reaction to persuasion**

Electronic word-of-mouth (e-WOM) has become widely introduced due to the acceptance and the increasing number of users of the different social networking platforms such as Facebook or Instagram, companies started to realize that not only the traditional celebrities can be used in their campaigns. Self-proclaimed opinion leaders such as bloggers, vloggers, YouTubers or TikTokers are able to influence a large audience in the online space. With their increasing, more and more companies see the business potential of working with influencers. According to Alghizzawi (2019), social media allows a wide spectrum of types of e-WOM. Due to the fact that social networking platforms are always evolving and new alternatives are being developed, the list is constantly growing. The most commonly used practices and forms of communication regarding viral e-WOM are blogs, news, friends, chats, tweets, likes, shares and photos.

Along with the rise of influencer marketing, the number of online opinion leaders is growing constantly. At the same time, among consumers, the so-called micro-influencers are becoming increasingly popular (Varga-Panyi, 2018). In the second half of the decade of 2010, the number of users in the online space who stood out from the crowd in some way significantly increased, other users turned to them for advice on various topics, establishing an opinion-forming effect.

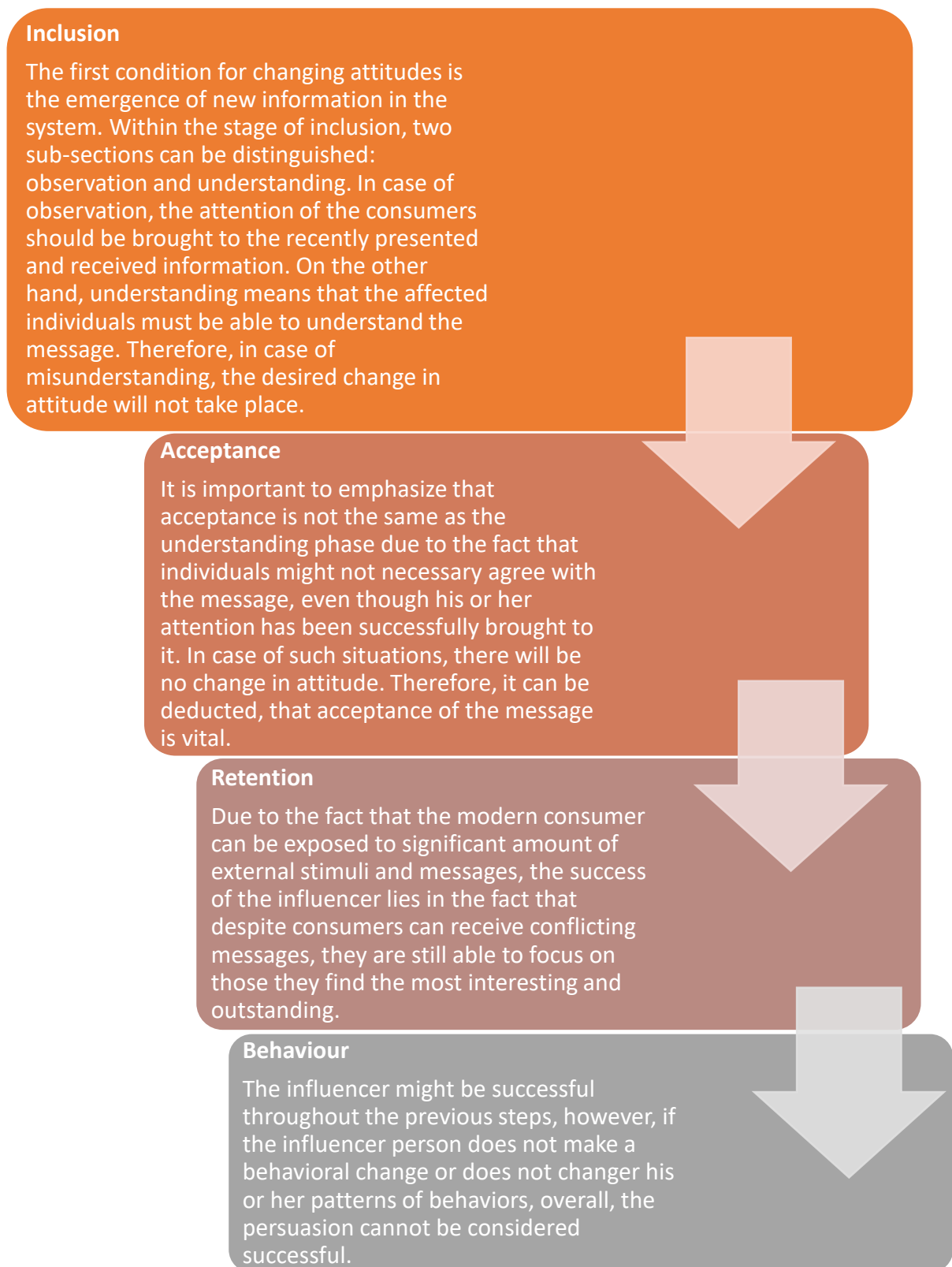
At the beginning of 2019, we can only talk about more than 500,000 active influencers on the interface of the Instagram image and video sharing community site (Hellenkemper, 2019).

According to the report by KITE (2018) in 2018, almost 75% of influencers from their study said that they made at least one of sponsored content. However, the significant and constant increase in the number of opinion leaders can also have negative consequences.

The risk of oversaturation and the decrease in the overall quality (Varga-Panyi, 2018). The phenomenon and ability to persuade and influence are of paramount importance in human existence and success (Forgács et al., 2009). The goal of persuasion is thus to elicit an intended effect that can change the attitudes or the behaviours of the consumers (Atkinson et al., 1999). There is also a broader concept of influence associated with persuasion. According to Jesuino (2008), influence is considered as an effect that affects the behaviour and the thinking process. It has a great importance to understand how individuals can react to the influencer.

Companies are also increasingly recognizing the positive effects of the influencers and the media coverage gained through them, with the increasing number of company-sponsored content appearing. According to McGuire (1985), influence and persuasion are actually recognized as the result of a multi-step process (Figure 11).

**Figure (11): Process influence and persuasion**



Source: Based on McGuire (1985)

According to researchers in behavioural sciences, there are four different stages of reaction consumers can have towards to affecting message:

### **1. Resistance**

The individual refuses to the change his or her attitude. Occasionally, a conflicting message can result in an “open rebellion” (Atkinson et al., 1999). When individuals are able to resist influential aspirations, the attempt must be considered as unsuccessful, therefore the initial attitude of the target audience can also become even more prominent and resistant to any future attempts to influence (Tormal-Petty, 2004).

### **2. Submission**

The influencer has the power to both reward and punish. In this case, there is no actual change in attitude, the individual aims to conform to the influencer in order to either gain advantage or to avoid punishment. Even if the influencer believes that the alteration of attitude was successful, it must be carefully monitored or evaluated in order to reveal if the change will prevail for a longer period (Kelman, 1961).

### **3. Identification**

The influencer is often viewed as an either an attractive, trustworthy or experienced individual by the person who is affected with the message (Ohanian, 1990). In this case, the focus is on the attraction or connection, which can actually result in a change in attitude. However, this newly acquired attitude is highly vulnerable, therefore, if the influencer changes his or her attitude, the influenced individual might also change it. It must be noted that if the influenced person explicitly dislikes the influencing the person, he or she simply and instantly rejects the views and patterns of behaviour of the influencer (O'Reilly-Chatman, 1986).

### **4. Internalization**

The individual finds the influencing person entirely reliable and convincing, as a result of which a long-term and profound change of attitude will take place. Additionally, the influenced person also acquires the behaviour patterns represented by the influencer. According to Kelman (1961), influencing can be successful because the behaviour induced is consistent with the value system of the individual. In order to increase the likelihood of success on internalization, influencers who have experience with the displayed product or service and those with expertise in the topic should be used in connection with the sponsored content (Pomerantz, 2014).

## 2.5.2 Classification of the influencing powers

Besides the description of the phenomenon and process of influencing it is necessary to also examine the individuals who are able to influence the different attitudes, feelings and behaviours of others in a given group. These individuals are referred to in the literatures as reference groups and opinion leaders. Reference groups can be seen as groups that people admire or respect, thereby tending to embrace the attitudes and behaviours of that group, that is, to identify with it, thereby significantly changing the behaviour of an individual (Atkinson et al., 1999). Solomon et al. (2006) differentiate the individuals and groups based on the type of influencing power they possess (Table 11).

*Table (11): Classification of influencing power*

Type of power	Description
Reference	An individual looks up to the characteristics of a person or a group or tries to imitate the attributes, resulting in the group becoming a guide to shaping consumer preferences. It means that the consumers voluntarily change their behaviour patterns in order to identify or meet the reference person or group.
Information	A person or a group has knowledge that others wish to also acquire. People with such power have the potential to influence consumer perceptions, since these consumers see the said individuals or groups with the relevant information as bearers of truth who can be entirely trusted, therefore their recommendations should be applied.
Expertise	There is a blurred line and some overlap between the power of information and power of expertise. However, influencers with expertise are viewed as experts in a given topic, which means that they have specific knowledge in a specific field.
Rewarding	In some cases, an individual or group can have the means to provide positive reinforcement. Therefore, it can be stated, that the person or group has this specific power over individual or group of customers, only if the reward has a certain value.
Coercion	In general, this power refers to the act when a person or groups is influenced through social or physical intimidation. There are several tools which are only effective in the short term and will not result in changes in behaviour or attitudes on a long-term basis.

Source: Based on Solomon et al. (2006)

Not only do general groups influence general behaviour, but they also play a significant role in purchasing decisions of the customers: the desire of consumers to resemble or imitate the group they admire can strongly influence their product or service or brand choice (Hofmeister-Tóth, 2014).

### 2.5.3 The concept of opinion leaders and influencers

The concept closely related to the reference group is the opinion leader or influencer. These individuals are members of the group who can be seen as a kind of mediator in the sense of communication, giving advice or information through informal communication, thereby influencing other group members (Kotler-Keller, 2012). The concepts of influencers and opinion leaders are very similar, as influencers can be considered as the opinion leaders of the 21<sup>st</sup> century who are highly active on social platforms (Szcurski, 2017).

In addition, users of the various platforms can be classified as influencers in case of having an extremely high number of followers and a significantly dedicated follower base, therefore they own a certain level of influencing power (Lou-Yuan, 2019). According to Varga-Panyi (2018), from the users point of view, influencers are primarily considered as individuals who undertake sponsorships and product recommendations. Influencers resemble to ordinary consumers, which makes users much more likely to identify with them, making them appear more authentic in their eyes than celebrities or other brand ambassadors (Glucksman, 2017).

However, it must also be noted that influencers can have experience with certain products and services or expertise in certain areas, such as travel, fashion, beauty care or fitness (Lou-Yuan, 2019). The personality of a typical opinion leader or influencer can be described by at least one or the combination of a certain number of the following six main characteristics defined by a range of professionals:

- The opinion leaders or influencers can be considered as public individuals who consciously distinguish themselves from the crowd. They promote individualization and consider themselves unique (Chan-Misra, 1990).
- It is important to emphasize that they have high levels of self-confidence, which, in general, enables them to tolerate criticism and rejection received from the crowd (Kotler-Keller, 2012).
- They have expert knowledge in specific topics, therefore their followers expect guidance and advice from them. Generally, a younger individual with a higher education, income and/or status compared to the average of his or her age group (Törőcsik, 2009).
- When it comes to communications, an innovative and more active participation in mass communication channels than its followers are general characteristic (Rogers, 1983).

- They are generally seen by some consumers as the main source of information. Therefore, it must also be highlighted, that they can exploit their followers by abusing the power they have on them. It frequently occurs that the influencers create sponsored content and recommend products that are not used by them at all or have no proven positive effect (Weimann et al., 2007).
- Influencers are highly effective and their power can be very well transferred to the advertising industry. The reason for the effectiveness of opinion leaders can be explained by two separate concepts: authenticity and attraction of the source. According to the concept of authenticity, two characteristics appear that can actually influence the degree of the influencing power: credibility and expertise (Hovland-Weiss, 1951).

Credibility can be expressed in terms degree of acceptance and the authenticity of a given message, as well as the overall trustworthiness of the sender of the message. Expertise refers to the knowledge, experience or skills that an individual or a group has in relation to a particular product or service. The more credible the source and the greater its expertise, the greater its ability to influence (Ohanian, 1990).

The concept of attraction focuses on the attraction itself, which results in a positive association with an individual or a group. According to Erdogan (1999), individuals who are found to be more physically attractive by people are much more likely to have a positive effect on the purchasing decision compared to a person who is not as attractive. However, it must also be noted, that the concept of attraction can not only refer to the external qualities, but also to the personality traits, social status, or even the degree of resemblance with the affected person (Solomon et al., 2006).

Information published by opinion leaders can be classified as electronic word of mouth (e-WOM) due to its economic connection to a product, a service or a brand. It can also be seen as a type of interpersonal communication tool, where the channel facilitates the flow of information between consumers (Nyirő et al., 2012).

In addition, influencers can be also considered as the ambassadors of certain cities. This phenomenon made it possible for the word “urban influencer” to be born which perfectly defines how well-known characters can help towns and other places to become known on a much wider scale (Papp-Váry, 2021).

According to López-Sicilia (2014), the factors determining the effect of e-WOM are divided into three categories, which are further supported by additional researchers:

### **Perceived credibility of the source of information**

Buyers do not tend to trust sources that cannot be considered credible. In case the perceived credibility of the source is low, consumers will likely ignore them which, ultimately, will make them less effective in terms of the influencing power. In contrast, information from a more credible source is generally found to be more convincing among users (Brown-Reininger, 1987). Nurittamont (2022) further emphasizes the importance of the overall credibility of the source as it can positively influence the intentions and the long-term commitment of customers.

### **Communication process**

There are three important elements in this category: perceived value, perceived volume, type of website (Dellarocas, 2003). In terms of perceived value, it must be noted that users evaluate information from different sources based on authenticity and reliability, and then combine these elements to get the value in the form of an average opinion. The perceived volume essentially refers to the number of reviews published: a higher number of posts or other forms of content usually results in a more reliable impression. The type of website refers to the fact that third-party sites are generally considered to be more influential among users than the pages owned by the brand or company itself, as the latter typically filter consumer opinions according to their own needs. In contrast, “outsiders” are more likely to share authentic thoughts and beliefs of users or customers (Lopez-Sicilia, 2014).

### **Experience of the receiver with Internet technologies**

Users can have highly variable levels and degrees of experience and expertise when it comes to searching for information on the Internet. The less experienced users search for information less efficiently compared to the more experienced ones. Even though older generations are generally considered to have lesser capabilities of using devices and technologies, there are always exceptions that must be taken into account (Frías et al., 2008).

In general, influencers in social media represent a modern type of the independent third parties who are able to shape consumer opinion and influence the behaviour and attitudes of their audience through the content they create and share (Freberg et al., 2011). The concepts of influencers and opinion leaders are very similar, as influencers can be considered as the opinion leaders of the 21<sup>st</sup> century who are highly active on social platforms (Szcurski, 2017).



In addition, users of the various platforms can be classified as influencers in case of having an extremely high number of followers and a significantly dedicated follower base, therefore they own a certain level of influencing power (Lou-Yuan, 2019).

According to Varga-Panyi (2018), based on the view of users, influencers are primarily considered as individuals who undertake sponsorships and product recommendations. Influencers resemble to ordinary consumers, which makes users much more likely to identify with them, making them appear more authentic in their eyes than celebrities or other brand ambassadors (Glucksman, 2017). However, it must also be noted that influencers can have experience with certain products and services or expertise in certain areas, such as travel, fashion, beauty care or fitness (Lou-Yuan, 2019).

Involving influencers and treating them as part of a communication and marketing strategy has therefore become an increasingly common and necessary element in promoting businesses. This was generated by the previously discussed factors, which leads to the realization: in most cases, consumers trust more likely what influencers on social media recommends (Yetimoğlu-Uğurlu, 2020).

## **2.5.4 Summary**

Even though traditional brand ambassadors and celebrity endorsers are still considered as valuable representation of brands or products, the changes in consumer behaviour and the demand of the younger generations lead to the birth of the concept of opinion leaders. The psychological effects discovered in connection with celebrities can be observed in case of the content of influencers, however, it must be stated, that traditional endorsers started their cooperation with brands and realised their effect on purchase decision only after they have become famous, influencers on the other hand were basically part of a specific community and worked their ways up to their current status.

Ultimately, influencers and the content generated by opinion leaders them can increase e-WOM to a higher extent. There is a wide range of fields and topics where influencers can effectively alter the opinions of the masses, however, they must possess at least one of the individual elements of influencing power defined by Solomon et al. (2006).

### **3. Research methodology**

The purpose of the methodology chapter is to explain which research methods and approach had been used in the research and development of the project. All the procedures that had been undertaken in the search are presented.

#### **3.1 Research Approach**

There are two ways of arriving at a conclusion: the deductive and the inductive reasoning. These two methods of reasoning are totally different yet can be connected. Inductive reasoning is more open-ended and exploratory while deductive reasoning is narrower and is concerned with testing, observing and then confirming a hypothesis or more hypotheses. Even though a study may look like it is purely inductive or deductive, most social research involves both types of reasoning processes at some time during the project. In addition, new patterns can be observed with additional data, which could lead them back to the development of new theories (Saunders et al., 2009).

Deductive reasoning is called the “top-down” approach: it usually begins on the top with the description or theory of the more general, broad spectrum of information working downwards ultimately to the more specific. After that the work is narrowed down to a specific topic, conclusion. In this case, the literature review had begun with the relevant theoretical framework. From there, it had been narrowed down into more specific hypotheses that could be tested. The hypothesis had been narrowed down even further with various data collected in order to test the hypothesis: it ultimately enabled the hypothesis to be tested with specific data in order to confirm the hypothesis and answer the research question. Inductive reasoning works the other way around: moving from the specific observations to broader theories, generalizations. That is why this approach of reasoning is called the "bottom up" approach. In inductive reasoning, it always begins with the specific observations, detection of patterns and formulation of some kind of a hypothesis requiring further exploration: developing some general theory and conclusions (Saunders et al., 2009). Although it contains uncertainty, examples will have been sought to supply evidence and proof to support the truth of the conclusion that will be derived. This type of reasoning had been used in the examination of the results of the primary research.

## **3.2 Research Design**

In order to give a comprehensive view and answer both the research question and the objectives, both a primary and a secondary research will be conducted. The literature review is based on a secondary research. Secondary research is also known as desk research: it involves the summary, collation and synthesis of existing research where data is already collected from previous experiments and research subjects and already researched for other purposes and publicly available. In a market research context, secondary research includes the re-use of data collected by the primary party (Crouch-Housden, 2003). To give a detailed background, description of the topic and basic definition, secondary research had been used. The authors of the books, journal articles and studies examined in the previous chapters are experts in their fields and/or are affiliated with a reputable organization and/or institution: this ensures that the sources are of high credibility. Even though secondary sources are acceptable and helpful, there are times when primary sources must also be used in order to obtain answers. However, there are problems associated with primary research: it requires an accurate development of the research plan and low response rate is expected, which is why this method is highly time-consuming. (Crouch-Housden, 2003).

## **3.3 Time Horizon**

According to the time-horizon of the studies, there are two types: longitudinal studies and cross-sectional studies. A longitudinal study is a correlational research: it involves repeated observations of the same variable over a long period of time. Longitudinal studies are often used to study developmental trends throughout lifetimes, decades or generations. It observes the same people, and the differences in those people (Saunders et al., 2009). Given the limitations of the paper, it is impossible to conclude a study like this. Cross-sectional studies involve data collection from a population or a sample at one specific point in time (Saunders et al., 2009). It enables representation and is not as time-consuming as the longitudinal study – this is why this type has been used in this project. Even though there is a number of statistical datasets available on the effect of exclusive offers and sweepstakes, as well as brand ambassadors and influencers on consumer behaviour, there is no comparison to be found on how Hungarian consumers of the different generations value these activities.

### **3.4 Data Collection Approach**

Primary research enables the focus to be on both qualitative and quantitative issues. In order to conclude a successful research, both quantitative and qualitative methods will be used: facts, reflections, opinions and information collected from the primary research will be quantified while distinctions and descriptions based on the quality and characteristic of the celebrities and campaigns will be also used to express the results. Quantitative data is used to suggest possible reasons for particular relationships between variables and to produce models. Using survey strategy provides more control over the research process. It required time to ensure that the sample is representative, to design the data collection instrument and to ensure a good response rate. The facts, reflections, opinions and information collected from the questionnaire will be quantified. In contrast, a qualitative approach is used to analyse the data collected from the group discussion: it generates and uses non-numerical data. Distinctions, descriptions, feelings and opinions of the focus group and the interviewees will be used to express the results (Bryman, 2006).

### **3.5 Research objectives and hypotheses**

In order to answer the research questions and to have a comprehensive view on the topics, both primary and secondary types of research will be conducted. The literature review will be based on books, articles, websites, case studies and other theoretical literature concerning the subject. However, it also includes primary researches. In-depth interviews and focus group discussion had been concluded: opinions, distinctions and descriptions based on the quality and characteristic of the different generations and the social media marketing strategies will be used to generate the results. In addition, supplementing the research with questionnaire results in various statistical data in order to have a quantitative component. This study is based on the inductive approach: developing a certain theory after the relevant data has been successfully collected. Although it contains some uncertainty, examples will be sought to provide evidence and proof to support the conclusion that will be derived at the end.

Based on the findings of the secondary research, the following hypotheses had been formulated for the primary research in Table (12a):

**Table (12a): List of hypotheses**

Number	Description
H1a	Generation Y and Z are equally interested in seeing brand ambassadors in advertisements.
H1b	The generation Y and Z can be classified by their interest in brand ambassadors the same way.
H2a	Generation Y and Z value the importance of attractiveness in case of celebrity endorsement in the same way.
H2b	Generation Y and Z value the importance of trustworthiness in case of celebrity endorsement in the same way.
H2c	Generation Y and Z value the importance of expertise in case of celebrity endorsement in the same way.
H3	Both generation Y and Z have the same likelihood to make purchase decisions solely based on the recommendation of national and local influencers.
H4a	Generation Y and Z are equally interested in being addressed by exclusive offers and sweepstakes on social media.
H4b	Generation Y and Z have the same likelihood to follow a catering establishment on social media only for the purpose of receiving exclusive offers and participating in sweepstakes.
H5a	Social media was the most important source of information for both generation Y and Z when establishments offered take-away and delivery options after shutting down
H5b	Generation Y and Z can be reached by the establishments through different channels.

Source: Own research and editing

## 3.6 Qualitative research

### 3.6.1 Interview design

For each generation, 4-4 interviewees were selected. All the customers found in local cafés in Sopron were potential subjects, they were approached on a random basis and asked to participate. The potential interviewees were classified based on their age (either generation Y or generation Z) and their level of social media consumption (either light, medium or heavy), then clustered into the following table. For each generation, 1 “light” (less than 2 hours), 2 “medium” (2-4 hours) and 1 “heavy” users (more than 4 hours) were chosen randomly with the help of Random.org to ensure that all of them had the equal chance to be selected.

The examination of the relevant literature revealed the characteristics of different generations and also the way how the social media networks work had been investigated: it appears to be important to examine what social media marketing strategy could be used in order to reach both existing and potential customers, how the different target groups value the current practices and whether these companies have already started to use the latest trends and the options the younger generations require. In order to conclude a qualitative, in-depth interview, a guideline was created. The questions and topics cover the six previously mentioned classes of activities defined by the "Internet Advertising Bureau". The interview guideline was translated into Hungarian language. The interviewees had the opportunity to choose between the two versions. However, none of the participants favoured the Hungarian version over the English one; this is why only the original guideline is included in the Appendix. In order to have a deeper understanding of the behaviours and habits of the interviewees, an initial, line-by-line coding technique was used. Later on, these codes were classified and the following categories were established for focused coding, presented in Table (12b).

**Table (12b): Description of direct codes of interview analysis**

<b>Class of code</b>	<b>Description</b>
General	Contains general information and the names of the networks being used.
Social Media Usage & Interactions	All the information regarding general patterns regarding the use of social media platforms were collected, along with the feelings towards the platform-specific interactions and activities.
Best practice	The individuals were asked to express their feelings on platform –specific activities, done by either international companies or local establishments. In this category, only the favoured features were collected.
Dislikes	Along with the most favoured features and activities, the less appealing examples were collected and put into a separate class.
Sweepstakes	Since sweepstakes are considered as one of the most popular activities done by companies, all the opinions on this topic were collected separately in order to allow a more effective definition of the feelings of all individuals.
Ambassadors & opinion leaders	The role of key online influencers and online community leaders can be crucial in the development of a social media campaign, this category includes the feelings of the interviewees towards brands ambassadors, international, national and local celebrities.

Source: Own research and editing, 2019

Based on the ages of the interviewees, both generations are widely diversified. The length of the interviews was between 22 and 52 minutes and it mainly varied by the number of social media platforms the interviewee uses. Based on the general information and the findings of the in-depth interviews, the following table was created in order to allow an overview of the social media platforms each interviewee uses (Table 13).

*Table (13): Characteristics of the interview participants*

<b>ID</b>	<b>Generation</b>	<b>User Category</b>	<b>Interview Length</b>	<b>Social media platforms used</b>
<b>Z1.</b>	Generation Z	Heavy	52 minutes	Facebook, Instagram, TikTok, Snapchat, Pinterest
<b>Z2.</b>	Generation Z	Medium	43 minutes	Facebook, Instagram, Snapchat
<b>Z3.</b>	Generation Z	Light	35 minutes	Facebook, Instagram, TikTok
<b>Z4.</b>	Generation Z	Medium	40 minutes	Facebook, Instagram, Snapchat
<b>Y1.</b>	Generation Y	Medium	37 minutes	Facebook, sometimes Instagram and deleted Snapchat
<b>Y2.</b>	Generation Y	Heavy	45 minutes	Facebook, Instagram
<b>Y3.</b>	Generation Y	Medium	34 minutes	Facebook, Instagram
<b>Y4.</b>	Generation Y	Light	22 minutes	Facebook

Source: Own research and editing, 2019

It is clearly seen, that in general, Generation Z shows more interest in using social media. Even though Facebook and Instagram are popular amongst Millennials, only half of the interviewees has ever used Snapchat, while the majority of Generation Z is present on this platform. Twitter is clearly not as popular as the other leading alternatives in Hungary. Given the fact that at the time of the interviews no local establishments of the analysis in Sopron and Győr had a TikTok account, there was no direct question during the interviews about TikTok, still 2 interviewees of generation Z mentioned the platform.

### **3.6.2 Focus group design**

The objective of the focus group discussion is to find out what the participants think about celebrities and the effect of their endorsement. The goal is to collect information and to use it to draw conclusions regarding the effectiveness of celebrity endorsement. The reactions and opinions will be examined in order to answer the research question. The group discussion can be found in the Appendix section, beginning on page 154.

For the focus group presentation, 8 people were asked to participate: 2 from each groups (-18, 18-24, 25-30, 30+), 4 males and 4 females, as presented in Table (14b):

*Table (14): Classification of focus group discussion participants*

Identifier of focus group participant	Generation	Description of participant
1	Generation Z	14 years old, male
2	Generation Z	17 years old, female
3	Generation Z	20 years old, male
4	Generation Z	22 years old, female
5	Generation Y	26 years old, female
6	Generation Y	27 years old, male
7	Generation Y	31 years old, female
8	Generation Y	32 years old, male

Source: Own research and editing, 2020

The focus group discussion is focused on the credibility of the celebrity, viewed from the three dimensions: physical attractiveness, trustworthiness and expertise (Ohanian 1990) and the effect of celebrity endorsement on consumer behaviour. An examination of the relevant literature reveals that numerous celebrity endorsement effects have been investigated: it appears to be important to examine the role of the celebrities in the campaigns to ascertain whether the celebrities and their selling power represents an efficient marketing strategy and how important the three dimensions are from the consumer point of view.

### **3.7 Quantitative research**

In addition to the qualitative researches, a quantitative research method was also used in the form of questionnaires. As the first step, the target region of the quantitative research had been defined. Due to the fact that the research mainly focuses on the connection between consumer behaviour and the food and beverage industry, the initial idea was to approach guests at local establishments in Sopron and Győr and ask them to participate in the survey. Unfortunately, the field work was interrupted by the coronavirus and all establishments fell under the regulations of the government. Due to unexpected events, the research had to be revised in order to gather relevant data about the current situation.



Even though the pandemic had an enormously negative effect on hospitality in general, restaurants and other players realised that they must offer take-away and delivery options for their customers in order to avoid bankruptcy. However, due to the decreasing number of COVID-19 cases, establishments were first able to open their gardens and terraces, which was followed by a full open which made it available to all guest to visit, even inner dining areas.

In addition to a new questionnaire, a wider audience was selected to take part in the research, meaning that the inhabitants of Sopron and Győr were completed by participants from all over Hungary. Due to the fact that social media groups allow a convenient (but unfortunately not representative) way to reach individual all over the country, there is also data available from parts of Hungary other than Sopron or Győr. The collected answers were classified based on the location of the respondents into categories of the Hungarian counties.

Given the limitations, unfortunately no representative research could be concluded. The uncovered feelings and opinion throughout the conclusion of the interviews and the focus group discussion were used along with various questions regarding consumption habits both before and after the pandemic in order to understand how consumer preferences and the patterns might have altered since the outbreak of the COVID-19.

Firstly, self-selection sampling was used: individuals were allowed to identify their desire to take part (Saunders et al., 2009). Individuals from appropriate Internet, secondary school and university communities in Sopron and Győr were asked to participate and answer the question within the questionnaire.

Secondly, convenience sampling was used as a non-probability sampling technique. Subjects were selected because of their convenient accessibility and proximity to the researcher. It involves the haphazard selection of the cases that are easy to obtain for the sample – interviewing a random person in a public place such as a railway station, a shopping mall or at a square (Saunders et al., 2009).

In order to have a broader understanding of the behaviour of the two generations, the research have been expanded to a nationwide scale: due to the fact that social media groups allow a convenient way to reach individual all over the country, there is also data available from parts of Hungary other than Sopron or Győr.

As a result, there were three separate questionnaires used during the primary research. It must also be noted that the results listed from the responses of “nationwide” participants are treated separately from the answers from the previously collected answers from Sopron and Győr. However, participants from the county of Győr-Moson-Sopron (and possibly from Sopron and Győr) were not excluded from the third questionnaire. The collected answers were classified based on the location of the respondents.

*Table (15): Demographics of the participants of the questionnaire*

	Sopron		Győr		Nationwide		Total	
	Y	Z	Y	Z	Y	Z	Y	Z
<b>Male</b>	263	404	212	280	212	296	687	980
<b>Female</b>	143	210	108	152	117	175	368	537

Source: Own research and editing, 2021

The general demographics of the participants are presented in the table above (Table 15). After cleaning the data gathered from the quantitative research and deleting the incomplete records, a total number of 2572 answers remained for the analysis: 1055 records from generation Y and 1517 records from generation Z.

## **4. Results of the empirical research**

### **4.1 Limitations**

The choice of methodology to conduct focus group discussions and in-depth interviews raised questions regarding limitations. According to Bogner et al. (2005), these qualitative methods enable the researcher to gather detailed evidence, however, it must be noted, that the selection induces statistical bias. The selection of right participants is the most crucial step. However, personal circumstances, current events and the actual number of people selected can influence the results. Therefore, it is essential to emphasise these limitations and possibilities for error. Ultimately, both the focus group discussion and the in-depth interviews have proven to be excellent tools in the process of exploring relevant research fields and in the development of quantitative survey and therefore, the hypotheses testing (Lamnek-Krell, 2016).

### **4.2 Results of the qualitative research**

#### **4.2.1 Focus: Interest in brand ambassadors in advertisements**

Two of the interviewees of generation Y find ambassadors and celebrities completely unimportant. In case they have to choose an ambassador for cafés, in their opinion, either professionals in the coffee industry, attractive actors or beautiful women would be the best fit. One find professionals in case of technical products slightly important, and according to another interviewee, she only finds celebrity recommendations trustworthy, when they are not paid. In terms of local places, there are no celebrities they would like to see in the campaign and no ambassador would make them visit a place, just because of that famous person.

According to participants Y2, the recommendation of a celebrity is not considered as a suitable encouragement for a visit: “If I like a place, I will like it without celebs too. And if I do not care about a place, I will not like it because of a celebrity”.

When it comes to brand ambassadors, the interviewees of generation Z had mixed opinions on them. Two of the participants find ambassadors in general appealing, they simply like advertisements and campaigns including celebrities. According to the interviews, these ambassadors should either fit the company or be attractive in order to receive more interactions and they prefer advertisements including their personal favourites.

In terms of co-operation with ambassadors, they would be happy to see their favourite Hungarian vloggers in association with their favourite places: they clearly prefer national YouTubers over local celebrities and vlogger meet-and-greet events would be appreciated.

According to one of the interviewees, ambassadors and celebrities are entertaining, however, not important nor required. The reactions highly depend on the situation or the celebrity itself, and most importantly, there should be a good fit between the place and the ambassador. Based on the answer of interviewee Z1, a catering establishments and beverages, more precisely coffee, can be endorsed by any type of celebrity: “Coffee is for everybody, if the café is using a well-known, or good-looking or funny person, it is already a win”.

One interviewee had entirely negative opinion about ambassadors: according to her, she has no trust in these advertisements since celebrities are sponsored. Due to the fact that ambassadors are not trustworthy, she sees no point in including either national or local celebrities in the campaigns of the cafés in Sopron. However, according to interviewee Y4, an organic, non-sponsored recommendation can influence the decision: “If I see a famous person talking about a product privately, by themselves without any advertisements, then I would really like to try this product”.

#### **4.2.2 Focus: Importance of the three dimensions of credibility in the case of celebrity endorsement**

When the focus group was asked about their opinion on celebrity advertisements in general, the answer was really interesting:

- there was only one person who truly liked this type of ad
- the opinion of four members depended on the product and the celebrity
- two participants were completely neutral
- one participant did not like this type of advertisements at all

The four people were asked to give an example: they said that if there is a good “fit” between celebrity and product, the commercial can make more sense than one in which no “fit” is established: for example, the case of Jamie Oliver and Tefal products. Participant 6 (generation Y) emphasized that connection between celebrity and the product is not necessary to be established, since entertaining advertisements can also influence the decision-making, even the “ridiculous commercials and promotions with celebrities”.

In the 3rd question, the participants were asked for their opinion about the power of celebrities. Only two of them said that celebrities can easily influence the consumers. The opinion of other 2 participants was as follows: there must be a strong relationship between celebrity and product in order to influence the decisions of the customers. Three people said that the commercial must catch the attention. There was only one person who said that he chooses the same product he always buys. However, their opinions changed at the end of the conversation.

In the next point, the previous example of Tefal was analysed: when there is a strong “fit” between endorser and product, they are more likely to choose the special product over the regular one. They were aware of the fact that endorsed products are usually more expensive, but the expert in the commercial can have an effect on their decision: expertise matters!

In Question 5, they were asked to recall the Spar commercial with Pierce Brosnan. It was clearly seen, that the attractiveness of the actor was the key in the recall: there was no relationship established between the celebrity and the luxury products of Spar, but 6 of the participants said that there was no need for such thing, in this case, attractiveness is the only thing that matters. The commercials had a strong influence of the purchase decisions of participant 4 (generation Z): “I like Pierce Brosnan, he is one of my famous actors! He endorsed the luxury products of Spar! Okay, the products were a bit expensive, but still, it was promoted by him! I bought so many of those products!”

It was clearly seen, that “fit” is not always a key indicator: based on their opinion, they were asked about the 3 dimensions of celebrities: three participants said that attractiveness is the most important dimension, the 2nd is expertise and the 3rd is credibility. Three other participants said that expertise is clearly the most important. There was only one person who said that it depends on the good image of the endorser: in general, trustworthiness and expertise are important, but in the case of clothing and cosmetics, attractiveness was chosen by that person.

The last participant (generation Y), the one who said that celebrity endorsement never played any role in his life, made an interesting confession: one of the products he always buys was recommended by a celebrity: “As I said, I always buy the same products. But I remember that 3 years ago I changed to a new car motor oil because a racecar driver recommended. I gave it a try and now, I always buy that one! So credibility and expertise can matter.”

The next question was about the products where celebrity endorsement and licensing is the most popular: cosmetics and perfumes. Two of the participants said that celebrities have a strong influence on their decision: when they see the famous person in the commercial, they want to be the same: perfect, beautiful. This is the instance when dissonance rises: they feel bad, awful and using the product endorsed by a famous person can increase their self-confidence. The other six participants are either loyal to their favourite brands or do not care for the effect of celebrities.

After this question the Old Spice commercial “The Man Your Man Could Smell Like” was watched. The last question was related to the advertisement. In general, seven of them enjoyed the advertisement:

- Two participants were physically attracted to the masculine character and that is the reason why they choose the product
- Three of them realized that the commercial is funny, pointless and makes no sense. However, they also buy the product
- A person said that it is a great example of what matters in advertising: humour and a unique situation – it makes them want to buy the product
- Participant 2 (generation Z) realized that the commercial is an interesting case: it is about a product for men but is aimed at their female partners: “I feel like this commercial isn’t aiming the men. It’s for us, ladies! And I think it works. It’s incredible that it can influence us.”

Seven out of the eight participants liked the commercial; there was only one person who did not like it. Participant 8 (generation Y) strongly disliked the whole concept: “why would anyone want his man to smell like him? Is he even a celebrity? Who is this guy?”

### **4.2.3 Focus: valuation of commonly used social media practices**

According to the opinion of the participants from generation Y of the interviewees, a post on social media, in general, should be either informative or include an appealing picture, however in case of a valuable information, some of them do not even require an image. When it comes to sharing pictures of drinks and meals, or appealing images in general, three out of the four people prefer Instagram and believe that this platform is more suitable for this purpose than Facebook. It is clearly seen that pictures, in general, are very popular and valued highly by generation Y, however, they are not essential.

Besides information and picture, some of them also like product announcements and different discounts are also highly appreciated. Three of the interviewees find coupons in general very appealing, but only two uses online and social media coupons frequently. While one person prefers coupons for the frequently purchased items, another one is more open for new items and in the case of a charming offer, would definitely try a new product.

Due to the fact that the local establishments only rarely offer coupons, especially on social media, the frequent coupon users are not satisfied with the current numbers and would like to see more provided by their favourite places. There was one participant who, in general, has never found coupons useful and therefore, has never used any in his lifetime.

In terms of social media interaction of local places, Millennials are very critical. While some of them find menu cards appealing and behind-the-scenes content unimportant, there are participants who have the opposite opinions. Even though some of the interviewees find behind-the-scenes content entertaining or interesting, due to the lack of free time, in most of the cases, they simply do not watch them.

When it comes to the most appealing activities done by companies, brands and local establishments, the interviewees on generation Z mentioned many different examples. However, there is only one most important criteria: pictures. Although current information such as opening hours and offers are also highly valued, they all believe that appealing pictures has the highest importance and effect on mood and decision making. According to their opinion, Instagram is the leading platforms when it comes to sharing a picture and regardless of the topic (meals, drinks, art, mood), they prefer this platform over Facebook.

Besides pictures and current information, they like different announcements and exclusive contents. Coupons are very popular in Generation Z: all four interviewees use both traditional and online coupons very frequently. Even though there are differences in the frequency of their use of social media coupons, they all are not satisfied with the amount of them: according to them, the number of local establishments that offer such discounts is very small. In general, according to interviewee Y2, mainly bigger establishments and international franchises in bigger cities offer coupons for their followers: “I wish we had Starbucks here, I would definitely use these coupons.”

The interviewees mainly had negative feelings toward the weekly menu plans. In their opinion, these posts are not only useless, but also boring and have no effect on their choice when it comes to ordering something in the cafés. Since they all picked pictures as the most important activities, they would be happy to see even more, especially on Instagram. Some of them mentioned that the establishments should share more behind the scenes content and account takeovers on social media and should definitely issue more coupons.

#### **4.2.4 Focus: interest in exclusive offers and sweepstakes on social media**

In general, sweepstakes are very popular among generation Y. However, when it comes to sweepstakes on social media, only two of the participants found them attractive and even though they have already participated in Facebook contests, their opinions on them and their behaviour has changed with their age. Nowadays, they barely participate in them. According to the interviewees, there must be an extremely charming price to make them participate. The third interviewee finds the Facebook sweepstakes “annoying and too public” – the fact that all her friends see that he participated makes these contests even less attractive. Even though she finds the Instagram-specific niche hashtags example creative and she used to participate in them, today she doesn’t find them appealing.

There was one person who, in general, finds sweepstakes “useless and annoying”: according to him, not even the chance of winning something can make him participate.

Only one of them (the “heavy” social media user) would be interested in the Snapchat-specific sweepstake: in her opinion, she doesn’t entirely understand the main purpose of sending disappearing content, she finds the examples creative and in the case of having a chance for winning a charming price, she would happily participate.

Due to the lack of experience in TikTok, Twitter, Foursquare/Swarm, none of the participants of generation Y was able to give a constructive opinion.

The interviewees from Generation Z are highly interactive on social media. Even the person who characterised herself as a light social media user has a Facebook and Instagram account, and in addition, she is a heavy YouTube user. The reason for mentioning the famous video sharing and streaming website amongst social media platform is that this person uses YouTube for the purpose of following vloggers and (mainly) Hungarian influencers.



