



# The contribution of Instagram to increasing customer engagement of Austrian-based food and beverage startups

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Bachelor Thesis for Obtaining the Degree  
Bachelor of Science in  
International Management

Submitted to Dr. Lyndon Nixon

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Vienna, 31 May 2023

## **Affidavit**

I hereby affirm that this Bachelor Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed. The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

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## **Abstract**

The continuous growth of digital communication technologies, such as the Internet or various social media platforms, like Instagram, has shifted traditional marketing strategies, as businesses are increasingly focusing on using these digital channels to their advantage. These shifts are making it significantly interesting for researchers to determine which strategies are most beneficial, profit-making, and efficient for these businesses.

This research paper, therefore, aims to investigate the factors that increase customer engagement over Instagram with a focus on Austrian-based food and beverage startups. An online questionnaire tested how different Instagram content posted by Austrian-based food and beverage startups affects the customer engagement of Instagram users. This was tested by representing respondents with visual examples of different types of content posted by Austrian-based food and beverage startups and then asking them how likely they are to interact with the business when viewing these posts on Instagram through the use of a five-point Likert scale. In addition, the respondents were asked about their purchasing intention after viewing these various types of content. An analysis of the results illustrated users engage differently with the diverse types of content posted by these businesses. Therefore, the conclusions can be drawn that factors, such as the content posted on Instagram by Austrian-based food and beverage startups, affect customer engagement.

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# 1. Introduction

## 1.1. Background Information

The development of digital communication technologies, such as the Internet and various social media channels, has progressed into becoming an integral part of the everyday life of people (Dwivedi et al., 2021). Recent statistics, as of 2023, have shown that 87.91% of the individuals in the Austrian population have access to the Internet via any means, which indicates a growth of nearly 1% within one year (Statista, 2023b). This increase in the popularity of the usage of this technological development can also be observed in social media usage in the Austrian population. According to Statista (2023), 7.22 million people of the Austrian population as of 2023 use social media, which accounts for approximately 80% (Statista, 2023a; Statistik Austria, 2023). This number is projected to increase even further by 2028, estimating that social media within Austria will reach approximately 8.16 million users (Statista, 2023a). Because of the rapid evolution of this technological development, customers use various social media platforms to gather information about products or services, communicate with one another, or interact and engage with businesses (Dwivedi et al., 2021; Stubb et al., 2019). Customer engagement, in particular, has become an important new development in customer management and has numerous benefits on customer- and brand-related outcomes such as loyalty or trust (Brodie et al., 2013; Harrigan et al., 2017). Many businesses nowadays have acknowledged the presence of social media and therefore explore the potential of these channels, seeking the best way to utilize these platforms to their advantage (Black, 2010; Cauley, 2011; Kumar & Mirchandi, 2012). Especially for startups, who often have to operate with limited resources and have to overcome various challenges, this type of marketing can be very beneficial to these newly established businesses (Eisenmann, 2021). For instance, through social media, a large target audience can be reached within a short period while at the same time being relatively inexpensive, making it a very attractive option for startups (Iblasi et al., 2016).

## 1.2. Research Questions and Aim

Social media platforms, such as Instagram, provide businesses with much potential to increase customer engagement. Food and beverage startups face particular



challenges in finding and keeping new customers due to the perishableness of their products and the location specificity of their services. The research on how Austrian-based food and beverage startups can use the benefits of this one specific channel to increase their interaction with customers, however, is still very limited. Therefore, the goal of this research is to provide a better understanding of startups' social media marketing and customer engagement on social media. Additionally, this research investigates which Instagram content customers are more interested in and are more likely to engage with businesses. Therefore, this study could be interesting for Austrian-based gastronomy startups who want to increase customer engagement on Instagram.

The research questions of this thesis are:

- How do demographics like gender or age affect customer engagement in organic content of food and beverage startups on Instagram?
- Which content should be included in pictures on Instagram to increase the likes received on a post of an Austrian gastronomy start-up?

### **1.3. Research Process**

Previous research and studies were conducted where for instance, authors study the challenges newly established companies have to face in the early stages of business development or what tactics drive active online customer engagement. To comprehensively answer the stated research questions of this thesis and fill the literature gap, a quantitative research approach was chosen for this study. A questionnaire-based survey has been developed by the researcher, which received 98 responses. The collected data from the survey was then used to analyze the null hypotheses based on the research questions of this thesis and to reject or fail to reject them.

The thesis is structured as follows.

First, a broad overview of already existing literature, including definitions and concepts relevant to this research, are presented in the literature review section. Following this section, the appropriate type of research approach for this thesis is

elaborated by the researcher in the methodology part as well as the design of the online questionnaire. In this section, the chosen type of data collection and analysis are also identified. The next section, data analysis, presents the results of the survey and testing of the hypothesis of this study. Lastly, a conclusion of the results of the research was made, including the identification of possible limitations of this thesis and suggestions for future research.

# 1. Literature Review

In order to gain a comprehensive understanding of the increasing consumer engagement of Austrian-based food startups over Instagram, the following chapter is divided into four parts, which will provide an overview of the literature research on this topic. The first part of this literature review will provide a brief description of food startups. The second part focuses on social media marketing. The third part of the literature review will focus on Instagram as a social media platform. The final part focuses on consumer engagement over social media.

## 2.1. Startups

Defining startups is a very complex process, as no universally agreed-upon definition is available for these newly established businesses. Robehmed (2013), for instance, indicates that due to differences in revenues, profit, and the number of employees hired across companies and industries, there are no specific rules on how to define a startup. Testimonials from CEOs, on the other hand, state that the idea of a startup is related to innovation achievement as well as a specific state of mind instead of other attributes, like those mentioned previously. Nevertheless, a key attribute among startups is their ability to grow (Robehmed, 2013). This can be seen as a differentiation between a startup and a small business, as small companies mainly focus on creating and maintaining constant revenues (Sarway, 2022). Further characteristics that are common to these newly established businesses are being in an early stage of business development, having an innovative product or service, being disruptive in their business domain, having limited resources, and often being dependent on external investment (Nurcahyo et al., 2018).

### 2.1.1. Challenges of Startups

Newly established businesses might encounter numerous challenges during the initial stage of their business. However, these challenges are not confined solely to startups, as also established businesses could potentially go through some of these difficulties. Nevertheless, for startups, which often have to operate with limited resources, it is of high importance to address and overcome these challenges, as the inability of

businesses to overcome these difficulties could eventually cause the failure of the startup (Eisenmann, 2021).

The challenges a startup could face are discussed below:

a) Failure to plan

A startup is regarded as an outcome of an innovative idea of a founder. However, transforming this idea into reality is still considered as one of the biggest challenges these newly established businesses face. Since many startups end up failing to convert their ideas because of deficient planning and execution of this plan, it is recommended that these businesses develop a business plan and a sustainable business model. This will assist these startups to transform their ideas into reality as well as create a positive cash flow in the future (Kurode et al., 2016, p. 3).

b) Funding

A further challenge that startups have to face in their initial stage is raising capital (Giardino et al., 2015). Even though various sources of capital are available to these businesses, it is still difficult for them to raise sufficient funds. Sources of these funds could for instance be family, friends, financial institutions, angel investors, venture capital firms, and others. However, as the required capital for business processes increases, startups realize the deficiency of funding. Therefore, especially for startups, it is important to have an effective cash management (D'souza, 2021).

c) Human resources

Finding skilled human resources is another difficulty a startup often faces (Habebuddin & Sakariya, 2017). Startups normally consist of a single person or, in some cases, of a small group of people. However, once a startup starts to grow, it has to accurately estimate the required human resources. Planning human resources is therefore very critical for these businesses. A shortage in the workforce in a startup may lead to delays, while a surplus of employees, on the other hand, may lead to additional costs. Since these newly established

businesses often have to operate with limited resources, they often struggle to acquire and retain skilled human resources (Babu & Sridevi, 2018; Kurode et al., 2016).

#### d) Marketing

Marketing has a direct impact on the business's success. However, since many startups have to operate on a limited budget, marketing can become a challenge for these businesses. Nowadays, with the development of social media, startups can decide whether they want to use traditional or digital marketing. Traditional marketing, for instance, uses convertible mediums such as magazines or radios, while digital marketing, on the other hand, uses digital technology mediums such as social media channels or websites. Startups, therefore, have to decide between these two types of marketing based on which provides them with more advantages (Kumar Bharti & Kumar, 2020).

#### e) Regulations

Regulations and rules are another challenge that startups have to comply with. These regulations and rules vary from nation to nation. In Austria, for instance, there are central laws and sector-, and department-specific laws that startups have to comply with. This, therefore, could create an additional challenge for these businesses concerning raising capital, marketing, and further (Desprez, 2018).

#### f) Revenue generation

Another difficulty that startups have to experience is the generation of revenue. When a startup grows, the costs of operating it will also grow. Therefore, generating revenues is essential because, when generating too little, startups can fail (D'souza, 2021). However, when a newly established business does not generate sufficient revenue, the focus of the founder will shift to founding rather than focusing on the fundamentals of the business (Babu & Sridevi, 2018).

#### g) Supporting infrastructure

Another important aspect that could affect the success of a startup is whether the supporting infrastructure is available or not. Especially during the initial stage, these businesses require the support of incubators, mentors, science, and technology centers, and further (Babu & Sridevi, 2018).

An incubator, for example, is a group of people who work together to assist these newly established businesses in succeeding. They provide these startups with workspace, capital, coaching, and training to help them resolve some difficulties that come along when establishing a business. Therefore, the objective of a startup incubator is only to assist these enterprises in growing their businesses (Wilson, 2022).

On the other hand, a mentor is someone who takes the role of guiding a mentee through parts of the business in which the mentor is more experienced. This person could for instance guide the founders of a startup through many phases of the initial stage, such as assisting them in decision-making processes and strategy formation. Further, they could provide help with creating a business plan, introducing the startup to potential customers, partners, investors, or employees, and providing general support in difficult phases and further (Raut, 2013).

#### h) Unexpected events

The last challenge startups have to consider are unexpected events such as natural disasters such as earthquakes or health hazards such as COVID-19. For instance, due to the recent COVID-19 pandemic startups in various industries, such as the fashion or travel industry, have been negatively impacted (Kalogiannidis & Chatzitheodoridis, 2021).

### **2.1.2. Food and Beverage Startups**

The food and beverage industry is Europe's biggest manufacturing sector in terms of employment opportunities and value-added (European Commission, n.d.). However, this industry also requires assistance in fighting current global issues, such as global

warming, climate change, and food insecurity (Bayona-Saez et al., 2017). These demands, therefore, indicate the urgent necessity for this industry to increase the number of new business entrants into this industry to meet the continuously changing food and beverage product needs and increase innovative outcomes (Guiné et al., 2016).

This sector further is described as slow-moving, concerning the speed of innovation compared with other sectors like the automobile or pharmaceutical industry. These industries, for instance, have transformed at a rapid rate because of technological innovations (Awino et al., 2018). This observation has been explained by researchers as the primary reason why the food and beverage industry favors the incremental form of innovation. The innovation in this sector happens gradually compared to radical innovation, which is often linked to technological breakthroughs, as in the automobile industry (Awino et al., 2018). Therefore, a new approach is required to meet the demand for food and beverage products that are aligned with the changes in consumer lifestyle trends (Rawal & Dani, 2017).

The food and beverage industry overall includes all businesses that are involved in transforming raw agricultural goods into consumer food or beverage products. Therefore, the supply chain of this industry in general incorporates food processing, packaging, and lastly distribution (TriStar, 2020). This industry further consists of various subcategories, namely: food and beverage processing, manufacturing, marketing, food and beverage supply industry, food and beverage trade, distribution, food and beverage retail, regulations, research and development, financial services, and agriculture (Arcese et al., 2015). The food and beverage industry in general is therefore an integral functional part that reinsures that nutritional food requirements by customers are met through the implementation of regulations by governmental agencies and regulatory (Arcese et al., 2015).

In the food and beverage industry, startups play a significant role. Startups are often also regarded as innovative entrepreneurs because their purpose is not only to grow but also to develop innovative ideas. These ideas are technologically supported as well as scalable to a more sustainable long-term business venture organization (Mcnamara & Quinn, 2020). Further, these newly established businesses are an important source of groundbreaking innovations, however, they often depend on external sources of knowledge, as these businesses lack experience and knowledge in these industries (Usman & Vanhaverbeke, 2017).

## 2.2. Social Media Marketing

With the development of the Internet from an information medium to an exchange medium, as new communication and information-sharing possibilities emerged, companies consequently shifted their marketing strategies from traditional marketing to social media marketing (Constantinides, 2014).

According to Filo et al. (2015, p.1), social media is defined as: “new media technologies facilitating interactivity and co-creation that allow for the development and sharing of user-generated content among and between organizations and individuals“. Furthermore, this development provides customers with the opportunity to interact with one another on a large scale when sharing their experiences, opinions, attitudes, and further on social media platforms. A social media platform could therefore be any website that enables the user to discuss their perspectives and therefore encourages the interaction and connection of groups online (Sajid, 2016).

According to Tuten and Solomon (2018, p.21), social media marketing can be consequently defined as: “the utilization of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization's stakeholder“.

### 2.2.1. Advantages

The use of social media platforms for marketing provides various benefits for all types of businesses, including startups. The benefits provided by this type of marketing can be divided into six functional areas, namely: marketing, customer support, research and development, finance, public relations, and human resources (Arca, 2012). Therefore, Table 1 (Arca, 2012), illustrated below, indicates the individual advantages of social media marketing within these functional areas.

*Table 1: Benefits of Social Media Marketing*

<b>Functional area</b>	<b>Benefits</b>
Marketing	Higher brand exposure Increased brand awareness Increased traffic



	Reduced marketing costs
Customer Support	Increased customer interaction Improved customer experience Higher customer retention and loyalty
Reach and Development	Increased marketing insights Competition monitoring New idea input from the community
Finance	Cost-effective
Public Relations	Real-time communication Higher brand exposure
Human Resources	Business networking Reduced recruiting costs

The benefits of the utilization of social media marketing concerning the functional area of marketing are increasing brand exposure, increasing brand awareness, increasing traffic, and lowering marketing costs.

According to Stelzner (2012), the most important benefit of social media marketing within this functional area is increasing brand exposure. Arca (2012) defines brand exposure as when a customer notices a product, service, or advertisement through a minimum of one of the five senses regardless of whether the customer was paying attention to it or not. This benefit is especially for startups of high importance, as it provides these businesses with the essential foundation to build customer relationships and loyalty (Arca, 2012).

Brand awareness is another advantage of this type of marketing and is, according to Rossiter and Percy (1987, p.113), regarded as “the buyer’s ability to identify the brand in sufficient detail to make a purchase”. Through the operation of various social media channels, businesses can present their product or service and their company, as well as add value to the overall business ecosystem (Weston, 2008). This benefit also has various advantages within itself, such as helping to build brand loyalty, as consumers tend to purchase products or services that they recognize (Wutzke, 2011).

A further benefit of social media marketing is increasing targeted traffic. Social media consists of infinite potential customers, which can be reached all around the world by targeting them over social media (Todor, 2016). These platforms further provide businesses, but especially startups, with the opportunity to reach a large but targeted audience within a short period with only little expense (Iblisi et al., 2016). Further, it is important to mention that online traffic occurs whenever a person visits a website. This is of great value to startups as this targeted audience would hopefully show interest in the promoted product or service and turn from a potential customer to a current customer (Arca, 2012). Additionally, social media platforms provide detailed information about their users, such as their age, gender, or interests, which allows these companies to focus and target their audience more easily (Arca, 2012).

Reduced marketing costs are another advantage of social media marketing, which is especially crucial for startups (Taherdoost & Jalaliyoon, 2015). Since these newly established businesses often have to operate on a limited budget and therefore do not have the same marketing budget as large businesses, startups have to consider being as cost-efficient as possible. Social media marketing is therefore probably considered to be the most suitable marketing method for these newly established businesses because of its low costs, high efficiency in the short-term and long-term success, and easy measurability (Arca, 2012).

A further important benefit of social media marketing, which is categorized under customer support, is increasing customer interactions. Various interaction methods available on these platforms provide businesses the opportunity to communicate with their current customers, over tools such as polls or quizzes, or even attract potential customers (Iblisi et al., 2016). These methods allow businesses to receive their customer's opinions about their products or services and content posted, which can be adapted based on this feedback (Todor, 2016). This, therefore, indicates that customer interaction directly improves customer experience, as through the interaction with customers, businesses will know if they meet the customer's expectations as well as what aspects could potentially be improved (Arca, 2012). This positive customer experience provides further benefits, such as building trust in these businesses, which can lead to building customer loyalty or retention (Arca, 2012).