Besides the increased number of international companies and celebrities, this age group follows many local establishments. Even though their reasons for “liking” a page are slightly different, for most of them a good experience upon a visit is basically enough. For this purpose, they prefer Facebook over the other alternatives, however, Instagram is also popular. One of the main reasons is that the local places are more active on Facebook and they also post the Instagram content on this platform: three out of four people also follow companies on these networks. Twitter is not popular in this generation: according to the interviews, they either show no interest in registering an account or tried it, but due to the lack of local places it was uninstalled. However, some of the interviewees has a huge experience in the location-based platform, Foursquare: After resections were introduced in the app, both users tried Swarn, but they didn’t feel the motivation and eventually deleted it. Three of the interviewees are more active on Snapchat than on the other platforms and sends snaps very frequently.

Sweepstakes are considered even more popular among the interviewees of Generation Z and most of them are still actively participate in different social media contests, however, their excitements towards them tend to decrease with their ages. They all agreed that Facebook offers the highest number of possibilities of winning something. They see the “like and share” options the most frequently, which, for most of them, is becoming annoying.

When it comes to the other platform-specific sweepstakes, Instagram with the “niche hashtag” and the Snapchat example were the most popular. Even though not all of them have already taken part in Instagram sweepstakes, they all find them creative and prefer them over the ones on Facebook.

Three interviewees found the Snapchat sweepstakes the most exciting, given the fact that they are all heavy users of this platform. Upon hearing about the three commonly used examples from foreign companies, they actually became excited and showed a huge need for such sweepstakes in Sopron. Some of them have already imagined taking part in them with a group of friends.

The popularity of Foursquare was also proved in this section of questions: according to the experienced users, receiving rewards upon checking-in is still a good way to motivate people in taking actions. In the lack of user experience with Twitter, none of the interviewees could give a suitable opinion on the platform-specific sweepstakes, however, they would gladly participate if they had an account.

In contrast to the interviewees of generation Y, the younger participants use TikTok very frequently: two from the group of generation Z would definitely participate in sweepstakes on the said social media platform. It must also be mentioned, that it cannot be automatically assumed based on their age that all generation Z customers are heavy Tik-Tok users: interviewee Z4 does not use the popular platform at all. However, the possibility of a sweepstake on Snapchat resulted in a higher excitement: “I wish we had any sweepstakes in Snapchat, that would be so cool, I would definitely love them.”

In the case of their favourite places would register an account on a new platform, only one person from generation Y had a positive feeling towards it, but the requirements are high: the company should use it for the purpose of posting about special or early announcements, coupons, exclusive deals or limited offers. Other than these, there would be no reason for registering an account for following a company.

The interviewees of generation Z are not only open for registering an account on a new platform in order to be connected to their favourite places, but two of the interviewees were certainly excited when they heard about such possibilities. The reasons for becoming a user of an already established platform or a completely new one are receiving special offers, exclusive content, being informed about new announcements, discounts and charming coupons. Even though some of them tried other platforms but deleted in the meantime, they would install them again for the previously mentioned reasons.

#### **4.2.5 Focus: main social media channel to contact**

For the generation Y, Facebook is still the most popular social media platforms, however, some of them also use Instagram for the purpose of uploading pictures. Two of the interviewees have experience in the usage of Snapchat: one of them deleted it after a couple of days and the other doesn't use it as frequently as the other platforms. For the purpose of following international and local companies, the interviewees of generation Y mainly use Facebook. The reason is simple: this is the platform the majority uses the most frequently.

One interviewee follows some brand on Instagram too: according to the experiences being mentioned, companies upload more pictures onto this platform – and seeing pictures is the most important type of content for this interviewee. However, in order to reach them, Facebook remains the most effective out of all the possible social media platform any establishment or business could use.

In order to be reached through social media, on one hand, three interviewees from generation Z believe that Snapchat would be the ideal platform, due to the fact that it allows users to receive the snaps as personal messages along with immediate notifications. On the other hand, the fourth person could be reached on Facebook the most effectively: this is the platform she spends most of her “online time”.

Although the new announcements can be lost in the news feed of Facebook, users can request special notifications at the page of the establishment. For the purpose of sharing pictures and videos, three of the interviewees prefer Snapchat and Instagram, while the fourth participant would definitely use Facebook for such purposes. Pinterest and YouTube were also mentioned as frequently used social networks and even though these platforms provide meaningful possibilities for companies in the development of their marketing strategies, due to the limitation of the research and the fact that in the traditional sense they are not considered as social media networks, they won't be included.

### **4.3 Results of the quantitative research and hypothesis testing**

This chapter serves the purpose of the interpretation of statistical data gathered through the surveys and to test the hypotheses presented previously.

#### **4.3.1 Hypothesis 1: focus on the interest of consumers in seeing brand ambassadors**

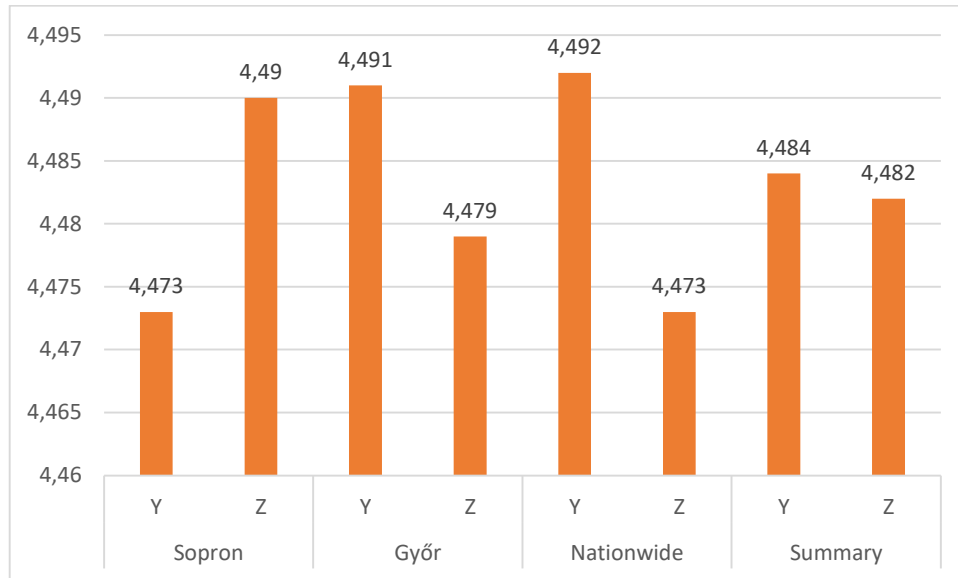
Hypothesis 1 has two sub-hypotheses that deals with brand ambassadors and their valuation by generation Y and generation Z.

**H1a: Both generations are equally interested in seeing brand ambassadors in advertisements.**

Three questions in the survey deal with the appearance of brand ambassadors and celebrities in general.

*Question 1: Brand ambassadors (celebrities, athletes, actors, bloggers, YouTubers) who are frequently used by companies are able to increase both the popularity and the sales. Do you agree with it?*

**Figure (12a): Valuation of brand ambassadors– classification by generations and location (mean values)**



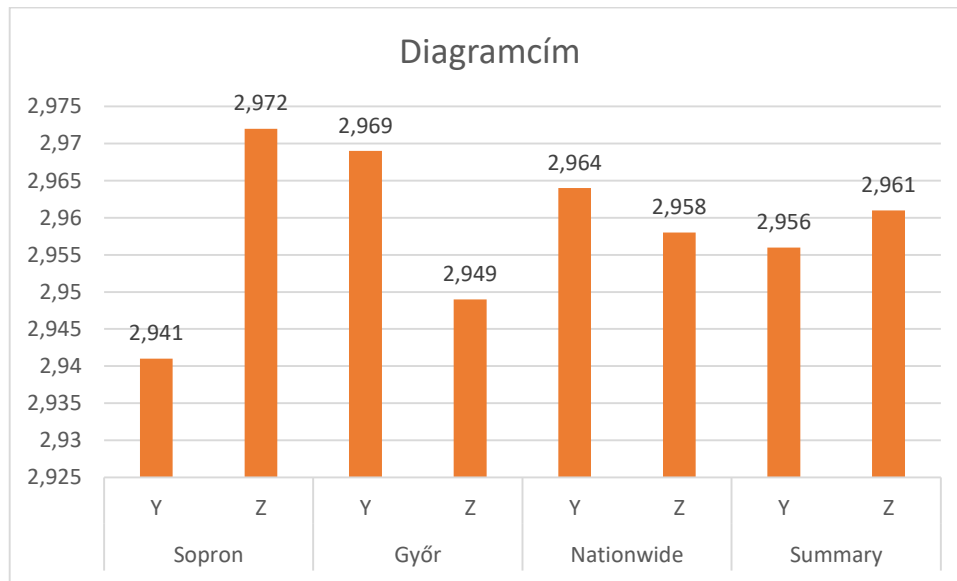
Source: Own research and editing, 2021

The first question was a general question about the positive effect brand ambassadors have on the success of a company (Figure 12a). Participants had the option to express their opinions on a scale from 1 to 5, 1 meaning a complete disagreement and 5 meaning a complete agreement. Based on the answers of each of the generations and groups of the participants it can be seen that generally each of the categories have a highly similar average point associated with the questions, however, there are remarks to be noted. In case of the questionnaire used in Sopron, the table shows that generation Z agreed slightly more than generation Y (4.490 versus 4.473). However, in Győr, the dataset shows that generation Y agreed slightly more than generation Z (4.491 versus 4.479). In case of the questionnaire used on a nationwide scale, the table shows that generation Y agreed slightly more than generation Z (4.492 versus 4.473). Accumulating all the answers together from all three datasets, the table shows that there is a 0.002 difference between the average points of agreement of the 2 generations.

***Question 2: Celebrity endorsement in general catches my attention. Do you agree with it?***

The second question (Figure 12b) in this category dealt with the effect of celebrity endorsement in general in order to find out how well these ambassadors catch the attention of the people participating in the questionnaire.

**Figure (12b): Valuation of celebrity endorsers – classification by generations and location (mean values)**



Source: Own research and editing, 2021

Participants were asked to express their opinions on a scale of 1 to 5, 1 meaning a complete disagreement and 5 meaning a complete agreement.

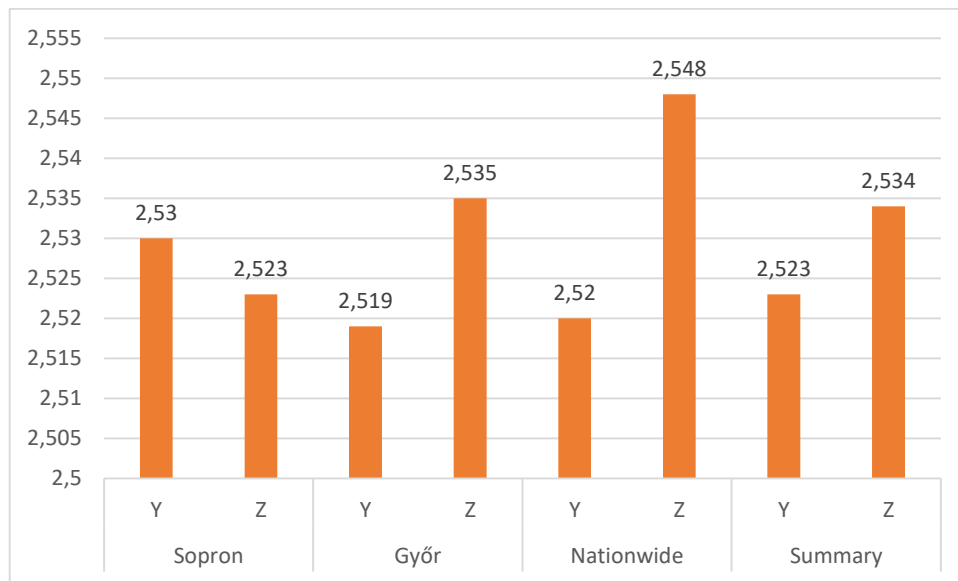
Based on the answers of each of the generations and groups of the participants, the table containing the average values are quite similar to the previous examination: it can be seen that generally each of the categories have a highly similar average point associated with the questions. However, there are remarks to be noted. In case of the questionnaire used in Sopron, the dataset shows that generation Z agreed slightly more than generation Y (2.972 versus 2.941). In Győr, the table shows that generation Y agreed slightly more than generation Z (2.969 versus 2.949). On a nationwide scale, the dataset shows that generation Y agreed slightly more than generation Z (2.964 versus 2.958). Accumulating all the answers together from all three datasets, the table shows that there is a 0.005 difference between the average points of agreement of the 2 generations.

***Question 3: Is it important for you that brands and products are endorsed by celebrities?***

The third and last question in this category was about the importance of having celebrities endorsing the different brands in general.

People were asked to choose a number on the Likert scale in order to associate a value with the relative importance of celebrity endorsers on personal level. According to the answers provided in the table above, the numbers in each category are quite similar with each other. There are slight differences that must be noted (Figure 12c).

**Figure (12c): Importance for a brand or product being endorsed by a celebrity– classification by generations and location (mean values)**



Source: Own research and editing, 2021

In case of the questionnaire used in Sopron, having a celebrity endorser in case of a brand has a higher importance for generation Y than for generation Z (2.530 versus 2.523). For participants in Győr, having a celebrity endorser in case of a brand has a higher importance for generation Z than for generation Y (2.535 versus 2.519).

In case of the questionnaire used on a nationwide scale, having a celebrity endorser in case of a brand has a higher importance for generation Z than for generation Y (2.548 versus 2.520).

When it comes to the accumulation of all the answers together from all three datasets, the table shows that there is a 0.011 difference between the average points of agreement of the 2 generations.

When it comes to the comparison of all participants from both generation, the following table was created in order to discover whether there is a significant difference in case of any of the three questions (Table 16).

*Table (16): Independent samples t-test for brand ambassadors, celebrities endorsement and brand or product being endorsed*

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
General valuation of brand ambassadors	0-004	0-947	-0-085	2570	0.932	-0.002	0.029	-0.060	0.055
			-0-085	2263.265	0.932	-0.002	0.029	-0.060	0.055
General valuation of celebrity endorsers	0-441	0-507	0-329	2570	0.742	0.011	0.033	-0.053	0.075
			0-330	2282.464	0.741	0.011	0.033	-0.053	0.074
Importance of celebrity endorsement	0-067	0-796	0-139	2570	0.890	0.005	0.034	-0.062	0.071
			0-139	2275.980	0.890	0.005	0.034	-0.062	0.071

Source: Own research and editing (Analysis from SPSS), 2021

Independent samples t-test was used in order to compare the datasets. Based on the values of Levene's test for equality of variances and the values in the column of the 2-tailed significance test it can be concluded that – due to the fact that all these values are higher than both 0.05 and 0.001 – the valuation and the opinion of the two generations are not significantly different.

Based on the results, the null hypothesis of H1a was accepted: there is no significant difference between the two generations, therefore both generations are equally interested in seeing brand ambassadors in advertisements.

**H1b: The generations can be classified by their interest in brand ambassadors indifferently.**

In order to discover whether generation Y and generation Z are significantly different in terms of their answers from the three questions measuring the opinions, valuation and importance of brand ambassadors and endorsers, Cluster Analyses and Chi-squared tests were used.

Firstly, the Hierarchical Cluster Analysis from SPSS were concluded in the case of generation Y and Z separately. For the clustering Ward's method was selected, as this minimum variance method is an objective function approach which suggests a general agglomerative hierarchical clustering procedure.

When it comes to choosing the appropriate number and pairs of clusters, the function merges the cases at each step based on the optimal value. In order to measure, the Squared Euclidean distance is the most appropriate method (Ward, 1963).

Since the values being used for the analysis are all linear on a scale between 1 and 5, there is no need for standardization. Once the calculation was completed, the Ward linkage - based on the rescaled distance cluster combined – suggested that four clusters can be distinguished. Therefore, in the next step, K-Means Cluster Analysis were used, with the previously determined number of cluster, which, in this case, was 4.

The format of the final cluster centres was set to 2 decimal places and the following tables were created separately for generation Y and generation Z (Table 18):

*Table (17a): Final cluster centres for generation Y and Z based on K-Means Cluster Analysis*

Generation Y	Cluster			
	1	2	3	4
Valuation of the effect of brand ambassadors	4.00	4.62	5.00	3.25
Individual importance of brand or product being endorsed by ambassador	1.00	2.00	2.44	4.00
Individual valuation of ambassadors	1.00	3.62	2.01	3.25
Generation Z	Cluster			
	1	2	3	4
Valuation of the effect of brand ambassadors	4.00	4.62	5.00	3.28
Individual importance of brand or product being endorsed by ambassador	1.00	2.00	2.45	4.00
Individual valuation of ambassadors	1.00	3.62	2.01	3.28

Source: Own research and editing, 2021

Based on the final cluster centres it can be seen that the two generation were classified into the same 4 clusters, only cluster no. 2 and 3 are placed in a reversed order. Once the columns are rearranged in the same order, the following table were created in order to present the number of cases in each cluster (Table 17b).

*Table (17b): The number of cases in each cluster*

Generation	Y			Z	
Cluster	1	12	Cluster	1	19
	2	369		2	528
	3	474		3	673
	4	200		4	297
<b>Total valid</b>	1055		<b>Total valid</b>	1517	

Source: Own research and editing, 2021



According to our hypothesis and the results of the cluster analyses, we assume that the generations are indifferent, meaning that the variables should be dependent.

The observed number of frequencies (number of cases presented previously in Table 17b) allowed the application of the Chi Square Test (Table 17c). The formula of the Chi square test for independence the following:

$$x^2 = \sum_{i=1}^r \sum_{j=1}^c \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Where:

- $x^2$  = Chi square statistic
- $O_{ij}$  = the observed frequency in the  $i^{\text{th}}$  row and  $j^{\text{th}}$  column
- $E_{ij}$  = the expected frequency in the  $i^{\text{th}}$  row and  $j^{\text{th}}$  column
- $r$  = the number of rows
- $c$  = the number of columns

**Table (17c): Chi square data points calculation**

Cluster	Observed frequencies			Expected frequencies		Chi square data points		
	Gen Z	Gen Y	Total cases	Gen Z	Gen Y	Gen Z	Gen Y	Gen Z + Gen Y
<b>1</b>	19	12	31	18	13	0.02802	0.04029	0.06831
<b>2</b>	528	369	897	529	368	0.00213	0.00307	0.00520
<b>3</b>	673	474	1147	677	470	0.01827	0.02627	0.04455
<b>4</b>	297	200	497	293	204	0.05090	0.07319	0.12409
<b>Total</b>	1517	1055	2572	1517	1055	0.09933	0.14283	<b>0.24216</b>

Source: Own research and editing, 2021

In order to find out whether the clusters created for generation Y and generation Z are significantly different, the Chi square critical value must be calculated. Once the individual Chi square data points were calculated, they were added up together which resulted in the Chi square calculated value of 0.24216.

With a 0.05 probability (significance value) and degrees of freedom ((df)=(r-1)(c-1)) of 3. In this case, the Chi square critical value is 7.81.

The Chi square calculated value would be considered significant in case it equals to or is greater than the Chi square critical value. Based on the results, the null hypothesis of H1b is accepted: the generations can be classified by their interest in brand ambassadors indifferently. Since in this case 0.24216. is smaller than 7.81, therefore the clusters of generation Y and generation Z are not significantly different.

### **4.3.2 Hypothesis 2: focus on the valuation of the credibility dimensions by consumers**

*H2: Hypothesis 2 has three sub-hypotheses labelled as H2a, H2b and H2c.*

The reason for having these 3 hypotheses grouped together is that they all refer to the dimensions to which celebrity endorsers can connect in order to have an effect on the decision making of the consumers. Since the fact that there are 3 dimensions, each of them will be analysed through separate hypotheses. Given that fact that no statistics were found on how Hungarian consumers value these dimensions personally, it was assumed that there is no difference between the generations and their valuations.

In the case of the questionnaire, participants had the option to choose from four different alternatives: not important at all, rather not important, rather important or really important.

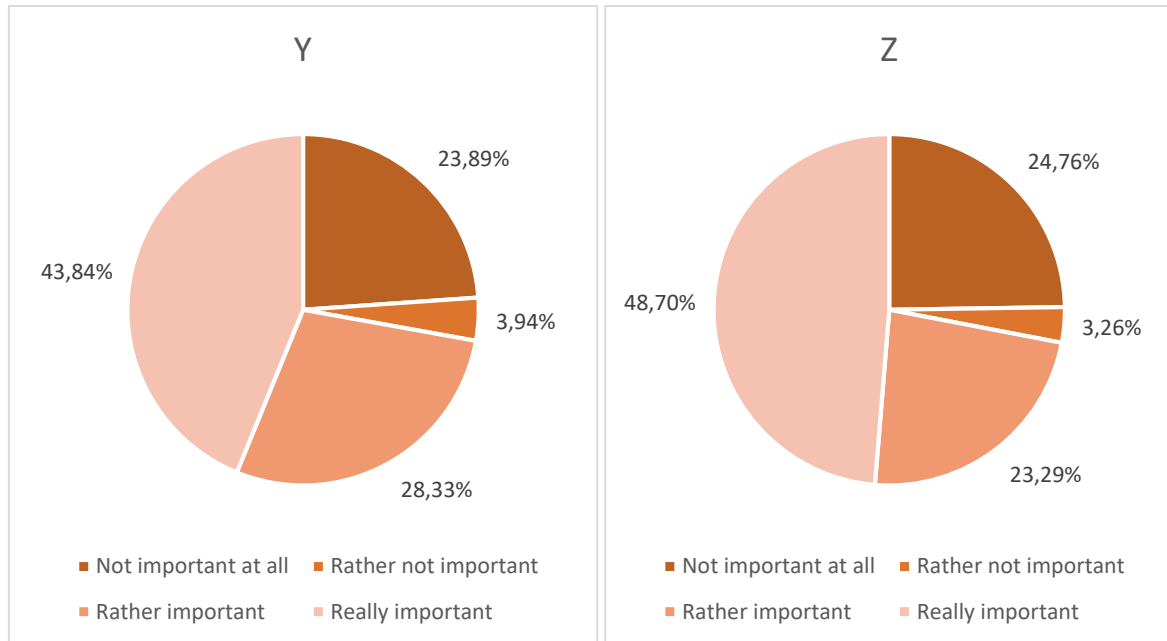
There was no neutral option available. Bishop (1987) and Edwards-Smith (2014) suggested that opinion of people tend to gravitate towards a more neutral answer in order to avoid any negative consequences.

According to Krosnick et al. (2002) and Nowlis et al. (2002), participants in questionnaires tend to focus on avoiding negative cognitive effects, therefore, when given the possibility, are likely to choose a more neutral answer. Lastly, when people are lacking time or having no motivation, based on the publication of Johns (2005) researchers should not add a neutral option in general.

There are three categories to each of the dimensions: the answers of participants of both Sopron and Győr were analysed separately, which was also further expanded to a nationwide scale in order to have a more throughout investigation on the matter.

**H2a: The different generation value the importance of attractiveness in case of celebrity endorsement indifferently.**

*Figure (13): The importance of attractiveness – the valuation of participants from Sopron*

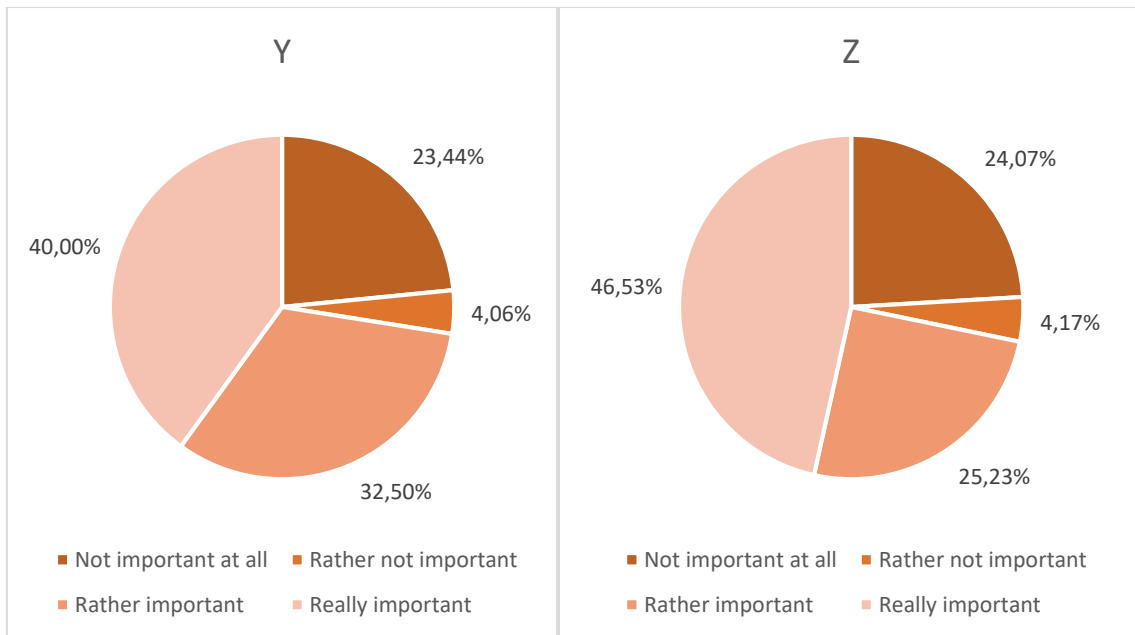


Source: Own research and editing, 2021

In the first question participants were asked about the importance of the attractiveness of a celebrity in general (Figure 13). Based on the relative ranking of the 4 options, “really important” was the most popular answer (43.8% and 48.7%) and “rather not important” was the least popular answer (3.9% and 3.3%) for both generation Y and Z. As for the 2<sup>nd</sup> and 3<sup>rd</sup> most popular answers there is a clear difference between the valuation of generation Y and Z. In case of generation Y, 28.3% chose “rather important” and 23.9 % chose “not important at all”. However, in the case of generation Z, 23.3% chose “rather important” and 24.8% chose “not important at all”.

The same question was also asked in Győr (Figure 14) in order to find out how important attractiveness to consumers is. Based on the ranking of the 4 options, the outcome for both generations was similar to the data gathered in Sopron, the numbers were slightly different.

**Figure (14): The importance of attractiveness – the valuation of participants from Győr**



Source: Own research and editing, 2021

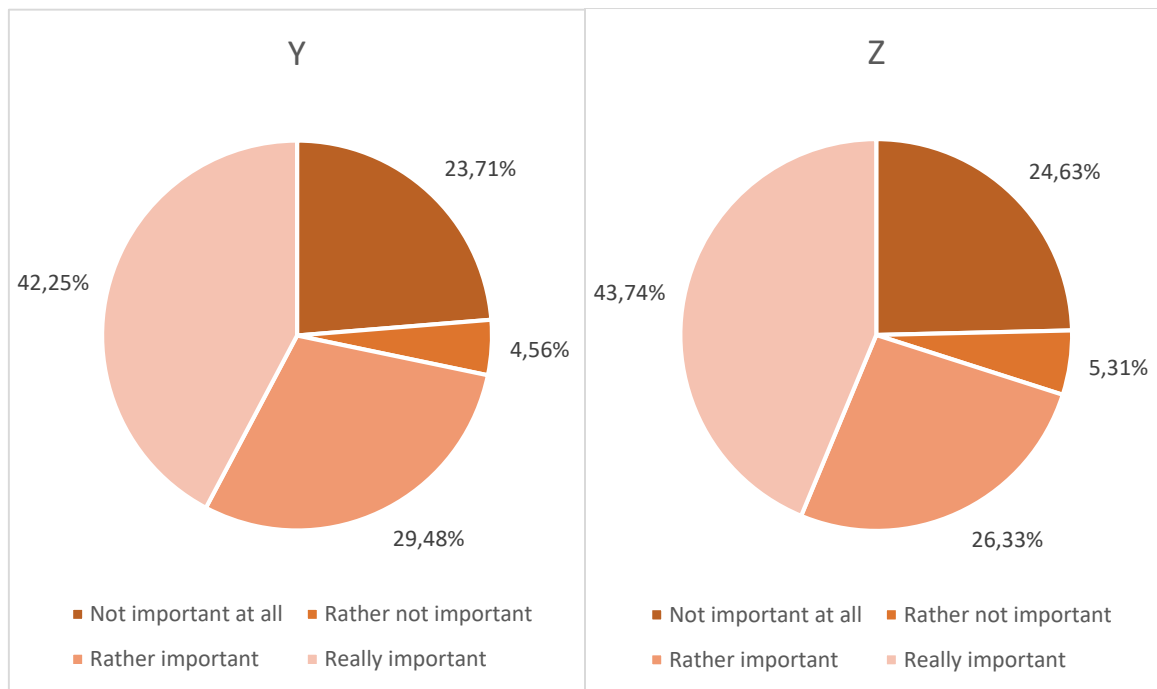
In case of generation Y, 40% chose “really important”, 32.5% chose “rather important”, 23.4% chose “not important at all” and 4.1% chose “rather not important”.

In case of generation Z, there was a slight difference in the valuation of the participants: 46.5% chose “really important”, 25.2% chose “rather important”, 24.1% chose “not important at all” and 4.2% chose “rather not important”.

Last but not least, according to the data gathered on a nationwide scale, there was a slight variation compared to the previously experienced pattern (Figure 15).

The relative frequency of the chosen options was not the same as we experienced in case of Sopron and Győr: in this case, “rather important” was the 2<sup>nd</sup> most common answer and “not important at all” was chosen as the 3<sup>rd</sup> most frequent option. The percentage values were similar to the ones recorded in the other places, there was only a slight variation.

**Figure (15): The importance of attractiveness – the valuation of nationwide participants**



Source: Own research and editing, 2021

In case of generation Y, 42.2 % chose “really important”, 29.5% chose “rather important”, 23.7% chose “not important at all” and 4.6% chose “rather not important”.

In case of generation Z, there was once again a slight difference in the valuation of the participants: 43.7% chose “really important”, 26.3% chose “rather important”, 24.6% chose “not important at all” and 5.3% chose “rather not important”.

Based on the results, the ranking of the four options (really important, rather important, rather not important, not important at all) in all three cases were the same, there were only slight differences in the valuation between the two generations, therefore the null hypotheses of H2a were accepted in Sopron, Győr and on a nationwide scale too.

**H2b: The different generation value the importance of trustworthiness in case of celebrity endorsement indifferently.**

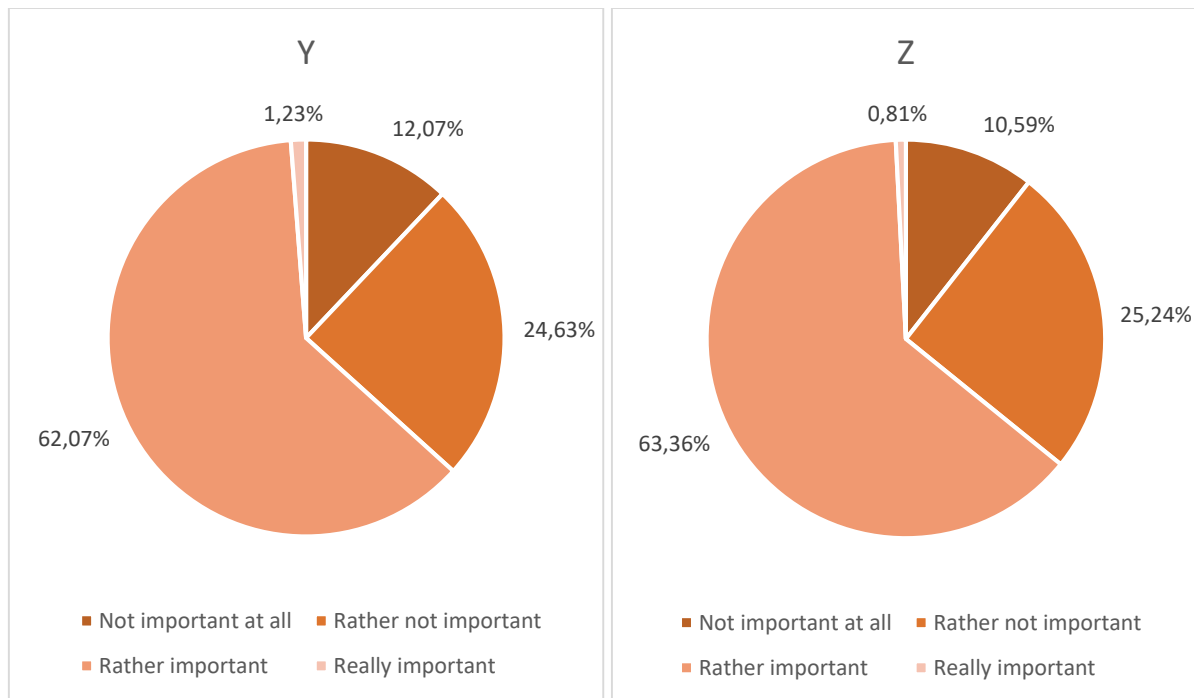
H2b focuses on the 2<sup>nd</sup> dimension of celebrities: the trustworthiness.

The ranking of the 4 possible answers was exactly the same in case of both generation Y and Z, there was only a slight difference in terms of the percentage values of the options.

Based on the answers (Figure 16), generation Y chose the options with the following frequencies: „really important” with 1.2%, “rather important” with 62.1%, “rather not important” with 24.6% and lastly “not important at all” with 12.1%.

For generation Z, the relative frequencies of the answers were the following: 0.8 % chose “really important”, 63.4 % chose “rather important”, 10.6% chose “not important at all” and 25,2% chose “rather not important”.

**Figure (16): The importance of trustworthiness – the valuation of participants from Sopron**



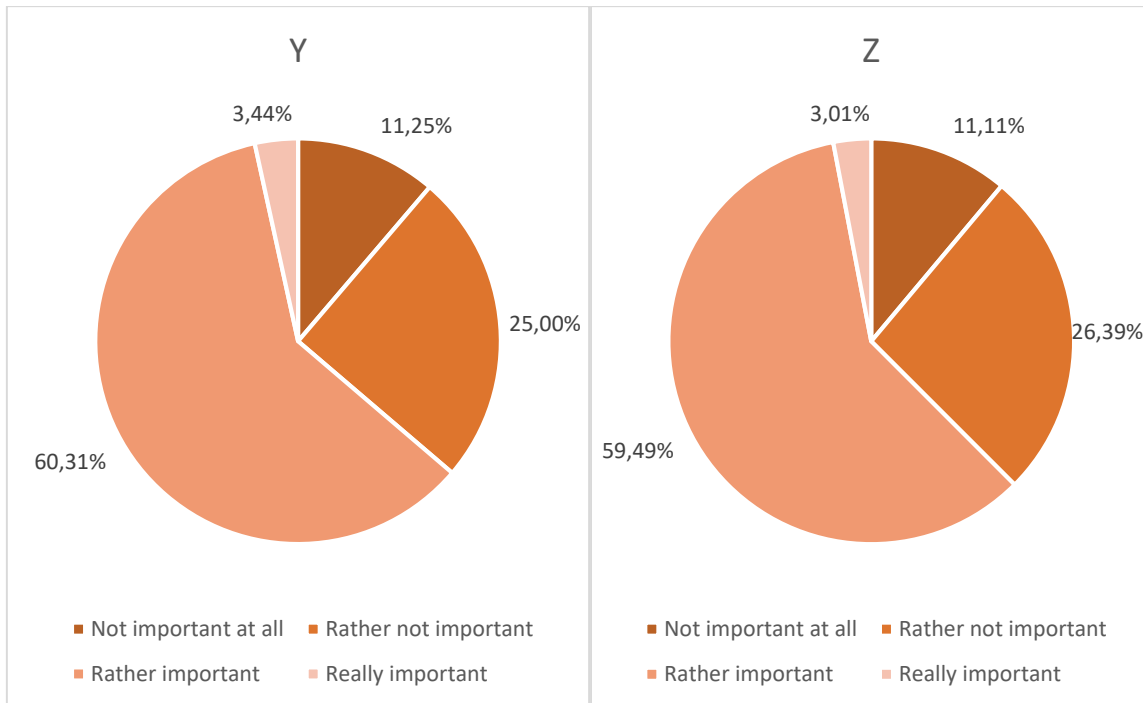
Source: Own research and editing, 2021

Compared to the charts of Sopron, the data gathered in Győr had a similar outcome based on the ranking of the answers. Even though the percentage values are similar, there is a slight difference in terms of the actual numbers:

Even though the percentage values are similar, there is a slight difference in terms of the actual numbers. In case of generation Y, 3.44% chose “really important”, 60.31% chose “rather important”, 11.25% chose “not important at all” and 25% chose “rather not important”. However, in the case of generation Z, the answers were the following: 3.01% chose “really important”, 59.49% chose “rather important”, 11.11% chose “not important at all” and 26.39% chose “rather not important”.

Compared to the charts of Sopron, the data gathered in Győr had a similar outcome based on the ranking of the answers (Figure 17).

**Figure (17): The importance of attractiveness – the valuation of participants from Győr**



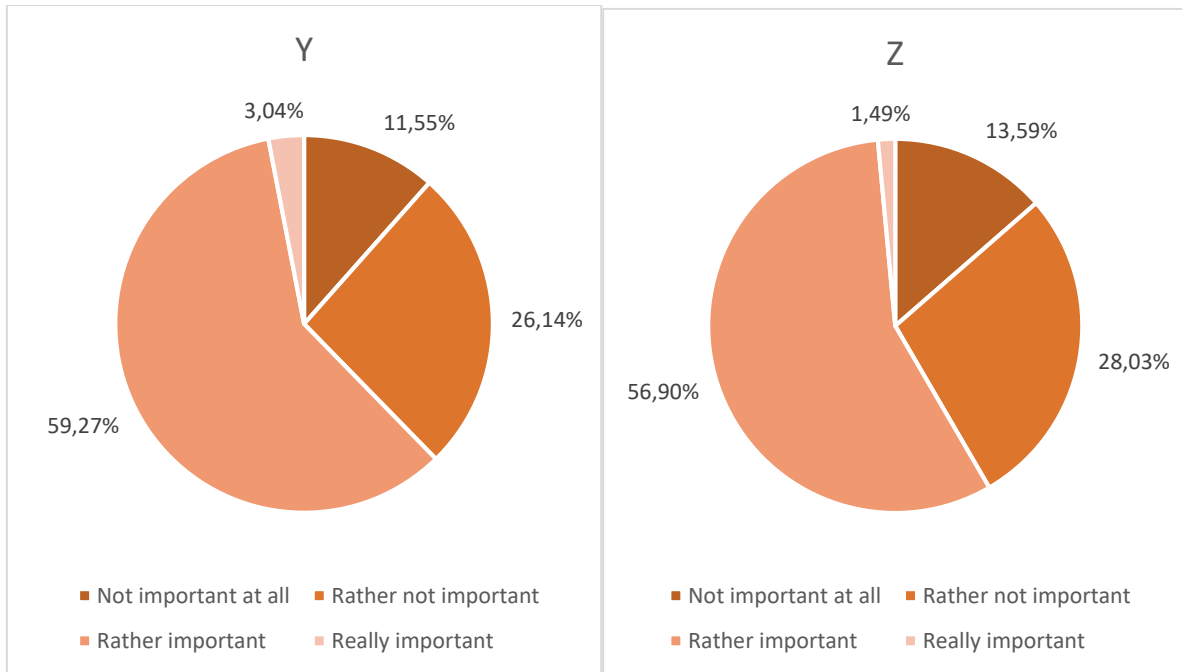
Source: Own research and editing, 2021

Last but not least, the data gathered on a nationwide scale will be analysed (Figure 18). Comparing the charts of generation Y and Z according to their answers, once again the same ranking can be observed with similar values to the previous figures.

Based on the answers, generation Y chose the options with the following frequencies: „really important” with 3.04%, “rather important” with 59.27%, “rather not important” with 26.14% and lastly “not important at all” with 11.55%.

For generation Z, the relative frequencies of the answers were the following: 1.49% chose “really important”, 56.9% chose “rather important”, 13.59% chose “not important at all” and 28.03% chose “rather not important”.

**Figure (18): The importance of trustworthiness – the valuation of nationwide participants**



Source: Own research and editing, 2021

Based on the results, the ranking of the four options in all three cases were the same, there were only slight differences in the valuation between the two generations, therefore the null hypotheses of H2a were accepted in Sopron, Győr and on a nationwide scale too.

**H2c: The different generation value the importance of expertise in case of celebrity endorsement indifferently.**

The last dimension is called expertise, which refers to the degree of experience a given celebrity has. H2c aims to discover how important the customers of different generations and different places of habitat think this dimension is.