### 2.2.2. Disadvantages

Operating over social media can provide businesses with various benefits, which have been discussed in the previous section. However, there are also multiple disadvantages for businesses when utilizing social media, which need to be mentioned as well.

Social media marketing requires a subsequent time investment, which is one drawback of social media marketing (Barefoot & Szabo, 2010). Social media provides businesses with the opportunity to interact with customers and, therefore, build relationships that have a direct effect on sales. However, for a business to be able to operate on various social media channels, it requires regular monitoring of these platforms and subsequent time investment. This is of great importance, as businesses have to respond to customer comments or questions in a timely manner and post information about their products or services regularly (Barefoot & Szabo, 2010).

A further disadvantage of using social media is trademark and copyright issues. This is because a company's brands or other intellectual property are often regarded as nearly as valuable to a business as the product or service they are providing (Steinman & Hawkins, 2010). Social media channels provide businesses with the opportunity to communicate on a real-time basis with their current and potential customers. Further, these platforms allow these companies to promote their brands and disseminate copyright material. However, there is also the possibility that these channels facilitate third-party abuse of a company's trademarks and copyrights (Steinman & Hawkins, 2010).

Other drawbacks when using social media marketing are trust, privacy, and security issues from the perspective of a customer. This indicates that businesses have to be aware of these issues as well as take appropriate safety measures to minimize the business's exposure to the liability related to the collection of personal data, the usage of this data, and the maintenance (Hoffman et al., 1999). This disadvantage is of great importance for businesses as it has a direct effect on customer loyalty to social media markets. In some cases, privacy concerns have caused some social media marketing businesses to receive negative public relations, which severely damaged their brand image (Burns, 2016).

A further drawback of utilizing social media is negative reviews. Through social media, consumers have the opportunity to create positive or negative feedback on a

company or its products or services, which depends on how the business is presented online as well as the quality of the goods and services offered (Roberts, 2008). Reviews of customers in general serve as a valuable source of information for potential customers when making a product choice (Ghose, 2009). However, negative reviews can in particular have a damaging effect on the making campaigns of businesses, as not satisfied customers can create negative feedback about a product or service and there is nothing marketers can do to prevent such occurrences from happening (Lytras et al., 2009). Nevertheless, this feedback cannot be ignored and therefore businesses should manage these social media platforms efficiently by responding immediately and neutralizing harmful posts (Hennig-Thurau et al., 2004).

### **2.2.3. Social Media Marketing Strategies**

After analyzing the advantages and disadvantages of social media marketing, this section of this literature review will discuss various social media strategies. Social media marketing strategies are, according to Effing and Spil (2016) defined as a goal-oriented planning process that creates user-generated content. Furthermore, these strategies use multiple internet applications to create a valuable and unique competitive position on these special media channels. These researchers have further found seven key elements of a social media marketing strategy, which are illustrated in the table below.

*Table 2: Seven Key Elements of Marketing Strategies*

<b>Elements of marketing strategies:</b>
Target audience
Channel choice
Goals
Resources
Policies
Monitoring
Content activities

When a business is aiming to create a successful marketing strategy, it is beneficial to incorporate the seven elements listed above in Table 2 (Effing and Spil, 2016). Targeting the audience is one of the key elements of a marketing strategy. A business has to segment its priority population by identifying and isolating as well as being aware of how this population accesses social media channels (Thackeray et al., 2008). A further key element of a marketing strategy is the choice of social media platforms, as this determination has a direct impact on the effectiveness of an advertisement (Effing and Spil, 2016). Additionally, it is important to mention that various target groups require different specialized addressing. Another important element of such a marketing strategy is the goal of a business, as a social media channel is more likely to be of value for a business when it fits the overall business goal of the company (Dutta, 2010). Resources are another key element of a strategy, as a limited budget, expertise, or staff capacity can affect success. The fifth component that a business has to consider when developing a successful marketing strategy is policies. These policies have to be implemented to protect the reputation of the business from being negatively affected (Burkhalter et al., 2014). Further, it is important for a business to closely monitor the various social media channels on which the company is active. This for example can be done by closely screening the number of followers, likes received on a post, views on the website, and further (Klang and Nolin, 2011). The last key element of a social media marketing strategy is planning content activities on social media. This creates a clear structure for the business when campaigns are launched and in which order (Thackeray et al., 2008).

For the food and beverage sector, however, there is a lack of information on which strategies may be more efficient for businesses active in this industry. This study will therefore attempt to identify effective social media marketing strategies for businesses in the gastronomy sector.

#### **2.2.4. Informative and Interactive Marketing Appeal**

There are various types of social media strategies that businesses can implement on their social media platforms. One of these strategies is the creative marketing strategy, which according to Ashley and Tuten (2015) is regarded as the execution factor and message strategy used by businesses to reduce differences between what marketers want to transmit to customers and what they want to hear from the

company. This strategy can be categorized into interactive and informative marketing appeals (Ashley & Tuten, 2015).

Interactive marketing appeal is one type of creative marketing strategy. This type of appeal is defined according to Steuer (1992) as the extent to which the users of social media channels can participate in real-time changes in the content and format of the mediated environment. Furthermore, this interactive appeal encourages an active engagement between the business and consumers instead of passive consumption (Pokornyik, 2019). Additionally, there are various types of interactive content options that businesses can utilize such as polls or surveys, interactive videos, and more (Pokornyik, 2019).

The other type of creative marketing strategy is the informative marketing appeal. This appeal includes product-oriented facts such as price or brand mention. An informative marketing appeal is further regarded as an efficient method used to describe and explain a product or service to potential customers, as it allows businesses to highlight specific benefits or features of their goods or service offered (Bangen, 2018).

A study conducted by Kusumasondjaja (2018) analyzed 10.752 social media posts to investigate whether informative message content or interactive brand posts are more effective on the social media platforms Facebook, Twitter, and Instagram. The findings of this research indicate that interactive brand posts overall receive a larger amount of engagement concerning responses than the other type of creative marketing strategies (Kusumasondjaja, 2018). Furthermore, the results illustrated that these social media channels require different marketing appeals or a combination of these two types. Twitter for instance is effective for the utilization of the informative appeal, while Facebook is an interactive marketing appeal of a higher efficiency. Instagram on the other hand requires a combination of these two types of appeal to achieve the highest level of efficiency as well as be the most beneficial for the business Kusumasondjaja (2018). Another research conducted by Lee et al. (2018) showed similar results, for instance, that informative content causes lower levels of engagement and therefore needs to be used in combination with other methods to be beneficial to the business.

## **2.3. Instagram**

Various social media platforms provide users with different benefits. In this section, Instagram specifically will be discussed. Instagram for example has one of the highest engagement rates among the various social media channels available, with 0.6% as of 2022. For example, Facebook and Twitter in comparison have an engagement rate of 0.15% and 0.05%. The only social media platform that has a higher engagement rate than Instagram is TikTok, with 4.25% as of 2022 (Divakaran, 2022).

Instagram was founded on the 6th of October 2010, and is a free sharing platform where users can upload, manage, and share pictures or videos with other users who can like and comment on these posts (Aichner & Jacob, 2015). This platform is known to be the first social media channel, which was mobile exclusive, which affected the shift towards the new mobile revolution (Miles, 2013). Nowadays, Instagram is worldwide considered as one of the most engaged networks as of 2023, with approximal 2 billion active users, around 80 million daily shared images or videos, and 4.2 billion daily likes (Dixon, 2023; The Enterprise World, 2020). However, also among businesses this platform has gained popularity. As of 2022, approximately 25 million businesses use this Instagram to promote their products or services (Bagadiya, 2023). Overall, it can be stated that the popularity of this platform mainly arises from its usage of predominately visual content, which helps users to increase traffic as well as build awareness (Neher, 2013).

### **2.3.1. Instagram Usage in Austria**

The social media platform Instagram rose in popularity throughout the past few years around the world. In this research, however, the focus will specifically be on the country Austria. This paragraph will therefore analyze Instagram usage within this specific country. Austria is located in the southern part of Central Europe and has a population of nearly 9 million people (Mohr, 2022). The active user count of Instagram within Austria is around 3.7 million people as of February 2023, indicating that more than one third of the whole population of this country uses Instagram (NapoleonCat, 2023). Because of the popularity of this social media platform, it is regarded after Facebook with approximately 5.44 million active users, as the second most favored platform within Austria (NaploeonCat, 2023). In this paragraph also demographics of the active Instagram users within Austria will be looked at. For instance, research

indicated that the majority of Austrian Instagram users are women, 52.3% (NapolonCat, 2023). This, therefore, suggests that the remaining 47.7% of these users are men. Further, it was indicated that the largest user group within Austria is the age group of 25 to 34 (26.5%), with a proportion of 1.085 million users (NapoleonCat, 2023). The second and third largest user groups, with approximately 20% of all active Instagram users within Austria, are the age groups of 18 to 24 and 35 to 44 (NapoleonCat, 2023).

### **2.3.2. Instagram Features for Businesses**

Instagram as a social media marketing medium provides businesses with various opportunities to interact with customers, such as introducing services or products being sold to potential and current consumers, by utilizing features available on this platform. However, it is important to mention that this platform provides business accounts with features different from those of a normal user account. One of these features, for instance, which both types of profiles have is the Instagram bio (Uyun & Dwiridotjahjono, 2022). This feature, for instance, from the perspective of a business, has the opportunity to provide important information to its customers. It is further regarded as an important tool on this channel as it assists in attracting the attention of potential customers, as the introduction of products or services, as well as the communication of core information about them, is regarded as easier (Uyun & Dwiridotjahjono, 2022). Shopping Instagram is regarded as another feature this platform provides, however solely to business accounts. This tool allows businesses to integrate their product or service catalog directly with their Instagram profile, which in return allows customers to directly shop on the business's Instagram account (Law, 2022). This feature further allows businesses to tag their products or services directly to their posts which creates a large storefront for users to explore the products and services offered by the company (Instagram, 2023a). An additional feature Instagram provides to its users is Instagram ads. This advertising tool provided by the social media channel for business accounts solely provides these companies with the opportunity to advertise their posts either on Instagram feeds or on Instagram stories (Kunhe & Zindel, 2020). Another feature this social media platform provides for business accounts is Instagram insights. This tool allows companies to view analytics that are measuring the overall performance of the content posted by



these businesses as well as receive a better understanding of their audience (Moursi, 2022). These insights for instance illustrate companies' information regarding customer engagement with specific posts, videos, stories, reels as well as live videos (Instagram, 2023b). This feature, in particular, is of great importance to businesses as it provides helpful information about the success of the Instagram marketing strategy (Moursi, 2022). Overall, however, all these various features are important for the success of a social media strategy and therefore should be all considered when developing a strategic plan.

### **2.3.3. Instagram Content**

Instagram is a free sharing platform where users can upload, manage, and share various types of content. In general, these various types of content can be categorized into 5 different types of posts, namely feeds, stories, reels, lives, and IGTVs. The first type of Instagram content that will be looked at is feed posts. These posts are normally uploaded in either the form of a photo or video and can be found on the main home feed of users as well as on the explore page, in guides, and sometimes when the posts are shared to stories (Steckly, 2021). Stories are the second type of content that will be discussed in this paragraph. Again, this type of content can be posted in either the form of an image or a video, however, stories have to be limited to five to fifteen seconds per slide. In general, stories are visible at the top of the Instagram app and are available for 24 hours. These stories further, can be added to the highlights of a user where they can be watched infinite times (Steckly, 2021). The third type of Instagram content is reels. This type of content is a short video, which ranges from fifteen to thirty seconds and often either follows trends, uses popular music, shares quick and easy solutions, or has entertainment purposes. Reels in general can be found on the reels explore page or on the main feed page on the user account (Steckly, 2021). Another type of content that can be posted on Instagram is lives. This content as the name might already tell are live videos where the user hosting the video can communicate with the audience through messaging in the comment section. These videos can be found like stories on the top of the Instagram app; however, live videos in comparison, include a little live icon and the ring surrounding the icon is colored slightly differently (Steckly, 2021).

## **2.4. Consumer Engagement**

In recent decades the customer's demand for a brand has changed significantly, as nowadays customers expect from businesses more than just a product sale, which is reflecting a shift from transactional marketing to relationship marketing (Islam et al., 2019). The concept of particular interest in relationship marketing is consumer engagement (CE), which is defined according to Van Doorn et al. (2010, p.253) as “the customers’ behavioral manifestation toward a brand or firm, beyond purchase, resulting from motivational drivers”. This behavioral concept has been included in the priority list (Tier1) for the years 2018 to 2022 by the Marketing Science Institute (2018; 2020) to assist marketing professionals to find the most efficient methods to build sustainable engagement with customers as well as build customer loyalty. Businesses therefore around the world have realized the importance of investing in the digital sector, which mainly consists of a range of social media platforms (Hride et al., 2022).

### **2.4.1. Customer Engagement and Social Media**

A consistent increase in new technological developments and the popularity of social media has led to the emergence and evaluation of relationship marketing (Steinhoff et al., 2019). The utilization of smart devices and the accessibility to high-speed Internet have enabled users to access brand-related information with only little effort (Lamberton & Stephen, 2016). However, social media users also have the opportunity to openly express their attitudes and opinions towards brands, such as through commenting, liking, or sharing posts (Buzeta et al., 2020). This shift towards a more digital world indicates the need for marketers to come up with innovative ways to connect and communicate with their customers. One concept which has proven to play an important role in the online environment, especially through social media, is customer engagement. Research conducted by Brodie et al. (2013) and Harrigan et al. (2017) has indicated that this concept of customer engagement has a positive effect on numerous customer- and brand-related outcomes in the online environment such as loyalty, trust, customer purchase intentions, and satisfaction as well as brand evaluations.

In general, with the shift toward a more digital world, social media has become a more popular and widely used tool for marketers to build customer brand relationships. Various social media platforms such as Facebook, Instagram, and Twitter are regarded

as the most commonly used channels for businesses to engage with their current and potential customers (Arora et al., 2019). However, the concept of customer engagement became, through social media, more complex and dynamic, since these platforms do not only allow customer-brand exchanges but also customer exchanges among themselves (Carlson et al., 2018). This, therefore, indicates that social media has contributed significantly to the transformation of customers into active participants and co-creators of business stories, which are all regarded as relevant insights into customer engagement (de Vries & Carlson, 2014; Hollebeek et al., 2014).

#### **2.4.2. Tactics Driving Active Online Consumer Engagement**

The identification of tactics that drive active online consumer engagement can help businesses develop a successful social media engagement strategy. However, these tactics should be implemented based on the business objectives, the marketing communication plan, and overall digital marketing strategies. The business objectives in general could be creating brand awareness, increasing brand loyalty, building brand preference, and further (Haven et al., 2007). When a business selects the appropriate tactics to engage with its customers, not only the business's objectives are met but also customer expectations could be met (SDL, 2010). To achieve this, content that generates interaction and involvement between the customers and the business is regarded as the main driver for customer engagement. According to Crepeau (2011), businesses should apply a customer-centric approach, while creating a social media engagement strategy that is based on a clear and honest evaluation of what customers want and expect.

A few drivers of online consumer engagement are listed below:

- a. Listening and responding quickly to customers' voices

As social media is about transparency, customers' comments about a product or service on a social media platform may create both positive and negative brand messages (Chan, 2014). However, when receiving consumer comments, two types of pure communication have to be considered: pure voice communication and pure exit communication. Pure voice communication on the one hand suggests a complaint behavior, which could be either a positive or negative recommendation

or word of mouth (Van Doorn et al., 2010). Pure exit communication, on the other hand, indicates a decrease in communication and therefore a non-renewal of purchase of the product or service (Van Doorn et al., 2010). When a business, for instance, receives positive feedback, it is of great importance for the firm to thank and show gratitude toward the customer who created the comment. When a business receives negative feedback, it has to respond to the customer's comment with a thankful tone, apologize and cope with the misinformation and negativity clearly and openly, as this will affect the continuance of a post (Zinko et al., 2021). Further, it is advised to create personalized, consistent, and quick responses as they are critical in retaining and attracting customers' attention since customers regard user-generated messages as more trustworthy (Chung and Austria, 2010; EIU, 2007).