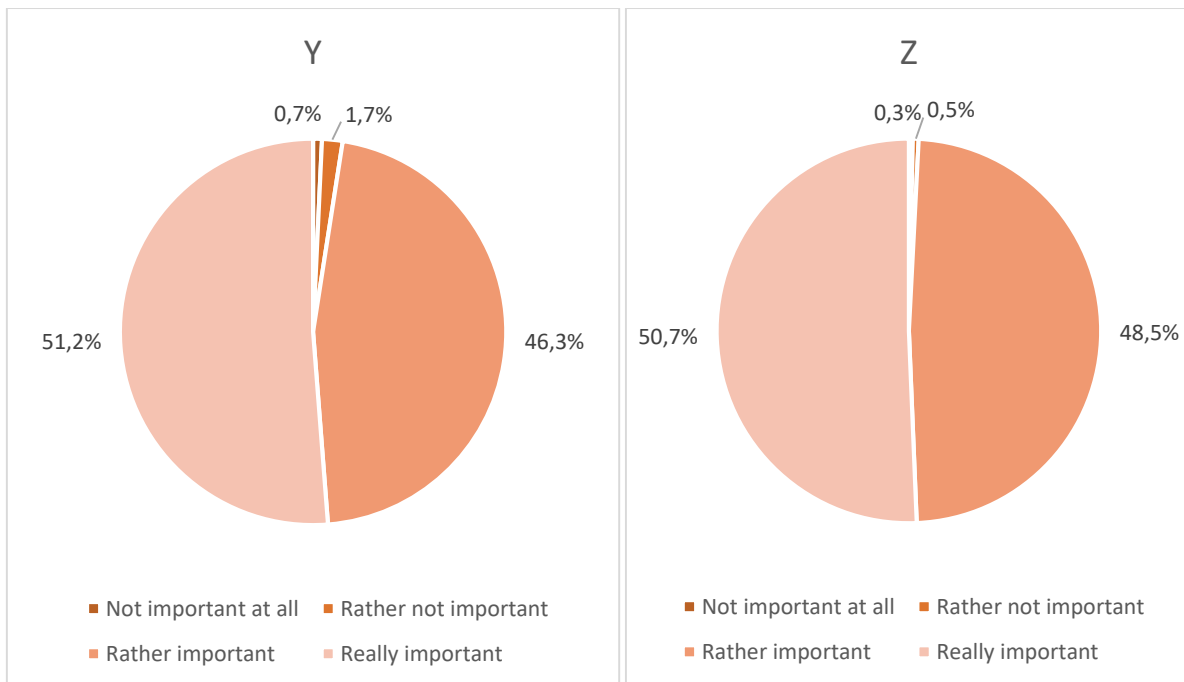
The majority of both generation Y and Z in Sopron found the expertise of a given celebrity in case of endorsement „really important”: respectively, 51.2% and 50.7% chose this option (Figure 19).

The option „rather important” proved to be the 2nd most commonly chosen answer: 46.3% (generation Y) and 48.5% (generation Z) picked this over the other ones.

The answers „rather not important” (generation Y with 1.7% and generation with 0.5%) and „not important at all” (generation Y with 0.7% and generation Z with 0.3%) were clearly the least frequently chosen options in case of both generations.



**Figure (19): The importance of expertise – the valuation of participants from Sopron**



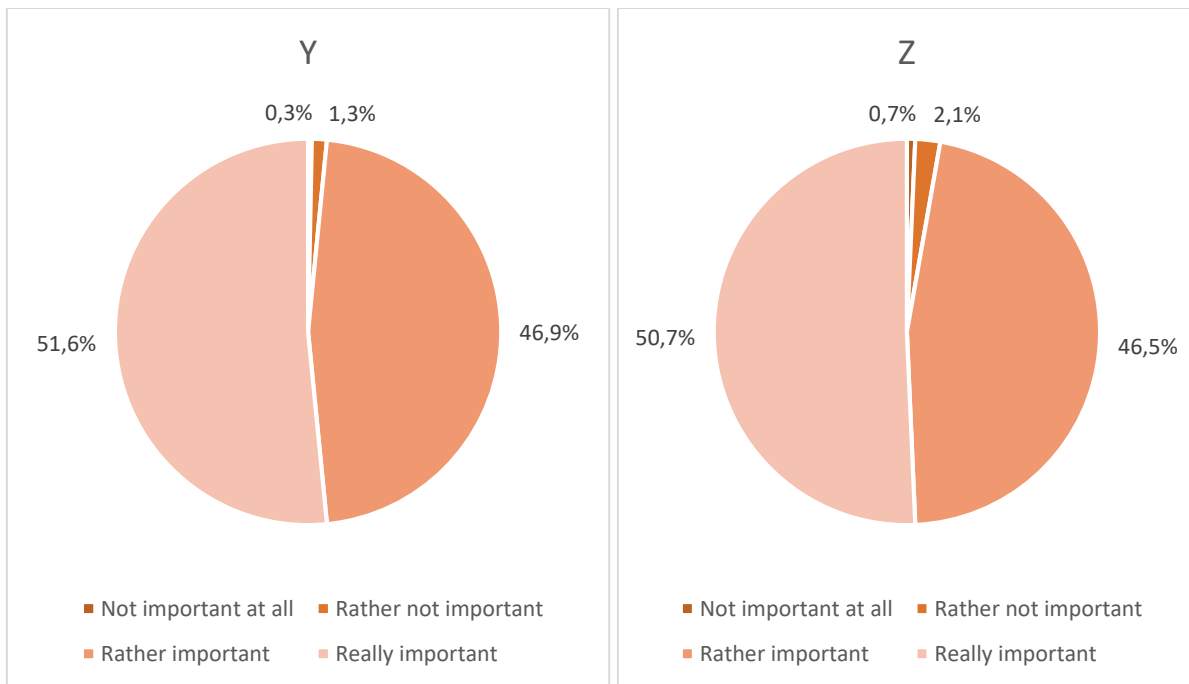
Source: Own research and editing, 2021

The charts representing the answers of Győr are very similar to the figures of Sopron (Figure 20). There were only a few people who said that expertise is either „rather not important” (1.3% for generation Y and 2.1% for generation Z) or „not important at all” (0.3% for generation Y and 0.7% for generation Z).

More than 50 % of both age groups (generation Y with 51.6% and generation Z with 50.7%) said that expertise is „really important” in case of celebrity endorsement. The 2nd most frequently chosen answer was „rather important” with 46.9% and 46.5%, respectively.

Last but not least, the data gathered through the questionnaire used on a nationwide basis was analysed (Figure 21). The option „really important” proved to be the most frequently chosen answer for both generation, however there was a slight difference compared to the data of Sopron and Győr: even though the majority of generation Y (50.2%) chose „really important”, in case of generation Z, less than 50 % of the participants (49.5%) chose this answer.

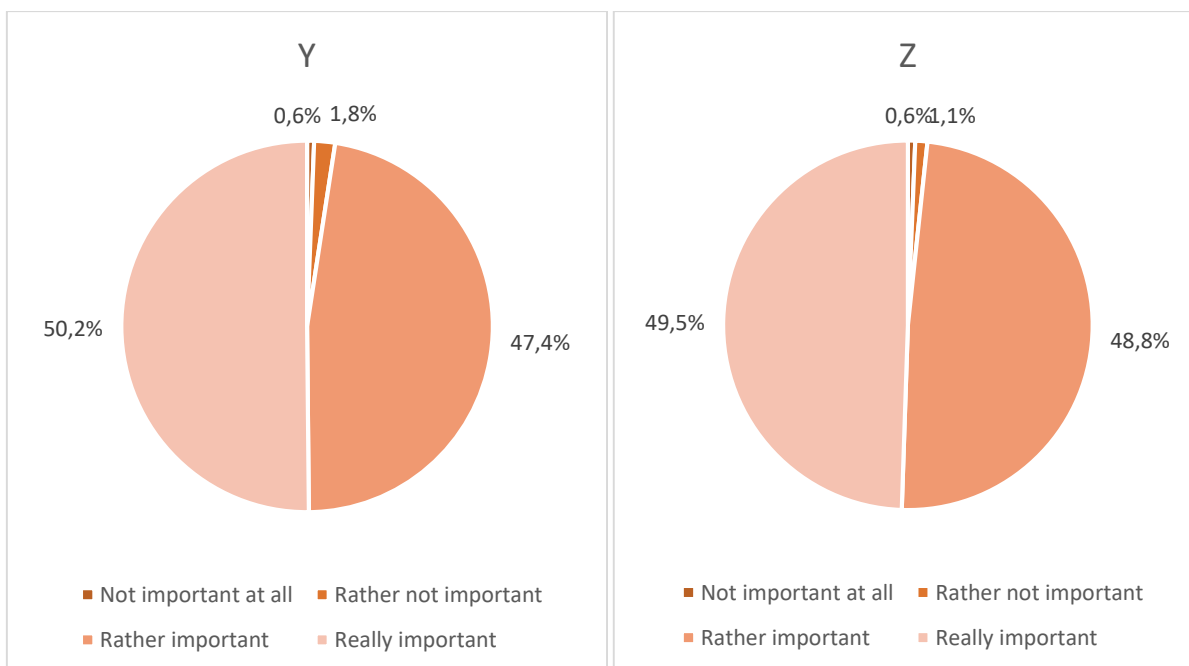
**Figure (20): The importance of expertise – the valuation of participants from Győr**



Source: Own research and editing, 2021

There are additional remarks to be made: 47.4% for generation Y and 48.8% for generation Z chose „rather important”. The option of „rather not important” were chosen by significantly less participants: 1.8% of generation Y and 1.1% of generation Z. In case of both generation Y and Z only 0.6% of the participants chose „not important at all”.

**Figure (21): The importance of expertise – the valuation of nationwide participants**



Source: Own research and editing, 2021

Based on the results, the ranking of the four options in all three cases were the same, there were only slight differences in the valuation between the two generations, therefore the null hypotheses of H2a were accepted in Sopron, Győr and on a nationwide scale too.

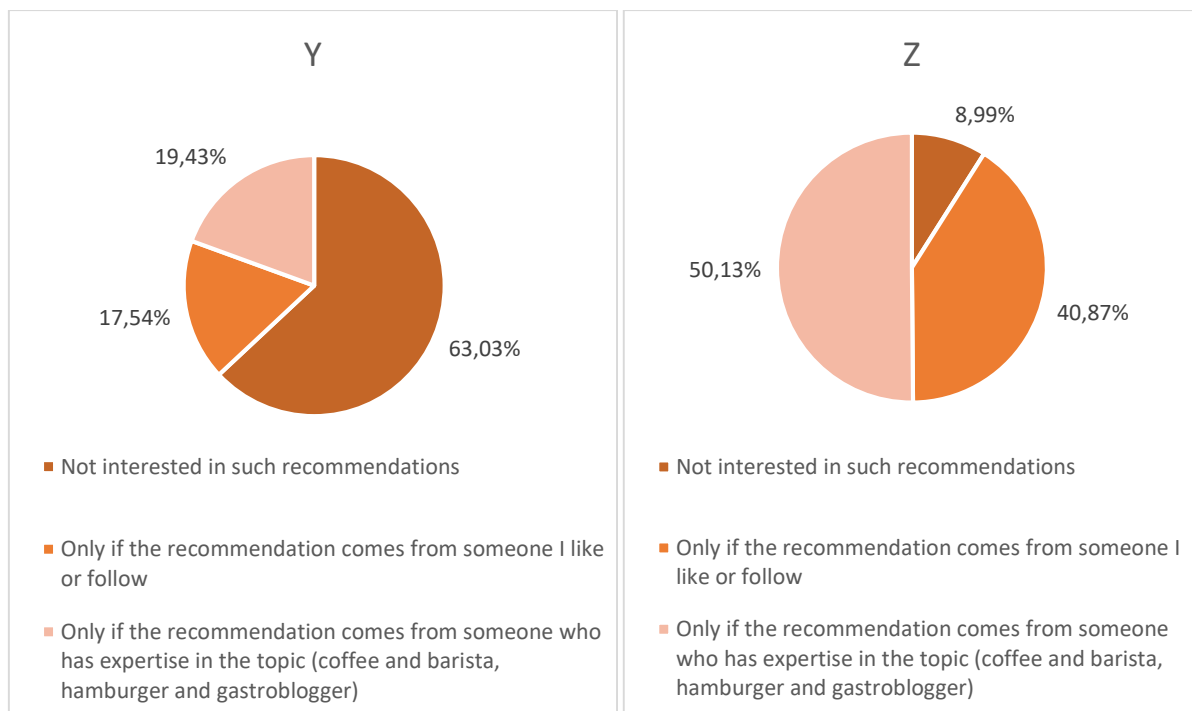
### 4.3.3 Hypothesis 3: focus on the impact of national and local influencers on purchase decisions

**H3: Generation Y and Z have the same likelihood to make a purchase decision solely based on the recommendation of national and local influencers.**

Hypothesis 3 aims to discover how effective local and national influencers are when it comes to making purchase decisions. Therefore, the following question was asked in the questionnaire:

*Question: Local catering establishments are often visited by locally known personalities and even Hungarian influencers from other cities. Did you buy or would you buy only at a particular place because it was recommended by such a person?*

*Figure (22): Interest of the generations in the recommendations of influencers*



Source: Own research and editing, 2021

Based on the secondary research on the influencing power of influencers and the analysis of the qualitative research, the following three options were given for this question: "not interested in such recommendations", "only if the recommendation comes from someone I like or follow" and "only if the recommendation comes from someone who has expertise in the topic".

There were only slight differences among the valuation of the ambassadors, celebrity endorsers and the characteristics of celebrities by the various generations in the three locations, therefore, in the case of interest in recommendations by influencers the combined data was analysed without the separation by locations (Figure 22).

The answers collected in Sopron, Győr and on a nationwide scale were put together in order to have an overall picture of generation Y and Z according to the effect influencers have on their decision-making.

The vast majority, 63.03% of generation Y is clearly not interested in the recommendation of the different influencers. The frequency of the chosen alternative answers was quite close to each other. 17.54% prefer the opinion of the influencers they either like or follow, while 19.43% would purchase based on the recommendation of an influencer who can be considered as an expert in the subject

In case of generation Z, it can be seen that they are more likely to make purchase decision based on the recommendation of an influencer. However, it must be noted that expertise (50.13%) proved to be more important than the recommendation of a person who they either like or follow (40.87%). There were only less than 10% of the participants (8.99%) who are not interested at all in the recommendation of influencers. The null hypothesis was rejected in the case of H3 since generation Z is more likely to make purchase decisions based on the recommendations of brands ambassadors. Based on the data gathered through the questionnaire it can be clearly seen that generation Y is more likely to purchase at a specific establishment based on the recommendation of an influencer.

#### 4.3.4 Hypothesis 4: focus on the importance of exclusive offers and sweepstakes from social media platforms

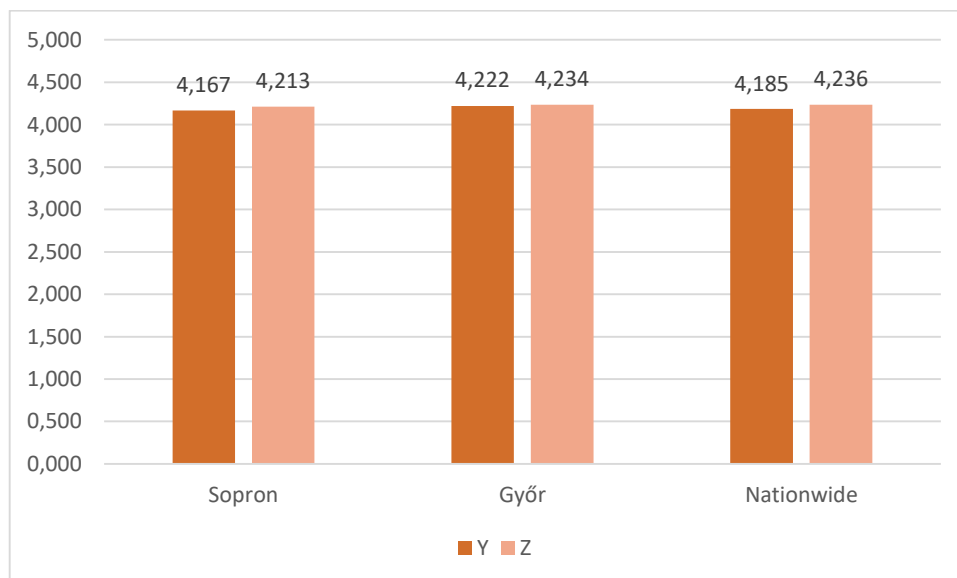
*Hypothesis 4 has 2 sub-hypotheses that aim to discover the effectiveness of the various types on content as well as to uncover how the two generations value the importance of the exclusive offers and sweepstakes on social media.*

**H4a: Both generations are equally interested in seeing exclusive offers and sweepstakes on social media.**

Hypothesis 4a focuses on the valuation of sweepstakes and exclusive offers on social media by generation Y and Z.

People in the questionnaire were asked to express their feeling on a Likert scale between 1 and 5. Participants were grouped by their age and the data from the three separate questionnaire have been put together into the following chart (Figure 23).

*Figure (23): Valuation of exclusive offers and sweepstakes by the generations (mean values)*



Source: Own research and editing, 2021

Based on the data gathered through the 3 questionnaire it can be seen that there is only a slight variation in case of the average values of each category. However, it must be noted that in all three categories generation Y values were smaller compared to the averages in the case of generation Z.

In case of Sopron, the average value of generation Y was 4.167 and of generation Z was 4.213. However, in the case of participants from Győr, the results show higher average values: generation Y with 4.222 and Z with 4.234. Lastly, on a nationwide scale, the research resulted in values of 4.185 and 4.236, respectively.

When it comes to the comparison of participants from both generations in the three categories, the following table was created in order to discover whether there is a significant difference in case of any of the three questions.

Independent samples t-test (Table 18) was used in order to compare the datasets. Based on the values of Levene's test for equality of variances and the values in the column of the 2-tailed significance test it can be concluded that – due to the fact that all these values are higher than both 0.05 and 0.01 – the valuation and the opinion of the two generations are not significantly different in any of the three cases.

*Table (18): Independent samples t-test for exclusive offers and sweepstakes*

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Sopron	0.892	0.345	0.816	1018	0.415	0.046	0.056	-0.064	0.156
			0.813	854.275	0,417	0.046	0.056	-0.065	0.157
Győr	0.004	0.947	0.187	750	0.852	0.012	0.064	-0.113	0.137
			0.187	686.359	0.852	0.012	0.064	-0.113	0.137
Nationwide	0.236	0.627	0.802	798	0.423	0.050	0.063	-0.073	0.173
			0.802	699.229	0.423	0.050	0.063	-0.073	0.173

Source: Own research and editing (SPSS analysis), 2021

Therefore, based on the results, the null hypothesis was accepted in all three cases: both generations are equally interested in seeing exclusive offers and sweepstakes on social media in Sopron, Győr and on a nationwide scale.

**H4b: Generation Y and Z have the same likelihood to follow an establishment on social media only for the purpose of receiving exclusive offers and participating in sweepstakes.**

The 2<sup>nd</sup> sub-hypothesis aims to find out how great of an incentive a sweepstake or an exclusive content is when it comes to motivating users to follow establishments on a specific platform.

In order to discover whether the 2 generations would follow an establishment on social media solely for the purpose of receiving such content, the following questions was asked in the questionnaire:

***“Would you follow a catering establishment on a social media platform just to come across such sweepstakes and exclusive discounts and offers?”***

Participants had 4 options to choose from. The number of each answers in the different cases are listed in Table (19) below:

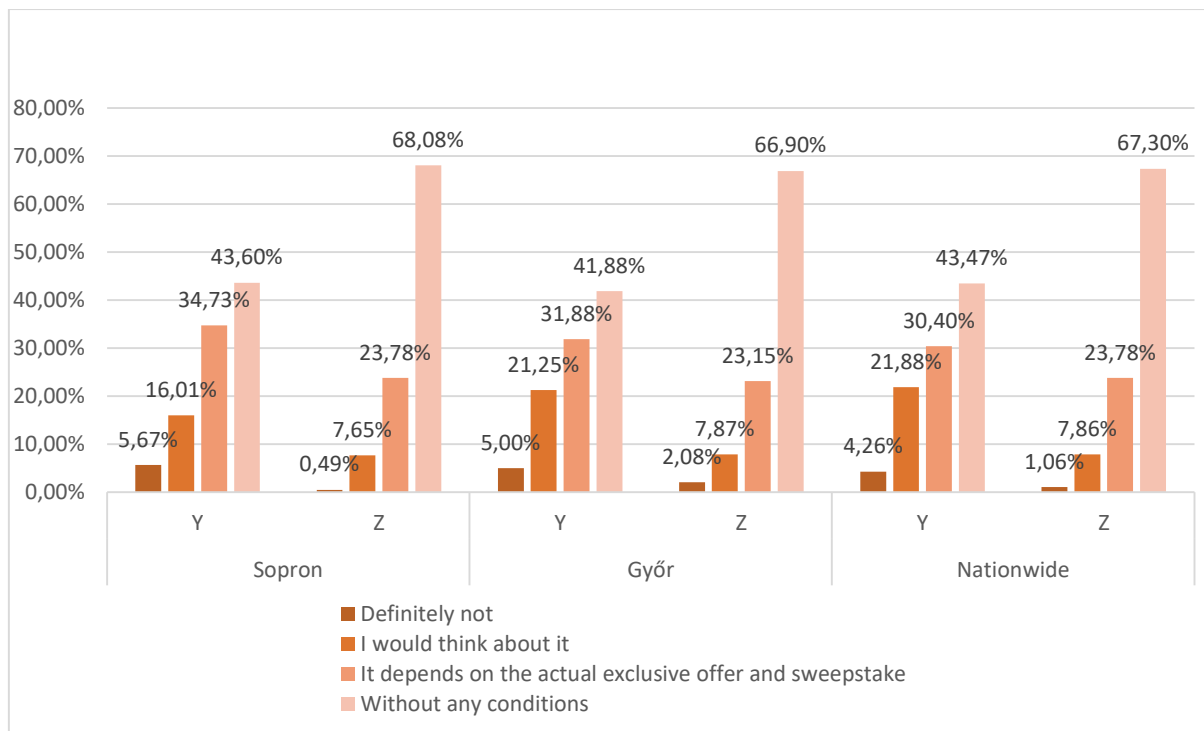
*Table (19): Motivational value of sweepstakes and exclusive discounts and offers in case of following a catering establishment*

	Sopron		Győr		Nationwide	
	Y	Z	Y	Z	Y	Z
<b>Definitely not</b>	23	3	16	9	14	5
<b>I would think about it</b>	65	47	70	34	72	37
<b>It depends on the actual exclusive offer or sweepstake</b>	141	146	102	100	100	112
<b>Without any conditions</b>	177	418	132	289	143	317

Source: Own research and editing, 2021

Based on the table above it can be seen that there are differences in the numbers of the specific answers by the different generations and the questionnaire the data gathered.

**Figure (24): Comparison of the motivational for sweepstakes and exclusive discounts and offers**



Source: Own research and editing, 2021

The numbers of the table were converted into relative percentages of the total answers of each respective category (Figure 24).

Even though the most commonly chosen option in each of the category was the “without any conditions” and the ranking of the other answers were exactly the same, there are some comments that have to be made based on the bar chart.

In case of generation Y, a significant group of the participants with 43.60% in Sopron, 41.88% in Győr and 43.47% on the nationwide scale would follow an establishment in order to receive exclusive offers and sweepstakes without any conditions. Between 30.40% and 34.73% said that the action would depend what the actual content is.

A smaller group of people (16.01% in Sopron, 21.25 % in Győr and 21.88 of the nationwide questionnaire) said that they would consider following an establishment in such case. The least popular answer was “definitely not”: the relative share of this option was only 5.67%, 5% and 4.26%.



The most popular answer for generation Z in case of each questionnaires was also “without any conditions”, however there is a significant difference between the relative shares of this option in each category in comparison to generation Y: from Sopron 68.08%, from Győr 66.90% and from the nationwide study 67.30% chose this answer. In case of generation Z “it depends on the actual exclusive offer and sweepstake” was the 2<sup>nd</sup> most popular option with 23.78%, 23.15% and 23.78% relative shares of participants in their respective categories.

Similarly, there was also a small variation in the percentage values in the case of “I would think about it” with shares of 7.65%, 7.87 % and 7.86 %. Finally, “definitely not” proved to be the least popular option in case of generation Z with values as little as 0.49 %, 2.08 % and 1.06 % compared to the total number of participants in their categories.

Based on the results, the hypothesis can be rejected since generation Y is more likely to follow an establishment on social media only for the purpose of receiving exclusive offers and participating in sweepstakes.

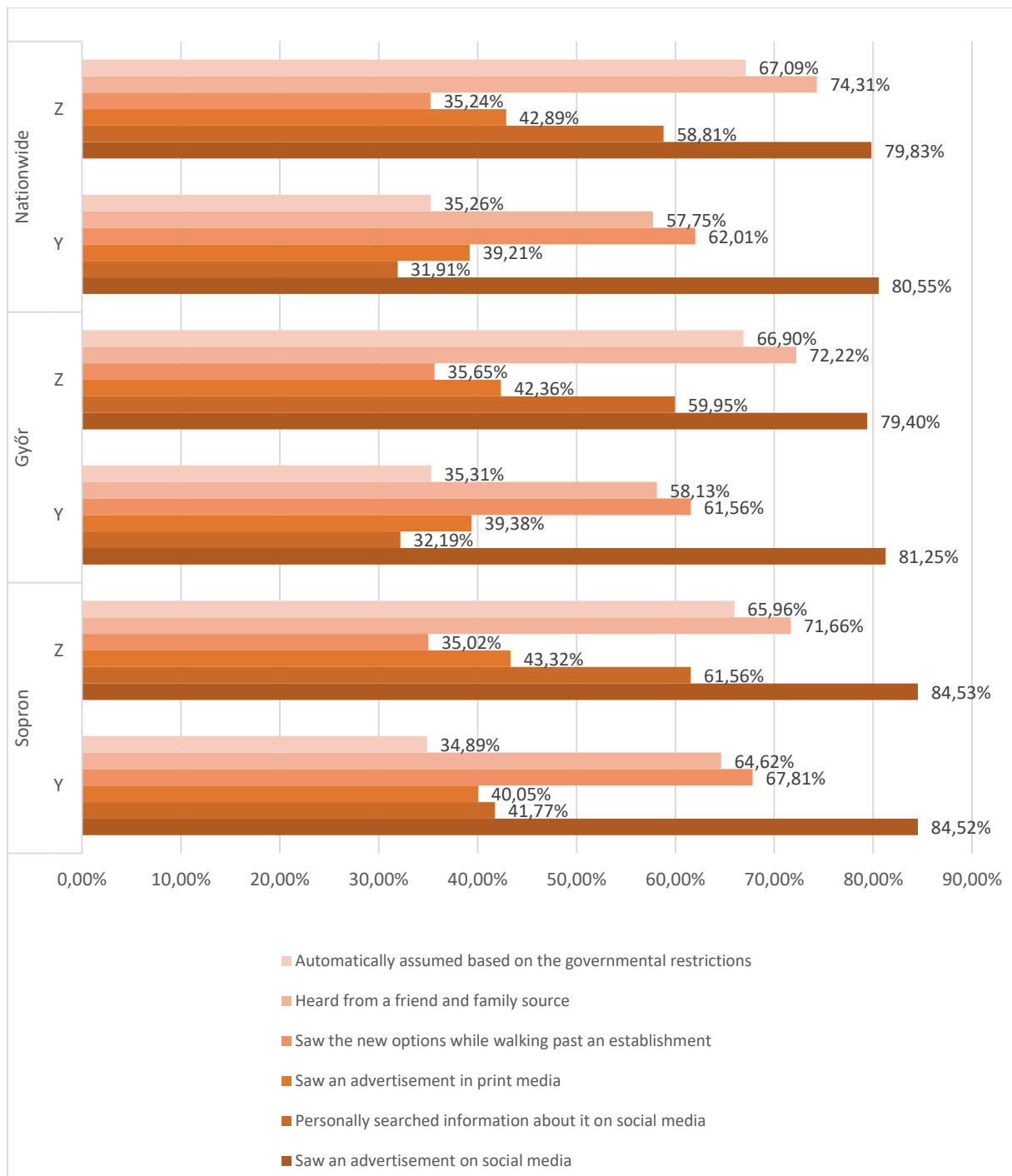
#### **4.3.5 Hypothesis 5: focus on the importance of social media in terms of marketing communication activities**

*Hypothesis 5 has 2 sub-hypotheses that aim to discover the importance of social media when it comes to receiving information and being reached the most effectively.*

**H5a: Social media was the most important source of information for both generations when establishments offered take-away and delivery options after shutting down.**

The participants of the questionnaire had the opportunity to select multiple options from the six different answers provided to them. Based on the total number of participants in each of the categories, the relative frequencies of the 6 possible options were calculated and are compared in Figure (25).

**Figure (25): Information source for changes in service during the pandemic**



Source: Own research and editing, 2021

According to the figure above, advertisements on social media proved to be the most frequently chosen answer by far, with the relative frequencies in each categories being between 79.40% and 84.52%. However, there were notable differences in the percentage values of the other options.

Based on the frequency of answers, the ranking of the options was quite different for the two generations. For generation Y, in all three cases seeing the new options of consumption whilst walking past an establishment proved to be the second most commonly chosen answer (67.81% in Sopron, 61.55% in Győr and 62.01% on the nationwide scale). This option was selected quite rarely in case of generation Z: in all three cases it barely surpassed the 35% mark.

According to the table, friends and family members are considered as one of the primary sources of information: in case of generation Y this option ranked in the third place (64.62% in Sopron, 58.13% in Győr and 57.75% on the nationwide scale), for generation Z in the second place (71.66% in Sopron, 72.22% in Győr and 74.31% on the nationwide scale).

In case of the option which relates to the automatic assumption based on the governmental restriction, a significant number of generation Z participant picked it. As a matter of fact, it was ranked as the third most popular option (65.96% for Sopron, 66.90% in Győr and 67.09% on the nationwide scale). It also must be noted that this option was the least frequently chosen answer in case of generation Y with percentage values of 34.89, 35.31 and 35.26.

Print media is considered as a relatively unpopular source of information for both generation: in all three cases it only achieved percentage values between 39.38 and 43.32.

Participants also had the option to choose “personally searched information about it on social media”. Based on the table it can be said a larger group of generation Z looked for information on the topic on social media: 61.56% in Sopron, 59.95% in Győr and 58.81% on the nationwide scale chose this option. However, in case of generation Y, a considerably smaller group selected this answer with percentage values of 41.77, 32.19 and 31.91. Based on results, the H5a was accepted: social media proved to be the most important source of information when establishments offered take-away and delivery options after shutting down due to the outbreak of the COVID-19 epidemic.

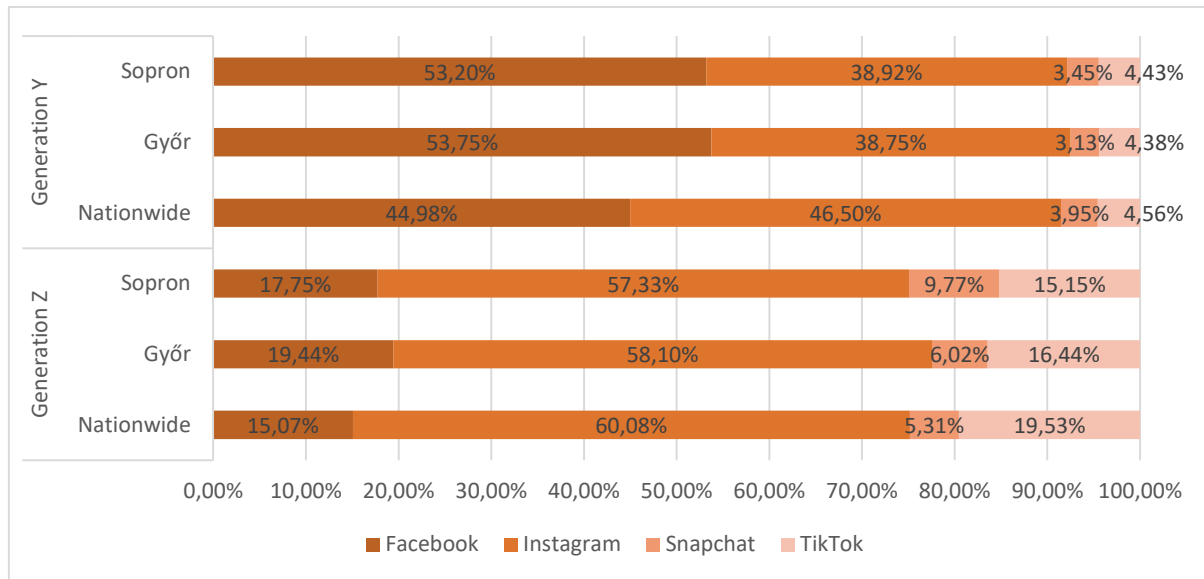
#### **H5b: The two generations can be reached by the establishments through different channels.**

Besides measuring the relative importance of social media in case of receiving information on recent topics, hypothesis 5 also aims to discover which platforms should be used in order to reach out and getting in touch with the different generations. In order to discover, the following question was asked in the questionnaire:

**Question: Restaurants and caterers often announce new, seasonal products or promotions on social media platforms. Which platform do you use the most often, where would they reach you the fastest?**

Participants were asked to select one of the following options: Facebook, Instagram, Snapchat, TikTok (Figure 26).

**Figure (26): Main social media platform for information**



Source: Own research and editing, 2021

For generation Y, in case of Sopron and Győr, Facebook proved to be the most commonly chosen platform with 53.20% and 53.75%. However, on the nationwide scale, Instagram was the most frequently chosen answer with 46.50%, while the largest platform was only selected by 44.98% of the participants. Both Snapchat and TikTok are considered as the least popular platforms with values less than 5%.

When it comes to generation Z, Instagram was selected the most frequently in all three cases with percentage values of 57.33, 58.10 and 60.08. In case of Sopron and Győr, Facebook ranks in the second place before Snapchat and TikTok, however, on the nationwide scale, TikTok proved to be the second most commonly chosen answer with 19.53%, while Facebook reached only 15.07%. Based on the results, H5b was accepted: generation Y and Z prefer different social media platforms.

## 5. Discussion of research results and conclusion

Even though the different generations have different characteristics, most of them use some kind of social media. According to age, the two generations are close to each other, however, their habits are significantly different: while Millennials tend to stick to the already known practices and use Facebook the most often, Generation Z is simply more open to new alternatives and looking for Facebook substitutes. Moreover, the fact that younger people are more familiar with Snapchat and TikTok also supports the theory that they find trends more significant. Through the analysis of the foreign and local practices of cafés and bistros it has been seen that even though there are successful strategies and means of social media marketing, it is difficult to address multiple generations with the same content. Even though the older generation is less open for using new platforms in general, both the literature review and the primary research pointed out the high significance of establishing multi-platform social media campaigns.

Facebook is the network that allows companies to reach masses and most importantly, the majority of generation Y, who require clean news feed and informative contents. Even though Generation Z is present on Facebook and shows more interaction than Millennials, they require a multi-platform strategy to be pleased. The majority of younger people prefer Instagram, Snapchat and TikTok over Facebook. These platforms would allow companies to reach the younger audience more successfully. Since these networks are mainly used by Generation Z, the establishments of marketing campaigns on these platforms are less complicated than in the case of Facebook.

Based on the findings of the study, along with Facebook and Instagram accounts the establishment of a Snapchat and TikTok account is highly recommended: it allows any companies to reach more customers, mainly younger generations and to complement the social media strategies with new, creative and unconventional practices that could result in even higher success. The objective of the in-depth interviews was to understand the feelings and opinions of the participants towards the main topics of the research: social media as a source of information, brand ambassadors and celebrities, the effects of exclusive offers and sweepstakes on consumer behaviour. There are considerable differences in the use of social media between the two generations.

In general, Generation Z uses more platform. Even though that Facebook is the most popular one when it comes to following certain people, companies or establishments, according to the younger interviewees, local establishments, compared to foreign businesses, have weaker presences on social media, meaning that there are only a small number of them to be found on Instagram or Snapchat, none of them has a TikTok account during the time span of the research. Millennials tend to follow significantly fewer places on social media and the main reason for “liking” a page is mainly to be informed about the opening hours, current offers and weekly menu plans. These types of information are clearly less important for Generation Z: even though some of the mentioned social media as an information source, they clearly prefer promotions, product and event announcements, discounts and sweepstakes over the ones mentioned by Millennials and, for some of them, a good experience can simply serve as a reason for “liking” the page of a company.

Special announcements and exclusive content are not enough motivation for Millennials to install or register an account on a new platform, just to follow their favourite cafés. Generation Z is definitely more open for new social networks: even though some of them do not like Twitter in general and uninstalled Snapchat after a few weeks of usage, they would definitely register an account in order to get in touch with the local establishments. As for the main reason, they mentioned exclusive offers, early announcements, but the most popular contents would definitely be discounts, coupons and sweepstakes - in the group of Millennials, there was only one person who would consider registering an account for these reasons. In order to reach them with the latest offers and new announcements as soon as possible, the two generations prefer different platforms. Generation Z claims that Instagram and Snapchat are the most effective way for this purpose. Millennials believe that Facebook is the best choice: the reason for their answer is basically that this is the platform they use the most frequently.

Even though the different social media platforms offer a wide range of possible sweepstakes, it was clearly seen that Millennials are less interested in them. The older generation simply finds them either annoying or useless, and even though some of them used to participate in different types of sweepstakes, their behaviours have changed and motivation has decreased with their age. The interviewees of Generation Z are much more likely to participate in social media sweepstakes, however, some of them – possibly the older ones – need more motivation or more creative ways in order to be willing to enter. In general, Facebook sweepstakes are seen the most frequently.

Based on the interviews, even though some of the younger people find the annoying, having the possibility of winning a charming price is a good motivation to “like and share” different content. Millennials are more difficult to please and see no reason to participate: they simply dislike the fact that these are public, meaning that all their friends can see them. Even though some people of Generation Y actively use Instagram, they rarely participate or see the “niche hashtag” contests. Generation Z is more aware of this possibility, but isn’t satisfied with the current availability in the local area: simply put, they want more of them. When it comes to Snapchat, there were more positive opinions from the younger generation. There was only one Millennial user of Snapchat, who, in fact, found the platform-specific sweepstakes creative and in case of a charming price, she would participate. These Snapchat sweepstakes were clearly more popular among Generation Z: the majority found them not only attractive, but they already imagined themselves following the instructions with their friends in order to have a chance of winning something. There was only one person who wouldn’t be interested in these contests.

When it comes to Snapchat, there were more positive opinions from the younger generation. There was only one Millennial user of Snapchat, who, in fact, found the platform-specific sweepstakes creative and in case of a charming price, she would participate. These Snapchat sweepstakes were clearly more popular among Generation Z: the majority found them not only attractive, but they already imagined themselves following the instructions with their friends in order to have a chance of winning something. There was only one person who wouldn’t be interested in these contests. In general, Generation Z has more of a positive feeling towards ambassadors: the majority find them appealing, entertaining and in some cases practical as well, however, in some cases, there should be a “fit” between the company or product and the ambassador. Generation Y does not give too much credit to brand ambassadors: the majority either finds them not attractive or due to the fact that they are paid, they simply cannot trust in them. It was clearly seen, that Generation Z, in general, follows many different kinds of vloggers from around the world. When it comes to finding an ambassador or partner for local cafés, they would prefer national vloggers and YouTubers over local celebrities. For this purpose, they would big an attractive person, but in their opinion, there is either no need for them or they wouldn’t have an impact on their judgement of an establishment. The focus group discussion aimed to discover the effects of celebrities and brand ambassadors on consumer behaviour and whether these co-operations can alter the purchase decision without establishing a connection between the brand or product and the person advertising them.

The secondary research suggests that there is no need for a “fit” between endorser and product when the endorser matches either one or more elements of credibility and is able to create cognitive dissonance, thereby making the customers want to purchase a product which they currently do not own or do not need. Cognitive dissonance is a psychological state of mind: it rises when a person has conflicting ideas or opinions (Festinger, 1970).

These advertisements do not deliver the images that people want and do not create any emotional connection: “cognitive dissonance adds the elements of guilt, regret, anxiety, or dereliction” (McKay, 2008). This is how it could result in the customers having cognitive dissonance: they feel incomplete and when they evaluate the available alternatives identified in the decision making process, they might give higher priority to such products. When cognitive dissonance reaches a certain level, customers want to decrease this feeling and confliction: consumers believe that purchasing a certain product can help them, make them feel better and increase their self-confidence. It has already been stated, that in the case of fashion or perfumes attractiveness is highly influential. The results of the focus group discussion can perfectly prove it: products licensed or endorsed by celebrities can successfully create dissonance and the need for the product.

Advertisements do not necessarily have to be aimed at the people who use the product: it is more important to influence the purchasers of the products and create incompleteness: Old Spice is a great example where the commercial raises cognitive dissonance in the mind of the women who buy the products for their partners. Although the advertisement might be funny and entertaining, it is not credible at all and presents an unbelievably, overly masculine character, and successfully creates a need for the product in the women: the majority of participants of the focus group said that they always buy this product. The focus group discussion suggests that both generations have a certain degree of trust in influencers and opinion leaders who they are feeling more familiar with and given the fact that influencers appear to more ordinary in comparison to international and national celebrities, they have a higher success rate when it comes to altering consumer perceptions with their reviews and recommendations. The three dimensions of credibility (attractiveness, trustworthiness and expertise) were highly valued by participants, especially where there is no “fit” between product and endorser: higher credibility always results in higher effectiveness (Sternthal et al., 1978), especially when the celebrity matches the dimensions of trustworthiness and expertise (Miciak et al., 1994).



The importance of the different dimensions can be also ranked after the focus group discussion was concluded. Based on the answers and feeling gathered from the participants, attractiveness and expertise proved to be the two most important dimensions when it comes to celebrity endorsement. Credibility or trustworthiness did not appear to be an important value according to the discussion. The questionnaire aimed to increase the overall added value of the research by additional statistical analyses for each of the hypotheses. Based on the answers it can be stated that both generation Y and generation Z are similarly aware of the positive effects of celebrities on the popularity and the profitability of the various brand. Celebrity endorsement in general is considered more eye-catching for generation Z and having an endorser associated with either a brand or product is slightly more important for the younger participants. However, the results of the independent samples t-test analyses suggest that this difference is not statistically significant.