#### b. Giveaways/Discounts

Caramela (2023) stated that recognizing and promoting the online community is a good way to show customers that the business appreciates their continuous support. This interaction can be accomplished through the usage of various tools such as discounts, coupons, or service specials on social media platforms to convert traffic into sales (Caramela, 2023). However, Heyman and Ariely (2004) as well as Wakefield and Barnes (1996) stated that the utilization of discounts and giveaways as a promotional tool may potentially result in disloyal customers who only select a product or service when a promotion is offered. This could subsequently result in a weaker relationship between the brand and the customers if businesses do not reward their consumers. Kumar et al. (2010), on the other hand, argued that this may drive customers to seek monetary rewards instead of recognition or fame. This, therefore, indicates that marketers must be considerate with coupons and giveaways and have to apply these tactics in line with the business's objectives (Kumar et al., 2010).

#### c. Vote/Poll creation

Another great way to keep social media users interested and involved in the exercise of branding is through the use of votes and polls (McLachlan, 2020). This function provided on various social media platforms, such as Instagram allows

businesses to conduct a series of questions, to better understand the customer choices, opinions, and ideas, through obtaining valuable information about their audience on social media (SDL, 2010). In general, these polls can range from a single multiple-choice question to a more extensive questionnaire. According to SDL (2010), polls provide customers with the opinion to share their ideas and opinions, through which companies can obtain valuable information about their audience on social media.

#### d. News/Updates

With the increase in the usage of social media, communication about businesses has been democratized and therefore is no longer controlled by these companies but instead by the individual users who create, comment, and share these posts (Kietzmann et al., 2011). Nonetheless, from the perspective of a business, these social media platforms are convenient and timely for brands to share achievements, awards, and accolades with their users (McLachlan, 2020).

### **2.4.3. Measuring Engagement**

Before this shift to the digital world, businesses have put great effort and resources into ensuring that the brand or product is attracting customers, intending to achieve purchases. Therefore, measurements like the return on investment (ROI) were used as the return on sales is a component of it. Studies conducted by Fisher (2009) and Hoffman and Fodor (2010), however, concluded that these traditional metrics are no longer suitable for calculating the return generated through social media. Therefore, business need to, first of all, consider the customer's motivations for using social media and secondly measure the social media investments these customers make when they engage with firms (Hoffman and Fodor, 2010). As a result, marketers need to take into consideration measurements of the customer motivation to use social media and their engagement with businesses (Hoffman and Fodor, 2010).

According to McEwen (2004), customer engagement measures the effectiveness of a relationship between a business and its customers and indicates the level of emotional and rational bonds between them. Furthermore, he stated that the level of engagement between a brand and its customers is measured based on a set of rating

scales that are used to determine four important emotional connections between the two, namely: confidence, integrity, passion, and pride (McEwen, 2004).

- Confidence refers to the customer's belief that a business is trustworthy and is keeping its promises (McEwen, 2004). For instance, when customers are confident in a business, they will trust the firm that it will deliver its promises made to them about distribution, packaging, post-purchase service, pricing, quality, and reliability (Tripathi, 2009).
- Integrity refers to the customer's belief that a business is treating them fairly, is responsible for its products and services, and will manage any post-purchase issues. This can be demonstrated by firms implementing transparent customer services, product return policies, and pricing rationales (Tripathi, 2009).
- Passion refers to the customer's belief that a business's brand is irreplaceable and excellently fits the customer's personal needs (McEwen, 2004).
- Pride refers to the customer's belief in what expands the customer's feeling of acknowledgment and is proud to be affiliated with a brand (McEwen, 2004).

A further study conducted by Haven et al. (2007, p.4) stated that customer engagement is defined "as the level of involvement, interaction, intimacy and influence an individual has with a brand over time".

- Involvement action is regarded as the interaction an individual has with a business (Haven et al., 2007). This action can be measured through the times a website was visited, the time spent on these sites, the pages viewed, the search keyword, the navigation paths, and the site logins (Haven et al., 2007).
- Interaction refers to the content contribution of a user with regard to a brand (Haven et al., 2007). This interactivity can be measured through requesting additional information about a product or service, purchasing the good or service offered, providing contact information, commenting on content posted, participating in discussions, and further (Haven et al., 2007).
- Intimacy refers to the affection an individual holds for a business, such as their opinion, passion, or perspective, which can be shared through the use of words or the creation of content (Haven et al., 2007). Firms receive valuable

real-time feedback from their customers which can be either positive or negative. This important information about the feelings of a customer provides businesses further with the opportunity to analyze these reviews and implement possible improvements to the product or service offered (Haven et al., 2007). Intimacy for example can be measured by observing the business's customer service or through third-party websites such as review and forum sites or blogs (Haven et al. 2007).

- Influence is regarded as the likelihood of a user to either recommend a brand or the purchase of a product or service to other friends (Haven et al., 2007). This, therefore, can be measured by observing the likelihood of users to recommend, the product or service satisfaction ratings of customers, the brand affinity, the content forwarded to other friends, and the posts on high-profile blogs (Haven et al., 2007).

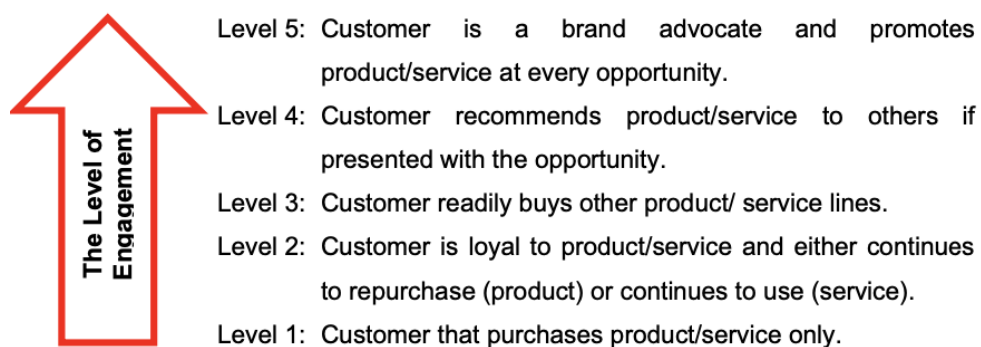
Harden and Heyman (2009), on the other hand, state that total customer engagement can be measured mathematically or with statistical analysis, like loyalty (the number of return visits to a profile over a long period); click depth (the content clicked on); recency (the number of return visits to a profile over a short period), subscription (receiving regular communication of a business) and interactivity (regarded as the actions taken by customers like commenting posts, viewing videos, like live videos, and further). On Instagram, for instance, active users can interact with one another or businesses by liking, commenting, or sharing posts. Furthermore, this social media platform provides firms with the tool Instagram Analytics, which provides them with detailed administrative reports that measure customer engagement of their customers, for example in terms of insights overview (e.g. accounts reached accounts engaged, total followers), accounts reached (e.g. content reach, reached audience, impressions, profile activity), accounts engaged (e.g. engaged audience, content interactions), or total followers (e.g. most active times) (Zantal-Wiener, 2022).

Based on the review of existing literature, it has been determined that marketers and academics have different opinions regarding measuring customer engagement. This is also the case as there is currently no single metric that is regarded to measure customer engagement the best (Haven et al., 2007). Therefore, it is proposed that the measurement of customer engagement should be implemented based on the objectives of a business as well as the goals set by the firm.

#### 2.4.4. Levels of Engagement

After measuring customer engagement based on these different studies mentioned above, the business can then collect, compare, and understand data from various sources to measure the customer's level of engagement. According to Roberts and Alpert (2010), customer engagement can be classified based on five levels, illustrated in Figure 1, with level one being the weakest level of customer engagement and level five being the strongest one. These researchers state that engaged customers, located between levels three to five, are defined as consumers who are loyal to one brand and are actively recommending the products and services of a business to other people (Roberts & Alpert, 2010).

*Figure 1: Levels of Customer Engagement*



However, it is also important to consider the main drivers of loyalty and customer recommendations. In general, customers go through various stages before making recommendations or advocacy, which are outlined below in Figure 2 (Roberts & Alpert, 2010). In the first four stages, namely awareness, interest, preference, and purchase, marketing concerning advertising, promotion, and sales play a major role. In the following stages, the customer experiences the product or service as well as its functional areas, such as product design, service center, and IT (Roberts & Alpert, 2010). The customer then, based on the assessments made in the previous stages moves through the last stages including retention, affinity, recommendation, and lastly advocacy. Normally the two major drivers of advocacy and recommendations are a strong value proposition, like functional and emotional dimensions and an excellent customer experience (Roberts & Alpert, 2010).



Figure 2: Marketing and the Customer Loyalty Ladder



## 2.5. Conclusion and Gaps in Research

Throughout the development of the literature review based on existing research, some major key findings were discovered. To begin with, it is important to mention that startups have to deal with various challenges like marketing, because they have to operate with limited resources (Kumar Bharti & Kumar, 2020). However, through the development of the Internet, marketing has consequently shifted from traditional to social media marketing, with the main advantage of being more cost-efficient or achieving higher customer engagement (Constantinides, 2014; Steinman & Hawkins, 2010). Nevertheless, to benefit from these advantages, businesses have to come up with the right social media strategy, which includes making a choice regarding which channel the business primarily operates on for product and service marketing (Effing and Spil, 2016). Instagram for instance is one type of social media marketing platform with the second highest customer engagement rate among these channels within Austria (Divakaran, 2022). The development of social media has caused customer engagement to become more complex and dynamic, as through social media, customer exchange among themselves is also possible (Carlson et al., 2018). This, therefore, indicates that businesses need to monitor customer engagement more closely, by measuring it. This can be done either mathematically or with statical analysis, like measuring loyalty, click depth, and further (Harden & Heyman, 2009).

Despite the growing research on the role of increasing customer engagement on Instagram for startups, there are still areas that researchers are yet to adequately

cover. For instance, while studies reveal that Instagram is a good platform for increasing customer engagement, no currently available literature determines how food and beverage startups can raise customer engagement on this specific social media platform. Note that since it was determined that Instagram has within Austria the second highest customer engagement rate among various social media platforms, there is still a need to establish whether this also applies to gastronomy startups or not.

Overall, Instagram offers unique opportunities, including features and content to post for Austrian-based food and beverage startups to increase customer engagement and eventually build long-lasting relationships with its customers.

### **3. Methodology**

This section of this research discusses methodological steps that have been taken by the researcher to reject or fail to reject the hypotheses proposed in the previous section. To achieve this, the chosen research method, survey development, data collection, limitations, and research ethics will be explained and justified.

#### **3.1. Research Method**

According to Creswell (2014), there are three different types of research approaches to acquiring primary data for conducting a study: qualitative, quantitative, and mixed-method approaches. The quantitative research approach tests relationships between given variables through the use of deduction to analyze objective theories. The variables for this type of approach typically measure survey instruments to receive numbered data (Creswell, 2014). These numerical results will later be evaluated and interpreted based on statistical analysis. However, also various other designs like causal comparison, experimental and survey research, group comparison, and correlation design can be conducted to collect quantitative data. The qualitative research approach, on the other hand, collects data focusing on the behavior and thoughts of individuals through open-ended questions (Creswell, 2014). This approach uses the inductive method and utilizes research instruments like interviews, observations, case studies, and further to collect data. The mixed method approach lastly tries to receive a better understanding of the research problem by involving both qualitative data collection as well as quantitative data collection, which cannot be received by applying one of the approaches alone (Creswell, 2014). This type of approach for instance could start with a quantitative collection of data like through a survey, and further explain the data with a qualitative data collection through an interview (Creswell, 2014).

The selected research approach for this research will be a quantitative research approach. Further, the researcher chose to conduct a self-administered online survey for the primary data collection process. The advantages of this type of survey are cost-efficiency, an increase in the response rate, convenience, flexibility with the design, and real-time access (Creswell, 2014). However, this type of survey also has disadvantages, such as limitations, which will be discussed later in this paper.

### 3.2. Survey Development

In order to answer the research questions of this study and to reject or fail to reject the corresponding hypotheses, an online survey was conducted. The survey comprises 23 closed-ended questions, most of them following the Likert scaling, however, also single-choice questions, as well as one ranking, were included in this survey. Likert scale questions in this survey are measured on a scale from one (strongly disagree) to five (strongly agree). In this survey, however, also single-choice questions or rankings are asked. The questionnaire was divided into six parts: demographic questions, Instagram usage, Customer Engagement with Organic Content, Customer Engagement with Paid Content, Ranking, and Customer Engagement with the individual posts.

The first section of the survey examined the demographic data of the participants, including questions regarding gender and age group. These questions aim to help the researcher to discover relevant information about the different target audiences of this survey.

The second part focuses on the participant's Instagram usage and comprises two questions. The first question investigates how many minutes per day on average the participant spends on Instagram, "0 to 15 minutes", "16 to 30 minutes", "31 to 60 minutes", "61 to 120 minutes" and "more than 120 minutes". The next corresponding question asks at which time the participant is most active on this specific social media platform, with the answer options "before 7 am", "from 7 am to 12 pm", "from 12 pm to 4 pm", "from 4 pm to 8 pm" and "after 8 pm".

Section three includes four questions regarding customer engagement with organic content. All questions of this part of the survey provide three possible answer options, "Yes", "No" and "I don't know", and are asking the participant if they follow gastronomy or food brands on Instagram, follow food startups on this channel, like posts of gastronomy or food brands and comment on those posts.

The fourth section concentrates on customer engagement with paid content. This part of the survey again comprises four questions with the same answer options as in section three. These questions ask the participant if they pay attention to advertised posts and stories on Instagram, like or comment on advertised stories or posts, and if they sometimes respond to the action in advertised stories.

Section number five comprises one ranking question, where the participant is asked to rank the illustrated posts from 1 to 5, with 1 being least preferred and 5 being most preferred. For this question, the participant receives a selection of five posts from Austrian-based food startups. However, all posts include different content, as one post illustrates the product with a child, one post shows the ingredients of the product, one post presents a recipe that includes the product, one post displays the finished product, and one post shows information about the product.

The last part of this survey corresponds to the previous section; however, this time aims to investigate the participant's engagement with these posts individually. In this section, the same posts were used as in the ranking and therefore this part of this questionnaire was subdivided into five parts, each representing different content and asking identical two questions. Both questions in this section used a five-point Likert scale, with 1 = strongly disagree, 2 = disagree, 3= neither agree nor disagree, 4= agree and 5 = strongly agree. The first question asked the participant "how likely they were to like", "comment", "share the post", "visit the startup's profile", and "start following the startup". In the second question, the participant of the survey was requested to indicate "how likely they were to purchase the product if they were to see this food product in their local supermarket today".

The exact questions asked in this questionnaire and the answer options to the questions can be found in the Appendix.

### **3.3. Data Collection**

To collect the data needed for this study, the researcher conducted a self-administered survey, which was designed on the website "QuestionPro". This specific web page was selected because it allowed the researcher to upload images and videos, which were an important component of sections five and six of the survey. Further, the corresponding sampling method used for this questionnaire was nonprobability testing, specifically convenience sampling. This method in particular has been chosen by the researcher because of various benefits like its simple assembly and accessibility of respondents, but also because the survey participants are more likely to represent the ideal demographic for this research, such as belonging to generation Z and therefore anyone born between 1997 and 2012 (Dimock, 2019; Farrokhi & Mahmoudi-Hamidabad, 2012). However, there are also a few arguments

to the detriment of this method, such as generalizing the results of the survey to a large population, because, in contrast to the target population, there is a deficiency of subgroups in the pool of respondents (Farrokhi & Mahmoudi-Hamidabad, 2012). This survey required to have an active Instagram account and was only available to intent users as the link to the questionnaire was distributed through the messenger platform WhatsApp and the social media platform Instagram. Roddis et al. (2019) stated that online surveys have a better chance of receiving high-quality responses when compared to other means. Further, to provide a certain level of relativity and validity, a pilot test with five friends was conducted before the launch of the actual survey. For the survey, the researcher's goal was to achieve one hundred respondents within a time frame of one month. A total number of 98 responses were acquired with this online survey. Further, the participants before conducting the survey were informed that their participation was one hundred percent voluntary, and the acquired data will solely be used for the survey and will not be shared with another third party.

### **3.4. Research Ethics**

This research was conducted by considering the code of ethics. One priority of this research was to inform the participants prior to the survey about various research ethics considered during this survey. First of all, the participant was informed about the idea and the aim of the questionnaire as well as ensured transparency about the purpose of the collection of the data. This is of great importance as the researcher does not intend to harm or attack any of the participants, therefore, these questions were formulated in a neutral tone. Secondly, the participant was educated about their voluntary participation in this survey and that they can exit this questionnaire at any given time. Thirdly, they were informed that the survey is anonymous, and answers cannot be linked to a certain person. Another important code of ethics the researcher took into consideration is the privacy of the participants and measures which were taken to protect the collected data. For example, answer options in the survey like "I don't know" or "neither agree nor disagree", were included in the survey to not force or pressure the participant to answer something they do not remember.