The pandemic had an enormous effect on many of the different industries and sectors. Hospitality, catering and the food and beverage establishments and businesses felt the negative effect to a higher extent: due to governmental regulations they either changed their practices or took extreme measure and were forced to close entirely. Along with the changes in the practices, consumers were also influenced to alter their behavioural patterns. When all the establishments were forced to shut down, some of them were still able to offer food and drink items with take-away or delivery options. Businesses used different methods to make sure that people are aware of these options and are still able to purchase their offerings.

Advertisements on social media proved to be the most reliable source for both generations. For generation Y, in all three cases seeing the new options of consumption whilst walking past an establishment was the second most commonly chosen answer, while this option was selected quite rarely in case of generation Z. Participants also had the option to choose “personally searched information about it on social media”: a larger group of generation Z looked for information on the topic on social media, while in case of generation Y, a considerably smaller group selected this answer. Friends and family members are considered as one of the primary sources of information for both generations. In case of the option which relates to the automatic assumption based on the governmental restriction, a significant number of generation Z participant picked it. It also must be noted that this option was the least frequently chosen answer in case of generation Y. Print media is considered as a relatively unpopular source of information for both generations.

Besides measuring the relative importance of social media in case of receiving information on recent topics such as changes in business practices, the research also aimed to discover which platforms should be used in order to reach out and getting in touch with the different generations. The findings were once again reaffirmed by the results of the questionnaire: it can be concluded that having a multi-platform presence on social media is necessary also for food and beverage establishments. Younger generations are not only open for new alternatives but also more likely to switch from the traditional channels such as Facebook to new, trendy alternatives. Therefore, it would be advantageous also for Hungarian companies and create account also on other platforms than Facebook.

After the analysis of the relevant literatures, 5 hypotheses and 5 additional sub-hypotheses were established. Based on the results of the primary researches, Table (20) aims to summarise which of them were either accepted or rejected.

*Table (20): Results of the hypotheses testing*

<b>Number</b>	<b>Description</b>	<b>Result</b>
<b>H1a</b>	Generation Y and Z are equally interested in seeing brand ambassadors in advertisements.	Accepted
<b>H1b</b>	The generation Y and Z can be classified by their interest in brand ambassadors the same way.	Accepted
<b>H2a</b>	Generation Y and Z value the importance of attractiveness in case of celebrity endorsement in the same way.	Accepted
<b>H2b</b>	Generation Y and Z value the importance of trustworthiness in case of celebrity endorsement in the same way.	Accepted
<b>H2c</b>	Generation Y and Z value the importance of expertise in case of celebrity endorsement in the same way.	Accepted
<b>H3</b>	Both generation Y and Z have the same likelihood to make purchase decisions solely based on the recommendation of national and local influencers.	Rejected
<b>H4a</b>	Generation Y and Z are equally interested in being addressed by exclusive offers and sweepstakes on social media.	Accepted
<b>H4b</b>	Generation Y and Z have the same likelihood to follow a catering establishment on social media only for the purpose of receiving exclusive offers and participating in sweepstakes.	Rejected
<b>H5a</b>	Social media was the most important source of information for both generation Y and Z when establishments offered take-away and delivery options after shutting down	Accepted
<b>H5b</b>	Generation Y and Z can be reached by the establishments through different channels.	Accepted

Source: Own research and editing

## 6. New scientific results and future research

### 6.1 Scientific contribution

The findings of the research have been classified into six scientific outcomes.

#### **Scientific outcome 1: The different generations value the importance of the three dimensions of a credibility in case of celebrity endorsement differently**

It is clearly seen that in some special cases the strong relationship established between endorser and product can have a stronger effect on consumers: the professional or the endorser who has expertise is more likely to influence the consumers.

However, in general cases, there is no need for the “fit”: the three dimensions of the celebrities (attractiveness, trustworthiness and expertise) are more important: the companies must choose the right celebrity with the right attributes to influence the consumers. According to the results of the questionnaire, it can be stated that there are slight differences in the valuation of the three credibility dimensions by the two generations. However, the difference is considerably more prominent in the case of the attractiveness dimensions.

*Table 21: Importance of the different dimensions of celebrities for generation Y and Z*

	Attractive		Trustworthy		Expertise	
	Y	Z	Y	Z	Y	Z
<b>Not important at all</b>	23.70%	24.52%	11.66%	11.67%	0.57%	0.53%
<b>Rather not important</b>	4.17%	4.15%	25.21%	26.43%	1.61%	1.12%
<b>Rather important</b>	29.95%	24.79%	60.66%	60.25%	46.82%	48.06%
<b>Really important</b>	42.18%	46.54%	2.46%	1.65%	51.00%	50.30%

Source: Own research and editing, 2021

#### **Scientific outcome 2: Out of the three dimensions, expertise is considered as the most influential by both generations**

According to the accumulated responses of the answers gathered in Sopron, in Győr and on a nationwide scale, the results of the questionnaire suggest that expertise is the most important dimension for both generations: more than 99% of the participants of generation Y and 98% of generation Z from all three combined questionnaires chose either the “really important” or the “rather important” options.

### **Scientific outcome 3: Celebrities do not necessary have to fit the brand or product they endorse in case the consumer experiencing cognitive dissonance**

It is clearly seen that celebrities have a compelling power and are able to easily influence the consumers even if they do not “fit” a certain product and/or brand. Due to the fact that no one has full control over the information that reaches him or her, the dissonance, inconsistency can easily occur. As well as establishing a great relationship, a “fit” between endorser and product is an excellent way to influence the decision making process of the customers: it is possible to succeed with an advertisement presented by a celebrity who has absolutely nothing in common with the good he or she endorses.

Celebrities can easily create cognitive dissonance even if the celebrity does not “fit” the brand or product: being attractive, trustworthy or having expertise is more highly valued in such cases. The results from both the questionnaire and the focus group discussion show that a celebrity who matches either one or more dimensions can have a stronger effect on the purchasing decision, especially when a unique concept or situation is created. In the case of fashion, clothing or perfumes attractiveness is highly influential. The role of cognitive dissonance is important in such cases: the customer compares his or her current self-image with the image of the endorser, begins to feel uncomfortable, imperfect and incomplete – this is when dissonance rises. In order to reduce this dissonance and to become similar to the character in the advertisement he/she purchases and uses the product which makes him/her feel better.

### **Scientific outcome 4: Generation Y is more likely to purchase at a specific establishment based on the recommendation of an influencer, especially with higher expertise in the subject.**

Based on the results of the primary research it can be stated that the majority (63,03 %) of generation Y is not interested in the recommendation of the different influencers. However, in the case of generation Z, it can be concluded that they are more likely to make purchase decision based on the recommendation of an influencer – only 8,99 % of all the participants said that they are not interested in the recommendations. However, it must also be noted that expertise proved to be more important than the recommendation of a person who they either like of follow.

**Scientific outcome 5: Both generations are equally interested in seeing exclusive offers and sweepstakes on social media, however, generation Y is more likely to follow an establishment on social media only for the purpose of receiving exclusive offers and participating in sweepstakes**

When it comes to the effects of sweepstakes and other exclusive offers on social media, both generations are interested in seeing them on the various platforms and they value these contents considerably highly. However, when it comes to following a catering establishment on a social media platform just to come across such sweepstakes and exclusive discounts and offers, the answers gathered from the two generations are greatly different. Even though in all four cases the answer “definitely not” was proved to be the least popular, there are notable differences between the two generation.

More than the two-third of generation Z chose “without any conditions” in all three locations. In addition, after accumulating all the answers from all three, 67,5% of the participants of generation Z would gladly follow any catering establishments only for the purpose of receiving exclusive offers or to participate in sweepstakes.

**Scientific outcome 6: Social media was the most important source of information for both generations when establishments offered take-away and delivery options after shutting down during the COVID-19 pandemic, however the two generations can be reached by the establishments through different channels**

Advertisements on social media proved to be the most reliable source for both generations either by coming across with a social media advertisement or by personally searching information about the changes based on the restrictions on social media.

However, the channel itself they used for receiving information about these changes were quite different. Even though the different alternatives to Facebook are becoming popular for generation Y, the largest platform still remains the most prevailing source of information for them. However, in the case of generation Y, Instagram has become the commonly used platform in pursuit of information.

**Scientific outcome 7: The model of “*Influencing factors of providers and receivers of service and their impact on the service process of hospitality*” was created.**

The careful examination of the various scientific sources and additional literature, with the additional finding of the primary research allowed the researcher to create a model representing a wide range of factors that influence the service provider and the customer receiving the service, with an additional focus on the presentation of the impacts on the basic service process of hospitality (Figure 27). The arrows represent the relationship between the elements and shows where the two parties of the service – the provider and the receiver – are connected to each other.

In the middle of the model is the hospitality service process and the three consecutive steps: condition of creation, process of fulfilment and customer experience. Based on the secondary research it can be stated that the first step solely connects to the service provider, while the way how the customer experiences and rates the service at the end only depends on them. However, the model also emphasises that the step of process of fulfilment allows both sides to take part together.

On the side of the provider of the service, the main three groups of elements can be found. The service itself highly depends on the nature and type of the establishment, as commercial catering units have different capabilities and also overall goals than workplace businesses. Besides the category of the given establishment, it must also be taken into account that businesses can have a wide range of available capital and assets, as well as physical and human resources, both in the frontline and in the backline of the operations. Lastly, the social media marketing was listed as influencing factors on the side of the service provider. It is essential to understand how its elements and activities must be carefully coordinated, in which UGC (user generated content) plays a significant role. When it comes to the various activities, even though they are planned and implemented by the business itself, some of them highly depend on the involvement of the customers, namely the engaging and the interaction activities. Along with the customer, the influencers represent valuable assets to the businesses, as they are able to effectively affect the purchase decisions of the current and potential customers.

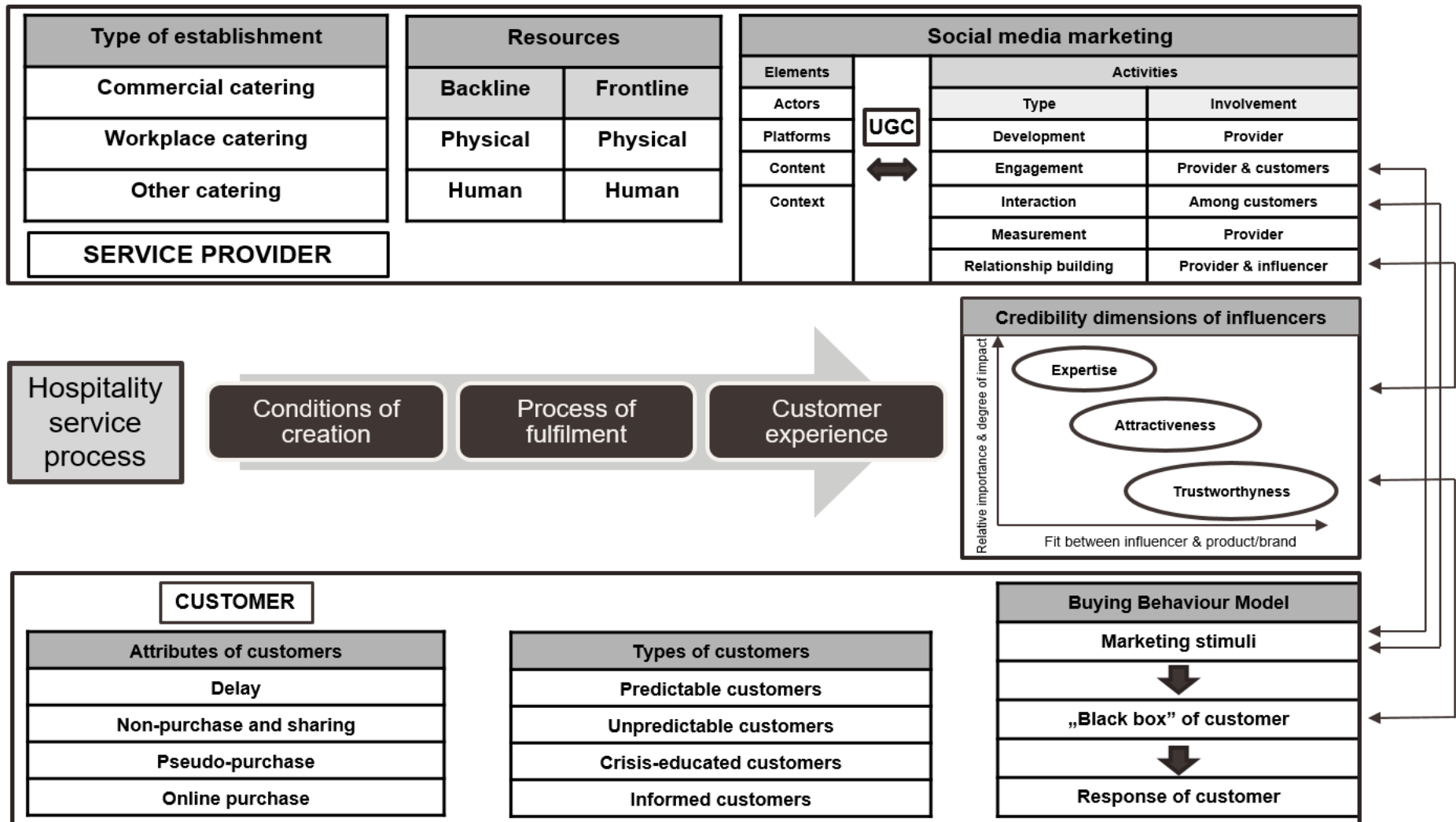
When it comes to influencer or, in fact, brand ambassadors or celebrity endorsers, having a strong connection established between the representing person and the brand or product is considered vital by customers. However, the credibility dimensions must also be mentioned.

The secondary research served as a solid base and the finding of the primary research led to the conclusion that even though all three elements (attractiveness, trustworthiness, expertise) are considered important in case of the credibility of anyone representing or promoting a given company, however, a person with a higher expertise and experience with a product category are viewed the most credible by the researched generations – especially when there is only a small or no “fit” between the person and the brand or product.

The social media marketing activities and the credibility dimensions of opinion leaders served as the second point of connection between provider and customer. The networking platforms made it possible for the two sides to interact basically anytime they wish. The activities of establishments and the chosen influencers, ambassadors and endorsers can have a significant effect on the individual buying behaviour of the customers, the steps of the buying behaviour model can be easily altered. Along with the model of purchasing behaviour, there are two more additional groups of elements on the side of the customer: the type and attributes of the individual. The two groups have similar properties and effects on the valuation and the decision-making of the customer, however, while the type of the individual considers the nature of the people and mainly depends on the generation which they belong to, the attributes focuses on the individual behavioural patterns and the subjective methods and ways the customers choose when it comes to making a purchase.

Even though there might be other groups of elements that could be considered as influential as the presented dimensions, the author believes that this general model could have both a scientific outcome: it summarises the established models of various researchers from a wide range of fields, and also a practical relevance, since it could serve as a guideline for businesses when it comes to the planning of their operations and of course, their social media marketing activities.

Figure (27): Influencing factors of providers and receivers of service and their impact on the service process of hospitality



Source: Own research and editing, 2022



## 6.2 Future research

Even though Snapchat had huge potential, the more recently introduced alternative of TikTok has become a more popular platform for both generations. Fortunately, the number of businesses available on the new video-sharing platform is rising, Hungarian companies are getting to know the preferences of their audiences which leads to having accounts across different channels. By gathering more responses to the questionnaire the level of representativeness could be increased. However, modifying the questionnaire could lead to having statistical data on different matters.

In addition, in case of gathering responses from both generation X and the youngest age cohort called generation Alpha, a more comprehensive view on consumer behaviour could be created which leads to a more throughout examination of the connection between social media marketing and the users of the various platforms.

This research could be extended and could end up in a more longitudinal study in order to create a new snapshot of the situation. By adding new aspects and extending the research to the companies, there could be a new aspect and also the “other side” could be also examined.

The researcher believes that the fundamental theoretical parts complemented with the up-to-date practical aspects increases the overall value of the dissertation, which could also be used by Hungarian establishments in the industry to understand why it is essential to re-evaluate their current practices and, if needed, to modify.

## 7. Summary of findings

The primary researches proved to be excellent additions to the examination of the relevant literature and other secondary sources.

Even though the different generations have different characteristics, most of them use some kind of social media. However, the members of generation Y and Z prefer different platforms: while Millennials are more likely to use Facebook in everyday life and Instagram for the purpose of sharing pictures, the majority of Generation Z uses different platforms, separately, for specific purposes.

There are considerably significant differences in the social media usage between the two generations. In general, Generation Z uses more platform. Even though that Facebook is the most popular one when it comes to following certain people, companies or establishments, according to the younger interviewees, in comparison to foreign businesses, local establishments have weaker presences on social media, meaning that there are only a small number of them to be found on Instagram or Snapchat, none of them has a TikTok account during the time span of the research.

Based on the analysis of the relevant literature and the findings of the primary researches, brand ambassadors and celebrities can influence the consumer decisions either if having a strong connection or fit with the advertised brand or product or create cognitive dissonance for the individuals when seeing them in the advertisements. Additionally, ambassadors should identify with at least one of the following three dimensions in order to successfully influence the decision-making.

Cognitive dissonance can occur on a very regular basis when consumers experience guilt, regret or possibly anxiety. They feel incomplete and when they evaluate the available alternatives identified in the decision making process, they might give higher priority to such products. When cognitive dissonance reaches a certain level, customers want to decrease this feeling and confliction: consumers believe that purchasing a certain product can help them, make them feel better and increase their self-confidence. However, the advertisements do not necessarily have to be aimed at the people who use the product: it is more important to influence the purchasers of the products and create incompleteness.

The focus group discussion suggests that both generations have a certain degree of trust in influencers and opinion leaders who they are feeling more familiar with and given the fact that influencers appear to more ordinary in comparison to international and national celebrities, they have a higher success rate when it comes to altering consumer perceptions with their reviews and recommendations.

Along with celebrities and brand ambassadors, the effects of influencers were also aimed to be discovered. In case of making a purchase decision solely based on the recommendation of such a person, there is a statistical difference between the two generations.

The idea of endorsement and brand ambassadors can be highly variable: individuals might have different ideas of people whose opinion they would trust. Along with traditional celebrities, the role of influencers and opinion leaders on social media has proven to be extremely prominent when it comes to influencing consumers.

According to age, the two generations are close to each other, however, their habits are significantly different: while generation Y seems to stick to the already known practices and use Facebook the most often, Generation Z is simply more open to new alternatives and looking for Facebook substitutes. Moreover, the fact that younger people are more familiar with the alternatives also supports the theory that they find trends more significant.

Through the analysis of the foreign and local practices of various catering establishments it has been seen that even though there are successful strategies and means of social media marketing, it is difficult to address multiple generations with the same content.

Ultimately, the dissertation introduces a “value-added” component for generally any type of business in the Hungarian SME sector: based on the findings, the practices of various establishments and companies could be tailored to suit the expectations of the different generations in order to increase the effectiveness of their social media campaigns.

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## **I. Focus group discussion guideline**

1. What do you think of products endorsed by celebrities? Do you like them?
2. You said that it depends on the product and the celebrity. Could you explain it?
3. In general, celebrities have a strong influence on the buying decisions. Do you agree?
4. Would you buy the products endorsed by Judit Stahl or Jamie Oliver?
5. As you said, there are products endorsed by celebrities who have no relationship, no “fit” with the product. Spar and its celebrity endorsement would be a good example. Can you recall the advertisements with celebrities?
6. So we can see that in general, there is no need for a “fit” between celebrity and product. What would make you buy the product: an attractive, a trustworthy celebrity or an expert, professional?
7. When you buy cosmetics or perfumes, do you consider buying products endorsed or licensed by celebrities?

*Watching the Old Spice Commercial “THE MAN YOUR MAN COULD SMELL LIKE”*

8. I bet you have already known this commercial. There was no connection between the guy and the product. However, it was really successful. Do you like it?

## **II. Focus group discussion transcript**

### **Question 1. What do you think of products endorsed by celebrities? Do you like them?**

- 1, 2, 3, 6. It depends on the product and the celebrity.
1. There are so many funny commercials with celebrities, I like them!
  - 4, 7. In general, I think this is only a trick to sell the product, I am neutral.
  8. I don't like it. In most cases it doesn't make any sense.

### **Question 2. You said that it depends on the product and the celebrity. Could you explain it?**

- 1, 3. Sometimes there is a good relationship between product and celebrity, so the endorser fits the product very well. For example Judit Stahl (a well-known person with a cooking show in Hungary) or Jamie Oliver, they endorse Tefal products.
2. But in this case, the products endorsed by the celebrities are more expensive and have the same quality.

2. I think in this case when there is a connection it makes sense. But there are so many ridiculous commercials and promotions with celebrities.

**Question 3. In general, celebrities have a strong influence on the buying decisions. Do you agree?**

8. Not at all. I always buy the same exact products I always buy, no matter what.
- 2, 3. I slightly agree. As I said, when the endorser is attractive or have something in common with the product, it makes sense.
- 4, 7. Totally agree! When I see a product endorsed by a handsome guy, an actor or a sportsman, I feel like I have to buy them!
- 1, 5, 6. It depends. The endorser must catch my attention and make me feel that I need the product.

**Question 4. Would you buy the products endorsed my Judit Stahl or Jamie Oliver?**

- 1, 3. I would definitely buy them! If you use the products they use in the commercial, you feel like you are also a professional, an expert, just like them.
4. I love the show of Judit Stahl! If I had to choose, I would choose her products!
2. Of course not! These are the same products and mostly with higher prices! I'm sorry, I don't want to waste the money.
5. I am not sure. It is a difficult situation. When the product endorsed by them is just a little bit more expensive than the regular one, I would buy it. Money matters, but in this case, the special one might have a better quality.

**Question 5. As you said, there are products endorsed by celebrities who have no relationship, no "fit" with the product. Spar and its celebrity endorsement would be a good example. Can you recall the advertisements with celebrities?**

2. There was the one with Pierce Brosnan, right?
4. You are right! I like Pierce Brosnan, he is one on my famous actors! He endorsed the luxury products of Spar! Okay, the products were a bit expensive, but still, it was promoted by him! I bought so many of those products! (laughs)
8. I remember that! Although I liked him, what do Pierce Brosnan and Spar have in common?
7. It doesn't matter. Pierce Brosnan is a sex symbol! You can have a successful campaign with him anyway!
4. You are right, there is no "fit" between him and the company, but it just doesn't matter!
3. I think when companies show an attractive, sexy, handsome man with a luxury brand or products, they can sell it, no matter what.
- 1, 5, 6. That's right! This is what matters! There is no need for a strong relationship in such cases!

**Question 6. So we can see that in general, there is no need for a “fit” between celebrity and product. What would make you buy the product: an attractive, a trustworthy celebrity or an expert, professional?**

3, 4, 7. Attractiveness. This is the most important. And maybe credibility.

8. As I said, I always buy the same products. But I remember that 3 years ago I changed to a new car motor oil because a racecar driver recommended. I gave it a try and now, I always buy that one! So credibility and expertise can matter.

1, 5, 6. I think they are equally weighted.

2. In some cases, for example with cloths, cosmetics or perfume, attractiveness is the most important. But with other general goods, being trustworthy and having expertise are the real values.

**Question 7. When you buy cosmetics or perfumes, do you consider buying products endorsed or licensed by celebrities?**

4, 7. I always buy cosmetics I saw on commercial with celebrities! It makes me feel like I am also a diva and beautiful when I use the product!

8. Usually, my wife buys these product. However, I always use Beckham’s fragrance. I don’t know why, I like the smell.

4. I always buy products with the name of celebrities! My recent favorites are the perfumes from Beyonce and Christina Aguilera. When I see the new one with their name on the box, I feel like I must try it and buy it! It makes me feel like I’m also pretty and perfect, just like them.

1, 5. The name doesn’t matter for me. I like to try new ones. What matters? Nothing but the smell.

3. I have two favorite brands: Calvin Klein and Paco Rabanne. I always buy these products.

2. I use or put on what my partner says. It’s not because she is the boss or something, I just don’t care of these products. She buys whatever she wants for me.

*Watching the Old Spice Commercial “THE MAN YOUR MAN COULD SMELL LIKE”*

**Question 8. I bet you have already known this commercial. There was no connection between the guy and the product. However, it was really successful. Do you like it?**

3, 4, 7. I have and I love it! This is so funny!

4, 7. I think this guy is sexy, perfect for an Old Spice Commercial. I always buy this product to my “man”. (laughs)

8. This commercial is dumb. I don’t get it. And why would anyone want his man to smell like him? Is he even a celebrity? Who is this guy?

1, 5. I like it! This is really funny and completely pointless. However, I always buy the products he promoted! (laughs)

2. I feel like this commercial isn't aiming the men. It's for us, ladies! And I think it works. It's incredible that it can influence us. However, I changed from Axe to this product. It has the same price and I think the same quality, but this commercial made me choose this. I have no idea why. It's just better than Axe. I think. Or not. Who knows? (laughs)

6. Attractive guy, funny concept, unique situation: this is what people need! I tried the product and I don't think that it's better than the others. However, I always buy them! (laughs)

### III. Questionnaire

## Welcome to my survey!

My name is Bendegúz Nyikos and I am a PhD student from the University of Sopron. In the pursuit of my PhD I research consumption patterns, including the purchase habits from local catering establishments and the use social media.

When answering the questions, please try to also think about the time before the governmental restrictions during the CORONA-19 pandemic.

If you have any questions about this survey, please contact me through [nyikos.bendeguz@uni-sopron.hu](mailto:nyikos.bendeguz@uni-sopron.hu)

Thank you for filling it out!

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1. When were you born? \*

---

2. Which county are you from? \*

*Soronként csak egy oválist jelöljön be.*

- Bács-Kiskun
- Baranya
- Békés
- Borsod-Abaúj-Zemplén
- Csongrád-Csanád
- Fejér
- Győr-Moson-Sopron
- Hajdú-Bihar
- Heves
- Jász-Nagykun-Szolnok
- Komárom-Esztergom
- Nógrád
- Pest
- Somogy
- Szabolcs-Szatmár-Bereg
- Tolna
- Vas
- Veszprém
- Zala

3. What is your current place of residence? \*

*Soronként csak egy oválist jelöljön be.*

- Győr and agglomeration
- Sopron and agglomeration
- Egyéb: \_\_\_\_\_



4. How did you find out that since the outbreak of the coronavirus, you can also buy takeaway or home delivery from catering establishments? \*

Válassza ki az összeset, amely érvényes.

- Saw an advertisement on social media
- Personally searched information about it on social media
- Saw an advertisement in print media
- Saw the new option while walking past an establishment
- Heard from a friend and family source
- Automatically assumed based on the governmental restrictions

5. Brand ambassadors (celebrities, athletes, actors, bloggers, YouTubers) who are frequently used by companies are able to increase both the popularity and the sales. Do you agree with it? \*

Soronként csak egy oválist jelöljön be.

1	2	3	4	5	
Completely disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely agree

6. Celebrity endorsement in general catches my attention. \*

Soronként csak egy oválist jelöljön be.

1	2	3	4	5	
Completely disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely agree

7. Is it important for you that brands and products are endorsed by celebrities? \*

Soronként csak egy oválist jelöljön be.

1	2	3	4	5	
Completely disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely agree

8. How important is it to you for such catering units that the ambassador of the given product or brand be attractive, pretty or handsome? \*

*Soronként csak egy oválist jelöljön be.*

1      2      3      4

---

Not important at all               Really important

---

9. How important is it to you for such catering units that the ambassador of the given product or brand be reliable and authentic? \*

*Soronként csak egy oválist jelöljön be.*

1      2      3      4

---

Not important at all               Really important

---

10. How important is it to you for such catering units that the ambassador of the given product or brand has expertise? \*

*Soronként csak egy oválist jelöljön be.*

1      2      3      4

---

Not important at all               Really important

---

11. Local catering establishments are often visited by locally known personalities and even Hungarian influencers from other cities. Did you buy or would you buy only at a particular place because it was recommended by such a person? \*

*Soronként csak egy oválist jelöljön be.*

- Only if the recommendation comes from someone I like or follow
- Only if the recommendation comes from someone who has expertise in the topic (coffee and barista, hamburger and gastroblogger)
- Not interested in such recommendations

12. Restaurants and caterers often announce new, seasonal products or promotions on social media platforms. Which platform do you use the most often, where would they reach you the fastest? \*

*Soronként csak egy oválist jelöljön be.*

- Facebook
- Instagram
- Snapchat
- TikTok
- Not using any of them

13. Social media is a great opportunity for catering establishments to publish various sweepstakes and exclusive news and offers. What do you think about them? \*

*Soronként csak egy oválist jelöljön be.*

	1	2	3	4	5	
Not interested in such content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Really interested in such content

14. Would you follow a catering establishment on a social media platform just to come across such sweepstakes and exclusive discounts and offers? \*

*Soronként csak egy oválist jelöljön be.*

- Without any conditions
- It depends on the actual exclusive offer or sweepstake
- I would think about it
- Defintely not

## IV. Individual interview transcripts

### Generation Y1

1. Which social media platforms do you use in general?

Mostly **Facebook**, but **sometimes** I upload a picture to **Instagram** too. I tried **Snapchat**, but honestly I don't really get it, so **uninstalled** in 2 days.

[B1] megjegyzést írt: few social media interactions

2. Which social media platforms do you use to follow your favourite companies and brands?

I follow some brands on **Facebook** and that's all.

[B2] megjegyzést írt: few brands to follow

3. More and more companies have presence on the different social media channels in order to inform and interact with their followers. What can be the main reasons for you to follow your favourite brands or places on social media?

I just want to know if they have a new product, a promotion. I also like the creative ads.

[B3] megjegyzést írt: current information, creative ads

4. What are the main reasons for you to follow dining places and cafés?

Honestly I only follow about **4-5 places in this area, mainly local establishments**. I like getting information about new drinks and current news like opening hours.

[B4] megjegyzést írt: local businesses to follow

[B5] megjegyzést írt: current information

5. Imagine that one of your favourite places wants to know more about you and asks you to share your feelings and thoughts. These are the ways they are most likely to engage you. How would you react to these types of questions, how do you like them?

I don't really leave comment on posts and honestly, I hate these reaction buttons. If I had to choose I would pick the polls. This is what I personally use in my Facebook groups.

[B6] megjegyzést írt: no comments

[B7] megjegyzést írt: hate reaction buttons

[B8] megjegyzést írt: polls are appealing

6. What are the main criteria for getting in touch with companies on social media?

Fresh news, current information and nice pictures. That's all.

[B9] megjegyzést írt: current information

[B10] megjegyzést írt: appealing pictures

7. What are the most relevant activities of companies you follow on social media?

Being up-to-date in terms of their offerings. For example, if they share something important, there is no need for a picture, a written post is enough. Personally, I don't really leave comments, but I really like when the company replies to the comments or questions of others. Other than a post, a nice picture is also necessary, and to reply to personal messages.

[B11] megjegyzést írt: current information

[B12] megjegyzést írt: useful written posts

[B13] megjegyzést írt: no comments

[B14] megjegyzést írt: reactions are welcomed

8. What are the main criteria for you a post must fulfil in order to make you like, share or react to it?

[B15] megjegyzést írt: appealing pictures

[B16] megjegyzést írt: replies are welcomed

As I already mentioned, I don't really comment or react. In terms of likes, it must be an important post or a nice picture. Maybe I shared something on Facebook, but it doesn't happen very often. These were creative ads, Christmas wish and once a sweepstake.

[B17] megjegyzést írt: need motivation to interact

[B18] megjegyzést írt: current information

[B19] megjegyzést írt: creativity, current information, sweepstakes

9. What types of post of cafés do you usually like on Facebook, Instagram and on the other platforms?

A nice composition of a café and a cake for example, information about daily meals and latest news.

[B20] megjegyzést írt: appealing compositions of meals and drinks

10. The 3 most common subjects of the content these 5 local places use are:

- a. Weekly menu plan
- b. Behind the scenes photos and videos
- c. Pictures about today's value-meals

[B21] megjegyzést írt: current information, useful written posts

For you, personally, how important are these contents?

I think A and C are equally important. B is only for entertainment and in most cases I don't really care about those videos.

[B22] megjegyzést írt: current information

[B23] megjegyzést írt: entertainment

11. Of course, there could be different price promotions they announce on social media. The most commonly used are:

- i. Specific price discounts
- ii. Buy 1 get 2 or 2 get 3
- iii. Limited-time offers

[B24] megjegyzést írt: useless videos

Have you ever used such coupons? If yes, in which situation have you used them? What are the reasons for using or not using coupons you see in social media?

Although I really like coupons, if I want to buy something, I don't care about the price. Sadly I don't see such coupons as frequently as I want to. I only used such social media coupons around 2 or 3 times: 2 times for a product I frequently buy, and once to try something out. If they offer a very good deal, I would be okay with buying something I never tried.

[B25] megjegyzést írt: coupons are appealing

[B26] megjegyzést írt: few coupons

[B27] megjegyzést írt: useful coupons

[B28] megjegyzést írt: trial coupons

[B29] megjegyzést írt: trial coupons

12. If your favourite place says that they will make an account on a new platform and use it for special announcements, would you register an account on that platform only because you want to be up-to-date about the offers of the café?

No. I only use Facebook and Instagram, and I don't need other accounts.

[B30] megjegyzést írt: no need for more platforms

13. What type of announcements would make you register a new account?

14. There are several types of announcement cafés and bistros do through social media – such as introduction of a new, seasonal item. Imagine that one of your favourite places will have a new, special drink (like pumpkin spice latte by Starbucks) and wants you to know about it. Which platform would be the best choice to post something about this new drink in order to reach you as soon as possible?

Facebook for sure. This is one of the main reasons why I follow companies on social media.

[B31] megjegyzést írt: special announcements

15. People like sweepstakes and you can also see them on social media. Have you ever participated in sweepstakes on social media?

*Only once.*

[B32] megjegyzést írt: few participation in sweepstakes

16. What types of sweepstakes have you seen or participated in?

*I have seen these like, share or comment sweepstakes, and attend an event and invite your friends. I only participated in one like and share contest. I had to like a post and then share it, I was like, maybe I win a free meal, but I wasn't lucky.*

[B33] megjegyzést írt: few participation in sweepstakes

17. What are the reasons for participating in such contests?

*To win something. I cannot think of any other reasons.*

[B34] megjegyzést írt: winning

18. Imagine that your favourite place announces different contests on the different platforms. These are the most commonly used platform-specific sweepstakes. Tell me what do you like and dislike about them:

- a. Instagram: niche hashtags
- b. FB: like and share to win
- c. Twitter: retweet
- d. Foursquare/Swarm: check-in rewards
- e. Snapchat: send a snap
- f. TikTok: Create a video at the given location

*A: I don't follow any places on Instagram and don't care about them.*

*B: It's very simple, you don't have to do anything special, but I like to keep my Facebook page clean.*

*C: I don't have a Twitter account.*

*D: Never heard of them.*

*E: No Snapchat either.*

*F: Also no TikTok, sorry.*

[B35] megjegyzést írt: no motivation for sweepstakes

19. Snapchat is very popular today. Some places already have an account and it could be used for such sweepstakes that we just talked about. In order to win something, they might ask you to take a snap:

[B36R35] megjegyzést írt:

- i. In a specific time frame
- ii. From a specific place
- iii. with a specific filter

How do you like these options? Would you participate in any of these?

20. How important are brand ambassadors for you?

- Like celebrities? I don't care about them.* [B37] megjegyzést írt: ambassadors are not important
21. Do you react more on social media activities that involve celebrities?  
*Not at all, honestly, maybe even less.* [B38] megjegyzést írt: ambassadors are not appealing
22. Which celebrities do you think would fit together with cafés?  
*Maybe professionals in the industry or actors.* [B39] megjegyzést írt: professional ambassadors, actors
23. What do you think about the account takeovers which let employees show their daily routine?  
*I have only seen it once in my life. But since I don't really care about behind-the-scenes content, I didn't find it so special.* [B40] megjegyzést írt: no need for account take-overs  
[B41] megjegyzést írt: sufficient number of behind the scenes content
24. Cafés around the world usually team-up with different celebrities and so-called „community leaders”, however, sometimes they just let their employees to use the social media account of the company and show his or her everyday life. Would you like to see local or national social influencers associated with your favourite local cafés?  
What type of celebrities do you want to see in campaigns of these places?  
*No, I don't care about them.* [B42] megjegyzést írt: ambassadors are not important
25. Some of the local cafés already let their employees to share their pictures on the account of the company, however, there has never been an example for a whole-day takeover. Would you follow the „adventures” of an employee from your favourite place?  
*Hmmmmm. I would take a look at the pictures or maybe at the video, but not particularly interested in them.* [B43] megjegyzést írt: no need for account take-overs
26. The social media profiles of these institutions do not only allow followers to receive the latest news and know about the new offers, but people can also contact the representative of the companies through these platforms. Have you ever used any of these options?  
*Maybe 2 times. I messaged them. I was happy that they replied.* [B44] megjegyzést írt: replies are welcomed
27. For what purpose would you contact the company?  
*It was Holiday and I wanted to ask if they are open. Once after Christmas and once on Easter Monday.* [B45] megjegyzést írt: current information
28. Is it essential in your opinion to have a fast response rate? How long should it maximally take them to respond or react?  
*I know that they can be busy and everything, but in 1 or 2 hours they should be able to reply.* [B46] megjegyzést írt: 1-2 hours to reply
29. These days many platforms support real-time interaction in form of live videos. Many vloggers, celebrities and also companies use this function nowadays. Do you like these live videos on social media? What type of live videos do you think is relevant for cafés?  
*I have seen them on Facebook, sometimes they can be very interesting and entertaining, but that's it. For cafés, I can imagine maybe a "how it's made" live stream.* [B47] megjegyzést írt: mixed feelings towards live  
[B48] megjegyzést írt: how it's made live for cafés

30. The most commonly used topics are „Q&A’s”, „how it’s made” videos about the preparation of a meal or a drink, but followers can also virtually participate in events organized in the institutions. How often do you see and use these functions on the different platforms? What do you like and dislike about these 3?

*Yeah, right, I watched races and DJ sets live. Those are awesome. For Q&A’s, maybe I would participate in one with my favourite band. I only see them only 1-2 times a week, so not that frequently. For the “how it’s made” streams, I don’t know, maybe I would watch them.*

[B49] megjegyzést írt: live competitions, live shows

[B50] megjegyzést írt: mixed feelings towards live

[B51] megjegyzést írt: few live

[B52] megjegyzést írt: mixed feelings towards live

31. Companies usually encourage their followers to share pictures related to their products or institutions. Most of the social media platforms also support geo-tagging, meaning that you can use the in-built GPS of your device to show people where the content was taken – or you can also „check-in” without uploading anything. What are the main reasons for you to check-in at cafés or share a picture you took there?

*Personally, I have never checked-in into any of the places. On Instagram, I shared 4-5 times a picture of a nice meal or coffee, that’s all.*

[B53] megjegyzést írt: no check-ins

[B54] megjegyzést írt: meals and drinks on Instagram

32. Do you usually check-in or share a photo associated with any of your favourite cafés in Sopron? What type of pictures or videos do you usually take? What are your main reasons for sharing such a content?

*Never checked-in. A picture about a nice dinner, it was a very good-looking burger and sometimes a nice design on the top of the coffee foam. The reason? I don’t know. I really liked how it looked, so I thought the others would like to see them too.*

[B55] megjegyzést írt: no check-ins

[B56] megjegyzést írt: pictures of meals and drinks

[B57] megjegyzést írt: appealing compositions

[B58] megjegyzést írt: show others

33. What are the social media platforms you use when you take a picture or record a video in association with an institution or an item you purchased?

*Only Instagram. I never post them on Facebook.*

[B59] megjegyzést írt: pictures to Instagram

34. Please tell me about your social media usage habits when you spend some time in any of the 5 places!

*I like to check my e-mails and Facebook news, but when I visit a place with somebody, I don’t really use my phone.*

[B60] megjegyzést írt: e-mails and news

[B61] megjegyzést írt: limited use with companion

35. Is there any difference between the specific places in terms of your „virtual social interactions”?

*If it’s a diner and I eat something, I never check my phone, only if I get a notification or when I am waiting for my order and I am alone. For cafés, if I am with someone, only when I get a message or something.*

[B62] megjegyzést írt: no phone while eating

[B63] megjegyzést írt: limited use in public places

[B64] megjegyzést írt: limited use with companion

36. Feedback can be very important in any area of life. Cafés are no exceptions. What are the main reasons for giving feedback?

*I value the feedbacks very highly. For me, personally, both positive and negative feedbacks are welcomed. Positive comments always feel good, because you know that you are doing something well. Negative feedback are seen as critics by many people, but I see them as a guideline on how to act properly.*

[B65] megjegyzést írt: both negative and positive feedbacks are important

[B66] megjegyzést írt: positive feelings, positive reinforcement

[B67] megjegyzést írt: negative feedback as guideline



37. When do you leave a feedback or a rating of a company on social media?

*Honestly, I don't really use social media for such purposes. If I encounter something very good or bad, I just contact the barista or manager personally, I don't take it to the digital playground.*

[B68] megjegyzést írt: no ratings on social media

[B69] megjegyzést írt: feedback in person

38. Can public ratings on for example Facebook affect your judgement of a place?

*If I like a place or company or anything, I don't care about those stars of Facebook. But when it comes to visiting a new place or picking a restaurant for lunch or a hotel to stay, I always check how other people value them.*

[B70] megjegyzést írt: feedback in person

[B71] megjegyzést írt: strong impact on unknown places

39. Have you ever done a review on social media about local places? Which type of feedback do you prefer?

40. How often do you express your positive and negative feelings online? What impact do you think these feedbacks have on the business?

*I do this very rarely. Most of the time on Tripadvisor or Airbnb, to show other people how I experienced a certain place. I think feedback from customers have a huge impact today, because I personally always check what other people think. I always read the description and check the photos, however, reviews are more important.*

[B72] megjegyzést írt: reviews on TripAdvisor and Airbnb

[B73] megjegyzést írt: huge impact of feedback

[B74] megjegyzést írt: strong impact on unknown places

General	Facebook, some Instagram, deleted Snapchat
Social Media Usage & Interactions	few social media interactions, few brands to follow, local businesses to follow, favourite places to follow, no comments (2x), hate reaction buttons, polls are appealing, no need for more platforms
Pros – Desires & Likes	current information (7x), appealing pictures (3x), useful written posts (2x), reactions are welcomed, replies are welcomed (2x), creativity, appealing compositions of meals and drinks, entertainment, simple design, coupons are appealing, useful coupons, trial coupons (2x), special announcements, winning, 1-2 hours to reply,
Cons - Negative Feelings & Dislikes	useless videos (2x), sufficient number of behind the scenes content (2x), few coupons
Sweepstakes	few participation in sweepstakes, no motivation for sweepstakes
Ambassadors & Account Take-overs	ambassadors are not important (2x), ambassadors are not appealing, professional ambassadors, actors, no need for account take-overs (2x)
Live Streams on Social Media	mixed feelings towards live (3x), how it's made live for cafés, live competitions, live shows, few live
Motivation and Special Interactions	need motivation to interact, sweepstakes, no check-ins (2x), meals and drinks on Instagram, pictures of meals and drinks, appealing compositions, show others, pictures to Instagram, e-mails and news, no phone with companion, no phone while eating, limited use in public places, limited use with companion (2x)

Feedbacks & Reviews	both negative and positive feedbacks are important, positive feelings, positive reinforcement, negative feedback as guideline, no ratings on social media, feedback in person, feedback in person, strong impact on unknown places (2x), reviews on TripAdvisor and Airbnb, huge impact of feedback
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The very first person to be interviewed was from Generation Y and was characterised as a "medium" social media user. This characterisation already seemed appropriate in the beginning, since he only uses two social media platforms: mainly Facebook and sometimes Instagram to upload pictures. Although he downloaded Snapchat and tried it, he "didn't get it" so uninstalled it in only 2 days.

He uses Facebook to follow some brands, but these pages are mainly connected to local establishments, he doesn't have interest in following foreign companies. The main purpose for "liking" establishments on Facebook is to be updated about current information, fresh news and announcements, however, he finds the appealing pictures also important but not essential, since sometimes a written post without images can be enough. Although he finds these posts useful, he would never register an account for special announcements. In his opinion, Facebook would be the platform to reach him with the latest offers.

The way how he spoke about his habits and interactions also showed that the "light" categorisation was appropriate: he doesn't leave comments or post often, doesn't find the reaction buttons attractive and would use polls in order to share his feeling with the company. However, when an important information, a nice picture or a creative advertisement comes along, there is the chance that it will be shared on his page.

He finds "weekly menu plans" and "pictures about today's value-meals" equally important, especially if they are presented in a very appealing way. He believes that a simple, but aesthetic image can have a huge impact on his behaviour, meaning that he might be willing to "like" it. In his opinion, behind the scenes content serves only entertainment purposes, he values pictures over videos and is satisfied with the current frequency.

Coupons are extremely appealing for him, but he doesn't see them on social media as frequently as he wishes, this is why he used them only a few times for either a good offer or for a trial. He has seen a couple of sweepstakes on social media, but only participated once and feels no motivation to enter a contest in the future.

Brand ambassadors are not important for him, he has no interest in seeing local or national celebrities in the promotion of these establishments, and in his opinion, professions in the coffee industry or actors would be the best match for cafés. He doesn't think that he would find account takeovers interesting.

When it comes to contacting the establishment, he finds the messaging function quite useful and believes that the company should be able to reply in maximum 1 or 2 hours. He has already used it a couple of times, mainly for asking about opening hours in the holiday season.

He has only seen live streams on Facebook and in cases of races and DJ sets he also watched them. For Q&A's, he would join if it would be connected to his favourite band. In terms of cafés, he sees fantasy in "how it's made" live stream, but he is not particularly interested in such videos.

He has never used the "check-in" function and only shared pictures about meals and drinks on Instagram, around 4-5 times. The reason for sharing such content is that he found it appealing and wanted to show it to those people who might be interested in viewing aesthetic pictures. He never uses Facebook for such purposes, he believes that Instagram is the most suitable option for sharing pictures.

In terms of social media usage habits in cafés he mentioned that he mostly checks his e-mails and maybe the Facebook news feed, however, during dining or when he spends some time with someone else, he reaches for his phone only when a notification pops up.

Although he values feedback very highly, and believes that both negative and positive feedbacks are important since they can serve either as guideline or as a positive reinforcement, he never uses social media for such purposes: he gives feedback in person. He only pays attention to reviews if he wants to visit an unknown place or to pick a travel destination. He believes that online reviews have a huge impact on the business, since people care about others' opinions.

## Generation Y2

41. Which social media platforms do you use in general?

*Facebook very frequently, I sometimes upload a picture to Instagram and check what my friends uploaded. And sometimes Snapchat, so send a picture to my friends.*

[B75] megjegyzést írt: intermediate social media interactions

42. Which social media platforms do you use to follow your favourite companies and brands?

*Mostly Facebook, but I follow some companies on Instagram too.*

[B76] megjegyzést írt: few brands to follow

43. More and more companies have presence on the different social media channels in order to inform and interact with their followers. What can be the main reasons for you to follow your favourite brands or places on social media?

*To make sure that I know their latest innovations, their new products, event announcements and different promotions too.*

[B77] megjegyzést írt: product announcements

[B78] megjegyzést írt: promotions

44. What are the main reasons for you to follow dining places and cafés?

*Limited-times offers, menu plans, discounts and sometime to get an idea for home-cooking. If they post picture of a good-looking meal, maybe I cook it by myself.*

[B79] megjegyzést írt: current information

[B80] megjegyzést írt: motivation for home cooking

45. Imagine that one of your favourite places wants to know more about you and asks you to share your feelings and thoughts. These are the ways they are most likely to engage you. How would you react to these types of questions, how do you like them?

*Polls and comments. Personally I don't really act on Facebook because I don't want to show my friends that I am online. I am more of a stalker, you know. But if something very special comes along, like a chance to win something or when you can ask for a band on a music festival, I am okay with reacting. Typing a number is okay too. And these reaction buttons, I don't really like them. I use them only in closed groups.*

[B81] megjegyzést írt: polls are appealing, comments are appealing

[B82] megjegyzést írt: few interactions

[B83] megjegyzést írt: sweepstakes

[B84] megjegyzést írt: hate reaction buttons

46. What are the main criteria for getting in touch with companies on social media?

They must be very active, like posting something every second day. And this post should be valuable, like information about a daily deal, or changes in opening hours, you know. But a nice picture or a photo of a meal or drink is enough too. But for these content, they should use Instagram because of the filters.

[B85] megjegyzést írt: being active

[B86] megjegyzést írt: valuable information

[B87] megjegyzést írt: appealing pictures

[B88] megjegyzést írt: pictures on Instagram

47. What are the most relevant activities of companies you follow on social media?

48. What are the main criteria for you a post must fulfil in order to make you like, share or react to it?

Either a valuable information or a nice picture. But I mostly like these things on Instagram. I don't like to show on Facebook that I am available.

[B89] megjegyzést írt: valuable information, appealing pictures

[B90] megjegyzést írt: pictures on Instagram

49. What types of post of cafés do you usually like on Facebook, Instagram and on the other platforms?

A nice composition of drinks or foods is something I would definitely like on Instagram. On Facebook, well... It must be something extraordinary, something very special. Honestly, I cannot really recall the last time I interacted on Facebook in public.

[B91] megjegyzést írt: appealing pictures

[B92] megjegyzést írt: few interaction on Facebook

50. The 3 most common subjects of the content these 5 local places use are:

- a. Weekly menu plan
- b. Behind the scenes photos and videos
- c. Pictures about today's value-meals

For you, personally, how important are these contents?

I think they are all equally important. A in a valuable information, it's always good to know what they offer every week. This is what I like about El Gusto, they always post the menu card. B is mostly entertainment, but sometimes it's good to know that for example the coffee comes from a fair trade source or the fruits are organic and locally grown. And pictures, I think this is one of the most popular type of advertisement on social media. Show a nice picture, get likes and shares, and new customers. But honestly, I don't mind seeing them as long as they are not overwhelming.

[B93] megjegyzést írt: valuable information

[B94] megjegyzést írt: current information

[B95] megjegyzést írt: valuable menu plans

[B96] megjegyzést írt: entertainment, interesting facts

[B97] megjegyzést írt: appealing pictures

51. Of course, there could be different price promotions they announce on social media. The most commonly used are:

- i. Specific price discounts
- ii. Buy 1 get 2 or 2 get 3
- iii. Limited-time offers

Have you ever used such coupons? If yes, in which situation have you used them? What are the reasons for using or not using coupons you see in social media?

I like coupons and I saw that they are very popular in foreign countries. I wish we had Starbucks here, I would definitely use these coupons, haha. I have only used around 2 times,

[B98] megjegyzést írt: coupons are appealing

[B99] megjegyzést írt: few coupons

because I haven't seen more of them. Once a 25% discount and the other one was a "buy 2 get 3" offer. I love discounts, so I really wish we had more of them on Facebook.

[B100] megjegyzést írt: few coupons

[B101] megjegyzést írt: useful coupons

[B102] megjegyzést írt: few coupons

52. If your favourite place says that they will make an account on a new platform and use it for special announcements, would you register an account on that platform only because you want to be up-to-date about the offers of the café?

That's an interesting question. Like, make a Twitter account or something like that? That really depends on the company or place. And also on the information. If they would use it for special or early announcements, coupons, exclusive deals, limited offers, I would be in. But if they only want to use it for the same information, then probably not.

[B103] megjegyzést írt: mixed feelings towards new platforms

[B104] megjegyzést írt: announcements on new platforms

[B105] megjegyzést írt: exclusive announcements

53. What type of announcements would make you register a new account?

54. There are several types of announcement cafés and bistros do through social media – such as introduction of a new, seasonal item. Imagine that one of your favourite places will have a new, special drink (like pumpkin spice latte by Starbucks) and wants you to know about it. Which platform would be the best choice to post something about this new drink in order to reach you as soon as possible?

I think **Facebook** is the best one. I spend most of my time on Facebook. But **Snapchat** would also work I guess. Because you only get snaps from the people or users you add, and if you see that you got something from your favourite café, you would be curious and open is as soon as possible. So Facebook and Snapchat, in my opinion.

[B106] megjegyzést írt: special announcements

55. People like sweepstakes and you can also see them on social media. Have you ever participated in sweepstakes on social media?

Couple of times on **Facebook**, but since I didn't win anything, I don't participate often. Only sometimes when there is a very charming prize or something I would like to win so hard.

[B107] megjegyzést írt: few participation in sweepstakes

[B108] megjegyzést írt: winning

56. What types of sweepstakes have you seen or participated in?

Only in **like and share sweepstakes on Facebook**. But lately I am a bit different than I used be, I mean on Facebook. Sharing pictures and content on my page... I don't really do it these days. I like to keep my page professional, you can never know what comes along... maybe a job offer and they will look at your page and see that you shared so many different stuff and so... I don't want to risk it.

[B109] megjegyzést írt: keep page organised

[B110] megjegyzést írt: keep page professional

[B111] megjegyzést írt: keep page organised

57. What are the reasons for participating in such contests?

To win free stuff. Winning something always feels good and I think it's a good way to motivate people to react to your posts.

[B112] megjegyzést írt: winning

58. Imagine that your favourite place announces different contests on the different platforms. These are the most commonly uses platform-specific sweepstakes. Tell me what do you like and dislike about them:

- a. Instagram: niche hashtags

- b. FB: like and share to win
- c. Twitter: retweet
- d. Foursquare/Swarm: check-in rewards
- e. Snapchat: send a snap
- f. TikTok: Create a video at the given location

A: I have heard of these contests but never seen personally. I would definitely participate, I like uploading nice pictures.

[B113] megjegyzést írt: few Instagram sweepstakes

B: Yeah, this is the most simply one. I see that so many people participate in such contests. Honestly, I think that sometimes there is no winner at all, they just do it for the buzz.

[B114] megjegyzést írt: pointless Facebook sweepstakes

C: I don't have a Twitter account, but for US people it's a good alternative besides Facebook. Cannot tell more.

D: I heard about them. People compete to become the mayor, so they check-in very frequently. I never used them, but I think it's a good idea.

[B115] megjegyzést írt: no user experience

[B116] megjegyzést írt: no user experience

E: Snapchat is huge today. I think it is mostly for the younger generation but I also have friends who are addicted to it. I don't really get the main purpose of the app, but if I could win something, I would definitely give it a try.

[B117] megjegyzést írt: Snapchat sweepstakes are appealing

F: I think TikTok is popular for younger people. I don't use, so no idea about it.

[B118] megjegyzést írt: no user experience

59. Snapchat is very popular today. Some places already have an account and it could be used for such sweepstakes that we just talked about. In order to win something, they might ask you to take a snap:

- i. In a specific time-frame
- ii. From a specific place
- iii. with a specific filter

How do you like these options? Would you participate in any of these?

This is something that exists? Wow, I have never seen them in my entire life. These are so cool, creative and make people to do some efforts in order to get something for free. I would definitely participate once or twice, or even more frequently, in all of them.

[B119] megjegyzést írt: no Snapchat sweepstakes experience

[B120] megjegyzést írt: creativity, make ppl act

60. How important are brand ambassadors for you?

If there is a technical product, I think they are valuable. Or for example Jamie Oliver and Tefal. I like how the people and the products match. I value professionals over other celebrities, like actors or singers.

[B121] megjegyzést írt: Snapchat sweepstakes are appealing

[B122] megjegyzést írt: matching ambassador

[B123] megjegyzést írt: professionals over celebs

61. Do you react more on social media activities that involve celebrities?

Not really, no.

[B124] megjegyzést írt: ambassadors are not appealing

62. Which celebrities do you think would fit together with cafés?

Honestly I don't know any famous professionals in the coffee industry. So I guess common and famous celebs, actors or maybe singers.

[B125] megjegyzést írt: professional ambassadors, actors

63. What do you think about the account takeovers which let employees show their daily routine?

I heard about them. I think it's good way to show that you care about your employees. I only saw pictures uploaded by employees, but not takeovers for whole days.

[B126] megjegyzést írt: takeovers mean caring

[B127] megjegyzést írt: no takeovers seen

64. Cafés around the world usually team-up with different celebrities and so-called „community leaders”, however, sometimes they just let their employees to use the social media account of the company and show his or her everyday life. Would you like to see local or national social influencers associated with your favourite local cafés?

What type of celebrities do you want to see in campaigns of these places?

Uhm, not really, no. If I like a place, I will like it without celebs too. And if I don't care about a place, I won't like it because of celebrities.

[B128] megjegyzést írt: ambassadors are not important

65. Some of the local cafés already let their employees to share their pictures on the account of the company, however, there has never been an example for a whole-day takeover. Would you follow the „adventures” of an employee from your favourite place?

This is something we already talked about. I can imagine these kind of adventures, mainly on Instagram or Snapchat. They could post or snap very frequently there and I would take a look at those pictures. But on Facebook, it would be too overwhelming. They should keep the Facebook page clean and easy to look through.

[B129] megjegyzést írt: employee adventures

[B130] megjegyzést írt: Snapchat & Instagram adventures

[B131] megjegyzést írt: keep Facebook clean

66. The social media profiles of these institutions do not only allow followers to receive the latest news and know about the new offers, but people can also contact the representative of the companies through these platforms. Have you ever used any of these options?

I only used the message function. I think it's very cool that you don't have to call the company.

[B132] megjegyzést írt: pm's are appealing

If it's not that urgent, you can just send a message and wait for the response.

[B133] megjegyzést írt: replies are welcomed

67. For what purpose would you contact the company?

For reservation and asking for opening hours.

[B134] megjegyzést írt: reservation, current information

68. Is it essential in your opinion to have a fast response rate? How long should it maximally take them to respond or react?

I understand that sometimes these places can be very busy. I am happy if they answer in 1-2 hours, but I think it's okay up to 4 hours.

[B135] megjegyzést írt: 1-2 hours to reply

[B136] megjegyzést írt: 4 hours to reply

69. These days many platforms support real-time interaction in form of live videos. Many vloggers, celebrities and also companies use this function nowadays. Do you like these live videos on social media? What type of live videos do you think is relevant for cafés?

I have seen them on Facebook, it's cool that I can watch sport games, competitions, races or concerts online and participated in Q&A too. For cafés, they can stream live feed from an event they organized or show how they prepare a drink or a food. Or maybe a small Q&A, that could work too.

[B137] megjegyzést írt: live is appealing, live competitions, Q&A's

[B138] megjegyzést írt: live of events for cafés, how it's made live for cafés

70. The most commonly used topics are „Q&A's”, „how it's made” videos about the preparation of a meal or a drink, but followers can also virtually participate in events organized in the institutions. How often do you see and use these functions on the different platforms? What do you like and dislike about these 3?

I personally mostly see concerts and games. But I think it's because I mainly follow those type of pages. And some Q&A's from bands. I don't really see 'how it's made' lives. It's good to virtually participate in different events, where you cannot present. I clearly remember that I was watching a concert at home, because I didn't have the money to buy a ticket. I cannot pick any negative things about them. Maybe Q&A's could be hard to follow or they can miss your question. But I don't see other problems.

[B139] megjegyzést írt: entertaining lives

[B140] megjegyzést írt: Q&A lives, few how it's made lives

[B141] megjegyzést írt: virtual participation

[B142] megjegyzést írt: Q&A's might be problematic

71. Companies usually encourage their followers to share pictures related to their products or institutions. Most of the social media platforms also support geo-tagging, meaning that you can use the in-built GPS of your device to show people where the content was taken – or you can also „check-in” without uploading anything. What are the main reasons for you to check-in at cafés or share your picture you took there?

I personally don't really check-in on Facebook without a picture. It's mostly the other way around: if it's a special occasion or something, I upload a picture and show where it was taken. The main reason could be to show other people where I am or show them my cool picture I took, like a nice meal or a fancy place. And to upload a good memory. And because my boyfriend wants me to do so. Hahaha

[B143] megjegyzést írt: no check-in w/o pictures

[B144] megjegyzést írt: pictures with geotagging

[B145] megjegyzést írt: appealing pictures taken

[B146] megjegyzést írt: memories as pictures

[B147] megjegyzést írt: extrinsic motivation (bf)

72. Do you usually check-in or share a photo associated with any of your favourite cafés in Sopron? What type of pictures or videos do you usually take? What are your main reasons for sharing such a content?

I used to check-in, without taking a picture, when I was younger. Now I only do what I said, upload and tag the place. However, I mainly use Instagram for this purpose. It's where I keep all the cool pictures, about food, drinks, festivals and so on. My Insta account is basically a memory book, with all the good feelings and experiences, so I can check them later and remember how cool I felt or how good a meal tasted.

[B148] megjegyzést írt: behaviour changed with age

[B149] megjegyzést írt: pictures on Instagram

[B150] megjegyzést írt: meals and drinks on Instagram

[B151] megjegyzést írt: memories as pictures

73. What are the social media platforms you use when you take a picture or record a video in association with an institution or an item you purchased?

90 % Instagram, 10 % Facebook. Or even less.

[B152] megjegyzést írt: pictures on Instagram

74. Please tell me about your social media usage habits when you spend some time in any of the 5 places!



Check Facebook, maybe send a snap to a friend, but that doesn't happen so often. When the drink or meal arrives and they look good, I take a picture and upload to Instagram. But today I don't do that too often either.

[B153] megjegyzést írt: check news, send snap

[B154] megjegyzést írt: pictures on Instagram

[B155] megjegyzést írt: behaviour changed with age

75. Is there any difference between the specific places in terms of your „virtual social interactions“?

Not really, no. It's mainly a habit I basically do when I visit cafés.

[B156] megjegyzést írt: same interaction everywhere

76. Feedback can be very important in any area of life. Cafés are no exceptions. What are the main reasons for giving feedback?

Both positive and negative feedbacks are important. They can improve their weak points or feel good because they read that the pizza or coffee was delicious. Oh, yes, and because people care about others' opinion and reviews.

[B157] megjegyzést írt: both negative and positive feedbacks are important

[B158] megjegyzést írt: improvement, positive feelings

[B159] megjegyzést írt: power of reviews

77. When do you leave a feedback or a rating of a company on social media?

I mainly leave positive feedback. I mean 5 stars, but no comment. I don't really like giving negative feedback or low ratings. I do it only if something very bad happens.

[B160] megjegyzést írt: positive feedbacks online

[B161] megjegyzést írt: negative feedbacks when necessary

78. Can public ratings on for example Facebook affect your judgement of a place?

I don't really care about the ratings of places I know and like. It only matters if I visit a new place or look for a hotel or any other types of accommodation. Pictures and a nice introduction are not enough, I want to know how the guest felt there.

[B162] megjegyzést írt: no impact on known places

[B163] megjegyzést írt: strong impact on unknown places

[B164] megjegyzést írt: feelings of others

79. Have you ever done a review on social media about local places? Which type of feedback do you prefer?

Sure, I used the stars. I think I only gave negative feedback twice, then I also gave a written comment to show what went wrong, so they can work on it.

[B165] megjegyzést írt: positive feedbacks online

[B166] megjegyzést írt: negative feedbacks when necessary, improvement

80. How often do you express your positive and negative feelings online? What impact do you think these feedbacks have on the business?

Not so often. I used to be more active or reactive when I was younger. But I use positive feedback much more frequently. What impact? I think today businesses have to care about reviews, because it affects other's judgements. So they have to work for good reviews and to please their customers. Feedback and review have never been so important.

[B167] megjegyzést írt: behaviour changed with age

[B168] megjegyzést írt: more positive than negative

[B169] megjegyzést írt: huge impact of feedback

[B170] megjegyzést írt: huge impact of feedback

General	Facebook & Instagram frequently, sometimes Snapchat
Social Media Usage & Interactions	intermediate social media interactions, few brands to follow, favourite places to follow, few interactions, polls are appealing, comments are appealing, hate reaction buttons, few interaction on Facebook, mixed feelings towards new platforms, announcements on new platforms, exclusive announcements
Pros – Desires & Likes	product announcements, promotions (2x), current information, motivation for home cooking, product announcements, sweepstakes, being active, valuable information (3x), appealing pictures (3x), pictures on Instagram (3x), valuable menu plans (2x), entertainment, interesting facts, current information, coupons are

	appealing, useful coupons, special announcements, pm's are appealing, replies are welcomed, 1-2 hours to reply, 4 hours to reply
Cons – Negative Feelings & Dislikes	few coupons (3x), keep page organised (3x), keep page professional, keep Facebook clean
Sweepstakes	winning (2x), pointless Facebook sweepstakes, no user experience, Snapchat sweepstakes are appealing (2x), no Snapchat sweepstakes experience, creativity, make ppl act,
Ambassadors & Account Take-overs	matching ambassador, professionals over celebs, ambassadors are not appealing, professional ambassadors, actors, takeovers mean caring, no takeovers seen, ambassadors are not important, employee adventures, Snapchat & Instagram adventures
Live Streams on Social Media	live is appealing, live competitions, Q&A's (2x), live of events for cafés, how it's made live for cafés, entertaining lives, few how it's made lives, virtual participation, Q&A's might be problematic
Motivation and Special Interactions	reservation, current information, no check-in w/o pictures, pictures with geotagging, appealing pictures taken, memories as pictures (2x), extrinsic motivation (bf), behaviour changed with age (4x), pictures on Instagram (3x), meals and drinks on Instagram, check news, send snap, same interaction everywhere
Feedbacks & Reviews	both negative and positive feedbacks are important, improvement, positive feelings, power of reviews, positive feedbacks online (2x), negative feedbacks when necessary (2x), no impact on known places, strong impact on unknown places, feelings of others, improvement, more positive than negative, huge impact of feedback (2x)

The second interviewee of generation Y was described as a "heavy" social media user. Compared to the other Millennials, it seemed appropriate, since she uses three social media platforms (Facebook very frequently, and Instagram and Snapchat moderately frequently) and two out of these three to follow different brands. The main reason for this is that she wants to be informed about the latest innovations, the new products, the announcements and the promotions. In terms of cafés and dining places, she finds the menu plans – especially with pictures – very useful: these cards do not only show what meals the establishments offer, but can serve as an inspiration for home-cooking.

The main reason for following on social media is to be informed about the new product announcements, be updated and to be informed about different limited-time offers and discounts, and in case of special announcements she would register an account on a new social media to be informed. She believes that either Facebook or Snapchat would be the best platform to reach her with such announcements: Facebook, because she spends most of her time here, and Snapchat, because receiving a snap would make her curious and would open as soon as possible.

Although she described herself as a heavy social media users, she doesn't interact that often. She finds comments and polls the best ways to share her feelings with the company, however, for certain motivation – such as sweepstakes – she would be willing to react more frequently and use the other options as well.

In her opinion, it is required for a company to be very active on social media, meaning "posting something every second day". This post should either contain a valuable information or be an appealing composition of a meal or a beverage – but she believes that Instagram is the best platform for such contents. When it comes to "liking" such content, she rather uses Instagram for such purposes and "remain unavailable" on Facebook, there must be a very special or extraordinary post to make her act.

She finds all three most common subjects of content local establishments post on social media:

- Weekly menu plans mean valuable information and helps her to aware of the current offers of the place
- Behind the scenes content would mainly serve entertainment purposes, however she finds interesting facts such as the origin of the ingredient fascinating
- She believes that "pictures about today's value-meals" have a huge marketing role, but as like as these are aesthetic and appealing, she doesn't mind seeing them very frequently

She finds coupons very useful, but hasn't seen them too often on social media. She has already uses such discounts two times: for a specific percentage discount and in case of a "buy 2 get 3" offer. She is not satisfied with the amount of these online coupons on the region and truly wishes for more.

She has seen most of the sweepstakes on Facebook, has also participated, but since she has never won anything, she doesn't feel the motivation today. However, if a charming price would be offered, she would participate and would react more often, also on Facebook.

She had mixed feelings towards the platforms-specific sweepstakes. She found the Instagram and Snapchat contest the best ways to make people participate and interact on social media. Although she sees Facebook sweepstakes quite often, she needs a special motivation to participate. She doesn't use Twitter and Foursquare/Swarm. She got excited when hearing about the different Snapchat sweepstakes, she found them very creative and would be happy to participate, if a local business had such contests.

In case of technical products, she finds matching brand ambassadors very valuable, such as Jamie Oliver and Tefal, and she doesn't show particular interest in promotions and posts including celebrities. Since she doesn't know any professionals in the coffee industry, in her opinion, a famous person, an actor or a singer could match a café, but they wouldn't make her visit a place she doesn't like. She has seen posts by employees couple of times, which, in her opinion, shows that the owner cares about his or her workers. She would definitely be interested in account takeovers and adventures of employees, and the best platform for such content would be either Instagram or Snapchat, since Facebook should be "clean and easy to look through".

When it comes to contacting a certain places, she prefers private messages, especially when it is not an urgent matter, since it could take longer to receive a reply. She used this function for making reservations and asking for opening hours and in her opinion, people should allow a maximum of 1-2, or even 4 hours for replies.

She like live streams on Facebook, she watches sport games, competitions, races and concerts online and has also participated in Q&A's too. She likes to participate virtually in events she cannot attend or ask her favourite band about different topics. In terms of cafés, along with Q&A's, a live stream from an event or about the preparation of a meal or drink would be interesting for her. However, she believes that Q&A's could be problematic: the streamers could become overwhelmed by the flow of the questions and might miss a couple of them.

Although she uses Facebook quite often, she doesn't like "checking-in" without uploading a picture. She mainly uses Instagram when it comes to uploading a picture (90% of the occasions), but if there is a special occasion, or a good-looking meal or a nice place, she might also post the image to Facebook. Instagram also serves her as a "memory book" and contains all her good experiences and memories – this is the main reason for uploading content.

Upon visiting a café, she always checks the Facebook news, take a picture about her meal or drink, and post it to Instagram and she might also send a snap to her friends. In her opinion, her social media usage habits and interactions has changed over time, with her age. In terms of places, there is no difference in her "virtual social interactions", she basically has the same habits everywhere.

She finds both negative and positive feedback important. Negative feedbacks allow the receivers to improve the weaknesses, and positive feedbacks simply make people happy and encouraged. She mainly leaves positive reviews on social media, with starts and without comments, she gives negative comments only when it's necessary or she has a negative experience and to help them to improve. In terms of her favourite places, no negative feedback can have an impact on her judgement, however, when she want to visit a place where she has never been to, or wants to book and accommodation, she usually checks how others felt about them. She believes that public ratings have huge impact on the businesses today, they have never been so important and this is another reason why companies should try to please their customers.

### Generation Y3

1. Which social media platforms do you use in general?

*Facebook, Instagram*

[B171] megjegyzést írt: low social media interactions

2. Which social media platforms do you use to follow your favourite companies and brands?

*I rather use Facebook.*

[B172] megjegyzést írt: follow brands on Facebook

3. More and more companies have presence on the different social media channels in order to inform and interact with their followers. What can be the main reasons for you to follow your favourite brands or places on social media?

*There are promotions and discounts which are offered exclusively to followers.*

[B173] megjegyzést írt: promotions, discounts, exclusive content

4. What are the main reasons for you to follow dining places and cafés?

*This is the main information source, like what's new, if there are changes in the opening time, events and stuff like that. Or simply because I really like the place and to read reviews and see the others' opinion.*

[B174] megjegyzést írt: current information

[B175] megjegyzést írt: simply like

[B176] megjegyzést írt: read reviews

5. Imagine that one of your favourite places wants to know more about you and asks you to share your feelings and thoughts. These are the ways they are most likely to engage you. How would you react to these types of questions, how do you like them?

*Usually I do not react to these kind of posts. But if it is really important to the place, then I would prefer leaving a number as a comment.*

[B177] megjegyzést írt: rare reactions

[B178] megjegyzést írt: number as comment

6. What are the main criteria for getting in touch with companies on social media?

*They should be up-to-date, post about their current offers, have seasonal announcements and promotions, discounts, and... I think that's it.*

[B179] megjegyzést írt: current information

[B180] megjegyzést írt: promotions

[B181] megjegyzést írt: discounts

7. What are the most relevant activities of companies you follow on social media?

*Well, they post pictures and short texts about current moods with nice pictures and their newest products.*

[B182] megjegyzést írt: appealing pictures

[B183] megjegyzést írt: product announcement

8. What are the main criteria for you a post must fulfil in order to make you like, share or react to it?

*Most of the time, even if I really like a picture, I do not share or like it, because I just do not feel that it is important. But if I do, it has to raise my awareness, include humorous short and meaningful texts or nicely formatted pictures.*

[B184] megjegyzést írt: reactions are not important

[B185] megjegyzést írt: meaningful content

[B186] megjegyzést írt: appealing pictures

9. What types of post of cafés do you usually like on Facebook, Instagram and on the other platforms?

*Nice cup of coffees with latte art on them, or pictures which really tally with my current mood or feelings.*

[B187] megjegyzést írt: pictures of drinks

[B188] megjegyzést írt: appealing pictures

10. The 3 most common subjects of the content these 5 local places use are:

- Weekly menu plan
- Behind the scenes photos and videos
- Pictures about today's value-meals

For you, personally, how important are these contents?

*Weekly menu plans are totally unimportant for me, frankly, I do not even read them. Behind the scenes are sometimes good to see, when I have nothing better to do. I really like posts about point C.*

[B189] megjegyzést írt: menus cards are not important

[B190] megjegyzést írt: behind the scenes is time-consuming

[B191] megjegyzést írt: pictures are the most important

11. Of course, there could be different price promotions they announce on social media. The most commonly used are:

- Specific price discounts

- ii. Buy 1 get 2 or 2 get 3
- iii. Limited-time offers

Have you ever used such coupons? If yes, in which situation have you used them? What are the reasons for using or not using coupons you see in social media?

*I haven't used any coupons in Sopron yet, but when I am in the Bakony there is a small restaurant, which has a coupon. If I check in, then I can get a free homemade lemonade, and I frequently use this option. So if the promotion looks to be a good deal, then I would use it, because it is for free and why shouldn't I try it?*

[B192] megjegyzést írt: rare usage of coupons

[B193] megjegyzést írt: check-in coupons are appealing

[B194] megjegyzést írt: coupons for free items

12. If your favourite place says that they will make an account on a new platform and use it for special announcements, would you register an account on that platform only because you want to be up-to-date about the offers of the café?

*No I don't think so. I find it annoying if there are unwanted and unnecessary notices and my phone ringing all the time because of that. So definitely no, I am not that interested in them.*

[B195] megjegyzést írt: not open for new platform

[B196] megjegyzést írt: notifications are annoying

13. What type of announcements would make you register a new account?

14. There are several types of announcement cafés and bistros do through social media – such as introduction of a new, seasonal item. Imagine that one of your favourite places will have a new, special drink (like pumpkin spice latte by Starbucks) and wants you to know about it. Which platform would be the best choice to post something about this new drink in order to reach you as soon as possible?

*Since I am active on Facebook and Instagram as well, I think on both channels I would be reachable.*

[B197] megjegyzést írt: active on Facebook and Instagram

15. People like sweepstakes and you can also see them on social media. Have you ever participated in sweepstakes on social media?

*No I haven't.*

[B198] megjegyzést írt: no participation in sweepstakes

16. What types of sweepstakes have you seen or participated in?

17. What are the reasons for participating in such contests?

*I didn't participate because I find it a little bit awkward when I see the names of people or their comments under the main post. And I always feel that I do not want other people to know what I would like to win, what is interesting to me and so on.*

[B199] megjegyzést írt: sweepstakes are public

[B200] megjegyzést írt: don't want to show

18. Imagine that your favourite place announces different contests on the different platforms. These are the most commonly uses platform-specific sweepstakes. Tell me what do you like and dislike about them:

- a. Instagram: niche hashtags

- b. FB: like and share to win
- c. Twitter: retweet
- d. Foursquare/Swarm: check-in rewards
- e. Snapchat: send a snap
- f. TikTok: Create a video at the given location

A: I like the hashtag thing, it is not that public. Even though I haven't taken part in any of these yet.

[B201] megjegyzést írt: hashtag sweepstakes are appealing

B: I hate them. Annoying and too public.

[B202] megjegyzést írt: annoying Facebook sweepstakes

C: I don't use it.

D: No idea.

E: Never used.

F: Also no idea.

[B203] megjegyzést írt: no user experience

19. Snapchat is very popular today. Some places already have an account and it could be used for such sweepstakes that we just talked about. In order to win something, they might ask you to take a snap:

- i. In a specific time frame
- ii. From a specific place
- iii. with a specific filter

How do you like these options? Would you participate in any of these?

20. How important are brand ambassadors for you?

They are not so important, because I know they receive real good money for being an ambassador. If I see a famous person talking about a product privately, by themselves without any advertisements, then I would really like to try this product.

[B204] megjegyzést írt: ambassadors are not important

[B205] megjegyzést írt: no trust in brand ambassadors

[B206] megjegyzést írt: celebrity suggestions over ambassadors

21. Do you react more on social media activities that involve celebrities?

No, they are not important elements to me.

[B207] megjegyzést írt: ambassadors are not important

22. Which celebrities do you think would fit together with cafés?

I really do not have a clue. I guess someone from the "famous people group" who like coffee and can be associated with spending time in a café with a good book, for example a writer.

[B208] megjegyzést írt: writers as ambassadors

23. What do you think about the account takeovers which let employees show their daily routine?

They are good, I like to see the employees who are really enthusiastic and enjoy their job.

[B209] megjegyzést írt: account takeovers are entertaining

24. Cafés around the world usually team-up with different celebrities and so-called „community leaders”, however, sometimes they just let their employees to use the social media account of the company and show his or her everyday life. Would you like to see local or national social influencers associated with your favourite local cafés? What type of celebrities do you want to see in campaigns of these places? Someone who is admired by the followers, who can be a role model to them. But I can't name somebody exactly.

*For sure I would like to see our prime minister, Viktor Orbán. Haha, just kidding. No idea, I don't really care about them.*

[B210] megjegyzést írt: ambassadors are not important

25. Some of the local cafés already let their employees to share their pictures on the account of the company, however, there has never been an example for a whole-day takeover. Would you follow the „adventures” of an employee from your favourite place?

*Nope. I am following the places' profiles since I am interested in what's going on there. This also includes seeing their employees' routines, but I wouldn't follow their employees.*

[B211] megjegyzést írt: no need for employee adventures

[B212] megjegyzést írt: no particular interest in account takeovers

26. The social media profiles of these institutions do not only allow followers to receive the latest news and know about the new offers, but people can also contact the representative of the companies through these platforms. Have you ever used any of these options?

*No I haven't.*

[B213] megjegyzést írt: no contacts

27. For what purpose would you contact the company?

*I would use, when I have a complain. I wouldn't post it publicly, since it can has a negative effect on the reputation of the place, and I would like to avoid that. So I would contact them directly and tell them about my negative experience. Thereby there are informed and have the opportunity to take corrective actions and it is not viral.*

[B214] megjegyzést írt: contact for complain

[B215] megjegyzést írt: contact in person

[B216] megjegyzést írt: contact in person

28. Is it essential in your opinion to have a fast response rate? How long should it maximally take them to respond or react?

*Yes, it is necessary to respond within 12-24 hrs. This is what can be expected nowadays.*

[B217] megjegyzést írt: replies in 12-24 hours

29. These days many platforms support real-time interaction in form of live videos. Many vloggers, celebrities and also companies use this function nowadays. Do you like these live videos on social media? What type of live videos do you think is relevant for cafés?

*No, I haven't watched any of these live things, and I don't think that I will. Well, it can raise awareness if a good topic is chosen, so yes, it has a supportive effect, but personally, I don't care about them.*

[B218] megjegyzést írt: lives are not appealing

[B219] megjegyzést írt: lives are not appealing

30. The most commonly used topics are „Q&A's”, „how it's made” videos about the preparation of a meal or a drink, but followers can also virtually participate in events organized in the



institutions. How often do you see and use these functions on the different platforms? What do you like and dislike about these 3?

*When something is interesting and I wanted to learn more about it, then it is a good thing. But I rarely see them or have time to follow the live broadcasts. I often view the food and beverage preparation videos, hence I gain some tips and tricks or ideas what to cook.*

[B220] megjegyzést írt: lives for education

[B221] megjegyzést írt: lives are not appealing

[B222] megjegyzést írt: behind the scenes are appealing

31. Companies usually encourage their followers to share pictures related to their products or institutions. Most of the social media platforms also support geo-tagging, meaning that you can use the in-built GPS of your device to show people where the content was taken – or you can also „check-in” without uploading anything. What are the main reasons for you to check-in at cafés or share your picture you took there?

*Sometimes I check-in when I am with my friends at a place, where we just rarely go, because it is in another city or country. Then we sometimes share a photo of us or of what we are eating/drinking. But I did in the past, nowadays I neither check in nor put pictures about it to the net.*

[B223] megjegyzést írt: rare check-ins

[B224] megjegyzést írt: rare uploads

[B225] megjegyzést írt: habits changed with age

32. Do you usually check-in or share a photo associated with any of your favourite cafés in Sopron? What type of pictures or videos do you usually take? What are your main reasons for sharing such a content?

*From time to time I upload a photo to Instagram about the meals or cakes and coffees I'm enjoying in Kultúrpresszó, Kocka or Gusto. I share it on Instagram because I wouldn't put in on Facebook, but Insta is the perfect place for pictures like that. And why do I share it? Well, our world is about showing more than we have, so I guess I want to show that I have friends to go with and have money to afford a nice meal, haha*

[B226] megjegyzést írt: pictures of meals and drinks on Instagram

[B227] megjegyzést írt: pictures on Instagram

[B228] megjegyzést írt: show loved content

[B229] megjegyzést írt: show social level

33. What are the social media platforms you use when you take a picture or record a video in association with an institution or an item you purchased?

*Same answer as above. Instagram.*

[B230] megjegyzést írt: pictures and videos on Instagram

34. Please tell me about your social media usage habits when you spend some time in any of the 5 places!

*I go through my Facebook news feed and check my Instagram. But usually I try to use less my mobile phone if possible when I am in such a place.*

[B231] megjegyzést írt: check Facebook and Instagram

[B232] megjegyzést írt: low social media usage in public places

35. Is there any difference between the specific places in terms of your „virtual social interactions”?

*No, not really. The social media activity doesn't really count for me, when I choose the place I'd like to have a coffee for example.*

[B233] megjegyzést írt: interactions don't vary

36. Feedback can be very important in any area of life. Cafés are no exceptions. What are the main reasons for giving feedback?

*Because then they can improve their services, provide better customer service and see what people like and what they don't.*

[B234] megjegyzést írt: negative feedback as guideline

[B235] megjegyzést írt: positive feedback as reinforcement

37. When do you leave a feedback or a rating of a company on social media?

*When I am unsatisfied, or highly satisfied.*

[B236] megjegyzést írt: feedback when necessary

38. Can public ratings on for example Facebook affect your judgement of a place?

*Yes, it has a great impact on my judgement. On these ratings I can see what other customers experienced and what I can expect from the place. It has a great effect on my decision on which place to choose, mainly when I go to an unknown place.*

[B237] megjegyzést írt: strong impact on judgement

[B238] megjegyzést írt: more impact on unknown place

39. Have you ever done a review on social media about local places? Which type of feedback do you prefer?

*Not so often, I'm the one who only use, but never provide these kind of information on local places, haha. But for others, in other cities and countries, sometimes, no so often.*

[B239] megjegyzést írt: rare feedbacks

[B240] megjegyzést írt: feedback on new places

40. How often do you express your positive and negative feelings online? What impact do you think these feedbacks have on the business? What impact do you think these feedbacks have on the business?