### 3.5. Hypotheses

For this study, the researcher defined five relevant hypotheses, which are listed below in the form of a null and an alternative hypothesis:

H0<sub>1</sub>: There is no significance between customer engagement of Austrian-based food and beverage startups and the usual engagement rate on Instagram.

H1<sub>1</sub>: There is a significance between customer engagement of Austrian-based food and beverage startups and the usual engagement rate on Instagram.

H0<sub>2</sub>: There is no significance between customer engagement of Austrian-based food and beverage startups and the gender of the user on Instagram.

H2<sub>2</sub>: There is a significance between customer engagement of Austrian-based food and beverage startups and the gender of the user on Instagram.

H0<sub>3</sub>: There is no significance between customer engagement of Austrian-based food and beverage startups and the age group of the user on Instagram.

H3<sub>3</sub>: There is a significance between customer engagement of Austrian-based food and beverage startups and the age group of the user on Instagram.

H0<sub>4</sub>: There is no significant relationship between customer engagement of Austrian-based food and beverage startups and the content posted on Instagram.

H4<sub>4</sub>: There is a significant relationship between customer engagement of Austrian-based food and beverage startups and the content posted on Instagram.

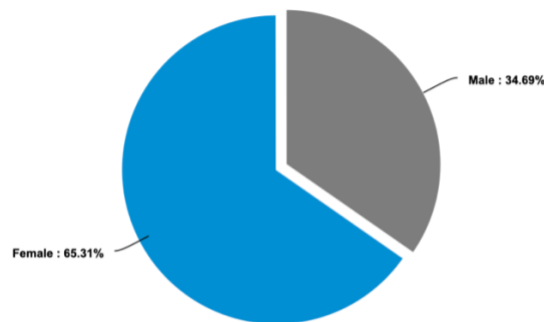
## 4. Results

In this section of the thesis, the collected data will be analyzed to provide a basis for a discussion of the results. Therefore, first of all, a general descriptive statistical analysis will be conducted followed by an inferential statistical analysis where the hypotheses will be tested.

### 4.1. Descriptive Analysis

In total, 124 people participated in this survey, of which only 98 participants completed it. The 26 incomplete responses were removed from the set of survey responses. The responses consisted of 34.69%, 34 “males”, 65.31%, 64 “females”, and 0%, 0 “diverse”.

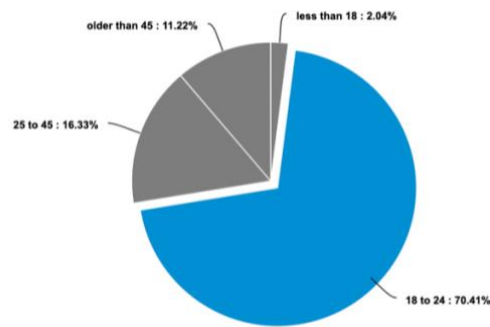
*Figure 3: Gender*



Since this survey is about Instagram and most users belong to the younger generation, this questionnaire was partly specifically distributed to these younger age groups. Therefore, it is of no surprise that the majority of responses (70.41%, 69 people) came from the age group “18 to 24”. With 16.33%, 16 people, the age group of “25 to 45” years is the second most frequently represented in this research. The age group that is third most frequently represented in this questionnaire are the people “older than 45” with 11.22%. The remaining participants are in the age group “less than 18” with 2.04%, which represents 2 people.

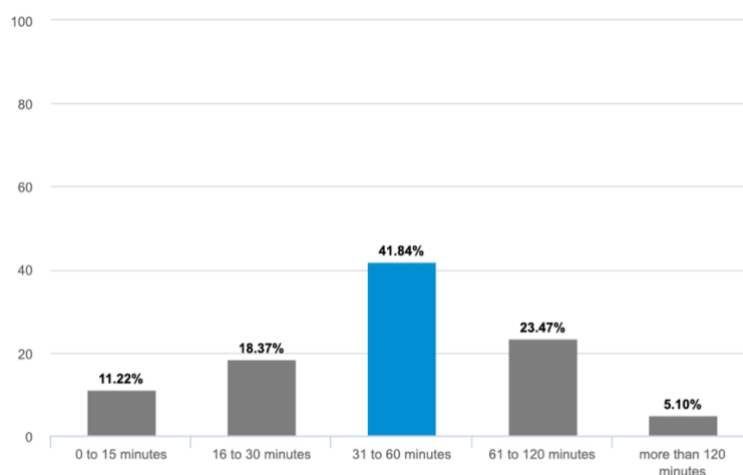


Figure 4: Age Groups



The third question the participants of this survey were confronted with was about the minutes spent on average per day on Instagram. With 41 people, 41.84% of the participants indicated that they spend on average “31 to 60 minutes” per day on Instagram. 23.47% of the participants (23 people) spend on average “61 to 120 minutes” per day on this specific social media network. The Instagram usage that is the third most frequently represented in this survey, with 18.37%, and therefore 18 people, is on average “16 to 30 minutes”. For the answer option, “0 to 15 minutes” spend on average on Instagram, 11.22%, 5 people of the participants indicated that this answer applies to them. Lastly, with only 5 people, 5.10% of the participants indicate that they spend on average “more than 120 minutes” per day on Instagram.

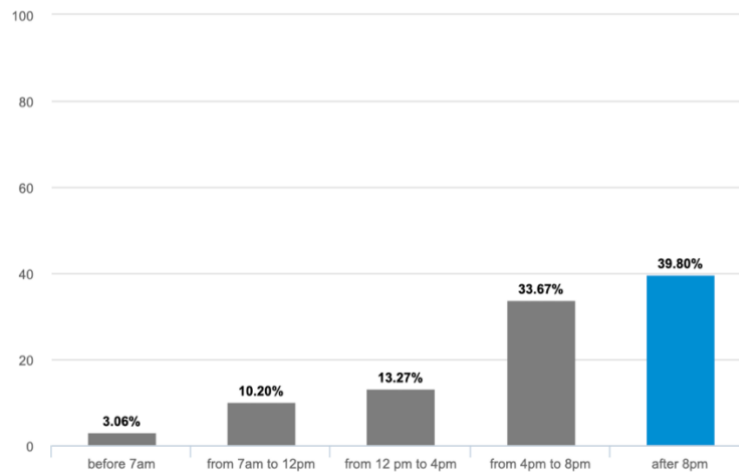
Figure 5: Average Minutes Spent per Day on Instagram



The second question about Instagram usage was at which time the participants were most active on this social media channel. The answer option that received the most responses, to be exact 39, was “after 8pm”, with 39.8%. The second most frequently chosen answer option for this question was from “4pm to 8pm” which 33 people

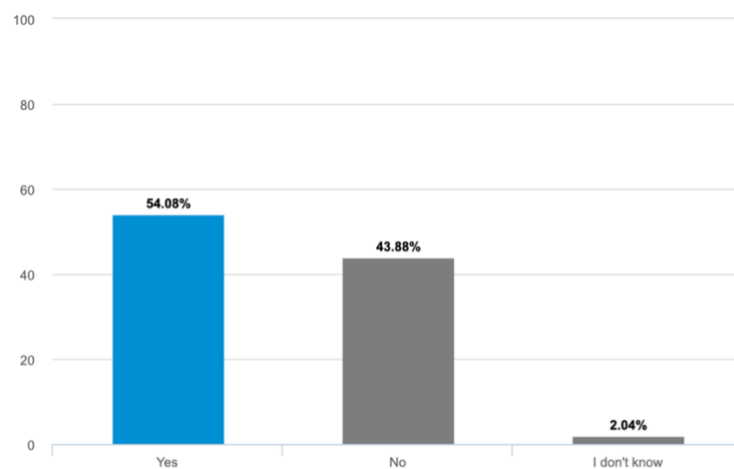
indicated applies to them which is 33.67%. With 13.27%, which are 13 participants in the survey, indicated that from “12pm to 4pm” they are most active on Instagram. From “7am to 12pm”, 10 participants this answer applies to them which is 10.2%. The least frequently chosen answer option chosen among participants with only 3.08% and therefore 3 people is “before 7am”.

*Figure 6: Time Participants are Most Active on Instagram*



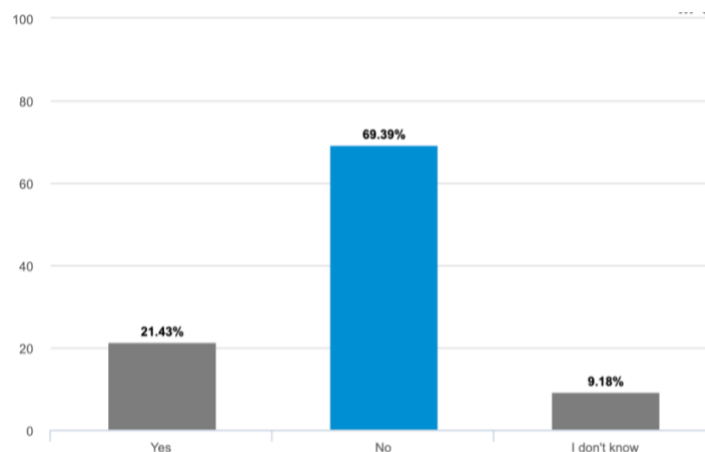
The first question concerning organic content asked the participants if they follow a gastronomy or food brand on Instagram. With 54.08% of the participants, which are 53 people, answered this question with “yes”. 43.88% of the participants of the survey, which are 43 people, answered this question with “no” while 2.04%, 2 people, indicated that they cannot recall if they follow one or not.

*Figure 7: Follow Gastronomy or Food Brands*



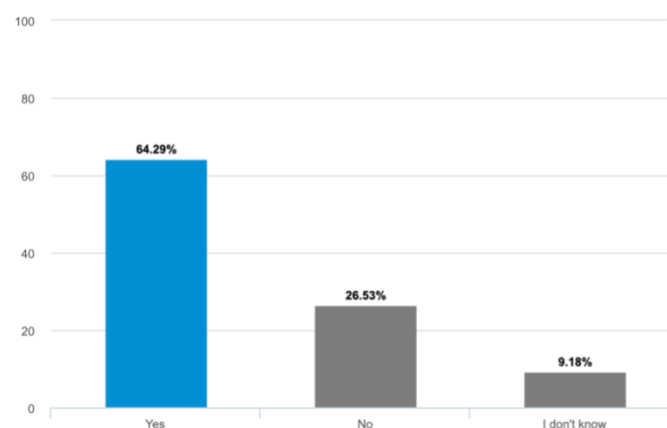
The second question about organic content on Instagram asks the survey participants if they follow food startups. The majority of participants (69.39%) and therefore 68 people stated that they do not follow a food startup. Only 21.43% which are 21 people answered this question with “yes”, while 9.18% indicated that they do not recall whether they follow a food startup or not.

*Figure 8: Follow a Food Startup*



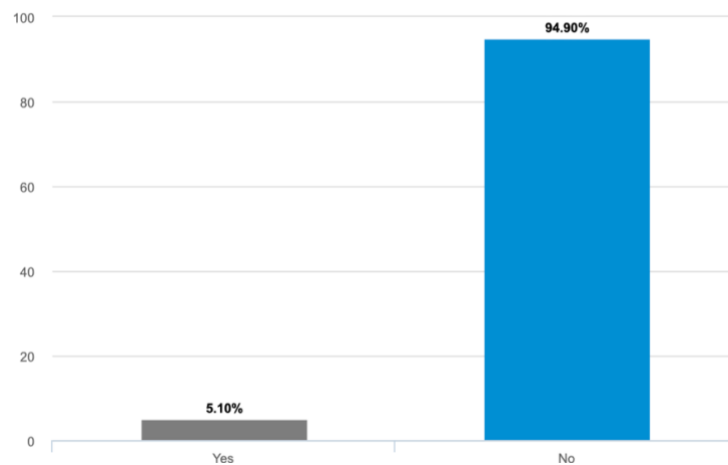
The third question about organic content questioned the participant if they liked posts from gastronomy or food brands. For this question, 64.29% and therefore the majority of participants with 63 people answered this with “yes”. 26.53% of the participants of this questionnaire, which are 26 people, indicated that they do not like posts of these types of businesses. 9 participants of the survey, which are 9.18%, stated that they “do not know” if they like posts from gastronomy or food brands.

*Figure 9: Like Posts of Gastronomy or Food Brands*



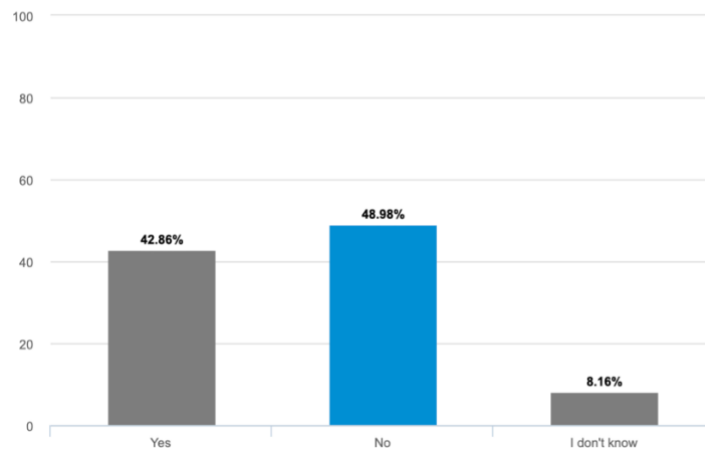
The last question about organic content requested participants to answer the question of whether they comment on posts from food and beverage brands or not. For this question, 94.9% or 93 respondents, and therefore the majority of participants indicated that they do not comment on those posts. However, only 5 people (5.1%) stated that they comment on posts from gastronomy or food brands, while 0 people stated that they “do not know”.

*Figure 10: Comment on Posts from Gastronomy or Food Brands*



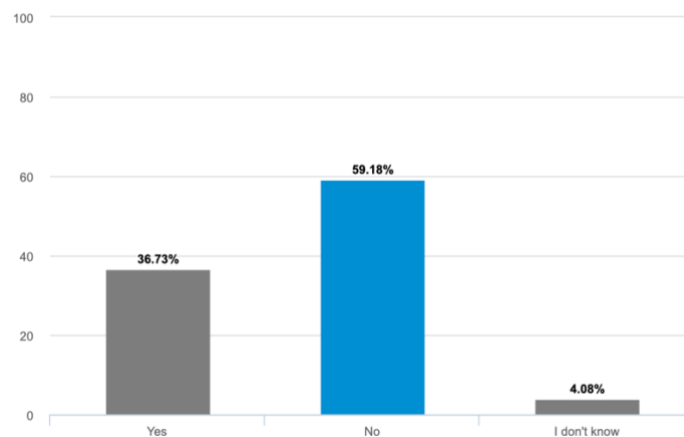
The first question about paid content asked the participants if they pay attention to advertised posts on Instagram. For this question, 48 people (48.98%) and therefore the most frequent answer option chosen by the participants was “no”. 42.86% of the participants or 42 people, stated on the other hand that they do pay attention and therefore answered “yes”. The rest of the participants, 8.16%, can be attributed to the answer option “I don’t know”.

Figure 11: Pay Attention to Advertised Posts



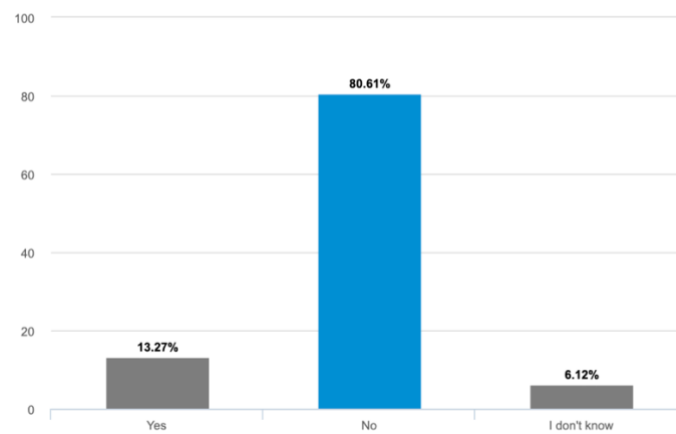
The second question about paid content asks the survey taker if they pay attention to advertised stories or not. The majority of the recipients (58 people) indicated that they do not pay attention to these stories, with a percentage of 58.18%, while only 36 people or 36.73% of the participants stated that they pay attention. The last remaining 4.08% of the participants or 4 people indicated that they “do not know”.