*I'm more of a silent follower, don't express my feelings that often. But I think these are good for the business holders to see what they are doing great and which are the areas which need more improvement.*

[B241] megjegyzést írt: rare feedbacks

[B242] megjegyzést írt: feedback helps businesses

General	Facebook and Instagram	
Social Media Usage & Interactions	low social media interactions, follow brands on Facebook, simply like, read reviews, 3 out of 5, rare reactions, number as comment, reactions are not important, rare usage of coupons, not open for new platform, active on Facebook and Instagram, no user experience (2x), no contacts, replies in 12-24 hours, habits changed with age, pictures of meals and drinks on Instagram, pictures on Instagram	
Pros – Desires & Likes	promotions (2x), discounts (2x), exclusive content, current information (2x), appealing pictures, product announcement, meaningful content, appealing pictures (3x), pictures of drinks, pictures are the most important (2x), check-in coupons are appealing, coupons for free items,	
Cons – Negative Feelings & Dislikes	menu cards are not important (2x), behind the scenes is time-consuming, menu cards have no effect, picture 2 is not appealing, detailed behind the scenes content, notifications are annoying	
Sweepstakes	no participation in sweepstakes, sweepstakes are public, don't want to show, hashtag sweepstakes are appealing, annoying Facebook sweepstakes	
Ambassadors & Account Take-overs	ambassadors are not important (3x), no trust in brand ambassadors, celebrity suggestions over ambassadors, writers as ambassadors, account takeovers are entertaining, no need for employee adventures, no particular interest in account takeovers	
Live Streams on Social Media	lives are not appealing (3x), lives for education, behind the scenes are appealing	

Motivation and Special Interactions	rare check-ins, rare uploads, habits changed with age, pictures of meals and drinks on Instagram, pictures on Instagram, show loved content, show social level, pictures and videos on Instagram, check Facebook and Instagram, low social media usage in public places, interactions don't vary
Feedbacks & Reviews	contact for complain, contact in person (2x), negative feedback as guideline, positive feedback as reinforcement, feedback when necessary, strong impact on judgement, more impact on unknown place, rare feedbacks, feedback on new places, rare feedbacks, feedback helps businesses

The third interviewee from generation Y was characterised as a "medium social media user", however, it turned out that she only uses two different platforms, Facebook and Instagram. For the purpose of following her favourite companies and brands, she prefers Facebook, and her main reason is to be informed about the newest offers, promotions, discounts and exclusive content. However, she finds pictures the most important: they can be used to express feelings or simply be aesthetic.

In terms of following dining places and cafés, beside the previously mentioned purposes ("be up-to-date, post about their current offers, have seasonal announcements and promotions, discounts"), she is also interested in reading reviews. Even though she simply likes these places, she is not really into expressing her feeling and sharing her thoughts, but when it comes to a reaction to such posts, she prefers leaving a number as a comment.

Although she finds aesthetic pictures, nice formatting and latte art very appealing, she likes and shares them rarely, simply because she doesn't find these interactions important. In her opinion, a content must be special, hence raise awareness, include humorous, short and meaningful texts or nicely formatted pictures in order to result in a reaction from her side.

From the three most commonly used contents, she clearly finds pictures the most important. For her, personally, menu cards are not important at all, and a behind the scenes content can take too much time to watch. As for the examples, she found the behind the scene picture and the menu cards the least appealing. For her, such videos or pictures should be detailed, and for menu cards, she shows no interest. She found the picture of a meal very appealing: she liked the details (side-dishes) and the fact that it shows the actual size, so she can take that also into consideration when it comes to ordering something.

She has never used any coupons in Sopron, she has only used coupons she received upon checking-in into a place in the Bakony, for which she always gets a free drink.

She finds the notifications in general annoying and couldn't find any possible reason that could make her to register an account on a new platform. In her opinion, she could be reached with the new announcements on both Facebook and Instagram, since she is very active on these platforms.

She has never participated in any kind of sweepstakes on social media. She finds the Facebook possibilities annoying and too public, since all the friends can see who participates in such contests. Even though she has never participated in Instagram sweepstakes, she finds them very appealing. In lack of user experience, she couldn't give any opinion on the other three platform-specific sweepstakes.

Brand ambassadors are not important for her: due to the fact that they are sponsored, she cannot trust in their opinion. However, when a celebrity talks about a product in private, without being paid, there is a

higher chance that she will be interested in the suggested item. In her opinion, "famous people groups" would be the best fits for cafés: mainly writers, since a good book can be associated with a café. She made a humorous joke about the Hungarian prime minister being the ambassador of a local place, but actually she is not interested in seeing any famous people associated with the cafés in Sopron.

She finds account takeovers entertaining, she likes seeing the employees being enthusiastic and enjoy their job, however, this is not the main motivation for liking the page of a company, and this is why she wouldn't be interested in whole-day adventures.

When it comes to contacting a company, she prefers it in person. She has never contacted any establishments through social media, not even in the form of a private message. For personal matters – mainly for making complaints – she always contacts in person. However, in her opinion, a fast response rate is required, meaning that the companies should be able to reply in 12-24 hours.

She doesn't see or watch live streams often, she simply doesn't find them appealing. She prefers watching "how it's made" videos, which allow them to gather some tricks and tips to be used in the future.

She used to be more interactive on social media, her habits have changed with her age and nowadays, there must be a very special occasion or a place to check-in. As for sharing pictures or videos, she prefers Instagram, mainly about meals, cakes or cafés. The main purpose is that she simply wants to share the nice pictures with the world, but these pictures also serve as social purposes, meaning that she can show that she has friends or that she can afford a meal.

Upon visiting a café, she usually checks her Facebook and Instagram. In her opinion, her habits have changed with her age and she tries to be more independent from these platforms and her interactions do not vary by the places.

According to her, feedbacks in general are important: negative ones can serve as a guideline, while positive ones can be understood as positive reinforcements. Even though she finds feedbacks important, she only writes a review when something highly unsatisfying or satisfying occurs, or when she visits an unknown place in another city or country. Reviews have a huge impact on her judgement, mainly on unknown places: she is likely to choose a place based on online reviews. In her opinion, these reviews have a huge impact on the businesses too, simply because the employees and the management can be informed about the level of satisfaction of their customers.

#### Generation Y4

1. Which social media platforms do you use in general?

*I use only Facebook, I don't even have any other social media accounts.*

[B243] megjegyzést írt: low interactions

2. Which social media platforms do you use to follow your favourite companies and brands?

*I can't say I follow too many brands or companies, just one or two.*

[B244] megjegyzést írt: small number of brands to follow

3. More and more companies have presence on the different social media channels in order to inform and interact with their followers. What can be the main reasons for you to follow your favourite brands or places on social media?

*To know about their products, foods or drinks, what they basically offer.*

[B245] megjegyzést írt: products and current offers

4. What are the main reasons for you to follow dining places and cafés?

*I was curious what kind of foods they have and if there are any specialties offered.*

[B246] megjegyzést írt: products and current offers

5. Imagine that one of your favourite places wants to know more about you and asks you to share your feelings and thoughts. These are the ways they are most likely to engage you. How would you react to these types of questions, how do you like them?

*I am not so active, I never react to these kind of engagements. I just want to get the information I need, never react to anything.*

[B247] megjegyzést írt: no feelings shared

6. What are the main criteria for getting in touch with companies on social media?

*To post about their products. That's all.*

[B248] megjegyzést írt: products and current offers

7. What are the most relevant activities of companies you follow on social media?

*They put pictures of their meals, drinks and menus.*

[B249] megjegyzést írt: pictures of meals and drinks

8. What are the main criteria for you a post must fulfil in order to make you like, share or react to it?

*I only like those posts in which are I am interested. So I usually like posts of hunting and hunting dogs and animals which were hunted.*

[B250] megjegyzést írt: likes only niche interest areas

9. What types of post of cafés do you usually like on Facebook, Instagram and on the other platforms?

*Honestly I never like any posts of cafes.*

[B251] megjegyzést írt: no interactions towards cafés

10. The 3 most common subjects of the content these 5 local places use are:

- a. Weekly menu plan
- b. Behind the scenes photos and videos
- c. Pictures about today's value-meals

For you, personally, how important are these contents?

*Not really important. Sometimes it's good to see the weekly menu, in case if I have nothing to eat, then I can go there, but most of the time these posts are unimportant to me.*

[B252] megjegyzést írt: menu cards are appealing

[B253] megjegyzést írt: unimportant posts

11. Of course, there could be different price promotions they announce on social media. The most commonly used are:

- i. Specific price discounts

- ii. Buy 1 get 2 or 2 get 3
- iii. Limited-time offers

Have you ever used such coupons? If yes, in which situation have you used them? What are the reasons for using or not using coupons you see in social media?

*To be honest, I don't care about coupon at all. They never affect my decision making and if I need something, I just buy it.*

[B254] megjegyzést írt: coupons are not appealing

[B255] megjegyzést írt: coupons have no impact

12. If your favourite place says that they will make an account on a new platform and use it for special announcements, would you register an account on that platform only because you want to be up-to-date about the offers of the café?

*No this is uninteresting for me. I only follow those accounts on Facebook which are closely connected to my interests, activities, university, dogs etc.*

[B256] megjegyzést írt: no interest in new platform

13. What type of announcements would make you register a new account?

*Basically nothing would make me to do that.*

[B257] megjegyzést írt: no motivation for new platform

14. There are several types of announcement cafés and bistros do through social media – such as introduction of a new, seasonal item. Imagine that one of your favourite places will have a new, special drink (like pumpkin spice latte by Starbucks) and wants you to know about it. Which platform would be the best choice to post something about this new drink in order to reach you as soon as possible?

*Since I only use Facebook, that would be the only possibility.*

[B258] megjegyzést írt: presence on Facebook

15. People like sweepstakes and you can also see them on social media. Have you ever participated in sweepstakes on social media?

*No I find it useless and annoying.*

[B259] megjegyzést írt: sweepstakes are not appealing

16. What types of sweepstakes have you seen or participated in?

17. What are the reasons for participating in such contests?

18. Imagine that your favourite place announces different contests on the different platforms. These are the most commonly uses platform-specific sweepstakes. Tell me what do you like and dislike about them:

- a. Instagram: niche hashtags
- b. FB: like and share to win
- c. Twitter: retweet
- d. Foursquare/Swarm: check-in rewards
- e. Snapchat: send a snap
- f. TikTok: Create a video at the given location

[B260] megjegyzést írt: no user experience

[B261] megjegyzést írt: No user experience

*I do not know the other apps, only Facebook. But I found those sweepstakes very annoying. And I am not interested in other platforms. At all.*

[B262] megjegyzést írt: annoying Facebook sweepstakes

19. Snapchat is very popular today. Some places already have an account and it could be used for such sweepstakes that we just talked about. In order to win something, they might ask you to take a snap:

- i. In a specific time frame
- ii. From a specific place
- iii. with a specific filter

How do you like these options? Would you participate in any of these?

20. How important are brand ambassadors for you?

*Not really. I am loyal to brands which I am satisfied with. It does matter whose face I see in an advertisement.*

[B263] megjegyzést írt: ambassadors are not important

21. Do you react more on social media activities that involve celebrities?

*Nope. If I like the product I use and the other way around. Celebrities have nothing to do with that.*

[B264] megjegyzést írt: celebrities are not important

22. Which celebrities do you think would fit together with cafés?

*I can't name you anyone, but I gladly see some beautiful women around the cafés, haha.*

[B265] megjegyzést írt: beautiful women would match cafés

23. What do you think about the account takeovers which let employees show their daily routine?

*I've never heard of that either. I really do not have time during my workday to put posts of my job, but it's good to hear that there are work places where people can do that.*

[B266] megjegyzést írt: no interest in takeovers

[B267] megjegyzést írt: no time for takeovers

24. Cafés around the world usually team-up with different celebrities and so-called „community leaders“, however, sometimes they just let their employees to use the social media account of the company and show his or her everyday life. Would you like to see local or national social influencers associated with your favourite local cafés? What type of celebrities do you want to see in campaigns of these places?

*I don't care about them.*

[B268] megjegyzést írt: celebrities are not important

25. Some of the local cafés already let their employees to share their pictures on the account of the company, however, there has never been an example for a whole-day takeover. Would you follow the „adventures“ of an employee from your favourite place?

*I am not interested in any other person's life, so no.*

**[B269] megjegyzést írt:** no interest in employee adventures

26. The social media profiles of these institutions do not only allow followers to receive the latest news and know about the new offers, but people can also contact the representative of the companies through these platforms. Have you ever used any of these options?

*Never. I'm not such an online person. I rather go and tell personally what I think.*

**[B270] megjegyzést írt:** contact in person

27. For what purpose would you contact the company?

*If I'm really unsatisfied with the place and the service.*

**[B271] megjegyzést írt:** contact for feedback

28. Is it essential in your opinion to have a fast response rate? How long should it maximally take them to respond or react?

*Since I don't really care about contacting them online, I honestly cannot tell. But I guess 1-2 days should be enough for them to reply to others' messages.*

**[B272] megjegyzést írt:** contact in person

**[B273] megjegyzést írt:** 1-2 days to reply

29. These days many platforms support real-time interaction in form of live videos. Many vloggers, celebrities and also companies use this function nowadays. Do you like these live videos on social media? What type of live videos do you think is relevant for cafés?

*No, I don't have time to watch videos on Facebook which are not interesting for me. I think they should create videos of how the food is made, that could be interesting for the people I guess, but I wouldn't watch them in live.*

**[B274] megjegyzést írt:** no interest in lives

**[B275] megjegyzést írt:** food preparation videos are appealing

30. The most commonly used topics are „Q&A's”, „how it's made” videos about the preparation of a meal or a drink, but followers can also virtually participate in events organized in the institutions. How often do you see and use these functions on the different platforms? What do you like and dislike about these 3?

*I see them sometimes, but I never react to them. Sometimes I offer to my girlfriend to watch some food preparation videos, you know, to get some ideas for dinner. But I always ignore Q&A's. Again, I'm quite busy, when I have some free time I don't waste on things like that. I prefer going out to the fresh air.*

**[B276] megjegyzést írt:** few lives

**[B277] megjegyzést írt:** videos give ideas

**[B278] megjegyzést írt:** Q&A's are not appealing

**[B279] megjegyzést írt:** no time for lives

31. Companies usually encourage their followers to share pictures related to their products or institutions. Most of the social media platforms also support geo-tagging, meaning that you can use the in-built GPS of your device to show people where the content was taken – or you can also „check-in” without uploading anything. What are the main reasons for you to check-in at cafés or share your picture you took there?

*Well, if a company wants to share a picture they can do it. But I never check in and share it. I don't understand why people would be interested in that. To the important ones I will tell how great a meal I had or whatever.*

**[B280] megjegyzést írt:** no check-ins, no shared pictures

**[B281] megjegyzést írt:** no motivation for interactions

**[B282] megjegyzést írt:** contact in person



32. Do you usually check-in or share a photo associated with any of your favourite cafés in Sopron? What type of pictures or videos do you usually take? What are your main reasons for sharing such a content?

*Nope. I can't give you reasons. Again, when I am asked to take a picture then I do and send it directly to that person, but not for a company.*

**[B283] megjegyzést írt:** no check-ins, no motivation for interactions, send in private

33. What are the social media platforms you use when you take a picture or record a video in association with an institution or an item you purchased?

*Nothing. I only use Facebook but I don't use it for that purpose.*

**[B284] megjegyzést írt:** no videos or photos shared

34. Please tell me about your social media usage habits when you spend some time in any of the 5 places!

*I don't use my phone during that time, and I hate to see when people are browsing their phones instead of chatting with each other.*

**[B285] megjegyzést írt:** no interaction in public places

35. Is there any difference between the specific places in terms of your „virtual social interactions“?

*No, I don't think so.*

**[B286] megjegyzést írt:** interactions do not vary

36. Feedback can be very important in any area of life. Cafés are no exceptions. What are the main reasons for giving feedback?

*In case if it is important to the cafés to provide an opinion and they ask me to do so, then I would provide them. But just on my own I wouldn't do that, even if I am extremely satisfied or dissatisfied, I would just go there and talk to them in person.*

**[B287] megjegyzést írt:** feedback when asked

**[B288] megjegyzést írt:** feedback if necessary

37. When do you leave a feedback or a rating of a company on social media?

*On my own, I give feedback in person, only if I am extremely satisfied or dissatisfied.*

**[B289] megjegyzést írt:** feedback if extremely satisfied or dissatisfied

38. Can public ratings on for example Facebook affect your judgement of a place?

*No, I never checked these, honestly I don't think that I could find the others' opinion on a Facebook page, haha.*

**[B290] megjegyzést írt:** no impact on judgement

39. Have you ever done a review on social media about local places? Which type of feedback do you prefer?

*No, I've never done and I don't think I ever will.*

**[B291] megjegyzést írt:** no reviews on social media

40. How often do you express your positive and negative feelings online? What impact do you think these feedbacks have on the business? What impact do you think these feedbacks have on the business?

*A negative feedback can have a bad impact on a business, because I think most of the people checks the ratings of a café before they go there, and if they see that is has negative comments, than these people might not go there. Good feedbacks also work like that. But I never leave any reviews or comments only, and never check them, so for me, they have no impact.*

[B292] megjegyzést írt: strong effect of negative reviews

[B293] megjegyzést írt: negative review can have impact

[B294] megjegyzést írt: positive review can have impact

[B295] megjegyzést írt: no reviews on social media

[B296] megjegyzést írt: no impact on judgement

General	Facebook
Social Media Usage & Interactions	low interactions, small number of brands to follow, no feelings shared, likes only niche interest areas, no interactions towards cafés, no interest in new platform, no motivation for new platform, presence on Facebook, no user experience (4x), contact in person (3x), 1-2 days to reply
Pros – Desires & Likes	products and current offers (3x), pictures of meals and drinks, menu cards are appealing, food preparation videos are appealing, videos give ideas
Cons – Negative Feelings & Dislikes	unimportant posts, coupons are not appealing, coupons have no impact
Sweepstakes	sweepstakes are not appealing, annoying Facebook sweepstakes
Ambassadors & Account Take-overs	ambassadors are not important, celebrities are not important (2x), beautiful women would match cafés, no interest in takeovers, no time for takeovers, no interest in employee adventures
Live Streams on Social Media	no interest in lives, few lives, Q&A's are not appealing, no time for lives
Motivation and Special Interactions	no check-ins (2x), no shared pictures, no motivation for interactions (2x), send in private, no videos or photos shared, no interaction in public places, interactions do not vary
Feedbacks & Reviews	feedback when asked, contact for feedback, feedback if necessary, contact in person (2x), feedback if extremely satisfied or dissatisfied, no impact on judgement (2x), no reviews on social media (2x), strong effect of negative reviews, negative review can have impact, positive review can have impact

The last interviewee from the group generation Y was characterized as a "light" social media user: he only uses Facebook and performs a low level of interactions. He only "likes" a small number of brands and companies on Facebook. His main reason for following brands online is to be informed about the products and current offers, but given the limitations of his free time, he doesn't follow them actively.

In terms of interactions, he only 'likes' the posts in his main and niche interest area (hunting), he never react to the posts of companies and local cafés. Although he finds the menu cards the most appealing, they don't have a strong impact on his decision making.

He doesn't have any interest in coupons, therefore he has never used any in his lifetime. According to him, they don't affect his decision making, he buys product regardless of the possibility of discounts.

He has no interest in using a new platform and neither special announcements nor exclusive content would motivate him for registering an account on any other platforms. Since he only has presence on Facebook, this is the ideal networks to reach him with current offers.

When it comes to sweepstakes on social media, he has a very strong opinion: he finds them useless and annoying. He has a very negative opinion about the Facebook-specific "like and share to win" sweepstakes and has no user experience in Instagram, Twitter, Foursquare/Swarm and Snapchat.

He finds brand ambassadors unimportant and has no motivation to react to content including celebrities. In his opinion, there is only one type of ambassador he would like to see in connection with cafés: beautiful women. In terms of local cafés, there is no celebrity he wants to see in the campaigns.

Even though he has never heard of account takeovers, he has no interest in such content: due to the limitation in his free time, he prefers the nature over online activities or watching videos, therefore he is not interested in the employee adventures.

When it comes to contacting an establishment, he prefers speaking to the staff in person, only if he experiences something extremely unsatisfying or satisfying. He believes that 1 or 2 days should be enough for the company to react the messages they receive from others.

He has only seen a small number of live streams on social media. He has no interest in Q&A sessions, and prefers traditional videos over the live ones. He finds food preparation content appealing and inspiring: he tends to ask her girlfriend to create the same meal.

He never uses the check-in function and when it comes to sharing a picture or a video, he prefers sending them in a private message. He feels no urge to use his phone in public places or upon visiting cafés, so his interactions does not vary by the establishments he visits.

In general, he finds both positive and negative feedbacks important and personally he always does it in person, he feels no motivation to do online reviews and never checks them. He gives feedback when something extraordinary happens, meaning that he had an extremely good or bad experience. Even though he thinks that both positive and negative feedbacks and reviews can have an impact on the business and the judgement of others, they have no effect in his decision making and he never leaves any on social media.

## Generation Z1

81. Which social media platforms do you use in general?

*Facebook, Instagram, Snapchat and TikTok. If Pinterest counts as social media, I have an account there too.*

[B297] megjegyzést írt: many social media interactions

82. Which social media platforms do you use to follow your favourite companies and brands?

*Mostly Facebook and Instagram. On TikTok and Snapchat only a small number, mainly international brands we don't see in Sopron.*

[B298] megjegyzést írt: local brands to follow

[B299] megjegyzést írt: international brands to follow

83. More and more companies have presence on the different social media channels in order to inform and interact with their followers. What can be the main reasons for you to follow your favourite brands or places on social media?

- To be up-to-date, to know about the new products. If it's a clothing brand, to know about the latest trends and fashion. Also to be informed about promotions and discounts, or just to be entertained.
84. What are the main reasons for you to follow dining places and cafés?
- I follow some of the big brands like McDonald's, Starbucks, Burger King and so on, and some local places too. Mainly to be informed about the new products and promotions, but also to be entertained, I like the nice pictured and funny content they usually share.
85. Imagine that one of your favourite places wants to know more about you and asks you to share your feelings and thoughts. These are the ways they are most likely to engage you. How would you react to these types of questions, how do you like them?
- I have seen all of these and used them so many times. I really like the new reaction buttons, it's easier than typing in a comment. Comments are oldschool, nobody does that nowadays, only if they post those pictures, you know, "tag someone" and a funny picture. And when they post memes. But otherwise, I don't really leave comment, just when it's a very super unique post or when there is a chance to win something.
86. What are the main criteria for getting in touch with companies on social media?
- New information, news, promotions, discount, menus, or just a nice picture. Or to see their videos and ads, they have so many funny and entertaining advertisements, I love them.
87. What are the most relevant activities of companies you follow on social media?
- Post pictures very frequently, mainly on Instagram. On Facebook they can share everything and I like to see that they are active. They sometimes liked my comments when I left 1-2 years ago, or answered my questions. Now, when I send them private message, they should reply to them. This is important.
88. What are the main criteria for you a post must fulfil in order to make you like, share or react to it?
- To leave a comments, it must be either very-very good or a meme so I want to tag my friends and leave smileys, you know. I usually participate in "share to win" actions, although I never won anything, I like to take my chances. For reactions, I usually react immediately when I see a post or a picture. Mainly with "like" or "love".
89. What types of post of cafés do you usually like on Facebook, Instagram and on the other platforms?
- Almost every single post and I think all the pictures. Oh wait, when they post a picture about a drink or meal I don't like, I am not willing to like, haha.
90. The 3 most common subjects of the content these 5 local places use are:
- Weekly menu plan
  - Behind the scenes photos and videos
- [B300] megjegyzést írt: product announcements
- [B301] megjegyzést írt: latest trends
- [B302] megjegyzést írt: promotions
- [B303] megjegyzést írt: entertainment
- [B304] megjegyzést írt: international brands to follow
- [B305] megjegyzést írt: local places to follow
- [B306] megjegyzést írt: current information
- [B307] megjegyzést írt: entertainment
- [B308] megjegyzést írt: usage of all interactions
- [B309] megjegyzést írt: reaction buttons over comments
- [B310] megjegyzést írt: comments are "oldschool"
- [B311] megjegyzést írt: comments for tagging
- [B312] megjegyzést írt: needs motivation to comment
- [B313] megjegyzést írt: sweepstakes
- [B314] megjegyzést írt: appealing pictures
- [B315] megjegyzést írt: current information, promotions
- [B316] megjegyzést írt: entertainment
- [B317] megjegyzést írt: pictures on Instagram
- [B318] megjegyzést írt: activity on Facebook
- [B319] megjegyzést írt: interactions are welcomed
- [B320] megjegyzést írt: replies are must
- [B321] megjegyzést írt: needs motivation to comment
- [B322] megjegyzést írt: share to win
- [B323] megjegyzést írt: frequent usage of reaction buttons
- [B324] megjegyzést írt: frequent likes
- [B325] megjegyzést írt: no likes for disliked food

c. Pictures about today's value-meals

For you, personally, how important are these contents?

*I really like them all. If I had to choose, I would say that the weekly menu plan is the least important. Of wait, El Gusto usually includes one of their salads or pizzas every week, and I love them. C is essential, to more the better. The places here, in Sopron share very small number of behind the scenes material, but I love them. It's so exciting to see how they make those fancy coffees and yummy meals. I really want more of those!*

[B326] megjegyzést írt: likes all posts

[B327] megjegyzést írt: charming meal offers

[B328] megjegyzést írt: more appealing pictures

[B329] megjegyzést írt: few behind the scenes content

[B330] megjegyzést írt: exciting content

91. Of course, there could be different price promotions they announce on social media. The most commonly used are:

- i. Specific price discounts
- ii. Buy 1 get 2 or 2 get 3
- iii. Limited-time offers

Have you ever used such coupons? If yes, in which situation have you used them? What are the reasons for using or not using coupons you see in social media?

*I really like coupons, I might have a problem, you know, when you feel that you have to buy something when it's discounted. On Facebook, I have seen different coupons many times, and I used most of them. My personal favourites are from McDonald's, they always have good coupons. On Instagram, I have only seen 2 or 3 times, when you had to show the picture at the cashier. They were really good, I used them all, 2 were about coffee or something other drink, and 1 for a cake. I want more coupons for sure!*

[B331] megjegyzést írt: coupons are appealing

[B332] megjegyzést írt: frequent usage of FB coupons

[B333] megjegyzést írt: franchise coupons

[B334] megjegyzést írt: few Instagram coupons

[B335] megjegyzést írt: few coupons

92. If your favourite place says that they will make an account on a new platform and use it for special announcements, would you register an account on that platform only because you want to be up-to-date about the offers of the café?

*Are there others platforms that I am not using? Haha. Just kidding. If they find a new platform I would definitely try that. Oh wait, there is Twitter. I used once but I couldn't find local places and friends there, so after a couple of weeks I deleted. If, for example, Gusto or McDonald's will have an account, I would go back.*

[B336] megjegyzést írt: excitement towards new platforms

[B337] megjegyzést írt: deleted Twitter

[B338] megjegyzést írt: would install Twitter again

93. What type of announcements would make you register a new account?

*Promotions, new items, new fashion trends, and mainly coupons. I just realized that they don't have too many, so yeah, coupons for sure.*

[B339] megjegyzést írt: current information, promotions, coupons

[B340] megjegyzést írt: few coupons

94. There are several types of announcement cafés and bistros do through social media – such as introduction of a new, seasonal item. Imagine that one of your favourite places will have a new, special drink (like pumpkin spice latte by Starbucks) and wants you to know about it. Which platform would be the best choice to post something about this new drink in order to reach you as soon as possible?

I think **Snapchat**. On Facebook and Instagram, it can be lost amongst all the posts and pictures. **But when they snap it, you get it and you open it immediately, wherever you are.** Okay, maybe for example when you are in school, not immediately.

[B341] megjegyzést írt: receiving immediately

95. People like sweepstakes and you can also see them on social media. Have you ever participated in sweepstakes on social media?

**Sure, I like to win free stuff! I participated in many.**

[B342] megjegyzést írt: frequent participation in sweepstakes

96. What types of sweepstakes have you seen or participated in?

**I have seen so many like, share or comment sweepstakes.** There are those events when you have to **attend and invite your friends to win** free ticket for example. I love them. I participated in 1 Instagram sweepstake when I was at the VOLT Fesztivál, when you had to **upload a picture with hashtags to win.** That was very cool.

[B343] megjegyzést írt: sweepstakes are appealing

[B344] megjegyzést írt: frequent participation in sweepstakes

97. What are the reasons for participating in such contests?

**To win free stuff. Everything is good for free!**

[B345] megjegyzést írt: winning

98. Imagine that your favourite place announces different contests on the different platforms. These are the most commonly uses platform-specific sweepstakes. Tell me what do you like and dislike about them:

- Instagram: niche hashtags
- FB: like and share to win
- Twitter: retweet
- Foursquare/Swarm: check-in rewards
- Snapchat: send a snap
- TikTok: Create a video at the given location

A: **There are not so many of them, but I really like those unique hashtags, when you just type in what you think or feel and no one has ever used them.**

[B346] megjegyzést írt: few Instagram sweepstakes

B: **This is the most common one. I have done it so many times, but never won anything. Maybe because too many people do it.**

[B347] megjegyzést írt: many FB sweepstakes

C: **No Twitter account, but I have seen on the internet and those are also good. Maybe I could win more because not so many people use Twitter here.**

[B348] megjegyzést írt: would install Twitter again

D: **I remember that Foursquare was so cool couple of years ago. Wherever I went I checked in. It didn't matter if it was a shop or a square, immediately checked in. I miss the old days. It would have been so good to win something with those check-ins. I was so many times mayor, I remember. But Swarn, I used it for 2-3 weeks and uninstalled.**

[B349] megjegyzést írt: frequent check-ins in Foursquare

[B350] megjegyzést írt: win by check-in

[B351] megjegyzést írt: deleted Swarn

E: **I send so many snaps every single day. So yes, I really want to have them!**

[B352] megjegyzést írt: needs Snapchat sweepstakes

F: **That's also really cool. I use TikTok pretty much all the time!**

[B353] megjegyzést írt: needs TikTok sweepstakes

99. Snapchat is very popular today. Some places already have an account and it could be used for such sweepstakes that we just talked about. In order to win something, they might ask you to take a snap:

- i. In a specific time-frame
- ii. From a specific place
- iii. with a specific filter

How do you like these options? Would you participate in any of these?

*Wow, these are so creative. I would love to participate in those. I can imagine myself with my friends to wait for the time to come so we can send the snap. Or go on a little adventure somewhere. So we all can send bunny snaps from the main square. This would be so funny. I love them all!*

[B354] megjegyzést írt: Snapchat sweepstakes are appealing

[B355] megjegyzést írt: excitement

[B356] megjegyzést írt: group adventures

100. How important are brand ambassadors for you?

*You mean celebrities, right? I think they are very funny. I like the foreign celebrities better, but I have seen many good with Hungarian people too.*

[B357] megjegyzést írt: ambassadors are appealing

[B358] megjegyzést írt: both foreign and local celebs

101. Do you react more on social media activities that involve celebrities?

*I react to almost all the posts, so I would say no.*

[B359] megjegyzést írt: reactions to all

102. Which celebrities do you think would fit together with cafés?

*I think anybody. Coffee is for everybody, if the café is using a well-know, or good-looking or funny person, it's already a win.*

[B360] megjegyzést írt: everybody fits cafés

[B361] megjegyzést írt: celebrities fit cafés

103. What do you think about the account takeovers which let employees show their daily routine?

*I have them from foreign companies. They are so funny and entertaining, because you can follow a cook or a barista during the day and see how he or she works. There are not so many of these here, right? Yes, so more would be better!*

[B362] megjegyzést írt: takeovers are entertaining

[B363] megjegyzést írt: whole day takeover

[B364] megjegyzést írt: few takeovers

104. Cafés around the world usually team-up with different celebrities and so-called „community leaders“, however, sometimes they just let their employees to use the social media account of the company and show his or her everyday life. Would you like to see local or national social influencers associated with your favourite local cafés? What type of celebrities do you want to see in campaigns of these places?

*Yes, it would be so good! I like to watch Hungarian Youtubers. It would be so cool if Csilla or Fruzsí would come to Sopron and team-up with Gusto, for example. I don't really know celebrities from Sopron. I don't know this lady down here. This is Hyen, right? She is a very talented singer. And, this is the guy who won the Olympics, right? Csollány Szilveszter, right? It might sound weird, but Hyen or the other vloggers would be better.*

[B365] megjegyzést írt: national vloggers as ambassadors

[B366] megjegyzést írt: vloggers over local celebrities

105. Some of the local cafés already let their employees to share their pictures on the account of the company, however, there has never been an example for a whole-day takeover. Would you follow the „adventures“ of an employee from your favourite place?



*This is what we talked about previously. So yes, definitely, pictures, small videos or snaps. Mainly snaps would be cool.*

[B367] megjegyzést írt: employee adventures

[B368] megjegyzést írt: Snapchat adventures

106. The social media profiles of these institutions do not only allow followers to receive the latest news and know about the new offers, but people can also contact the representative of the companies through these platforms. Have you ever used any of these options?

*I never wrote a post to the wall. I shared a photo around 2 times and messaged around... I don't know, 5-6 times maybe.*

[B369] megjegyzést írt: pm's are appealing

107. For what purpose would you contact the company?

*I shared 2 times photos about a very bad looking meal. It was disgusting and they didn't want to give my money back. Never went back to those places. For message, I asked them about opening hours or if they still have any of my favourite cakes left.*

[B370] megjegyzést írt: negative experience as picture

[B371] megjegyzést írt: current information, personal questions

108. Is it essential in your opinion to have a fast response rate? How long should it maximally take them to respond or react?

*Yes. Today everybody in on social media. I know that they work, but they could take a few minutes every half or maximum hour to reply.*

[B372] megjegyzést írt: fast replies

[B373] megjegyzést írt: max 1 hour to reply

109. These days many platforms support real-time interaction in form of live videos. Many vloggers, celebrities and also companies use this function nowadays. Do you like these live videos on social media? What type of live videos do you think is relevant for cafés?

*I have seen them on Facebook, and watched those couple of times. Q&A's from bands or vloggers, live concert and there is a page that share cartoons and movies.*

[B374] megjegyzést írt: live is appealing

[B375] megjegyzést írt: Q&A's, live shows

[B376] megjegyzést írt: live movies

110. The most commonly used topics are „Q&A's”, „how it's made” videos about the preparation of a meal or a drink, but followers can also virtually participate in events organized in the institutions. How often do you see and use these functions on the different platforms? What do you like and dislike about these 3?

*I see Q&A's very often, second place is comes live shows and for "how it's made" videos very rarely. I would like to see more of all!*

[B377] megjegyzést írt: Q&A's for cafés, live shows for cafés, few how it's made

111. Companies usually encourage their followers to share pictures related to their products or institutions. Most of the social media platforms also support geo-tagging, meaning that you can use the in-built GPS of your device to show people where the content was taken – or you can also „check-in” without uploading anything. What are the main reasons for you to check-in at cafés or share your picture you took there?

*I check-in like 90% of the visits. I don't know the reason, there are places where I always check-in, I just got used to it. It is the part of the habit.*

[B378] megjegyzést írt: frequent check-ins

[B379] megjegyzést írt: check-ins as habit

112. Do you usually check-in or share a photo associated with any of your favourite cafés in Sopron? What type of pictures or videos do you usually take? What are your main reasons for sharing such a content?



- On Facebook, I almost never share photos. I check-in on Facebook, share photo on Instagram and send a snap on Snapchat. 90% of the pictures are about the drink or meal and in the 10% a selfie or a group photo. Just to show everybody what we do. I don't know, it's just cool to share something.*
113. What are the social media platforms you use when you take a picture or record a video in association with an institution or an item you purchased?
- Instagram and Snapchat.*
114. Please tell me about your social media usage habits when you spend some time in any of the 5 places!
- First I check in. Then I send a snap. When the drink or food arrives, I post it on Instagram and send a snap about it. Usually 2-5 snaps per place, depending on what we buy.*
115. Is there any difference between the specific places in terms of your „virtual social interactions“?
- In terms of the place itself, no. It depends on the drinks and meals we order. Or how much time and fun we have.*
116. Feedback can be very important in any area of life. Cafés are no exceptions. What are the main reasons for giving feedback?
- I think most of the people only want to know positive feedback. However, in my opinion, negative feedback is more important and people are more likely to leave feedback when they have a negative experience.*
117. When do you leave a feedback or a rating of a company on social media?
- If I have a good experience, or just a drink or meal at a place, I give 5 stars immediately. However, if I have a very bad experience, I always give only few stars and a written comment too.*
118. Can public ratings on for example Facebook affect your judgement of a place?
- Definitely. But mostly about new places I have never been to. If I like a place, I don't care if others dislike it. But if I want to visit a new café or anything, I check the reviews on Facebook before I choose.*
119. Have you ever done a review on social media about local places? Which type of feedback do you prefer?
- I am not really into posting onto the page of the company. With emojis, I use Like and Love very frequently.. And reviews very often.*
120. How often do you express your positive and negative feelings online? What impact do you think these feedbacks have on the business?

[B380] megjegyzést írt: check-ins on Facebook

[B381] megjegyzést írt: pictures on Instagram

[B382] megjegyzést írt: frequent snaps

[B383] megjegyzést írt: drinks and meals over selfies

[B384] megjegyzést írt: cool to share

[B385] megjegyzést írt: pictures on Instagram, pictures as snaps

[B386] megjegyzést írt: immediate check-in

[B387] megjegyzést írt: meals and drinks on Instagram

[B388] megjegyzést írt: frequent snaps

[B389] megjegyzést írt: interactions vary by drinks and meals

[B390] megjegyzést írt: interactions vary by mood

[B391] megjegyzést írt: ppl want to know positive feedback

[B392] megjegyzést írt: negative feedback is more important

[B393] megjegyzést írt: more negative than positive feedbacks

[B394] megjegyzést írt: frequent reviews on Facebook

[B395] megjegyzést írt: negative reviews with comments

[B396] megjegyzést írt: strong impact on unknown places

[B397] megjegyzést írt: no impact on known places

[B398] megjegyzést írt: strong impact on unknown places

[B399] megjegyzést írt: no posts as feedback

[B400] megjegyzést írt: emojis and reviews as feedback

Positive feelings very frequently, most of the time I only leave stars, but if I had a very amazing experience or just a drink or meal, I write then a comment like "the chicken salad is amazing, you must try it!" and so. As negative, there must be a huge problem if I leave bad review, but if I do, there is also a comment like "the bartender was very rude, he didn't want to accept our big money and also the drink was bad too". I think they have a huge impact on the business, because if I saw a bad feedback like this I would definitely think twice before going to that place.

[B401] megjegyzést írt: frequent positive reviews

[B402] megjegyzést írt: good experiences as comments

[B403] megjegyzést írt: negative reviews when necessary

[B404] megjegyzést írt: negative reviews with comments

[B405] megjegyzést írt: huge impact of feedback

[B406] megjegyzést írt: strong impact on unknown places

General	Facebook, Instagram, Snapchat, TikTok, Pinterest
Social Media Usage & Interactions	many social media interactions, local brands to follow, international brands to follow (2x), local places to follow, many local places to follow, appealing places to follow, appealing places to like, usage of all interactions, reaction buttons over comments, comments are "oldschool", comments for tagging, needs motivation to comment (2x), frequent usage of reaction buttons, frequent likes, excitement towards new platforms, deleted Twitter, would install Twitter again, pm's are appealing, frequent check-ins in Foursquare, deleted Swarn
Pros – Desires & Likes	product announcements, latest trends, promotions (3x), entertainment (3x), current information (3x), sweepstakes, appealing pictures, current information (2x), pictures on Instagram, activity on Facebook, interactions are welcomed, replies are must, likes all posts (2x), charming meal offers, exciting content, memes are appealing, coupons are appealing, frequent usage of FB coupons, franchise coupons, receiving immediately, personal questions, fast replies, max 1 hour to reply
Cons – Negative Feelings & Dislikes	no likes for disliked food, more appealing pictures, few behind the scenes content (2x), few Instagram coupons, few coupons (2x)
Sweepstakes	share to win, frequent participation in sweepstakes (2x), sweepstakes are appealing, winning, few Instagram sweepstakes, many FB sweepstakes, would install Twitter again, win by check-in, needs Snapchat sweepstakes, Snapchat sweepstakes are appealing, excitement, group adventures, needs TikTok sweepstakes
Ambassadors & Account Take-overs	ambassadors are appealing, both foreign and local celebs, reactions to all, everybody fits cafés, celebrities fit cafés, takeovers are entertaining, whole day takeover, few takeovers, national vloggers as ambassadors, vloggers over local celebrities, employee adventures, Snapchat adventures
Live Streams on Social Media	live is appealing, Q&A's, live shows, live movies, Q&A's for cafés, live shows for cafés, few how it's made
Motivation and Special Interactions	frequent check-ins, check-ins as habit, check-ins on Facebook, pictures on Instagram, frequent snaps (2x), drinks and meals over

	selfies, cool to share, pictures on Instagram, pictures as snaps, immediate check-in, meals and drinks on Instagram, interactions varies by drinks and meals, interactions varies by mood
Feedbacks & Reviews	negative experience as picture, ppl want to know positive feedback, negative feedback is more important, more negative than positive feedbacks, frequent reviews on Facebook, negative reviews with comments (2x), strong impact on unknown places (3x), no impact on known places, no posts as feedback, emojis and reviews as feedback, frequent positive reviews, good experiences as comments, negative reviews when necessary, huge impact of feedback

The first interviewee from Generation Z was characterized as a heavy social media user – which seems appropriate, since she uses four different platforms actively (Facebook, Instagram, Snapchat and Pinterest) and also tried Twitter, but due to the lack of popularity in Hungary, she eventually deleted it.

She mainly uses Facebook and Instagram to follow her favourite brands – on both national and international level-, however, on Snapchat she added some foreign companies too. The main reason for following brands on social media it to be up-to-date and be informed about the latest announcements. For clothing brands, she wants to know about the new trends, and promotions, discounts and entertaining are also very crucial for her.

In terms of sharing her thoughts with the brand, she rather chooses reaction buttons. She believes that comments are for the older generation and it's an interaction which is not done by her age group. However, when something extraordinary comes along, such as an entertaining content, a sweepstake or a "meme", she would be fine with leaving a comment or tagging one of her friends.

She believes that either a current information, posts about promotions or appealing pictures about meals and drinks are the most important activities by places on social media. Businesses should be very active on these platforms, use Instagram for photo sharing quite often and share any information (or even pictures) on Facebook. Besides sharing content very frequently, the places should be able to reply to inquiries, mainly to private messages and personal questions.

She found all three most common types of posts and also the existing examples very appealing, and she was quite familiar with all of them. However, she found the amount of behind the scenes content from local establishment not satisfying: in her opinion, they should act like foreign, international companies and let their followers to have a "sneak peak". She recognised a very famous meme on one of the pictures which was used as an example and showed excitement towards these types of posts.

She likes coupons in general and uses both traditional and online ones very often. In her opinion, local establishments use this type of promotions only a few times, however, the local Mc Donald's restaurant in Sopron offers a wide range of coupons for its followers. There are definitely less coupons on Instagram, however, these can be easily redeemed by showing the phone in the store or café – this is why she believes that businesses should issue more of them.

When it comes to having special, exclusive announcements on certain existing or new platforms, she would definitely register an account for such information, or even install Twitter again. The main reason would be to be informed about "promotions, new items, new fashion trends, and mainly coupons". She believes that Snapchat would be the best way to reach her with these announcements as soon as it's possible, since she tends to open the incoming snaps immediately – or whenever she has the chance.

She usually participates in sweepstakes, and in case of having a chance to win something, she is willing to leave a comment, like a post or picture, attend an event and invite her friends, or simply share something on her wall. She sees social media sweepstakes quite often, and has also participated in more of them, such as "like, share or comment sweepstakes" or "attend and invite your friends to win" on Facebook, and once in an Instagram contest, in which she had to "upload a picture with hashtags to win" – with the motivation to win something.

Other than Twitter - due to the lack of uses experience –, she was able to express her feelings towards the platform-specific sweepstakes. She sees the Facebook example the most frequently, however, she finds the other ones more creative and appealing and believes that she would participate in Instagram and Snapchat sweepstakes more often. She was a heavy Foursquare user, she sees fantasy in getting rewards after check-ins, but after the introduction of Swarn she didn't have motivation to use it. After hearing about the different Snapchat sweepstakes possibilities, she became very excited and already imagined herself and the close friends acting together or even going on adventures only because they want to win something.

Brands ambassadors are important for her, she likes foreign celebrities better than national, well-known people, however, she has seen many appealing ads including Hungarian celebs. In her opinion, any charming and good-looking person would be a perfect match for a café.

She finds account takeovers entertaining and would like to follow the whole day of an employee – mainly in the form of frequent snaps. She values Hungarian vloggers over local celebrities, and would be happy to see her favourite Youtubers in association with her favourite cafés.

In terms of contacting the company, she prefers personal messages. This is the function she uses the most frequently, to ask personal matters (availability of favourite cake) or for current information, such as opening hours. In her opinion, being active on social media is essential today, this is why places should be able to reply in less than an hour.

She likes live videos and watched many different types of streams on Facebook, such as cartoons, movies, events and also Q&A's. She believes that there should be more "how it's made" videos on social media, and besides Q&A's and live shows, this is something she could imagine a café doing.

When going out, she has a complete practice of using social media: she checks in almost every time on Facebook, shares as image on Instagram and sends snaps to her friends quite often. For sharing pictures or videos, she uses Instagram (for mainly meals and drinks) and Snapchat (for anything, including selfies). As for the reason, she simply said that it became a habit and it

's "cool to share" everything. In terms of places, there is no difference in her interactions, it varies by mood or orders.

She believes that negative feedback is more important, however people mostly want to hear the positive reviews. She uses social media for giving feedback:

- whenever she is having a good experience, she gives 5 stars on Facebook immediately
- if something exceptionally good happens, she also includes comments
- in case of a bad experience, she likes to include comments to show the weak points

She prefers Facebook reviews and finds emojis and reaction buttons very practical, and uses "Like" and "Love" very often. She believes that reviews have huge impacts on the businesses today: although they don't affect her feelings towards known and favourite places, but she might judge an unknown place based on reviews and feedbacks of others.

## Generation Z2

1. Which social media platforms do you use in general?

*Facebook, Instagram and Snapchat.*

[NB407] megjegyzést írt: moderate social media interactions

2. Which social media platforms do you use to follow your favourite companies and brands?

*Facebook and Instagram. On Snapchat I mainly follow bands, celebrities and only some companies.*

[NB408] megjegyzést írt: companies and celebrities to follow

3. More and more companies have presence on the different social media channels in order to inform and interact with their followers. What can be the main reasons for you to follow your favourite brands or places on social media?

*If I like a brand or company, I follow them on Facebook. I mean, not strictly follow, I just like their page. I just want to know what they do, the new products and when they offer discounts.*

[NB409] megjegyzést írt: favourite brands to follow

[NB410] megjegyzést írt: current information

4. What are the main reasons for you to follow dining places and cafés?

*I personally like so many pages on Facebook. If I visit a place and I like how it looks, or the drinks they have, I like it on Facebook. Actually I like any place I visit. It's kind of automatic, like it, check-in, you know. But it's good to be informed about their offers. And they post so many funny content. And nice pictures too.*

[NB411] megjegyzést írt: wide range of liked places

[NB412] megjegyzést írt: appealing places to follow

[NB413] megjegyzést írt: like and check-in automatically

[NB414] megjegyzést írt: current information, entertainment

5. Imagine that one of your favourite places wants to know more about you and asks you to share your feelings and thoughts. These are the ways they are most likely to engage you. How would you react to these types of questions, how do you like them?

*I mainly use the reaction buttons and when you have to leave a number as a comment. I don't really like simple comments, they are boring. I don't really use them. Does it count if I tag*

[NB415] megjegyzést írt: reaction buttons are appealing

[NB416] megjegyzést írt: simple comments (numbers)

someone? If yes, then I use comments for that. I don't see polls very frequently. We use them in groups or in events, but in public, haven't seen so many of them.

[NB417] megjegyzést írt: comments for tagging

[NB418] megjegyzést írt: polls only in groups

6. What are the main criteria for getting in touch with companies on social media?

Getting news, see what they post. I also like the announcements on Facebook, because I don't really read newspaper or magazines, or watch TV. So if something new comes, like a new dress for example, I can be informed. Or when they have seasonal sales for example, so you can click in the link and end up in the webshop.

[NB419] megjegyzést írt: current information

[NB420] megjegyzést írt: announcements

[NB421] megjegyzést írt: promotions

[NB422] megjegyzést írt: link leading to webshop

7. What are the most relevant activities of companies you follow on social media?

Pictures are the most important. Even if they tell an important information, it's good to have a picture there. But yes, fresh news and if they say that for example we sell now this and that, or we have a sale, then a link to the webshop.

[NB423] megjegyzést írt: pictures (with information)

[NB424] megjegyzést írt: current information

[NB425] megjegyzést írt: sales with links

8. What are the main criteria for you a post must fulfil in order to make you like, share or react to it?

I basically like everything, or sometimes use the "love" reaction. I only share videos or pictures when they are very very funny. Or when they say that you can win something.

[NB426] megjegyzést írt: likes and love reactions

[NB427] megjegyzést írt: share for fun or win

9. What types of post of cafés do you usually like on Facebook, Instagram and on the other platforms?

Almost everything. When they post a picture I usually like it automatically, it doesn't really matter what they show. They must be very bad if I don't like something, haha.

[NB428] megjegyzést írt: likes almost everything

[NB429] megjegyzést írt: pictures liked automatically

10. The 3 most common subjects of the content these 5 local places use are:

- a. Weekly menu plan
- b. Behind the scenes photos and videos
- c. Pictures about today's value-meals

For you, personally, how important are these contents?

I think they are all equally important. Maybe pictures are the most important. This is why you use Instagram, to post pictures. El Gusto for example always posts the weekly menu plans and they have very good food. I don't actually see so many "behind the scenes" from local places, but I really like them. It's nice to know where they prepare everything. I would be happy if I could see more of them. It's hard to decide, I like them all.

[NB430] megjegyzést írt: pictures are the most important

[NB431] megjegyzést írt: pictures on Instagram

[NB432] megjegyzést írt: few behind the scenes content

[NB433] megjegyzést írt: few behind the scenes content

11. Of course, there could be different price promotions they announce on social media. The most commonly used are:

- i. Specific price discounts

- ii. Buy 1 get 2 or 2 get 3
- iii. Limited-time offers

Have you ever used such coupons? If yes, in which situation have you used them? What are the reasons for using or not using coupons you see in social media?

*Oh my God, I love coupons. I am addicted to Glamour Days and other sales. They always give you so many coupons and I always use most of them. Okay, maybe I don't use the 10% coupons. But 15% and above, I am in! I don't see so many of them on social media. I heard from other people that they always have them. Like these from Starbucks. I wish we had more of these, I would love to use any of them. For shopping, clothes, shoes, cinema tickets. Actually I used that many times. And McDonald's coupons too.*

[NB434] megjegyzést írt: coupons are appealing

[NB435] megjegyzést írt: frequent usage of coupons

[NB436] megjegyzést írt: few coupons

[NB437] megjegyzést írt: few coupons

[NB438] megjegyzést írt: frequent usage of coupons

12. If your favourite place says that they will make an account on a new platform and use it for special announcements, would you register an account on that platform only because you want to be up-to-date about the offers of the café?

*What other platform? Oh you mean like if there comes a new one? Oh wait there is Twitter already. Never mind. I personally don't use Twitter, but if, I don't know.. El Gusto or Kultúrpresszó registers a Twitter account, I would register too.*

[NB439] megjegyzést írt: no Twitter usage

[NB440] megjegyzést írt: open for new platforms

13. What type of announcements would make you register a new account?

*Coupons! Haha... Sorry, I got so hooked up on coupons. But if they make special announcements about sales or promotions, I would definitely register a Twitter account.*

[NB441] megjegyzést írt: coupons

[NB442] megjegyzést írt: promotions, discounts

14. There are several types of announcement cafés and bistros do through social media – such as introduction of a new, seasonal item. Imagine that one of your favourite places will have a new, special drink (like pumpkin spice latte by Starbucks) and wants you to know about it. Which platform would be the best choice to post something about this new drink in order to reach you as soon as possible?

*That's a good question. I think **Snapchat**. Because there you get the picture immediately, like a message. On Facebook or Instagram it can be lost, depending on how many friends you have.*

[NB443] megjegyzést írt: receiving immediately

[NB444] megjegyzést írt: can be lost on FB or I

15. People like sweepstakes and you can also see them on social media. Have you ever participated in sweepstakes on social media?

*Yes, of course, I love getting free things, haha.*

[NB445] megjegyzést írt: frequent participation in sweepstakes

16. What types of sweepstakes have you seen or participated in?

*Mostly those **like and share on Facebook**, I used to participate so often but today only sometimes. But this is what I see very frequently. There is the one where you can win a ticket to a concert if you **invite your people to the Facebook event**. I always do that. I like the Instagram hashtag contests better, when you have to upload a picture with a unique hashtag and the one with the most likes win.*

[NB446] megjegyzést írt: frequent participation in sweepstakes

[NB447] megjegyzést írt: frequent participation in sweepstakes

17. What are the reasons for participating in such contests?

[NB448] megjegyzést írt: Instagram sweepstakes over Facebook

To win something. What else? Uhm.. I cannot think of anything else...

[NB449] megjegyzést írt: winning

18. Imagine that your favourite place announces different contests on the different platforms. These are the most commonly used platform-specific sweepstakes. Tell me what you like and dislike about them:

- a. Instagram: niche hashtags
- b. FB: like and share to win
- c. Twitter: retweet
- d. Foursquare/Swarm: check-in rewards
- e. Snapchat: send a snap
- f. TikTok: Create a video at the given location

A: I wish we had more of them here. I really like the way they come up with new hashtags that no one has ever used.

[NB450] megjegyzést írt: few Instagram sweepstakes

B: This is what I see the most frequently. I used to participate very often, but today only if it's something special. The thing is that there are too many of them, the news feed is full with them, so annoying.

[NB451] megjegyzést írt: many Facebook sweepstakes

[NB452] megjegyzést írt: participation changed with age

C: If I had Twitter account, I would participate.

[NB453] megjegyzést írt: would participate in Twitter

D: Right, I remember, Foursquare. Me and my friends used it for half a year, we were so addicted. But this new Swarm, I tried it but it wasn't like Foursquare back in the days. I wish we had prizes for the mayors, I would have won so many! Haha

[NB454] megjegyzést írt: frequent check-ins in Foursquare

[NB455] megjegyzést írt: deleted Swarm

E: I have never seen Snapchat contest. But I like snapping, so I would definitely participate.

[NB456] megjegyzést írt: win by check-in

[NB457] megjegyzést írt: needs Snapchat sweepstakes

F: I don't use TikTok.

[NB458] megjegyzést írt: no user experience

19. Snapchat is very popular today. Some places already have an account and it could be used for such sweepstakes that we just talked about. In order to win something, they might ask you to take a snap:

- i. In a specific time-frame
- ii. From a specific place
- iii. with a specific filter

How do you like these options? Would you participate in any of these?

I have never seen any of them. Are these real? Wow this is so cool, I wish we had them here too. I like them all. I think **Snapchat is the new Facebook**, everybody is using it, and if we had a chance to win something, that would be awesome!

[NB459] megjegyzést írt: no Snapchat sweepstakes

[NB460] megjegyzést írt: Snapchat sweepstakes are appealing

20. How important are brand ambassadors for you?



Like celebrities? Well, I like when they are in a good ad, but as for pictures, I don't really care about them. I think they only matter in fashion. Like H&M and the signature collections, they are cool. But other than clothes, they are not that important.

[NB461] megjegyzést írt: celebs in ads are appealing

21. Do you react more on social media activities that involve celebrities?

Not really, no. I usually like everything my favourite companies post, but particularly, I am not into celebrities on social media. Okay maybe if it's about Justin Bieber. Or Rihanna. Or my other favourites, haha.

[NB462] megjegyzést írt: ambassadors are important in fashion

[NB463] megjegyzést írt: ambassadors are not important (in general)

[NB464] megjegyzést írt: less reactions to ambassadors

[NB465] megjegyzést írt: more reactions to favourites

22. Which celebrities do you think would fit together with cafés?

Any celebrities. Everybody can like coffee, so any good looking and famous person.

[NB466] megjegyzést írt: any celebrities fit cafés

23. What do you think about the account takeovers which let employees show their daily routine?

I don't see them too often, but I really liked them. This is so cool that you can see what the employees of, for example Starbucks do. We don't have too many of them here.

[NB467] megjegyzést írt: few takeovers

[NB468] megjegyzést írt: takeovers are entertaining

[NB469] megjegyzést írt: few takeovers

24. Cafés around the world usually team-up with different celebrities and so-called „community leaders”, however, sometimes they just let their employees to use the social media account of the company and show his or her everyday life.

Would you like to see local or national social influencers associated with your favourite local cafés?

What type of celebrities do you want to see in campaigns of these places?

I watch so many vloggers. I think it would be so cool if someone would come to Sopron and have a small meeting with the fans. That would bring more people to the cafés. But like local celebrities, I don't know any. Honestly, I don't know these people. Oh wait, this is Hyen. Is she from Sopron, I didn't know that.

[NB470] megjegyzést írt: vlogger meet and greet

[NB471] megjegyzést írt: national vloggers over local celebrities

25. Some of the local cafés already let their employees to share their pictures on the account of the company, however, there has never been an example for a whole-day takeover. Would you follow the „adventures” of an employee from your favourite place?

I have seen that for example Gusto or Kultúrpresszó let their employees do the posting. That would be so cool to follow what for example Zsolti does as daily routine, what it feels like to work at these cafés.

[NB472] megjegyzést írt: employee routines

26. The social media profiles of these institutions do not only allow followers to receive the latest news and know about the new offers, but people can also contact the representative of the companies through these platforms. Have you ever used any of these options?

I only post on the page when I have a very bad experience and want them and all the people to know about it. Sometime, if it's about a meal or drink, I include a photo too. But sending a personal message is the best in my opinion. You can ask directly and in private whatever you want, this is what I use the most.

[NB473] megjegyzést írt: negative experience as post

[NB474] megjegyzést írt: picture of meal or drink

[NB475] megjegyzést írt: pm's are appealing

[NB476] megjegyzést írt: personal and private

27. For what purpose would you contact the company?

I ask them about opening hours and if they have free place. Table reservation, that's it. This is why I message them very often.

[NB477] megjegyzést írt: current information

[NB478] megjegyzést írt: reservation

28. Is it essential in your opinion to have a fast response rate? How long should it maximally take them to respond or react?

It's Facebook. Everybody is using it. So yes, they have to reply as soon as possible. Maximum in an hour.

[NB479] megjegyzést írt: fast replies

[NB480] megjegyzést írt: max 1 hour to reply

29. These days many platforms support real-time interaction in form of live videos. Many vloggers, celebrities and also companies use this function nowadays. Do you like these live videos on social media? What type of live videos do you think is relevant for cafés?

I see them on Facebook very often and sometimes watch them too. There is one that streams cartoons and an other one with funny movies. And there are Q&A's from vloggers too, I like to ask my favourite vloggers about different things.

[NB481] megjegyzést írt: live is appealing

[NB482] megjegyzést írt: live movies

[NB483] megjegyzést írt: Q&A's

30. The most commonly used topics are „Q&A's”, „how it's made” videos about the preparation of a meal or a drink, but followers can also virtually participate in events organized in the institutions. How often do you see and use these functions on the different platforms? What do you like and dislike about these 3?

Q&A's are the most often on Facebook. But I saw that there is live connection to festivals and concerts too, this is so cool, so if you don't have the money or your parents don't let you got, you can watch it from home. I wish there were more of them! I don't think that there is any other problem with them.

[NB484] megjegyzést írt: Q&A's

[NB485] megjegyzést írt: live shows

[NB486] megjegyzést írt: few lives

31. Companies usually encourage their followers to share pictures related to their products or institutions. Most of the social media platforms also support geo-tagging, meaning that you can use the in-built GPS of your device to show people where the content was taken – or you can also „check-in” without uploading anything. What are the main reasons for you to check-in at cafés or share your picture you took there?

I or 2 years ago I always checked-in. Nowadays, only like 75% of the occasions. I don't know the reason. If I am with my best friends or in a special place, I want to share with everybody.

[NB487] megjegyzést írt: habits changed with age

[NB488] megjegyzést írt: frequent check-ins

[NB489] megjegyzést írt: good experience to share

32. Do you usually check-in or share a photo associated with any of your favourite cafés in Sopron? What type of pictures or videos do you usually take? What are your main reasons for sharing such a content?

If I go to a café, I usually check-in. And most of the time share a picture on Instagram. But if I go often then I don't, because I don't want to show that I spend too much money there. So 1-2 times a week. I don't record videos, but I like taking picture of my food or drink and upload to Instagram. Or send a selfie snap. Or upload a group photo to Facebook, but now I don't do that so often.

[NB490] megjegyzést írt: frequent check-ins

[NB491] megjegyzést írt: pictures on Instagram

[NB492] megjegyzést írt: check-ins are indicators

[NB493] megjegyzést írt: pictures over videos

[NB494] megjegyzést írt: pictures on Instagram

[NB495] megjegyzést írt: selfie as snap

[NB496] megjegyzést írt: less pictures on Facebook

33. What are the social media platforms you use when you take a picture or record a video in association with an institution or an item you purchased?

Facebook is for group photos, Instagram is for food and drinks, and snap for pictures you don't want to last long, haha. Like a funny selfie or something embarrassing.

34. Please tell me about your social media usage habits when you spend some time in any of the 5 places!

Sometimes I check-in and take pictures, sometimes only upload to Instagram. But I always send snap, and if I don't upload anything to Facebook or Instagram, I send more snaps.

35. Is there any difference between the specific places in terms of your „virtual social interactions“ ?

It only depends on my mood, the people I am with and what we eat or drink.

36. Feedback can be very important in any area of life. Cafés are no exceptions. What are the main reasons for giving feedback?

Positive feedback always feels good. It's good to know if you did something well. And negative feedback helps to improve. Some people take them the wrong way, but you have to accept if there is something you are not good at.

37. When do you leave a feedback or a rating of a company on social media?

I leave stars rating on Facebook very often. For my favourite places I also left comment too. For negative feedback I need a very bad experience. If for example a barista is rude, I don't go there again. But if the drink was bad too, then I leave a review and 90% sure that a comment too.

38. Can public ratings on for example Facebook affect your judgement of a place?

I never checked the rating of my favourite places. But when I am in an other town or in Budapest, I always check what other people think about the place. If it's an average but looks good for me, I try it, but if it has many 1 or 2 stars ratings, I won't go there.

39. Have you ever done a review on social media about local places? Which type of feedback do you prefer?

I am not into leaving comments. I love the reaction buttons because you can show what you feel. I think the ratings are the best, because you can see the average, the best and worst too. This is my favourite.

40. How often do you express your positive and negative feelings online? What impact do you think these feedbacks have on the business?

If I go to a new place and I like it, I almost always leave a feedback and maybe like the page too. Negative reviews, not that often. It must be very bad to leave a negative comment. Like in case of \*\*\*\*\*, the meat in the burger was raw. I told the waitress that I want them to make a new one and she said no, because I didn't say that I want it well-done. I don't think that you

[NB497] megjegyzést írt: group photos on FB

[NB498] megjegyzést írt: meals and drinks on Instagram

[NB499] megjegyzést írt: private snaps

[NB500] megjegyzést írt: check-in with pictures

[NB501] megjegyzést írt: pictures on Insatgram

[NB502] megjegyzést írt: frequent snaps

[NB503] megjegyzést írt: interactions vary by companion

[NB504] megjegyzést írt: interactions vary by mood

[NB505] megjegyzést írt: interactions vary by drinks and meals

[NB506] megjegyzést írt: positive feedbacks feels good

[NB507] megjegyzést írt: negative feedback as guideline

[NB508] megjegyzést írt: accept negative feedbacks

[NB509] megjegyzést írt: frequent reviews on Facebook

[NB510] megjegyzést írt: comments for favourite places

[NB511] megjegyzést írt: negative feedback when necessary

[NB512] megjegyzést írt: negative feedback with comments

[NB513] megjegyzést írt: no impact on favourite place

[NB514] megjegyzést írt: strong impact on unknown places

[NB515] megjegyzést írt: less impact for appealing places

[NB516] megjegyzést írt: comments are not appealing

[NB517] megjegyzést írt: reaction buttons as feelings

[NB518] megjegyzést írt: ratings show average

[NB519] megjegyzést írt: ratings are favourite

[NB520] megjegyzést írt: automatic feedback for new place

[NB521] megjegyzést írt: negative reviews when necessary

[NB522] megjegyzést írt: feedback in person

can do this. I paid, but didn't eat it. And then left a comment and review to show how they deal with customers.

What impact do you think these feedbacks have on the business?

I think negative feedback has a stronger impact than positive. Because people only care about the negative ones. Me personally, if I see more, like 4-5 bad reviews, I won't visit that place. I will not visit \*\*\*\*\* again, and maybe other people won't either, because of my comment. But I don't care, they deserved it.

[NB523] megjegyzést írt: negative reviews when necessary

[NB524] megjegyzést írt: strong impact of negative reviews

[NB525] megjegyzést írt: ppl only care about negative feedback

[NB526] megjegyzést írt: negative impact on judgement

[NB527] megjegyzést írt: strong impact of negative reviews

General	Facebook, Instagram, Snapchat
Social Media Usage & Interactions	moderate social media interactions, companies and celebrities to follow, favourite brands to follow, wide range of liked places, appealing places to follow, like and check-in automatically, like based on products, favourite places, disappointment leads to dislike, like based on experience, reaction buttons are appealing, simple comments (numbers), comments for tagging, polls only in groups, likes and love reactions, share for fun or win, likes almost everything, pictures liked automatically, no Twitter usage, open for new platforms, frequent check-ins in Foursquare, deleted Swarn, pm's are appealing, personal and private, current information, reservation, fast replies, max 1 hour to reply
Pros – Desires & Likes	current information (5x), entertainment, announcements, promotions (2x), link leading to webshop, pictures (with information), sales with links, pictures are the most important, pictures on Instagram, simple menu cards, memes are appealing, appealing pictures of meals and drinks, likes all examples, coupons are appealing, frequent usage of coupons (2x), coupons, discounts, receiving immediately
Cons – Negative Feelings & Dislikes	few behind the scenes content (2x), few coupons (2x), can be lost on FB or I, few takeovers
Sweepstakes	frequent participation in sweepstakes (3x), Instagram sweepstakes over Facebook, winning, few Instagram sweepstakes, many Facebook sweepstakes, participation changed with age, would participate in Twitter, win by check-in, needs Snapchat sweepstakes, no Snapchat sweepstakes, Snapchat sweepstakes are appealing
Ambassadors & Account Take-overs	celebs in ads are appealing, ambassadors are important in fashion, ambassadors are not important (in general), less reactions to ambassadors, more reactions to favourites, any celebrities fit cafés, few takeovers (2x), takeovers are entertaining, vlogger meet and greet, national vloggers over local celebrities, employee routines
Live Streams on Social Media	live is appealing, live movies, Q&A's (2x), live shows, few lives
Motivation and Special Interactions	habits changed with age, frequent check-ins (2x), good experience to share, pictures on Instagram (3x), check-ins are indicators, pictures over videos, selfie as snap, less pictures on Facebook, group photos on FB, meals and drinks on Instagram, private snaps,

	check-in with pictures, frequent snaps, interactions vary by companion, interactions vary by mood, interactions vary by drinks and meals
Feedbacks & Reviews	negative experience as post, picture of meal or drink, positive feedbacks feels good, negative feedback as guideline, accept negative feedbacks, frequent reviews on Facebook, comments for favourite places, negative feedback when necessary, negative feedback with comments, no impact on favourite place, strong impact on unknown places, less impact for appealing places, comments are not appealing, reaction buttons as feelings, ratings show average, ratings are favourite, automatic feedback for new place, negative reviews when necessary (2x), strong impact of negative reviews (2x), ppl only care about negative feedback, negative impact on judgement

The next interviewee is from Generation Z and was characterized as a light social media user. He uses three social media platforms, Facebook, Instagram and Snapchat and is moderately interactive. For the purpose of following companies mainly Facebook and Instagram are used, however, he follows some brands along with celebrities on Snapchat.

For him, a simple "like" on social media doesn't necessarily indicate that he wants to "follow" the brand, however, he wants to be informed about the new products and discounts, and the funny contents also serve as entertainment. If he finds a place appealing and had a good experience there, he automatically likes it on Facebook and upon visiting, he always checks-in.

When it comes to sharing his feelings and thoughts with a place, he prefers to use the reaction buttons. He finds the simple comments long, boring and unnecessary, however leaving a number as a comment or tagging someone are appealing ways for him. He uses polls frequently, but only in private groups or in case of Facebook events.

In his opinion being informed is the most important criteria for getting in touch with companies on social media. He personally doesn't read newspapers, magazines or watch TV, so social networks are the best ways to be informed about the latest offers or announcements. He is a fan of online sales, this is why he finds it crucial to include a link to the webshop to allow customers to fulfil their desires. He also talked about the important role of pictures: they don't necessarily have to include a meaningful information, they can simply be appealing or be entertaining. For such content, he always reacts with a like or love interaction.

When it comes to the three most commonly used topics, he had mixed feelings towards them. Initially he said that they are all equally important, but then he changed his mind and ranked pictures as the most important features. Although he finds the weekly menu plans useful, behind the scenes content and pictures on Instagram are a bit more important for him. When the examples were shown, he immediately realized the source of the menu plan and expressed how much he likes this simple but appealing design. He also recognized the meme on the 2<sup>nd</sup> picture, indicating their importance. He also found the image of the meal very appealing and effective, as he became hungry. All in all, he couldn't say anything negative about the examples.

When coupons were mentioned, he became overly excited and expressed his positive feelings towards discounts. He is a huge fan of both traditional and online coupons, however he is not satisfied with the amount of coupons available on social media. He wished to have more on social networks, mainly for

local establishments, since the McDonald's restaurant in Sopron already offers both online and traditional coupons for the customers.

When it comes to having special, exclusive announcements on certain existing or new platforms, he mentioned that even though he is not a Twitter user, he would definitely register an account in order to receive exclusive offers, to be informed about promotions and discounts, and, last but not least, to receive coupons from his favourite places. In his opinion, Snapchat would be the platform to be used in order to reach someone with an announcement as soon as possible: while these posts might be lost on Facebook or Instagram, users would immediately receive the snap as a private message.

He finds sweepstakes very appealing, on social media he mainly sees "like and share" and "invite your friends to an event" examples. In these types of sweepstakes he used to participate actively and frequently, however his behaviour changed over time, with his age. As for the main motivation, he mentioned winning. He found the Instagram "niche hashtags" and sweepstakes on Snapchat the most appealing. He realized that he was an active Foursquare user, however after the introduction of Swarm he didn't find the motivation anymore – this is when he mentioned that companies should introduce rewards for the people who actively check-in. Although he doesn't use Twitter, sweepstakes would be a good reason for him to register. When it came to the Snapchat-specific sweepstakes, he found all options very appealing and creative. In his opinion, Snapchat has become the new Facebook, this is something that companies should also be aware of.

He has mixed feelings towards ambassadors: he finds them entertaining in advertisements, but in his opinion they only matter in the fashion industry. Social media content including celebrities would make him react more in case he sees his favourite actors or singers. In terms of finding the right fit to cafés, in his opinion any "good looking and famous person" would be a good choice. He watches vloggers very frequently and values them over local celebrities: this is why he would attend a "meet and greet" event to meet his favourite community leaders. He finds employee adventures entertaining and likes to see the cafés from a worker's perspective: he wishes for more of this type of contents.

When it comes to contacting a place, he prefers sending a message: this is a direct and private way of communication. However, when he encounters a negative experience, he likes to let all the followers know what happened with a post including photos. Other than having a bad experience, for personal matters, he always contacts the places to be informed about opening hours or to reserve a table. In his opinion, based on the popularity of Facebook, all companies should be responsive and be able to reply in less than an hour.

He finds live stream appealing, he mainly watches movies and cartoons, however he frequently participates in Q&A's sessions of his favourite vloggers. He also finds connection to events via live stream good idea, but in his opinion there are only a small number of them.

When it comes to checking-in, his behaviour has changed over time: he used to check-in more frequently when he was younger. In his opinion, frequent check-ins and sharing too many pictures taken in different establishments might indicate that the person goes out very often and spends too much money for such occasions. He prefers taking pictures over recording videos, for the different types of pictures he has separate platforms: for pictures of meals and drinks he uses Instagram, for sharing personal content and private pictures, such as selfies, he prefers Snapchat – the platform he

uses the most frequently. The interaction do not depend on the place, but vary by mood, by company and by meals and drinks ordered.

In his opinion, positive feedback lets people feel good and negative feedback can serve as a guideline in order to improve something – this is way everybody should accept them. He prefers leaving starts as feedback, and in case of his favourite places he always includes comments. As for a negative reviews, he needs a very negative experience as motivation, which – 90% of the occasions – are also supported by a picture. Negative reviews does not affect his judgement on favourite and known places, however, negative reviews might have an effect when he makes a decision. He finds the Facebook ratings the most practical, since it allows customers to see the average point of all reviews. In his opinion, reviews have a strong impact, especially negative ones: he claimed that people only care about the bad experiences of others and they can heavily influence the judgement of everybody.

### Generation Z3

121. Which social media platforms do you use in general?

*Facebook, Instagram, TikTok and Youtube.*

[NB528] megjegyzést írt: moderate social media interactions

122. Which social media platforms do you use to follow your favourite companies and brands?

*Facebook. I don't think that I use any other platforms for this purpose.*

[NB529] megjegyzést írt: follows brands on Facebook

123. More and more companies have presence on the different social media channels in order to inform and interact with their followers. What can be the main reasons for you to follow your favourite brands or places on social media?

*The main reason for following such pages is to be informed about the discounts. And the... how do you call them... when you for example buy 1 and get 2... Promotions, that's it! And I would also like to know about the latest products and offers.*

[NB530] megjegyzést írt: discounts

[NB531] megjegyzést írt: promotions, coupons

[NB532] megjegyzést írt: product announcements

124. What are the main reasons for you to follow dining places and cafés?

*Mainly because I want to know about their new offers. Some places such as cafés like to share pictures with good moods and nice compositions, these pictures always make me happy and I like to see them in general.*

[NB533] megjegyzést írt: current information

[NB534] megjegyzést írt: aesthetic pictures

[NB535] megjegyzést írt: pictures improve mood

125. Imagine that one of your favourite places wants to know more about you and asks you to share your feelings and thoughts. These are the ways they are most likely to engage you. How would you react to these types of questions, how do you like them?

*I don't really like these polls. I never use these reaction buttons, I mainly use the "like" and only used the "love" like 2 times in my life. I use to leave comments, but, I don't know.. I don't want to write so long... I would choose option 4, maybe because I am more of a visual type of person, I like pictures in general and it's easier to leave only a number as a comment.*

[NB536] megjegyzést írt: polls and reaction buttons are not appealing

[NB537] megjegyzést írt: likes frequently

[NB538] megjegyzést írt: no long comments

[NB539] megjegyzést írt: visuals motivate for reactions

126. What are the main criteria for getting in touch with companies on social media?

Sweepstakes, haha... When you have to chance to win something and they choose someone from the people who left a comment. Or when they have a very creative or funny post, or a nice picture.

[NB540] megjegyzést írt: sweepstakes

[NB541] megjegyzést írt: appealing pictures

127. What are the most relevant activities of companies you follow on social media?

I think pictures are the most important. Most of the people won't read texts, especially when they are long. They can also be lost in the news feed, because people focus on pictures. If they want to share an important information, they can also write above the picture, this is the best way if they want their followers to notice them.

[NB542] megjegyzést írt: pictures over texts

[NB543] megjegyzést írt: posts can be lost

[NB544] megjegyzést írt: pictures help to notice

128. What are the main criteria for you a post must fulfil in order to make you like, share or react to it?

*That's a hard question. Let me think about it. It really depends on the picture or post itself. I love flowers, and if it's a nice aesthetic picture, most of the time I like it. Or when it's a very harmonic composition with good camera settings, creative design on the top of the foam. I love colours, but don't be too colourful, there should be a balance. But it also depends on the season, like in spring, I like green and pink, in summer I prefer the more colourful ones, with orange, red and yellow.*

[NB545] megjegyzést írt: reactions vary by posts and pictures

[NB546] megjegyzést írt: aesthetic pictures

[NB547] megjegyzést írt: appealing pictures

[NB548] megjegyzést írt: criteria-based interactions

129. What types of post of cafés do you usually like on Facebook, Instagram and on the other platforms?

130. The 3 most common subjects of the content these 5 local places use are:

- a. Weekly menu plan
- b. Behind the scenes photos and videos
- c. Pictures about today's value-meals

For you, personally, how important are these contents?

Weekly menus are not important at all. If I go out to any places, I choose based on what I want at the moment, I don't care about these weekly deals. Behind the scenes content is more important, because with such content you can feel closer to the certain place and its staff. Based on what I said previously, I think C is the most important one. I simply like pictures and this what people notice on Facebook. And it could make me choose one of those offers, they are better than the basic menu cards.

[NB549] megjegyzést írt: weekly menu has no effect

[NB550] megjegyzést írt: feel close with behind the scenes

[NB551] megjegyzést írt: pictures are the most important

[NB552] megjegyzést írt: pictures might have effect

131. Of course, there could be different price promotions they announce on social media. The most commonly used are:

- i. Specific price discounts
- ii. Buy 1 get 2 or 2 get 3



iii. Limited-time offers

Have you ever used such coupons? If yes, in which situation have you used them? What are the reasons for using or not using coupons you see in social media?

I used both the first and the third one, but mainly in fashion stores for clothes. I think the 3<sup>rd</sup> one is the best, this is the most charming one. The first one could be good too, but there you might not know how much discount you get. I also used the second... wait, this was something different. Whatever, I don't like the second one. If I go alone, I don't really need the second one. This is something that you wouldn't use on your own, alone. But if you go out with someone else, these could be good deals, but most of the cases it needs more people. All in all, I think 1 and 3 are the best, 2<sup>nd</sup> one is okay too, but it's too narrow.

[NB553] megjegyzést írt: frequent usage of coupons

[NB554] megjegyzést írt: limited-time offers are the best

[NB555] megjegyzést írt: to know the discount amount

[NB556] megjegyzést írt: limited usefulness of 2for1

[NB557] megjegyzést írt: limited usefulness of 2for1

[NB558] megjegyzést írt: specific and limited over 2for1

132. If your favourite place says that they will make an account on a new platform and use it for special announcements, would you register an account on that platform only because you want to be up-to-date about the offers of the café?

I would definitely register an account if its all about new and exclusive offers.

[NB559] megjegyzést írt: excitement towards new platform

133. What type of announcements would make you register a new account?

For example if they use only that specific account for limited time offers and discounts.

[NB560] megjegyzést írt: exclusive content

134. There are several types of announcement cafés and bistros do through social media – such as introduction of a new, seasonal item. Imagine that one of your favourite places will have a new, special drink (like pumpkin spice latte by Starbucks) and wants you to know about it.

Which platform would be the best choice to post something about this new drink in order to reach you as soon as possible?

I think Facebook would be the best choice, because this is the one I spend most of my time. I think you can choose to get notification from pages and places, so I wouldn't miss these offers and announcements.

[NB561] megjegyzést írt: frequent Facebook usage

[NB562] megjegyzést írt: notifications from page

135. People like sweepstakes and you can also see them on social media. Have you ever participated in sweepstakes on social media?

Yes, I have but sadly, I have never won anything.

[NB563] megjegyzést írt: participation in sweepstakes

136. What types of sweepstakes have you seen or participated in?

I don't really like the ones where you have to share something, they are annoying, and everything is full of them. However, I have already taken part in such sweepstakes, I simply don't want my friends to know that I am interested in them. I personally like the "leave a comment" ones better.

[NB564] megjegyzést írt: annoying Facebook sweepstakes

[NB565] megjegyzést írt: Facebook sweepstakes are public

[NB566] megjegyzést írt: leave a comment over share

137. What are the reasons for participating in such contests?

To win something for free. Can there be anything so important?

[NB567] megjegyzést írt: winning

138. Imagine that your favourite place announces different contests on the different platforms. These are the most commonly uses platform-specific sweepstakes. Tell me what do you like and dislike about them:

- a. Instagram: niche hashtags
- b. FB: like and share to win
- c. Twitter: retweet
- d. Foursquare/Swarn: check-in rewards
- e. Snapchat: send a snap
- f. TikTok: Create a video at the given location

A. Now that you are saying, I also participated in such. I use Instagram more and more often nowadays, I think this is creative and a good way to enter a contest.

[NB568] megjegyzést írt: creative Instagram sweepstakes

B. I don't really like them, because your friends see that you enter. But in a marketing point of view I think this is the best, because more people will see them through their friends. But, well, its just so annoying when the news feed is full of them.

[NB569] megjegyzést írt: Facebook sweepstakes are public

C. I don't use Twitter, honestly I have no idea what it means.

[NB570] megjegyzést írt: Facebook sweepstakes awareness

D. No idea either.

[NB571] megjegyzést írt: annoying Facebook sweepstakes

E. I don't like Snapchat, I used to use it, but these days I don't really use them.

[NB572] megjegyzést írt: no user experience

F. That would be really good. I use TikTok every single day, sometimes in the school too.

[NB573] megjegyzést írt: no interest in Snapchat

139. Snapchat is very popular today. Some places already have an account and it could be used for such sweepstakes that we just talked about. In order to win something, they might ask you to take a snap:

[B574] megjegyzést írt: needs TikTok sweepstakes

- i. In a specific time frame
- ii. From a specific place
- iii. with a specific filter

How do you like these options? Would you participate in any of these?

140. How important are brand ambassadors for you?

I don't like them, because they are sponsored and get money for their decisions. This is why I don't care about what they say.

[NB575] megjegyzést írt: no trust in brand ambassadors

[NB576] megjegyzést írt: brand ambassadors are unappealing

141. Do you react more on social media activities that involve celebrities?

No, I don't care about them.