Figure 12: Pay Attention to Stories



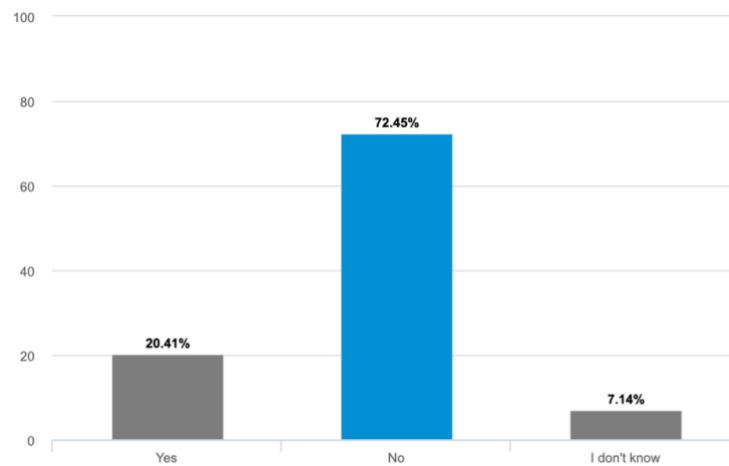
The third question of this questionnaire on paid content was about liking or commenting on advertised posts or stories. For this question, 80.61 percent of the participants, or 79 people, answered “no”. The category “yes” was chosen by 13 responders or 13.17%. The rest of the participants and therefore 6.12% or 6 people stated that they “do not know”.

Figure 13: Like or Comment on Advertised Posts or Stories








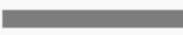

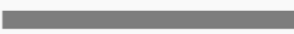
The last question of this section of this survey concentrates on paid content questions about whether the participant sometimes responds to actions in advertised stories or not. As illustrated below in the bar chart (Figure 14), the answer option “no” is the most extensive one with a percentage of 72.45% or 71 participants. 20 of the 98 individuals answered “yes” to this question. The remaining 7, 7.14%, stated that they cannot recall.

Figure 14: Respond to Action in Advertised Stories



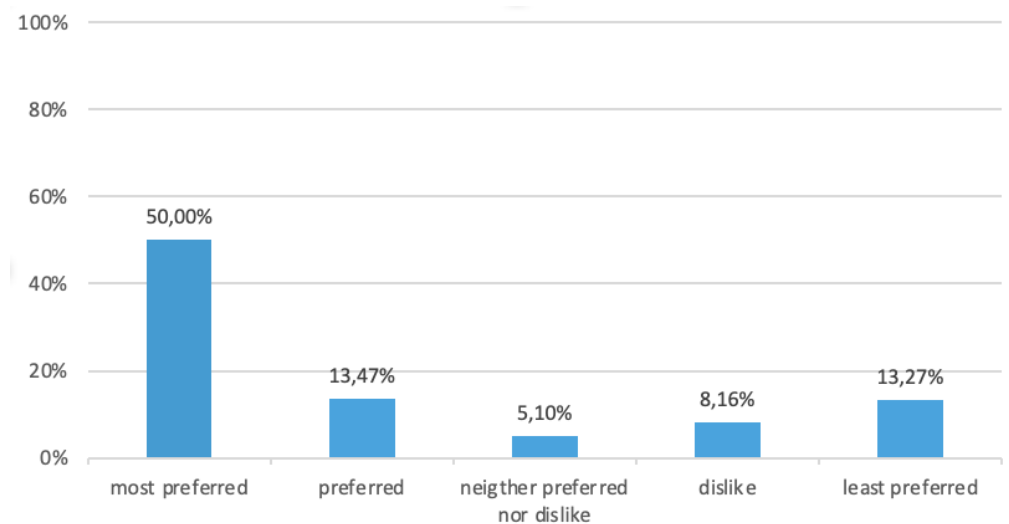
The following question requested the participant to rank the posts illustrated to the individuals from most preferred, 1, to least preferred, 5.

Figure 15: Ranking

	Weighted Rank	1	2	3	4	5
 finished product	1.9					
 recipe	2.3					
 product with ingredients	2.53					
 information	3.13					
 product with child	3.62					

The first post illustrated the finished product, 49 participants of this survey (50%) chose the answer option “most preferred”. The second most preferred answer option is “preferred”, with 23 responses or 23.47%. The third most frequent option chosen is “least preferred” with 13 replies or 13.2%, while “not preferred” received 8 responses or 8.16%. The least chosen answer option was “neither prefer nor dislike” with 5 replies or 5.1%. As illustrated in Figure 15, this post therefore based on the response of the participants received a weighted rank of 1,9.

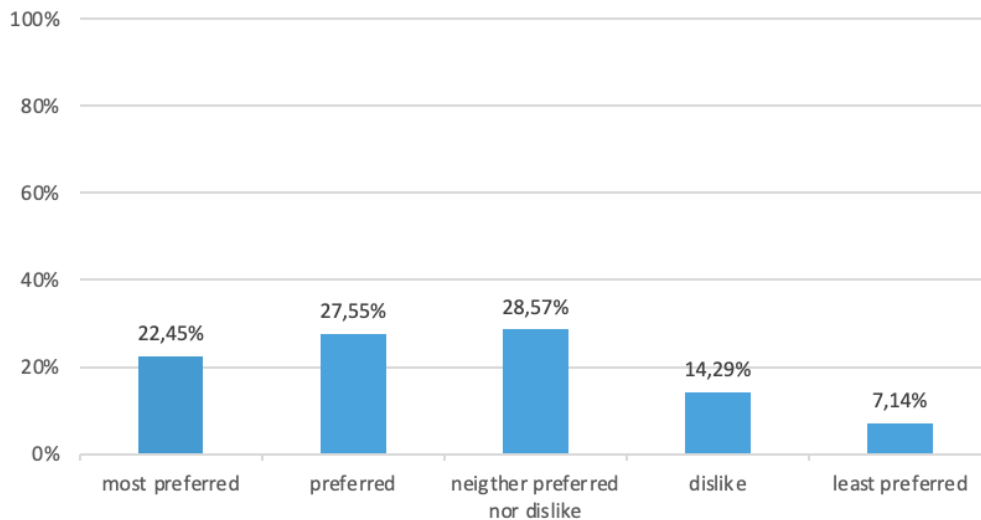
Figure 16: Ranking (Finished Product)



The second post shown to the individual was a product with a recipe. The most frequent answer option chosen for this question was “neither prefer nor dislike” with 28 responses or 28.57%. With 27 responses or 27.55%, “preferred” was chosen as the second most frequent answer option. The third most preferred answer option is

“most preferred” with 22 replies or 22.45%. The answer option “not preferred” received 14 responses or 14.29%, while “least preferred” received only 7 replies or 7.14%. As seen in Figure 15, the post of the product with the recipe reached an overall weighted rank of 2,3.

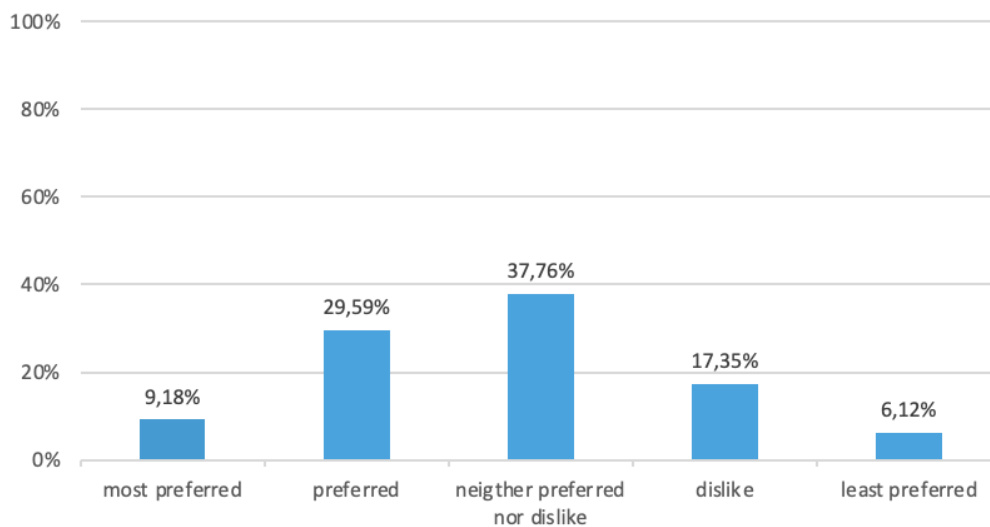
*Figure 17: Ranking (Post with a Recipe)*



The third post that participants were shown to was a product with ingredients, which received the most replies for the answer option “neither prefer nor dislike” with 37 responses or 37.76%. The second most frequently chosen option was “preferred” with 29 replies or 29.59%. The third most preferred answer chosen by the participant was “not preferred” with 17 responses or 17.35%. “Most preferred” was regarded as the second least preferred option chosen by 9 participants or 9.18%, while “least preferred” received only 6 replies or 6.12%. This specific post therefore based on the responses of the individuals received a weighted rank of 2,35.

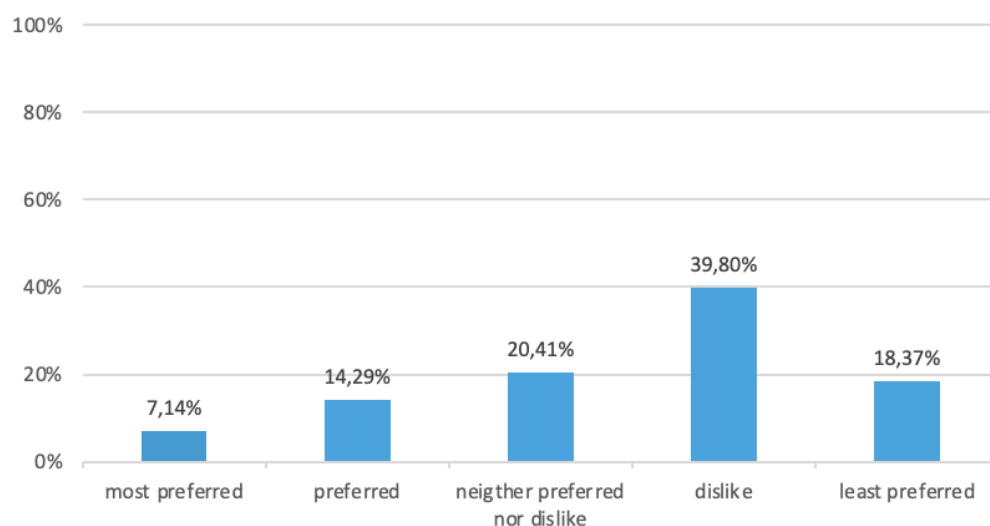


Figure 18: Ranking (Post with Ingredients)



The fourth post included in the survey illustrates information about the products. For this post, the most frequent answer selected was “dislike” with 39 replies or 39.8%. 20 of these 98 respondents (20.41%) indicated that they “neither prefer nor dislike” this post, while 18 participants (18.37%) stated that they “least preferred” this specific post. The second least chosen answer option for this post is “preferred” with 14.29% or 14 responses. Lastly, the option with the least replies and only 7.14% or 7 replies was “least preferred”. Therefore, the weighted rank this post has received is 3,13.

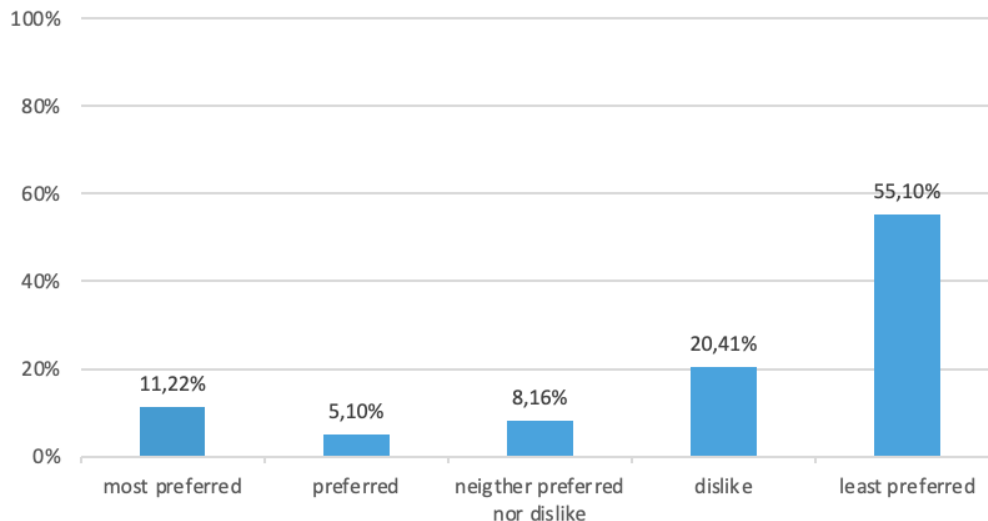
Figure 19: Ranking (Post with Information)



For the last post, post with a child, the most frequent answer option chosen by the individuals was “least preferred” with 55.1% or 54 replies. The second answer option that was chosen the most times with 20.41% or 20 responses is “dislike”. The third

most frequently chosen answer choice with 11.22% or 11 responses was “most preferred”, while “neither prefer nor dislike” was selected 8 times or 8.16%. The least preferred answer option for this post is “preferred” with 5 replies or 5.1%. This, therefore, indicates that this post receives a weighted rank of 3,62.

*Figure 20: Ranking (Product with Child)*

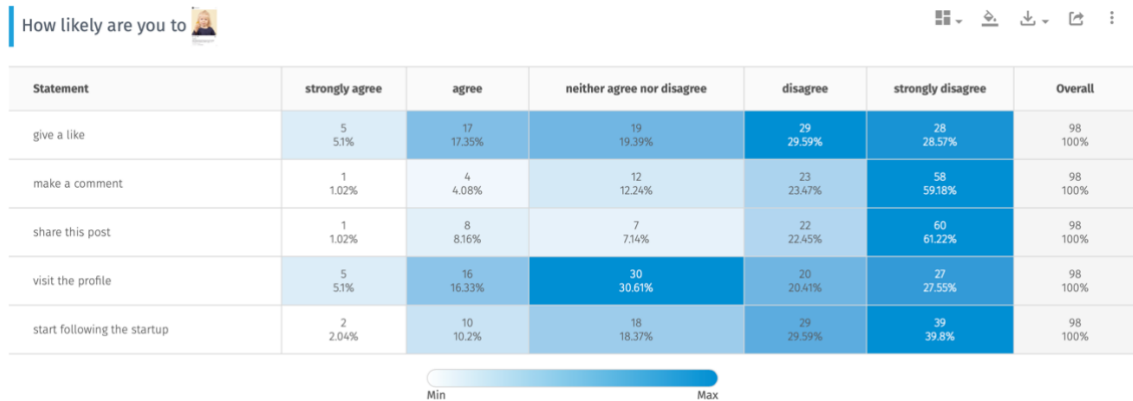


The next section of the survey focused on the participant's customer engagement with the various posts shown previously in the ranking individually.

The first post that was shown to the respondents was the post including the product with a child. Here first of all the participant was asked to indicate, based on a Likert scale ranging from “strongly agree” to “strongly disagree” “how likely they are to like” this specific post. 29 out of 98 respondents, 29.59%, indicated that they “disagree” with giving a like to this specific post, while only 5 people, or 5.1% stated that they “strongly agree”. The second question about customer engagement analyzed “how likely the participants are to comment” on this post. For this question, the majority of participants, 58 out of 98 or 59.18%, indicated that they “strongly disagree”, while only one respondent, or 1.02% voted for “strongly disagree”. The third question requested the participant to indicate “how likely they are to share this post”, where again similar to the previous question “strongly disagree” received the majority of responses with 61.22% or 60 votes. The least frequently chosen answer option on the other hand was “agree” which only one vote or 1.02%. The fourth question asked if the survey participant would “visit the profile”. The responses to this question were relatively balanced, however, the answer option that was most frequently chosen was “neither agree nor disagree” with 30.62% or 30 votes, while “strongly agree” only

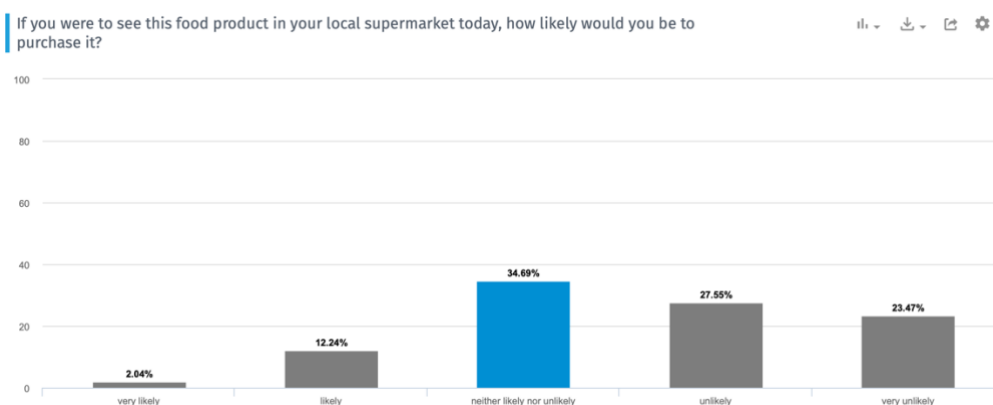
received 5 votes or 5.1%. The fifth customer engagement question asked, “how likely they are to start following this startup”. For this question, most survey responses indicated that they “strongly disagree” with nearly 40% or 39 responses while “strongly agree” got only 2 responses or 2.04%.

Figure 21: How Likely are you to (Product with Child)



The last question analyzing customer engagement of this specific post asks the survey participants “If you were to see this food product in your local supermarket today, how likely would you be to purchase it?”. The most frequently chosen answer option was “neither likely nor unlikely” with 34.69% or 34 votes. The answer alternative “unlikely” was the second most frequently chosen one with 27.55% or 27 responses, followed by “very unlikely” with 23.47% or 23 votes. “Likely” on the other hand received 12.24% or 12 responses, while the last remaining 2 votes (2.04%) received the answer option “very likely”.

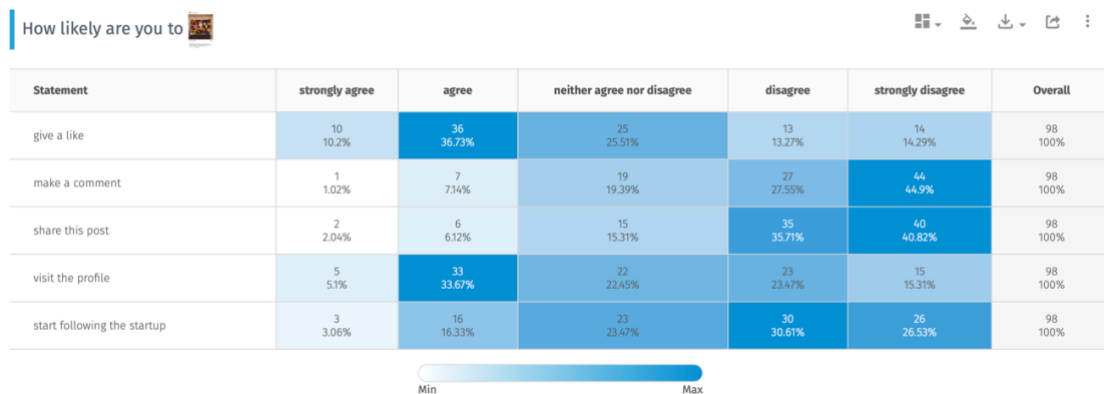
Figure 22: Purchase Intention (Product with Child)



The second post illustrated to the respondents included the product with its ingredients. The first question provided to the survey participants about this post requested “how likely they are to like this post”, where most participants (36 people

or 36,73%) indicated that they “agree”, while the answer option with the least votes was “strongly agree” with 10.2% or 10 respondents. The second customer engagement question for this specific post questioned the likelihood of commenting on this post. For this question, 44 participants (44.9%) that they “strongly disagree”, while only 1 person, or 1.02% indicated that they “strongly agree”. Thirdly the participants in this survey were requested to indicate “how likely they are to share this post” with the product and ingredients. The most frequent answer option chosen again was “strongly disagree” with 40.82% or 20 votes, while the answer alternative “strongly agree” only receives two votes or 2.04%. The fourth question asked analyzed the likelihood of the respondents with regard to visiting the startup's profile, where 33 people or 33.37% stated that they “agree”, while 5 participants, or 5,1% indicated that they “strongly agree”. The next question requested the participant to reveal “how likely they are to start following the startup”. The responses for this specific question were relatively balanced between the “neither agree nor disagree” (23 votes or 23.47%), “disagree” (30 votes or 30.61%), and “strongly disagree” (26 votes or 26.53%). The answer option that received the least votes is again “strongly agree” with 3 responses or 3.06%.

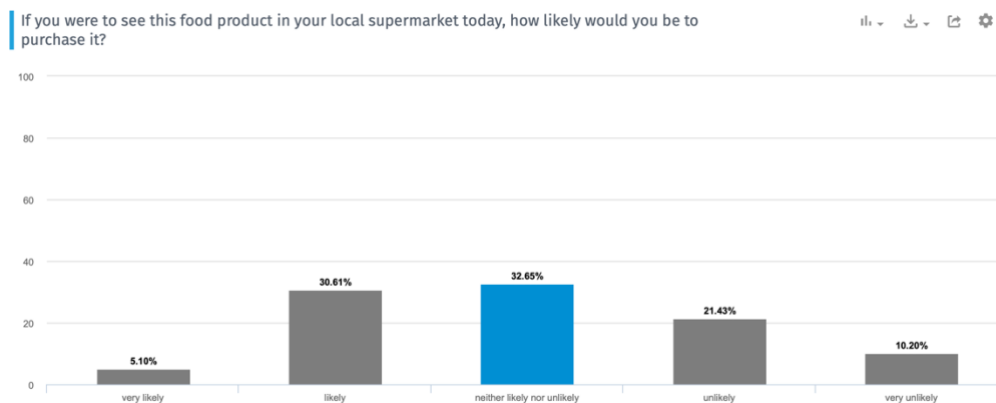
Figure 23: How Likely are you to (Product with Ingredients)



Lastly, for the post with the ingredients, the people who participated in this questionnaire were asked to indicate if they would purchase the product in their local supermarket today when seeing it. 32 respondents or 32.65% stated that it is “neither likely nor unlikely”, while 30 people or 30.62% chose the answer alternative “likely”. The answer option “unlikely” was selected 21 times and therefore received 21.43% whereas “unlikely” only received 10 votes or 10.2%. The remaining 5 respondents or

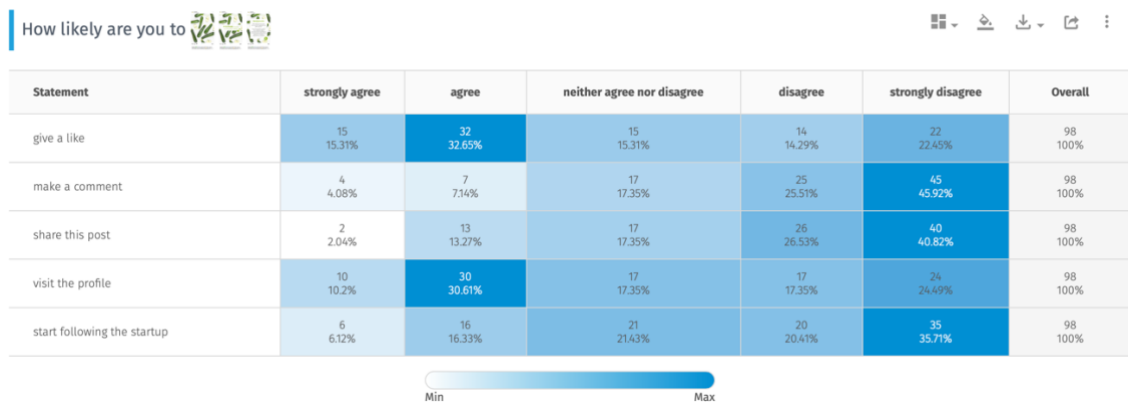
5.1% indicated that it is “very likely that they would purchase the product when viewing it today in their supermarket.

Figure 24: Purchase Intention (Product with Ingredients)



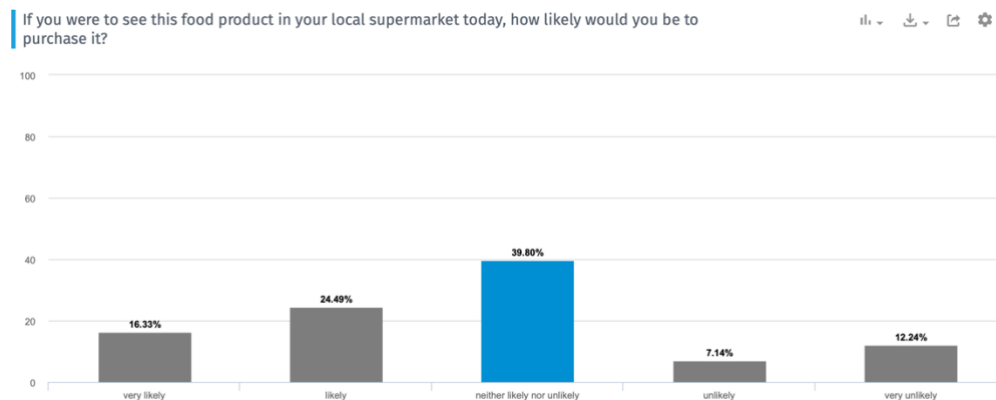
The third post illustrated the product with information to the participants of the survey. For this specific post again, the first question the respondents were asked was to indicate their likelihood to like the post. Here the most frequent answer option chosen was “agree” with 32 votes or 32.65%, while the least frequently chosen alternative was “disagree” with 14 responses or 14.29%. Secondly, the respondents were requested to indicate if they would comment on this post, where 45 people (45.92%) stated that they “strongly disagree”, while only 4 participants or 4.08% indicated that they “strongly agree”. The third question should reveal the likelihood of the participants sharing the illustrated post including the information. With 40 votes or 40.82% the answer option “strongly disagree” has been chosen most frequently, while “strongly agree” received only 2 responses or 2.04%. Fourthly, the likelihood to visit the profile of the startup should be analyzed, where 30 people or 30.61% answered that they “agree”, while 10 participants or 10.2% indicated that they “strongly disagree”. The fifth question analyzed if the participant would start following the food startup after viewing this post. For this question, 35 respondents, or 35.71% stated that they “strongly disagree” while only 6 votes, or 6.12% of the answer option “strongly agree” got.

Figure 25: How Likely are you to (Product with Information)



The last question provided to the survey participants analyzing this specific post, requested them to indicate “how likely they are to purchase the product if they would see this food product in their local supermarket today”. The most frequent answer option chosen by the participants of this questionnaire stated that they “neither agree nor disagree” with 39,8% or 39 votes. With 24.49% or 24 responses, the answer option “agree” was chosen second most frequently, while “very likely” received 16.33% or 16 responses. 12.24% or 12 responses the answer option “very unlikely” got, while the remaining 7 votes, or 7.14%, “unlikely” received.

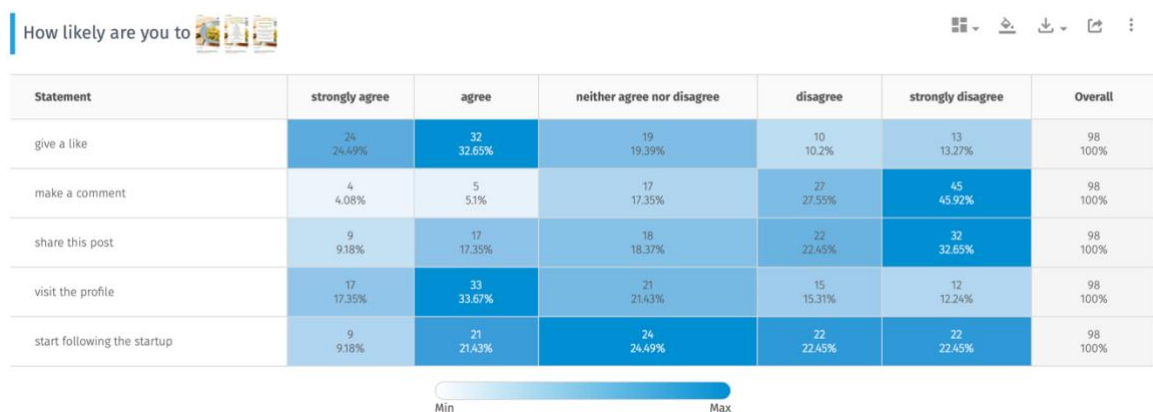
Figure 26: Purchasing Intentions (Product with Information)



The fourth post illustrated to survey participants, to analyze their engagement, including the product and a recipe. For this post again, like in the previous posts followed the same structure of questions. Therefore, first, the participants were asked to indicate their likelihood with regard to liking the post, where 32 respondents or 32.65% stated they “agree”. The least frequently chosen answer option for the first question for this specific post was “disagree” with 10 votes or 20.2%. The second question provided to the people participating in the survey, questioned whether they

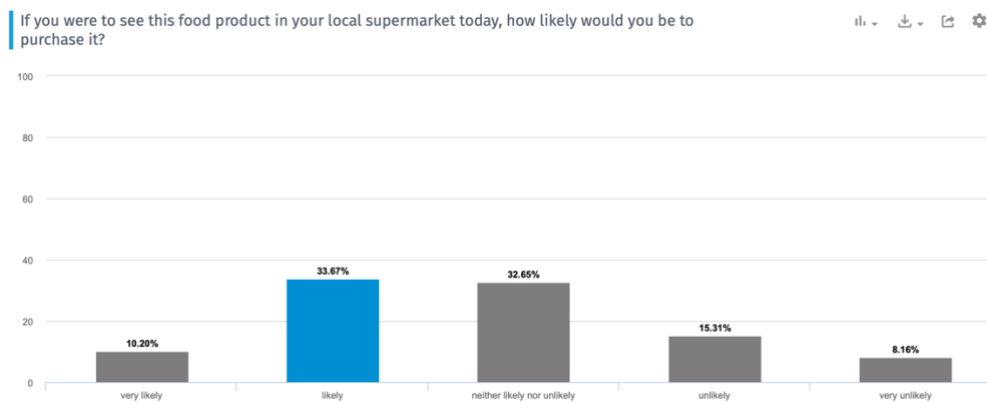
would comment on this post, where 45.92% or 45 people stated they “strongly disagree”, while only 4 respondents, or 4.08% indicated they “strongly agree”. For the third question, the respondents were asked if they would share this post, where again the most frequently chosen answer option was “strongly disagree” with 32 votes or 32.65%. The alternative which received the least votes and therefore only 9 responses or 9.18% was “strongly agree”. The fourth question analyzing customer engagement investigated if the participant would visit the profile after viewing this post. Here 33 people or 33.67% stated that they “agree”, while 12 participants, or 12.24% indicated that they “strongly disagree”. The fifth question, which questioned “how likely they are to start following the startup”, revealed that the responses were relatively balanced between “agree” (21 votes or 21.43%), “neither agree nor disagree” (24 votes or 24.49%), “disagree” (22 votes or 22.45%) and “strongly disagree” (22 votes or 22.45%) while “strongly agree” only got 9 responses or 9.18%.

Figure 27: How Likely are you to (Product with Recipe)



The last question for the post of the product with the recipe asks the participant of this survey “If you were to see this food product in your local supermarket today, how likely would you be to purchase it?”. For this question, the most frequent answer option chosen was “likely” with 33.67% or 33 responses. “Neither likely nor unlikely” for example was the second most frequently chosen answer option with only one vote less than “likely” and therefore 32.65%. The remaining responses were distributed among “very likely” with 10 votes or 10.2%, “unlikely” with 15 votes or 15.31%, and “very unlikely” with 8 votes or 8.16%.