[NB577] megjegyzést írt: celebrities are not appealing

142. Which celebrities do you think would fit together with cafés?

*I don't think there is anyone who would be a good ambassador for a café.*

[NB578] megjegyzést írt: no ambassador fit for cafés

143. What do you think about the account takeovers which let employees show their daily routine?

*El Gusto does such things, they let their employees to post on their own. I like them, it gives a good perspective about the place and how they treat their staff.*

[NB579] megjegyzést írt: takeovers are interesting

144. Cafés around the world usually team-up with different celebrities and so-called „community leaders”, however, sometimes they just let their employees to use the social media account of the company and show his or her everyday life.

Would you like to see local or national social influencers associated with your favourite local cafés?

What type of celebrities do you want to see in campaigns of these places?

*Honestly, I don't care about celebrities at all.*

[NB580] megjegyzést írt: celebrities are not appealing

145. Some of the local cafés already let their employees to share their pictures on the account of the company, however, there has never been an example for a whole-day takeover. Would you follow the „adventures” of an employee from your favourite place?

*I would definitely follow these posts. I enjoy watching how they prepare everything, its so interesting.*

[NB581] megjegyzést írt: takeovers are interesting

146. The social media profiles of these institutions do not only allow followers to receive the latest news and know about the new offers, but people can also contact the representative of the companies through these platforms. Have you ever used any of these options?

[NB582] megjegyzést írt: behind the scenes are interesting

*I mainly use the post option when I want to share my experience and how I felt. I also contacted some places to ask them about special deals and mainly opening hours in the holiday season. Sometimes they don't share it and you are not sure. And if people can pay with cards there.*

[NB583] megjegyzést írt: posts to share feelings

[NB584] megjegyzést írt: pm's are appealing

[NB585] megjegyzést írt: current information

[NB586] megjegyzést írt: payment options

147. For what purpose would you contact the company?

148. Is it essential in your opinion to have a fast response rate? How long should it maximally take them to respond or react?

*The faster the better. But it really depends on the topic. If I share what I think, it's not that important, but if I need a certain information, they should be quick because I might go the another place, so in this case, maximum 3-4 hours. I don't require an immediate response, but if they are active, 3-4 hours should be fine.*

[NB587] megjegyzést írt: response rate varies by topic

[NB588] megjegyzést írt: fast reply to pm's

[NB589] megjegyzést írt: fast reply to pm's

[NB590] megjegyzést írt: replies in 3-4 hours

149. These days many platforms support real-time interaction in form of live videos. Many vloggers, celebrities and also companies use this function nowadays. Do you like these live videos on social media? What type of live videos do you think is relevant for cafés?

*I like these videos, I watch them very often. In case of cafés it would be nice to follow a certain event they organized, but other than that, I don't think that its necessary.*

[NB591] megjegyzést írt: lives are appealing

[NB592] megjegyzést írt: live events

150. The most commonly used topics are „Q&A's”, „how it's made” videos about the preparation of a meal or a drink, but followers can also virtually participate in events organized in the institutions. How often do you see and use these functions on the different platforms? What do you like and dislike about these 3?

*I don't see lives that often in association with cafés, they mostly stream events. Personally I would be interested in Q&A's and "how it's made videos" too, where you can ask anything and they would react immediately, or see how they prepare something right at the moment.*

[NB593] megjegyzést írt: few lives of cafés

[B594] megjegyzést írt: Q&A live for cafés

[B595] megjegyzést írt: how its made live for cafés

151. Companies usually encourage their followers to share pictures related to their products or institutions. Most of the social media platforms also support geo-tagging, meaning that you can the in-built GPS of your device to show people where the content was taken – or you can also „check-in” without uploading anything. What are the main reasons for you to check-in at cafés or share you picture you took there?

*I really like doing these type of activities. For example if I am satisfied with the place, or a drink, like the coffee or hot chocolate, and I want to let my friends to know where I am at and that I recommend the place or the drink.*

[B596] megjegyzést írt: frequent check-ins

[B597] megjegyzést írt: check-ins when satisfied

[B598] megjegyzést írt: show friends

152. Do you usually check-in or share a photo associated with any of your favourite cafés in Sopron? What type of pictures or videos do you usually take? What are your main reasons for sharing such a content?

*Sure, I like doing it. There are basically 2 types of pictures. I never go to these places alone, so I is when I take a selfie with the people I am with. The 2<sup>nd</sup> type is when I take a picture of the place or the drink, because they simply look really good. And yes, what I just said previously: I want my friends to know that I like this place and they should also try it.*

[B599] megjegyzést írt: frequent check-ins

[B600] megjegyzést írt: selfies of groups

[B601] megjegyzést írt: appealing meal or drink

[B602] megjegyzést írt: recommendation for friends

153. What are the social media platforms you use when you take a picture or record a video in association with an institution or an item you purchased?

*I mainly use Facebook for such purpose, mostly for check-in and/or I upload a photo. Sometimes Instagram too, but I don't have so many friends there, this is why I use Facebook for such purpose.*

[B603] megjegyzést írt: check-ins on Facebook

[B604] megjegyzést írt: pictures on Facebook over Instagram

154. Please tell me about your social media usage habits when you spend some time in any of the 5 places!

*Most of the time I only use Facebook, there must be very special occasions for me to upload something to Instagram.*

[B605] megjegyzést írt: Facebook usage over Insatgram

155. Is there any difference between the specific places in terms of your „virtual social interactions”?

*It doesn't depend on the place, it depends on my mood. And on how much I am satisfied.*

[B606] megjegyzést írt: interactions vary by mood, interactions vary by satisfaction

156. Feedback can be very important in any area of life. Cafés are no exceptions. What are the main reasons for giving feedback?

*Today if you want to go to a place, you always check the feedbacks first. At least this is how I get informed and see how good different things are.*

[B607] megjegyzést írt: impact of feedbacks

[B608] megjegyzést írt: get informed by feedbacks

157. When do you leave a feedback or a rating of a company on social media?

*If I am really, really unsatisfied, I always express my negative feelings so people can see how I felt and maybe they can avoid this problem. The other side is when I am very satisfied, so they would know, that its a really good place, all in all.*

[B609] megjegyzést írt: leave negative feedback when necessary

[B610] megjegyzést írt: feedback left to inform

158. Can public ratings on for example Facebook affect your judgement of a place?

*They definitely can.*

[B611] megjegyzést írt: strong impact on judgement

159. Have you ever done a review on social media about local places? Which type of feedback do you prefer?

*Yes, I have. I prefer these public ratings, this is what people are interested in the first place. I used to write posts, but the ratings have the biggest power. And I hate the reaction buttons.*

[B612] megjegyzést írt: ratings are favourite

[B613] megjegyzést írt: habits changed with age

[B614] megjegyzést írt: reaction buttons are not appealing

160. How often do you express your positive and negative feelings online? What impact do you think these feedbacks have on the business?

*Very rarely, only if something very special happens, like I mentioned, I experience something very good or very bad. In my opinion they have a huge impact on the business itself, because people really care about what others think, and if a place gets more positive reviews, new customers would try them, while negative reviews will definitely have a negative impact and people would avoid the place.*

[B615] megjegyzést írt: rare feedbacks

[B616] megjegyzést írt: strong impact on business

[B617] megjegyzést írt: ppl care about what others think

[B618] megjegyzést írt: feedbacks affect judgement

General	Facebook, Instagram, TikTok, Youtube
Social Media Usage & Interactions	moderate social media interactions, follows brands on Facebook, 1 out of 5 to follow, likes frequently, polls are not appealing, reaction buttons are not appealing, no long comments, visuals motivate for reactions, reactions vary by posts and pictures, criteria-based interactions, reaction based on interest, excitement towards new platform, frequent Facebook usage, notifications from page, no user experience, no interest in Snapchat, posts to share feelings, pm 's are appealing, payment options, response rate varies by topic, fast reply to pm's (2x), replies in 3-4 hours
Pros – Desires & Likes	discounts, promotions, coupons, product announcements, current information (2x), aesthetic pictures (2x), pictures improve mood, sweepstakes, appealing pictures (2x), pictures over texts, pictures

	help to notice, feel close with behind the scenes, pictures are the most important, pictures might have effect, behind the scenes are entertaining, actual picture had effect, pictures affect choice, frequent usage of coupons, limited-time offers are the best, to know the discount amount, exclusive content, behind the scenes are interesting
Cons – Negative Feelings & Dislikes	posts can be lost, weekly menu has no effect, menu cards are boring, reaction based on interest, behind the scenes videos over pictures, limited usefulness of 2for1 (2x), specific and limited over 2for1
Sweepstakes	participation in sweepstakes, annoying Facebook sweepstakes (2x), Facebook sweepstakes are public (2x), leave a comment over share, winning, creative Instagram sweepstakes, Facebook sweepstakes awareness, interested in TikTok sweepstakes
Ambassadors & Account Take-overs	no trust in brand ambassadors, brand ambassadors are unappealing, celebrities are not appealing, no ambassador fit for cafés, takeovers are interesting (2x), celebrities are not appealing
Live Streams on Social Media	lives are appealing, live events, few lives of cafés, Q&A live for cafés, how its made live for cafés
Motivation and Special Interactions	frequent check-ins (2x), check-ins when satisfied, show friends, selfies of groups, appealing meal or drink, recommendation for friends, check-ins on Facebook, pictures on Facebook over Instagram, Facebook usage over Instagram, interactions vary by mood, interactions vary by satisfaction, habits changed with age
Feedbacks & Reviews	impact of feedbacks, get informed by feedbacks, leave negative feedback when necessary, feedback left to inform, strong impact on judgement, ratings are favourite, habits changed with age, reaction buttons are not appealing, rare feedbacks, strong impact on business, ppl care about what others think, feedbacks affect judgement

The next interviewee from Generation Z was characterized as a medium social media user. She uses Instagram for the purpose of uploading pictures, and Facebook the most frequently: this is the platform where she follows her favourite brands. She uses TikTok more regular basis than Instagram. She also mentioned the popular video sharing website, YouTube.

For her, on one hand, the main reason for following companies on Facebook is to be informed about certain promotions and especially discounts, however she also likes to be informed about the current or latest products. On the other hand she likes aesthetic pictures very appealing, meaning that a nice composition would result in a "like" – however, a simple image won't make her react, they must fulfil different criteria such as fit the season or have matching colours. These pictures do not only result in a "like", they can also make her happy or even have an effect on her decision when it comes to ordering something in a dining place or a café.

When it comes to sharing her feeling, she has very strong opinion about the options: she never uses polls, she hates the reaction buttons, she has used "love" around 2 times in her lifetime and prefers a simple "like". She used to leave longer comments, but her behaviour changed with her age – along with being a visual type of person, this is why she would pick "leaving a number as a comment" for expressing her opinion.

In her opinion, people today don't really read posts, especially when they are longer – this is why pictures are the most effective content. While simple posts might be lost in the news feed, images are more likely to get notices: in case of a company has something important to share, they should definitely include a picture.

Although she prefers "likes" over all the other types of reactions, content must meet a certain criteria in order to result in an interaction. The pictures should either include flowers or be a very aesthetic, however, have a harmonic composition, a good camera setting, a colourful, but balances picture that has matching colours or fits into the current season can also result in a "like".

When it comes to the three most common topics of posts, she prefers seeing behind the scenes content and "pictures about today's value-meals" She finds weekly menu plans simply boring and useless: a picture of one of the offers has more effect on her decision and this type of content could actually make her order that specific meal or drink. When the examples were shown, her opinion didn't change. Based on how she reacted, she never reads the menu cards, however she is very interested in behind the scenes content, especially when they are presented in the form of a video and found the picture of a meal very appealing and would make her choose this specific item from the menu.

She likes coupons and uses them mainly in clothing stores. She finds the "2 for 1" or "3 for 2" deals the least appealing, in her opinion they are too specific and have limited usefulness, since there are only few occasions where she would actually use them. In her opinion, the specific price discount coupons should indicate the original price or the amount people can save – this is why she picked the limited-time offers as the best option.

Although she described herself as a "light" social media user and only uses 3 platforms (including Youtube), she would be open for a new platform and would register in case it would allow her to access to coupons and exclusive offers. In her opinion, Facebook would be the best way to reach her with the new announcements, since it allows customers to give priority to certain pages or contents.

She actively participates in sweepstakes, but never won anything. She finds the Facebook sweepstakes very annoying, especially where they require the people to share a content. Her reason for disliking them is that she doesn't want to show the public that she has interest in such contests. She prefers "leaving a comment" over "like and share". When it comes to the comparison of the platform-specific sweepstakes, she prefers the example from Instagram. She found it creative, she realized that she participated once in such a sweepstake, but in her opinion there are only a small number available in the region – so she wishes for more. She is interested in TikTok sweepstakes very much.

For her, brand ambassadors are not important at all and because they are sponsored, she cannot trust them. She couldn't imagine anyone as a trustworthy and fitting ambassador for cafés and don't want to see any celebrities in co-operation with local establishments.

She has positive feelings towards posts of employees. In her opinion, followers can have a new perspective and see how the staff is treated. She would definitely follow the whole day account takeovers, mainly to see the daily routines and how everything is prepared.

When it comes to contacting a company, she prefers sending private messages to ask for current information such as opening hours in a holiday season or if customers can use cards for payment. For personal matters, she requires faster response than to posts, meaning a receiving a reply in 3-4 hours.

She likes live streams, but don't see too many in association with cafés. She would participate in Q&A 's and would be interested in watching preparations of meals and drinks.

The main reason for her check-ins and shared photos is to share her good experience with her friends and to recommend either the place or a specific item from the menu. She likes taking two different types of pictures: a group selfie or a photo of the place or what she ordered. She uses Facebook for sharing her pictures, but sometimes, in case of a special occasion, she also uploads the photo to her Instagram account. Her interactions does not depend on the place itself, but vary by her mood or the level of satisfaction.

In her opinion, feedbacks in general have a huge impact in judgement. Before visiting a place, in today 's society most of the people – including her - check the ratings of the establishment. However, she doesn't leave reviews frequently, only if something very negative or positive happens. She prefers Facebook reviews, because in her opinion, this is what the people are mostly interested in. People care about what others think, so reviews affect the judgement of others and also have effects on the business itself.

## Generation Z4

1. Which social media platforms do you use in general?

I use **Snapchat, Facebook and Instagram.**

[B619] megjegyzést írt: intermediate social media interactions

2. Which social media platforms do you use to follow your favourite companies and brands?

**Mainly Facebook. I follow some brands on Instagram and Snapchat, but I use these mostly to follow people and celebrities.**

[B620] megjegyzést írt: follow companies on Facebook

3. More and more companies have presence on the different social media channels in order to inform and interact with their followers. What can be the main reasons for you to follow your favourite brands or places on social media?

**To know about their latest products, what they offer, what they plan in the future. They also post about discounts too. But sometimes they just post a nice picture or a funny videos, I really like those too.**

[B621] megjegyzést írt: product announcements

[B622] megjegyzést írt: discounts

[B623] megjegyzést írt: entertainment

4. What are the main reasons for you to follow dining places and cafés?

**If I like a food at a place, it's 90% that I will follow them on Facebook, and I check-in then very often.**

[B624] megjegyzést írt: good experience

But why do you follow them? What is the reason?

**I don't know, really. It's just a habit, if I go or shop somewhere, and I had a good experience, I always like them on Facebook, so I can get news from them later.**

[B625] megjegyzést írt: good experience, habit



5. Imagine that one of your favourite places wants to know more about you and asks you to share your feelings and thoughts. These are the ways they are most likely to engage you.

How would you react to these types of questions, how do you like them?

*I mainly use the reaction buttons. I find it so easy and cool that you can express what you feel with these "like" alternatives, and sometimes you can also vote with them. I don't like these polls, at least not in public, they are useful in small, private groups and events. I don't like leaving comments either, however, I am okay with leaving only a number as a comment. Does tagging count? If yes, then I am okay with that too, when you tag your friends under a post or picture to show them, so you don't have to link it or send in messenger.*

[B626] megjegyzést írt: reaction buttons are appealing

[B627] megjegyzést írt: various usage of reaction buttons

[B628] megjegyzést írt: polls only in groups

[B629] megjegyzést írt: prefer numbers as comments

[B630] megjegyzést írt: comments for tagging

[B631] megjegyzést írt: tagging is useful

6. What are the main criteria for getting in touch with companies on social media?

*Newest information, catalogues, promotions and discounts. And nice and funny content too.*

[B632] megjegyzést írt: current information

[B633] megjegyzést írt: promotions, discounts

[B634] megjegyzést írt: entertainment

7. What are the most relevant activities of companies you follow on social media?

*They have to be very active on social media. People are always online and spend so much time on these platforms, so if you follow a place or company, you want them to share as much information as possible. They can be either useful or entertaining.*

[B635] megjegyzést írt: high activity on social media

[B636] megjegyzést írt: share frequently

[B637] megjegyzést írt: useful or entertaining

8. What are the main criteria for you a post must fulfil in order to make you like, share or react to it?

*I don't normally leave a comment, but if it's a picture or video and they say "tag your friend", then I will probably tag someone in the comments section. I used to share so many things, I was so dumb when I was younger. Sometimes it brings back the memories and I am like oh my God, why did I do this and that. Today I only share things that are extremely funny or creative. And when it's about winning something.*

[B638] megjegyzést írt: tagging over comments

[B639] megjegyzést írt: sharing decreased

[B640] megjegyzést írt: habits changed with age

[B641] megjegyzést írt: sharing rarely

[B642] megjegyzést írt: share for win

9. What types of post of cafés do you usually like on Facebook, Instagram and on the other platforms?

*I think I "like" or "love" 90% of their pictures. Well, I follow them because I like the place, so why wouldn't I like what they share? It must be a very awful picture or a disgusting meal like fish or mushroom to not like.*

[B643] megjegyzést írt: like or love almost everything

[B644] megjegyzést írt: no interaction for not appealing content (picture, meal)

10. The 3 most common subjects of the content these 5 local places use are:

- Weekly menu plan
- Behind the scenes photos and videos
- Pictures about today's value-meals

For you, personally, how important are these contents?

*I don't find the menu plan necessary or interesting. I won't go to a place just because they offer something different this week. If I go out and get hungry, I eat whatever I am in mood for. Oh wait... Those nice pictures can influence me, haha. So if I see a nice picture of a meal, I would probably try it. And those behind the scenes stuffs are so cool, I really like watching how they prepare everything.*

[B645] megjegyzést írt: menu cards are useless

[B646] megjegyzést írt: menu cards have no effect

[B647] megjegyzést írt: pictures have effect

[B648] megjegyzést írt: behind the scenes are appealing

11. Please look at these posts local places use in the previously mentioned categories. Which alternatives do you like and dislike? What are the reasons for liking and disliking any of these?

*I think the menu plan is the least exciting. As I said, I don't really care about them. I would say that "how it's made" content is the second, because they are entertaining. And nice pictures are the most important. This meal here, I have no idea what exactly are we looking at, but it looks just so delicious.*

[B649] megjegyzést írt: menu cards are boring

[B650] megjegyzést írt: behind the scenes are entertaining

[B651] megjegyzést írt: pictures are the most important

[B652] megjegyzést írt: pictures have effect

12. Of course, there could be different price promotions they announce on social media. The most commonly used are:

- i. Specific price discounts
- ii. Buy 1 get 2 or 2 get 3
- iii. Limited-time offers

Have you ever used such coupons? If yes, in which situation have you used them? What are the reasons for using or not using coupons you see in social media?

*I love coupons! The main problem is that I don't see too many on Facebook. Or on other platforms. Sometimes I see "2 for 1" or a % price reduction, but not too many. But I heard that in the USA for example they use these online coupons very often. I wish we had more of them.*

[B653] megjegyzést írt: coupons are appealing

[B654] megjegyzést írt: few coupon on social media

[B655] megjegyzést írt: few coupons on social media

[B656] megjegyzést írt: more coupons in the US

[B657] megjegyzést írt: needs more coupons

And have you ever used any of these?

*I used "2 for 1" with my friend at a café, and I use sometimes the % discounts, mainly in clothing stores.*

[B658] megjegyzést írt: intermediate usage of coupons

13. If your favourite place says that they will make an account on a new platform and use it for special announcements, would you register an account on that platform only because you want to be up-to-date about the offers of the café?

*Which platform do you mean? Like a new one? Or for example, I don't know... Twitter?*

It can be either a completely new or an existing one that you are not using.

*Oh okay. Honestly, I don't like Twitter, but if for example El Gusto says that okay, we create an account there and post exclusive offers or discounts, I would register. But if they come up with a new one, I would definitely try that one too.*

[B659] megjegyzést írt: exclusive content

[B660] megjegyzést írt: open for new platforms

[B661] megjegyzést írt: open for new platforms

14. What type of announcements would make you register a new account?

*Hm... I think discounts would be the most exciting. Or maybe when they announce a new flavour or a seasonal speciality there, that would be cool too.*

[B662] megjegyzést írt: discounts

[B663] megjegyzést írt: special announcements

15. There are several types of announcement cafés and bistros do through social media – such as introduction of a new, seasonal item. Imagine that one of your favourite places will have a new, special drink (like pumpkin spice latte by Starbucks) and wants you to know about it. Which platform would be the best choice to post something about this new drink in order to reach you as soon as possible?

*Let me think.. I think  **Snapchat**  would be the best, because there you get the snap immediately and you see that someone sent you something, so you wouldn't miss it.*

[B664] megjegyzést írt: receiving immediately

[B665] megjegyzést írt: no chance to miss

16. People like sweepstakes and you can also see them on social media. Have you ever participated in sweepstakes on social media?

*Of course, I have.*

[B666] megjegyzést írt: participation in sweepstakes

17. What types of sweepstakes have you seen or participated in?

*I mainly see them on Facebook. Mostly the  **"like and share ", or when you have to attend an event and invite your friends** . When I was younger I always shared them and invited everybody, but never won anything. Today, only sometimes.*

[B667] megjegyzést írt: many sweepstakes on Facebook

[B668] megjegyzést írt: attendance decreased with age

Do you see any sweepstakes on other platforms?

*Hm not really, no.*

[B669] megjegyzést írt: no sweepstakes elsewhere

18. What are the reasons for participating in such contests?

*I guess because I want to win something.*

[B670] megjegyzést írt: winning

19. Imagine that your favourite place announces different contests on the different platforms. These are the most commonly uses platform-specific sweepstakes. Tell me what do you like and dislike about them:

- a. Instagram: niche hashtags
- b. FB: like and share to win
- c. Twitter: retweet
- d. Foursquare/Swarm: check-in rewards
- e. Snapchat: send a snap
- f. TikTok: Create a video at the given location

*A: I never saw them, I only heard about them. I wish we had something like this at home too.*

[B671] megjegyzést írt: Instagram sweepstake are appealing

*B: This is what I see very often. I liked them when I was younger, but today, I find them very annoying, the news feed is full of them...*

[B672] megjegyzést írt: habits changed with age

[B673] megjegyzést írt: annoying Facebook sweepstakes

C: No idea about Twitter.

D: Never heard of them.

E: I wish we had any sweepstakes in Snapchat, that would be so cool, I would definitely love them.

F: Not really using TikTok.

[B674] megjegyzést írt: no user experience

[B675] megjegyzést írt: excitement towards Snapchat sweepstakes

[B676] megjegyzést írt: no user experience

20. Snapchat is very popular today. Some places already have an account and it could be used for such sweepstakes that we just talked about. In order to win something, they might ask you to take a snap:

- i. In a specific time-frame
- ii. From a specific place
- iii. with a specific filter

How do you like these options? Would you participate in any of these?

Really? These are real? These are very cool! I like them all! What do you mean by specific time? Like between 2 and 4 o'clock? This could be so funny, because you might be in school but you want to win something. Hahaha, cool. I think they all are very very fun, I would definitely participate!

[B677] megjegyzést írt: excitement towards Snapchat sweepstakes

[B678] megjegyzést írt: need for Snapchat sweepstakes

21. How important are brand ambassadors for you?

Brand ambassadors? For example, who? A celeb? ... I think they can make any brand fun and interesting, there are so many commercials with them. But sometimes they can make so bad combinations, like... Uhm.. I cannot remember any, but I think you understand what I say.

[B679] megjegyzést írt: celebrities are entertaining

[B680] megjegyzést írt: bad matches

Is it important for you to have a celebrity in the commercial?

It is not necessary or anything, they just make it more fun.

[B681] megjegyzést írt: celebrities are not important

22. Do you react more on social media activities that involve celebrities?

If it's with a person I really like, then yes. I think it really depends on the person and the situation, not any celebrity can make me "like" a video just because there is a famous person.

[B682] megjegyzést írt: more reactions to favourites

[B683] megjegyzést írt: reactions depend on the person

[B684] megjegyzést írt: reactions depend on situation

23. Which celebrities do you think would fit together with cafés?

A very attractive man or woman. But I think anyone who is popular, because anybody can like coffee. Like George Clooney and Martini. You don't know if he likes it, but people like him, so he can sell it.

[B685] megjegyzést írt: attractive people fit cafés

[B686] megjegyzést írt: celebrities can sell

24. What do you think about the account takeovers which let employees show their daily routine?

El Gusto does that sometime, the employees post work pictures about them. I think it's good to see that they like working there and have fun with the job, and the boss is cool too because he lets them post on their own.

[B687] megjegyzést írt: employee posts are appealing

[B688] megjegyzést írt: takeovers mean caring

25. Cafés around the world usually team-up with different celebrities and so-called „community leaders“, however, sometimes they just let their employees to use the social media account of the company and show his or her everyday life. Would you like to see local or national social influencers associated with your favourite local cafés? What type of celebrities do you want to see in campaigns of these places?

*I don't know any of these people. But if they would team up with, I don't know, for example Lucky, that would be so good. I think many people would like to see their favourite Youtubers with their favourite places.*

[B689] megjegyzést írt: national vloggers over local celebrities

[B690] megjegyzést írt: Youtubers connected to café

26. Some of the local cafés already let their employees to share their pictures on the account of the company, however, there has never been an example for a whole-day takeover. Would you follow the „adventures“ of an employee from your favourite place?

*So if they have more? That would be interesting too! I would definitely follow the employees to see their work routine, how they prepare everything, to see what's going on in the kitchen for example.*

[B691] megjegyzést írt: need for more takeovers

[B692] megjegyzést írt: employee adventures

[B693] megjegyzést írt: behind the scenes content

27. The social media profiles of these institutions do not only allow followers to receive the latest news and know about the new offers, but people can also contact the representative of the companies through these platforms. Have you ever used any of these options?

*I don't like writing posts or sharing pictures on their walls. Maybe I did when I was younger, but today not anymore. I like the message function, because I can ask different things from the people who work there.*

[B694] megjegyzést írt: post and sharing are not appealing

[B695] megjegyzést írt: habits changed with age

[B696] megjegyzést írt: pm's are appealing

28. For what purpose would you contact the company?

*When I send a message, I usually ask for the opening hours, because sometimes, on holiday, they don't post anything about it and I want to be sure if they are open.*

[B697] megjegyzést írt: opening hours

*Sometimes I reserve tables, but if it's important, I just call them, because sometimes it can take so long to get a reply.*

[B698] megjegyzést írt: reservation

[B699] megjegyzést írt: calling if necessary

29. Is it essential in your opinion to have a fast response rate? How long should it maximally take them to respond or react?

*I understand that they have to work, but today everybody expects a fast reply, because you ask something which can be very important for you and this is why you want them to write you back. Maximally? Maybe... 1 hour.. or maybe 2, but that's really the max.*

[B700] megjegyzést írt: fast replies

[B701] megjegyzést írt: fast replies

[B702] megjegyzést írt: 1-2 hours

30. These days many platforms support real-time interaction in form of live videos. Many vloggers, celebrities and also companies use this function nowadays. Do you like these live videos on social media? What type of live videos do you think is relevant for cafés?

*I love live videos. Sometime you watch them on Instagram, but mostly on Facebook. I love the Q&A's very much, and I think cafés can use it too, when an employee sits down and answers the questions. Or they can put in the kitchen or on the bar and when someone has time they can answer.*

[B703] megjegyzést írt: live is appealing

[B704] megjegyzést írt: lives mainly on Facebook

[B705] megjegyzést írt: Q&A's are appealing

[B706] megjegyzést írt: Q&A's for cafés

[B707] megjegyzést írt: Q&A's during work

31. The most commonly used topics are „Q&A's”, „how it's made” videos about the preparation of a meal or a drink, but followers can also virtually participate in events organized in the institutions. How often do you see and use these functions on the different platforms? What do you like and dislike about these 3?

*I see Q&A's most of the time, because I follow celebrities and Youtubers and they do this very often. I also sometimes see live about events, but not as often. I have never seen "how it's made" videos in live, but I would definitely watch them. Like when an order comes in, and they start preparing it from 0.*

[B708] megjegyzést írt: frequent Q&A's

[B709] megjegyzést írt: few live events

[B710] megjegyzést írt: need for "how it's made" live

[B711] megjegyzést írt: need for "how it's made" live

32. Companies usually encourage their followers to share pictures related to their products or institutions. Most of the social media platforms also support geo-tagging, meaning that you can use the in-built GPS of your device to show people where the content was taken – or you can also „check-in” without uploading anything. What are the main reasons for you to check-in at cafés or share your picture you took there?

*I almost always check-in. I like uploading pictures, but mostly to Instagram because there are so many good filters.*

[B712] megjegyzést írt: frequent check-ins

[B713] megjegyzést írt: pictures on Instagram

What is the reason for checking-in or uploading a picture?

*I don't know... I like to show my friends that I go out with my friends. And upload nice pictures about a coffee, or a lemonade, or a hot chocolate, or a tea. Or when I order something to eat, I post it to Instagram with different hashtags. I like getting likes, haha.*

[B714] megjegyzést írt: show friends

[B715] megjegyzést írt: pictures of drinks

[B716] megjegyzést írt: hashtags for likes

33. Do you usually check-in or share a photo associated with any of your favourite cafés in Sopron? What type of pictures or videos do you usually take? What are your main reasons for sharing such a content?

*If I record a video, I post it either on Instagram or send it on Snapchat. I don't like uploading pictures to Facebook, but I like to check-in there, sometimes just check-in, sometimes I write something funny or creative. If I share a picture, I always use Instagram and Snapchat, because I want to show my friends what I am doing or drinking or eating.*

[B717] megjegyzést írt: videos on Instagram or Snapchat

[B718] megjegyzést írt: no pictures on Facebook

[B719] megjegyzést írt: frequent check-ins

[B720] megjegyzést írt: pictures on Instagram or Snapchat

[B721] megjegyzést írt: show friends

34. What are the social media platforms you use when you take a picture or record a video in association with an institution or an item you purchased?

*Only Instagram and Snapchat. I used Facebook too when I was younger, but today, not really, only sometimes.*

[B722] megjegyzést írt: videos and pictures on Instagram and Snapchat

[B723] megjegyzést írt: habits changed with age



35. Please tell me about your social media usage habits when you spend some time in any of the 5 places!

*90% of the times I visit anything I check-in and tag my friends and maybe add a comment. I sometimes take a selfie with my friends there or when I get a nice drink or meal, I take a picture and upload to Instagram with a filter and hashtags. And send so many snaps to my friends, about basically anything.*

[B724] megjegyzést írt: frequent check-ins

[B725] megjegyzést írt: group selfies

[B726] megjegyzést írt: pictures of meals and drink on Instagram

[B727] megjegyzést írt: frequent snaps

36. Is there any difference between the specific places in terms of your „virtual social interactions“?

*It doesn't depend on the place. Well, my favourite place is El Gusto, so if I go there, I always do everything, like you know, check-in, upload pictures, send snaps... But the other places, it depends more on the occasion, the people and what we order.*

[B728] megjegyzést írt: more interaction at favourite place

[B729] megjegyzést írt: interactions vary by occasion, interactions vary by companion

37. Feedback can be very important in any area of life. Cafés are no exceptions. What are the main reasons for giving feedback?

*I think both negative and positive feedbacks are important. People can learn from the negative feedback, and hearing something positive can make you happy.*

[B730] megjegyzést írt: feedbacks are important

[B731] megjegyzést írt: negative feedback as guideline

[B732] megjegyzést írt: positive feedbacks make happy

38. When do you leave a feedback or a rating of a company on social media?

*I like leaving stars as reviews, 5 starts most of the time, maybe 4 stars with a little comment to say why I didn't give 5. And if I had a very bad experience, I always give 1 star and a negative comment.*

[B733] megjegyzést írt: Facebook reviews are appealing

[B734] megjegyzést írt: comments when necessary

[B735] megjegyzést írt: negative feedback when necessary

39. Can public ratings on for example Facebook affect your judgement of a place?

*Of course they can. I mean, I don't really know how my favourite places are rated, but if I go to an other country or city, I always check what others recommend. And I think this is why feedback is very important, because everybody sees it online and might decide based on them.*

[B736] megjegyzést írt: impact of reviews

[B737] megjegyzést írt: no impact on favourite places

[B738] megjegyzést írt: strong impact on unknown places

[B739] megjegyzést írt: feedbacks are important

[B740] megjegyzést írt: strong impact of Facebook

40. Have you ever done a review on social media about local places? Which type of feedback do you prefer?

*I never write posts. All in all, I love reaction buttons and emojis, so like using them on posts and pictures. But I think ratings and stars are the best way to express your feelings and give feedback, because this is what everybody sees them.*

[B741] megjegyzést írt: reaction buttons over posts

[B742] megjegyzést írt: ratings are appealing

41. How often do you express your positive and negative feelings online? What impact do you think these feedbacks have on the business?

*I leave positive reviews more often, mainly 5 stars and sometimes 4 stars and a comment to tell them how or what to improve. Anytime I have a good time, I automatically look up there Facebook page, if it's a new place, I "like" the page and then add a positive review. I must have something very bad experience or feeling, or when the staff is rude,*

[B743] megjegyzést írt: more positive reviews

[B744] megjegyzést írt: comment when necessary

[B745] megjegyzést írt: good experience leads to like and review

or the food or drink is bad. Then I definitely give a bad review to show people that they shouldn't go there or order what I had. And maybe the place can also improve, speak to the employees or make better food or drink.

[B746] megjegyzést írt: negative review when necessary

[B747] megjegyzést írt: strong impact of negative reviews

[B748] megjegyzést írt: negative feedback as guideline

General	Snapchat, Facebook, Instagram
Social Media Usage & Interactions	intermediate social media interactions, follow companies on Facebook, good experience (2x), habit, reaction buttons are appealing, various usage of reaction buttons, polls only in groups, prefer numbers as comments, comments for tagging, tagging is useful, tagging over comments, sharing decreased, habits changed with age, sharing rarely, share for win, like or love almost everything, no interaction for not appealing content (picture, meal), open for new platforms (2x), no user experience, pm's are appealing, post and sharing are not appealing, opening hours, reservation, calling if necessary, fast replies (2x), 1-2 hours
Pros – Desires & Likes	product announcements, discounts (3x), entertainment, current information, promotions, entertainment, high activity on social media, share frequently, useful or entertaining, pictures have effect (2x), behind the scenes are appealing, behind the scenes are entertaining, pictures are the most important, coupons are appealing, intermediate usage of coupons, exclusive content, special announcements, receiving immediately, no chance to miss
Cons – Negative Feelings & Dislikes	menu cards are useless, menu cards have no effect, menu cards are boring, few coupons on social media (2x), more coupons in the US, needs more coupons
Sweepstakes	participation in sweepstakes, many sweepstakes on Facebook, attendance decreased with age, no sweepstakes elsewhere, winning, Instagram sweepstake are appealing, habits changed with age, annoying Facebook sweepstakes, excitement towards Snapchat sweepstakes (2x), need for Snapchat sweepstakes
Ambassadors & Account Take-overs	celebrities are entertaining, bad matches, celebrities are not important, more reactions to favourites, reactions depend on the person, reactions depend on situation, attractive people fit cafés, celebrities can sell, employee posts are appealing, takeovers mean caring, national vloggers over local celebrities, Youtubers connected to café, need for more takeovers, employee adventures, behind the scenes content
Live Streams on Social Media	live is appealing, lives mainly on Facebook, Q&A's are appealing, Q&A's for cafés, Q&A's during work, frequent Q&A's, few live events, need for "how it's made" live (2x)
Motivation and Special Interactions	habits changed with age (2x), frequent check-ins (3x), pictures on Instagram, show friends (2x), pictures of drinks, hashtags for likes,



	videos on Instagram or Snapchat, no pictures on Facebook, pictures on Instagram or Snapchat, videos and pictures on Instagram and Snapchat, group selfies, pictures of meals and drink on Instagram, frequent snaps, more interaction at favourite place, interactions vary by occasion, interactions vary by companion
Feedbacks & Reviews	feedbacks are important, negative feedback as guideline (2x), positive feedbacks make happy, Facebook reviews are appealing, comments when necessary (2x), negative feedback when necessary, impact of reviews, no impact on favourite places, strong impact on unknown places, feedbacks are important, strong impact of Facebook, reaction buttons over posts, ratings are appealing, more positive reviews, good experience leads to like and review, negative review when necessary, strong impact of negative reviews

The last person from Generation Z was characterized as a medium social media user. He uses three platforms (Snapchat, Facebook and Instagram) very frequently and for different purposes. He mainly uses Facebook to follow his favourite companies, however he also added a small number of brands on his Instagram and Snapchat accounts.

For him, the main reason for following companies is to be informed about the latest product announcements, the discounts and be entertained. Having a good experience somewhere mostly results in either a like on the page and/or a check-in. These interactions are part of his habits, he basically automatically do them upon visiting a shop or any other establishment.

When it comes to sharing his feelings with a company, his favourite type of interaction is using the reaction buttons. In his opinion, they can be used for various purposes, such as expressing feelings or voting. As for the comments, he prefers leaving a number or tagging a friend to show the content. He finds tagging very useful and more effective than sharing a link in private message.

In his opinion, companies should be highly active on social media and share content as frequently as possible, either something important or entertaining. Normally, he doesn't like leaving comments or sharing content, however, if it's an extremely entertaining picture or video or he has a chance to win something, he is willing to share something on his page. In his opinion his interactions have changed with his age: he used to use these functions more frequently when he was younger. He most likely "likes" or "loves" the pictures, it must be a very unappealing content to be left without reactions.

He finds the menu plans useless and in his opinion, they have no impact on his decision making, however, an appealing picture of a meal might make him order the exact same item from the menu. He finds behind the scenes content appealing and entertaining. Posting pictures are the most relevant activities for him, in terms of cafés.

He likes using coupons frequently. He finds the amount of social media coupons unsatisfying, he only sees a few of them online and wishes for more to be available – like in the USA. Even though he has used some social media coupons, he finds mostly the clothing store offering charming.

He is completely open for registering an account for a new platform just to be informed about new announcements and specific and exclusive content such as discounts and limited-time offers. Even though he doesn't find Twitter appealing, he would use it for such purposes. In his opinion, Snapchat would be the best platform to reach him with the fresh news, since he would receive the message immediately and he wouldn't miss a snap, compared to the other platforms, where it could be possible.

He likes to participate in different sweepstakes with the main motivation of winning something. He mainly sees "like and share" and "invite your friends" sweepstakes on Facebook. He used to participate in them very frequently, however his habits has changed with his age and number of occasions decreased. He prefers Instagram and Snapchat sweepstakes over the "annoying" Facebook examples. When hearing about the commonly used practices in term of Snapchat sweepstakes, he became excited and said that there is a huge need for such in Sopron.

He finds brand ambassadors entertaining, but not necessary: in his opinion, celebrities can make advertisements more entertaining, however the companies might choose bad fits for such purposes. In his opinion any famous and attractive person would be a good fit for cafés and used the success of George Clooney and Marini as an example. His reactions to content including ambassadors depends on various criteria such as the situation or the person itself: he "likes" more content in connection with his favourite celebrities. He prefers national vloggers over local celebrities: he would be happy to see his favourite Youtuber in connection with his favourite places.

He likes account takeovers: he finds them entertaining and his opinion with such content customers can see the atmosphere among the employees. Additionally, "takeovers mean caring", meaning a strong connection and close relationship between the leader and the employees. He would like to see more content in this category and would follow the adventures of the employees to see their daily routine and behind the scenes moments.

When it comes to contacting an establishment, he prefers writing a private message over posting or sharing pictures: in his opinion, along with others, his habits in this area has also changed with his age. He likes to send messages in order to be informed about opening hours, mainly in holiday seasons, however, in case of an important matters, he prefers the phone calls. To personal messages, he thinks that maximum 2 hours should be enough to reply.

He finds live videos very appealing and mainly watches these streams of Facebook. He participates in Q&A's very often and he would be interested in such live videos in connection with local places, so followers can see behind the scenes moments and in the meantime, the employees could answer the questions. In his opinion there are only a small number of live events available and he would be happy to see more of this kind.

He likes checking-in and uploading pictures. He has separate platforms for the different purposes: he uses Facebook to indicate his location via checking-in and tagging his friends, but for sharing pictures, he prefers Instagram or sending them in private as a snap. The topics of the pictures are mainly group selfies or photos of a drink or a meal. He is more interactive at his favourite café, but in other cases, his interactions mainly vary by the occasions or his companions.

He finds feedbacks in general very important: positive feedbacks simply make people feel good, while negative feedbacks can serve as a guideline. He leaves more positive than negative reviews and adds a comment when necessary to show why he decided to give a certain amount of stars.

Reviews have no impact on his judgement of his favourite places, however negative reviews can affect his decisions when it comes to visiting a new place. He prefers Facebook ratings and reaction buttons. A good experience in a certain place always results in a "like" on the page of the establishment and a Facebook review. He adds comments or leaves negative reviews only when it's necessary: if something extremely bad happens. He believes that these reviews can help the employees to improve their weak points.