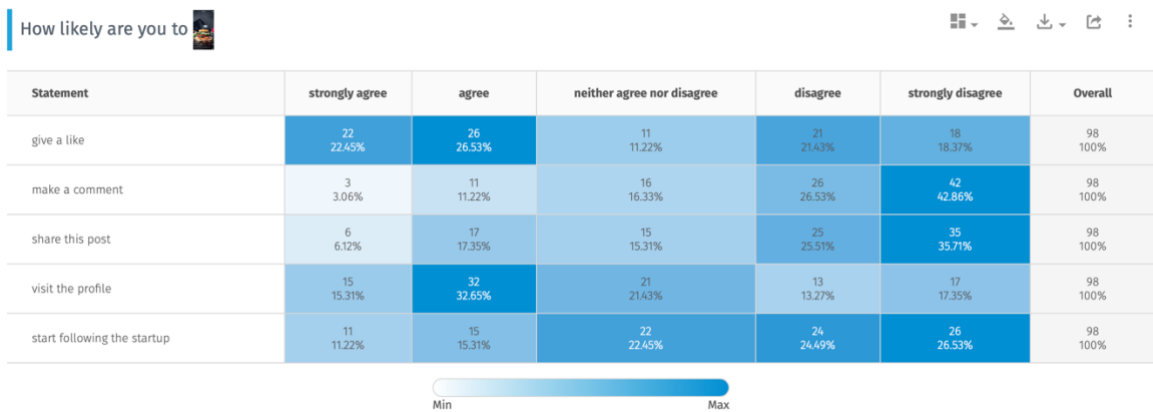
Figure 28: Purchase Intention (Product with Recipe)



The last post that was illustrated to the people participating in this survey illustrated the finished product. As already mentioned in the previous posts, the first question asked was “How likely are you to like this post”. The results for this question indicated that 26 participants (26.53%) and therefore the most frequently answer option chosen was “agree”, while 11.22%, or 11 people stated that they “neither agree nor disagree” which on the other hand was the answer alternative which was the least frequently chosen. Secondly, the respondents were asked to indicate “how likely they are to comment” on this post, where nearly the majority of participants and therefore 42 people, or 42.86% stated they “strongly agree”, while only 3 people, or 3.06% indicated they “strongly agree”. The third question where 35 people or 35.71% indicated that they “strongly disagree” asked about the likelihood of sharing the post. On the other hand, the answer option “strongly agree” only 6 participants selected or 6.12%. Fourthly, it was requested from the respondents to state “how likely they are to visit the profile”, where nearly approximately the half of the participants indicated that they “agree” (32 people or 32.65%), while the answer alternative “disagree” only received 13 votes or 13.27%. The likelihood to start following the startup after viewing the post was the fifth question asked of the participants. Here the responses were relatively balanced between the various answer options however the most frequently chosen one was “strongly disagree” with 26 votes or 26.53% while the answer alternative “strongly agree” only received 11 responses or 11.22%.

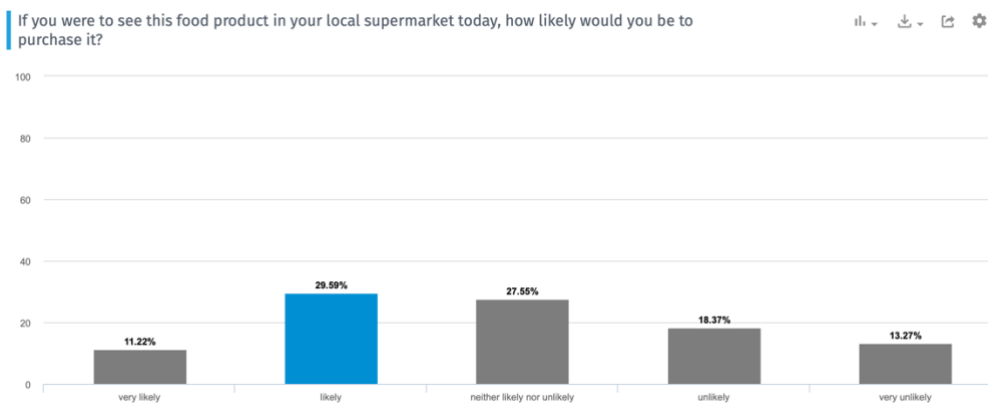


Figure 29: How Likely are you to (Finished Product)



Lastly, the respondents of this survey were requested to indicate “how likely they are to purchase the product”, illustrated in the post when seeing it in their local supermarket today. For this question, the most frequent answer option chosen with 29.59% or 29 votes was “likely”, while “neither likely nor unlikely” received only two votes less and therefore 27.55%. The third most frequently chosen alternative was “unlikely”, which received 18 respondents, while “very unlikely” got only 13.27% or 13 votes. The rest of the remaining responses received the answer option “very likely” with 11.22% or 11 votes.

Figure 30: Purchase Intention (Finished Product)



## 4.2. Inferential Statistics

In this section of the paper, the hypotheses, listed in section 3.5. “Hypotheses” will be tested in order to successfully answer the research question of this bachelor thesis. To do this, statistical tests will be performed to prove whether there is a significant difference between the independent variables and the dependent variables, which are in this case metrics of customer engagement or not.

### 4.2.1. Hypothesis 1

H<sub>1</sub>: There is a significance between customer engagement of Austrian-based food and beverage startups and the usual engagement rate on Instagram.

H<sub>0</sub>: There is no significance between customer engagement of Austrian-based food and beverage startups and the usual engagement rate on Instagram.

In order to determine a significant difference here, the data with regard to customer engagement of Austrian-based food startups are compared to the usual engagement rate, which in this research is assumed to be 3. This was assumed as the usual engagement rate if the users with Instagram content of the participants is unknown and therefore it is assumed by the researcher that over time for “random” content being seen on Instagram, the decision to engage with the content also tends towards “random”, hence it was decided to choose the value 3, the neutral point on the Likert scale.

For testing this hypothesis, the researcher first conducted a Shapiro-Wilk normality test to determine whether the data is normally distributed or not. The results of this test are illustrated in the table below.

*Table 3: Hypothesis 1, Shapiro-Wilk*

Normality test (Shapiro-Wilk)		
	<b>W</b>	<b>p</b>
Like	0.888	<.001

Comment	0.793	<.001
Share	0.820	<.001
Visit the profile	0.896	<.001
Start following the startup	0.878	<.001

Since the p-value of all 5 types of customer engagement is less than 0.05, indicating a violation of the normality, a One-Sample Wilcoxon signed-rank test was used. The results of this test are illustrated below in Table 4.

*Table 4: Hypothesis 1, One Sample T-Test*

One Sample T - Test

		<b>Statistic</b>	<b>p</b>
Like	Wilcoxon W	40533	0.459
Comment	Wilcoxon W	6489	1.000
Share	Wilcoxon W	11956	1.000
Visit the profile	Wilcoxon W	32688	0.947
Start following the startup	Wilcoxon W	17039	1.000

$H_a \mu > 3$

The p-value of the different types of customer engagement has shown no significance as these values are greater than 0.05. This, therefore, indicates that there is no significance between the customer engagement rate of Austrian-based food and beverage startups and the usual engagement rate, causing the researcher to fail to reject the null hypothesis,  $H_0$ .

### 4.2.2. Hypothesis 2

H2<sub>2</sub>: There is a significance between the customer engagement of Austrian-based food and beverage startups and the gender of the users on Instagram.

H0<sub>2</sub>: There is no significance between the customer engagement of Austrian-based food and beverage startups and the gender of the users on Instagram.

In order to determine a significant difference between these two variables, the data relating to customer engagement is compared to gender.

For this hypothesis testing again first the Shapiro-Wilk normality test is conducted to determine whether this data is normally distributed or not. The results of this assumption check are illustrated below in Table 5.

*Table 5: Hypothesis 2, Shapiro-Wilk*

Normality test (Shapiro-Wilk)

	<b>W</b>	<b>p</b>
Like	0.938	<.001
Comment	0.804	<.001
Share	0.850	<.001
Visit the profile	0.945	<.001
Start following the startup	0.925	<.001

The p-values of the 5 different types of customer engagement are lower than 0.05, which again indicates that this data is not normally distributed. Therefore, a one-way ANOVA (non-parametric) Kruskal–Wallis was conducted, of which the results are summarized in the following table.

Table 6: Hypothesis 2, Kruskal-Wallis

Kruskal–Wallis

	<b>X<sup>2</sup></b>	<b>df</b>	<b>p</b>
Like	27.14	1	<.001
Comment	1.78	1	0.182
Share	3.45	1	0.063
Visit the profile	21.52	1	<.001
Start following the startup	10.50	1	0.001

Based on the results of the Kruskal–Wallis test, it can be indicated that there is a significant difference between some types of customer engagement and gender. For example, the p-value of like, visit the profile and start following the startup is < 0.05, meaning that, the researcher fails to reject H<sub>2</sub> for these types of customer engagement. The p-value of the other two types of customer engagement, on the other hand, is > 0.05, indicating that they reject H<sub>2</sub>, therefore, fail to reject H<sub>0</sub>.

To further explore these specific groups of customer engagement, which determined a significance, a Dwass Steel Critchlow Flingner pair-wise comparison is conducted.

Table 7: Hypothesis 2, Pair-wise comparison - like

Pairwise comparison - like

		<b>W</b>	<b>p</b>
Male	Female	7.37	<.001

Table 8: Hypothesis 2, Pair-wise comparison - visit the profile

Pairwise comparison – visit the profile

		<b>W</b>	<b>p</b>
Male	Female	6.56	<.001

Table 9: Hypothesis 2, Pair-wise comparison - start following the startup

Pair-wise comparison – start following the startup

		<b>W</b>	<b>p</b>
Male	Female	4.58	0.001

From the results of the DSCF test summarized in the tables above, it is visible that since the p-value for these three types of customer engagement is below 0.05, there is a statistically significant difference between the female and male groups. The W score for the different DSCF tests indicates a moderate difference between the gender for “start following the startup” (W 4.58), while it indicates a stronger difference for “like” (W 7.37) and “visit the profile” (W 6.56).

However, to determine whether females or males engage more with Austrian-based food and beverage startups, the median for both gender groups was determined, summarized in the table below.

Table 10: Hypothesis 2, Descriptive

Descriptive

		<b>Like</b>	<b>Comment</b>	<b>Visit the profile</b>
Median	Male	2.00	1.00	2.00
	Female	4.00	2.00	3.00

Based on the results illustrated in Table 10, it can be summarized, since the median for females in all three types of engagement is greater than that for males, that the gender group, females, engages more with Austrian-based food startups than males.

### 4.2.3. Hypothesis 3

H3<sub>3</sub>: There is a significance between customer engagement of Austrian-based food and beverage startups and the age group of the user on Instagram.

H0<sub>3</sub>: There is no significance between customer engagement of Austrian-based food and beverage startups and the age group of the user on Instagram.

To determine whether there is a significant between these variables or not, the data collected in the survey regarding customer engagement of Austrian-based food startups is compared to the age groups, "less than 18", "18 to 24", "25 to 45" and "older than 45".

Firstly, the researcher applied the Shapiro-Wilk normality test to determine the distribution of the data. The results of this test are illustrated in the table below.

*Table 11: Hypothesis 3, Shapiro-Wilk*

Normality test (Shapiro-Wilk)

	<b>W</b>	<b>p</b>
Like	0.933	<.001
Comment	0.873	<.001
Share	0.854	<.001
Visit the profile	0.921	<.001
Start following the startup	0.908	<.001

Since the results of the different types of customer engagement have a p-value of <.001, a violation of the assumption of normality is suggested. This, therefore, indicates that to test this hypothesis, next a one-way ANOVA (non-parametric) Kruskal–Wallis test is conducted, of which the results are summarized in Table 11.

Table 12: Hypothesis 3, Kruskal-Wallis

Kruskal–Wallis

	$\chi^2$	df	p
Like	16.08	3	0.001
Comment	62.74	3	<.001
Share	28.32	3	<.001
Visit the profile	5.50	3	0.139
Start following the startup	20.13	3	<.001

With a p-value of <0.05 for the variables “like”, “comment”, “share”, and “start following the startup”, the researcher rejects  $H_0_3$  while fails to reject  $H_3_3$ , as a significant difference between customer engagement of these specific types and the age group is confirmed. However, for “visiting the profile” no significant difference between the variables is suggested, indicating that  $H_0_3$  is not rejected while  $H_3_3$  is.

Next, a Dwass Steel Critchlow Flinger pair-wise comparison is conducted to further explore these four specific types of customer engagement.

Table 13: Hypothesis 3, Pair-wise comparison - like

Pair-wise comparison - like

		W	p
Less than 18	18-24	-2.865	0.179
Less than 18	25-45	-1.613	0.665
Less than 18	Older than 45	-0.671	0.965
18-24	25-45	2.905	0.169
18-24	Older than 45	4.644	0.006
25-45	Older than 45	1.626	0.659



For the pair-wise comparison of the variable “like” of customer engagement, it was determined that there is only a significant difference between the age groups “18 to 24” and “older than 45”, with a p-value of 0.006. the allocated W score for these variables indicates a moderate difference between the groups tested (W 4.644).

*Table 14: Hypothesis 3, Pair-wise comparison - comment*

Pair-wise comparison - comment

		W	p
Less than 18	18-24	-1.10	0.863
Less than 18	25-45	1.09	0.868
Less than 18	Older than 45	4.03	0.023
18-24	25-45	5.38	<.001
18-24	Older than 45	10.52	<.001
25-45	Older than 45	5.69	<.001

For the DSCF pair-wise comparison of the variable “comment”, on the other hand, a significant difference between numerous age groups was determined. Since the p-value of “less than 18” and “older than 45” (p-value 0.023), “18 to 24” and “25 to 45” (p-value <.001), “18 to 24” and “older than 45” (p-value <.001), and lastly of “25 to 45” and “older than 45” (p-value <.001) is <0.05 a significant difference between those age groups is determined. However, only between “18 to 24” and “older than 45” a strong difference was indicated, while for the remaining approved variables only a moderate difference was analyzed.

*Table 15: Hypothesis 3, Pair-wise comparison - share*

Pair-wise comparison - share

		W	p
Less than 18	18-24	-1.065	0.876
Less than 18	25-45	-0.950	0.908

Less than 18	Older than 45	2.838	0.186
18-24	25-45	0.445	0.989
18-24	Older than 45	7.290	<.001
25-45	Older than 45	6.229	<.001

The pair-wise comparison of “share” determined a significant difference for the age groups “18 to 24” and “older than 45” and “25 to 45” and “older than 45”, because of the p-value for both comparisons being <.001. The W score for the variables where a significant difference was analyzed, indicates a moderate to strong difference.

*Table 16: Hypothesis 3, Pair-wise comparison - start following the startup*

Pair-wise comparison – start following the startup

		W	p
Less than 18	18-24	-1.930	0.522
Less than 18	25-45	-1.695	0.628
Less than 18	Older than 45	1.744	0.606
18-24	25-45	0.403	0.992
18-24	Older than 45	6.132	<.001
25-45	Older than 45	4.593	0.006

Lastly, a DSCF pair-wise comparison was conducted for the variable “start following the startup”. Here again, a significant difference was determined between some of the age groups, namely between “18 to 24” and “older than 45” and “25 to 45” and “older than 45”, as the p-value for both variables is <0.05. The results of the W score for “18 to 24” and “older than 24” indicate a moderate to strong difference, while “25 to 45” and “older than 45” indicate only a moderate difference.

However, to determine which age group engages most with each type of customer engagement, the median of each age group was developed and is illustrated in the table below.

Table 17: Hypothesis 3, Descriptive

Descriptive		Like	Comment	Share	Start following the startup
Median	Less than 18	3.50	2.00	2.00	3.00
	18 to 24	3.00	1.00	2.00	2.00
	25 to 45	4.00	2.00	2.00	2.00
	Older than 45	4.00	3.00	3.00	3.00

In Table 17, the results of the median for the different age groups are illustrated. Based on these findings, it can be summarized that overall, the age group “older than 45” engages most with Austrian-based food and beverage startups compared to the other age groups.

#### 4.2.4. Hypothesis 4

H4<sub>1</sub>: There is a significant relationship between customer engagement of Austrian-based food and beverage startups and the content posted on Instagram.

H0<sub>4</sub>: There is no significant relationship between customer engagement of Austrian-based food and beverage startups and the content posted on Instagram.

To determine if there is a significance between customer engagement and the content posted on Instagram, “child”, “ingredients”, “information”, “recipe” and “finished product”, the data collected from the survey regarding these variables will be compared.

Therefore, first of all a Shapiro-Wilk normality test is conducted to determine whether the data is normally distributed or not. The results of this test are illustrated in the table below.

Table 18: Hypothesis 4, Shapiro-Wilk

Normality test (Shapiro-Wilk)

	<b>W</b>	<b>p</b>
Like	0.947	<.001
Comment	0.856	<.001
Share	0.925	<.001
Visit the profile	0.958	<.001
Start following the startup	0.946	<.001

The results of this normality test, summarized in Table 16, indicate that the data is not normally distributed; therefore, the one-sample (non-parametric) Kruskal-Wallis test will be performed next, from which the outcomes are illustrated in the table below.

Table 19: Hypothesis 4, Kruskal-Wallis

Kruskal–Wallis

	<b>X<sup>2</sup></b>	<b>df</b>	<b>p</b>
Like	31.22	4	<.001
Comment	8.79	4	0.067
Share	28.76	4	<.001
Visit the profile	20.94	4	<0.001
Start following the startup	16.82	4	0.002

The p-value of the variables “like”, “share”, “visit the profile” and “start following the startup” suggests that there is a significance between the tested variables, as it is <0.05. This, therefore, indicates that H0<sub>4</sub> is rejected for those four variables while H4<sub>4</sub> is not rejected, as a significance was statistically proven. For the variable “comment” on the hand, the researcher fails to reject H0<sub>4</sub> as no significance was determined between customer engagement and the content posted, while H4<sub>4</sub> is rejected.

To further explore the specific groups of customer engagement that determined a significance between customer engagement and the content posted on Instagram, a Dwass Steel Critchlow Flingner pair-wise comparison was conducted.

*Table 20: Hypothesis 4, Pair-wise comparison - like*

Pair-wise comparison – like

		W	p
Child	Finished product	5.027	0.003
Child	Information	4.526	0.012
Child	Ingredient	5.883	<.001
Child	Recipe	7.515	<.001
Finished product	Information	-0.791	0.981
Finished product	Ingredient	-0.201	1.000
Finished product	Recipe	2.008	0.615
Information	Ingredient	0.491	0.997
Information	Recipe	2.835	0.264
Ingredient	Recipe	2.636	0.337

The results from the pair-wise comparison with regard to the variable of customer engagement “like” determined a significant difference between “child” and “finished product” (p-value 0.003), “child” and “information” (p-value 0.012), “child” and “ingredient” (value <.001), and “child” and recipe” (p-value <.001), as the p-value for these comparisons is <0.05. The W score for the variables where a significance was proven indicated a moderate difference, while “child” and “recipe” indicated a strong difference.

Table 21: Hypothesis 4, Pair-wise comparison - share

Pair-wise comparison – share

		W	p
Child	Finished product	5.80	<.001
Child	Information	4.45	0.014
Child	Ingredient	3.77	0.059
Child	Recipe	6.69	<.001
Finished product	Information	-1.65	0.771
Finished product	Ingredient	-2.75	0.295
Finished product	Recipe	1.08	0.942
Information	Ingredient	-1.12	0.933
Information	Recipe	2.74	0.299
Ingredient	Recipe	3.87	0.049

For the pair-wise comparison for customer engagement “share”, the results determined a significance between “child” and “finished product” (p-value <.001), “child” and “information” (p-value 0.014), “child” and “recipe” (p-value <.001) and “ingredient” and “recipe” (p-value 0.049) as the p-value for all these comparisons is below 0.05. The W score for the variables where significance was proven overall indicates a weak to moderate difference, ranging from approximately 4 to 7.

Table 22: Hypothesis 4, Pair-wise comparison - visit the profile

Pair-wise comparison – visit the profile

		W	p
Child	Finished product	4.868	0.005
Child	Information	2.480	0.401
Child	Ingredient	3.162	0.167
Child	Recipe	5.896	<.001

Finished product	Information	-2.178	0.536
Finished product	Ingredient	-2.127	0.560
Finished product	Recipe	0.926	0.966
Information	Ingredient	0.325	0.999
Information	Recipe	3.145	0.171
Ingredient	Recipe	3.168	0.165

A further DSCF was conducted for the variable “visit the profile”, where a significant difference between “child” and “finished product” (p-value 0.022) and “child” and “recipe” (p-value 0.001) was determined with a p-value of <0.05. These variables further indicate a W score range from around 5 to 6 indicating a moderate difference.

*Table 23: Hypothesis 4, Pair-wise comparison - start following the startup*

Pairwise comparison – start following the startup

		W	p
Child	Finished product	4.258	0.022
Child	Information	2.398	0.437
Child	Ingredient	3.234	0.149
Child	Recipe	5.432	0.001
Finished product	Information	-1.756	0.727
Finished product	Ingredient	-1.362	0.872
Finished product	Recipe	1.044	0.948
Information	Ingredient	0.509	0.996
Information	Recipe	2.797	0.277
Ingredient	Recipe	2.569	0.364

Lastly, a DSCF pair-wise comparison for the variable “start following the startup” was conducted. Here, a significant difference between “child” and “finished product” (p-

value 0.022) and “child” and “recipe” (p-value 0.001). The W score for both variables ranges from approximately 4 to 5, indicating a moderate difference between the groups.

However, to determine which content posted on Instagram causes the highest customer engagement among Instagram users, the median for the different types of content posted on Instagram by Austrian-based food startups was determined, and the results are illustrated in the table below.

*Table 24: Hypothesis 4, Descriptive*

Descriptive

		Like	Share	Visit the profile	Start following the startup
Median	Child	2.00	1.00	3.00	2.00
	Finished product	3.00	2.00	3.00	2.00
	Information	3.00	2.00	3.00	2.00
	Ingredient	3.00	2.00	3.00	2.00
	Recipe	4.00	2.00	4.00	3.00

Based on the results illustrated in Table 24, it can be summarized that the content posted on Instagram including a “recipe” causes the most engagement with Austrian-based food and beverage startups among the Instagram users.



### 4.3. Summary of the Results

Table 25: Summary of the Results

Comparison	Type of customer engagement	P value	Statistical conclusion
Usual engagement rate (=3)	Like	0.459	Fail to reject H0
	Comment	1.000	Fail to reject H0
	Share	1.000	Fail to reject H0
	Visit the profile	0.947	Fail to reject H0
	Start following the startup	1.000	Fail to reject H0
Gender <ul style="list-style-type: none"> <li>• Male</li> <li>• Female</li> </ul>	Like	<.001	Reject H0
	Comment	0.182	Fail to reject H0
	Share	0.063	Fail to reject H0
	Visit the profile	<.001	Reject H0
	Start following the startup	<.001	Reject H0
Age group <ul style="list-style-type: none"> <li>• less than 18</li> <li>• 18 – 24</li> <li>• 25- 45</li> <li>• Older than 45</li> </ul>	Like	0.001	Reject H0
	Comment	<.001	Reject H0
	Share	<.001	Reject H0
	Visit the profile	0.139	Fail to reject H0
	Start following the startup	<.001	Reject H0
Content <ul style="list-style-type: none"> <li>• Child</li> <li>• Ingredient</li> <li>• Information</li> <li>• Finished product</li> <li>• Recipe</li> </ul>	Like	<.001	Reject H0
	Comment	0.067	Fail to reject H0
	Share	<.001	Reject H0
	Visit the profile	<.001	Reject H0
	Start following the startup	0.002	Reject H0

## 5. Conclusion

The following chapter of the paper aims to conclude this bachelor thesis, which investigates factors that impact customer engagement with Austrian-based food and beverage startups. A literature review, included at the beginning of the paper, discusses relevant background information as well as incorporates previous research conducted on this topic, startups, social media marketing, with a focus on the platform Instagram and customer engagement. However, the focus of this literature review was mainly on understanding the potential of social media and how it can affect customer engagement. In order to evaluate these factors, an online survey was conducted, which used pictures of different types of content of Austrian-based food and beverage startups, to test how Instagram users would respond if they were to see these posts on Instagram today. In addition, general questions about the demographics, their Instagram usage, and one question about the purchase intention with regard to these posts with different content were included. The data was then specifically analyzed in Jamovi with a one-Sample Wilcoxon signed-rank test and a one-way ANOVA (non-parametric) Kruskal–Wallis, in order to see if the researcher rejects H0 or fails to reject H0.

A summary of the hypotheses and whether they reject H0 or fail to reject H0 is summarized in the table below.

*Table 26: Summary of the Hypotheses*

H1: There is a significant difference between customer engagement of Austrian-based food and beverage startups and the usual engagement rate on Instagram.	Like	Fail to reject H0
	Comment	Fail to reject H0
	Share	Fail to reject H0
	Visit the profile	Fail to reject H0
	Start following the startup	Fail to reject H0
H2: There is a significance between customer engagement of Austrian-based food and beverage startups and the gender of the user on Instagram.	Like	Reject H0
	Comment	Fail to reject H0
	Share	Fail to reject H0
	Visit the profile	Reject H0
	Start following the startup	Reject H0

H3: There is a significance between customer engagement of Austrian-based food and beverage startups and the age group of the user on Instagram.	Like	Reject H0
	Comment	Reject H0
	Share	Reject H0
	Visit the profile	Fail to reject H0
	Start following the startup	Reject H0
H4: There is a significant relationship between customer engagement of Austrian-based food and beverage startups and the content posted on Instagram.	Like	Reject H0
	Comment	Fail to reject H0
	Share	Reject H0
	Visit the profile	Reject H0
	Start following the startup	Reject H0

The first hypothesis focused on comparing the customer engagement of Austrian-based food and beverage startups with the usual engagement rate, which was assumed for this thesis to be 3. A Wilcoxon signed-rank test was performed and did not indicate any significant p-values, meaning that the researcher failed to reject H0. Instagram can be regarded for customer engagement as a valuable platform as it provides various features to businesses to interact with customers customer and build relationships (Worb, 2022). Further, it is important to mention that the effectiveness of Instagram as a social media platform to increase customer engagement can depend on the industry, target audience, and the business's goals (Inquivix, 2022; Kumar & Maswood, 2023). Therefore, these findings can neither be supported nor contradicted by existing research.

The second hypothesis focuses on the customer engagement of Austrian-based food and beverage startups and the gender of the users on Instagram. A one-way ANOVA (non-parametric) Kruskal–Wallis was performed and did indicate a significant p-value for “like”, “visit the profile” and “start following the startup”, meaning the researcher failed to reject H0. To determine which gender engages most with Austrian-based food and beverage startups, the median for “male” and “female” was determined and indicated that “females” engage more. These results align with research conducted by Gligor et al. (2022), indicating that females show relative to males a higher level of

customer engagement. This difference between the gender groups and how they interact with business can be explained by the fact that women spend around 10 minutes per day social networking through the platforms, while men spend only approximately 7 minutes per day on these sites (Vermeren, 2015).

The third hypothesis focuses on customer engagement of Austrian-based food and gastronomy startups and the age group of the users. A one-way ANOVA (non-parametric) Kruskal–Wallis was performed, which determined a significant p-value for “like”, “comment”, “share” and “start following the startup”, indicating that the researcher failed to reject H<sub>0</sub>. To determine which age group engages most with Austrian-based food and beverage startups the median for these age groups was determined and indicated that “older than 45” engage most. Previous research comparing customer engagement with age groups determined that the age group “18 to 34” are the most active users on social media and therefore also more likely to interact with businesses (Nielsen, 2011). This difference between the age groups and how they interact with businesses can be explained by that younger generations, like people belonging to Generation Z, are digital natives and therefore have not seen a world before the internet or other high technological devices were developed (Kamble, 2023). This, therefore, indicates that the findings for this hypothesis and the ones in already existing literature are contradicting.

The fourth hypothesis focuses on customer engagement of Austrian-based food and beverage startups and the content posted on Instagram. A one-way ANOVA (non-parametric) Kruskal–Wallis was performed, which determined a significant p-value for the variables “like”, “share”, “visit the profile” and “start following the startup”, indicating that the researcher failed to reject H<sub>0</sub>. To determine which content posted on Instagram causes the most engagement among Instagram users the median for the different types of content was developed, which indicated that the content “recipe” caused the most engagement. These findings align with previous research conducted by McCoy (2021) indicated that tutorials or how-to content are considered among the content types that gain the most engagement.

Overall, the results suggest that demographics such as gender or the age group of the Instagram user have a direct effect on engagement with Austrian-based food and beverage startups. For instance, “female” Instagram users are regarded to engage more with Austrian-based food and gastronomy brands than “male” or Instagram

users aged “older than 45” based on the results of this thesis regarded to interact more with businesses. However, with regard to the content posted the different types of engagement should be analyzed individually. The Instagram content that would receive the most customer engagement through “likes” would be the post that includes the “recipe”. The content posted on Instagram that would receive the most customer engagement through “comments” would be the posts that include “information” and the “recipe”. The Instagram content that would receive the most customer engagement in terms of “sharing the post” would again be the post including the “recipe”. The content posted on Instagram that would receive the most “visits on the profile” would be the “recipe” again. Lastly, the last type of customer engagement included in the survey is “start following the startup, and therefore the content that would receive the most engagement through this type would be the “finished product. Overall, based on the results of the different types of customer engagement, it can be summarized that the content, including the “recipe” incentives, caused the most interaction between Instagram users and Austrian-based food and beverage startups. With regard to the question “If you were to see this food product in your local supermarket today, how likely would you be to purchase it?”, which should measure the purchase intention of the Instagram users after engagement with the business, indicates that the content “recipe” has the most effect on the purchasing decision of the users.

### **5.1. Managerial Implications**

With the development of the Internet and therefore various social media platforms like Instagram, marketers had to adapt to these changes and therefore created social media marketing. This development provides businesses with various advantages but also has an immense influence on the engagement of the business with its customers.

The primary purpose of this research was to indicate how Austrian based food and beverage startups can increase customer engagement on Instagram. The first research question *“How do demographics like gender or age affect customer engagement in organic content of food and beverage startups on Instagram?”* was answered by analyzing the results of the questionnaire. These illustrate that males and females engage differently with Austrian-based food and beverage startups;

specifically, females tend to engage more with this type of business than men. The results from the survey with regard to the age of Instagram users indicate that some age groups tend to engage more with startups than others. For example, the questionnaire indicated that the age group “older than 45” engages most with Austrian-based food and gastronomy brands, while the other age groups engage less even though some of them grew up with these technological developments. The second research question *“Which content should be included in pictures on Instagram to increase the likes received on a post of an Austrian gastronomy start-up?”* was also answered by analyzing the results of the survey. These findings indicate that there is content that generates more engagement among Instagram users and the business than others. The content including a “recipe” in an Instagram post, for example, received the most engagement with regard to “likes”, “comments”, “shares” and “visits on the profile”. This, therefore, indicates that this type of content is especially appealing to Instagram users, and when these businesses want to increase their engagement rate, this content should be the preferred one. This, for example, was also proven by a follow-up question provided to the survey participant after analyzing their engagement with this post, which examined if users would purchase the product if they saw it in their local supermarket, where the answer option that received the most responses was “likely”. The second most preferred content type posted by Austrian-based food and beverage startups is the post of the “finished product. This post received the most engagement with regard to “start following the startup” and a relatively high response rate for “likes”. Further the most responses for the question about the purchase intention received the answer option “likely”, indicating that this type of post after “recipe” receives most engagement as well impact the purchase intentions of the users. The third most preferred content type includes “ingredient” and received similar results to “finished product”, however with regard to the question about the purchase intention most people indicated that they are “neither likely nor unlikely”, closely followed by “likely” to purchase the product. This, therefore, indicates, even though this content causes a similar engagement rate, it does not have the same effect on the purchase intention as the “finished product”. The fourth most preferred content, posted by Austrian-based food and beverage startups is a post that includes “information”. This content received similar results to the previous one, however, a slightly lower engagement rate for the various types of engagement, however most participants indicated that they are “neither likely nor

unlikely” to purchase the product. The least preferred content type posted on Instagram by these startups is a post including a “child”. This content overall received the lowest engagement rate among these different types of contents, and further with regard to the purchase intention most people indicated that they are “neither likely nor unlikely”, closely followed by “unlikely” and “very unlikely”. This therefore indicates of a business wants to increase customer engagement it is recommended to select the content type “recipe” as it overall generates the highest engagement rate among these different types as well as receives the highest likelihood of being purchased when viewing it next time in the supermarket. The content “child” on the other hand is advised to not post, as among these various types of content overall generated the lowest engagement rate as well as would probably lead to the least purchases after viewing this post.

## **5.2. Limitations and Further Research**

Although this research provides general insights into the topics of Instagram and how it could affect customer engagement of Austrian-based food and beverage startups, there are multiple limitations that need to be addressed. These limitations will be explained in this part of the paper, while also providing possible expansions for further research.

The first limitation of this thesis is the survey sample size. With only received 98 responses, this research is limited with regard to generalization. Even though this sample size is sufficient for conducting this research, it is not representative of the Austrian population. This limitation can be improvised with further research. Therefore, an example of a larger sample size is encouraged, as more responses generally lead to a better representation of the targeted population.

A further limitation of this reach is the sage of the respondents. The majority of respondents were aged between 18 to 24 (70.41%), while there were barely any responses from people from the other age groups, aged below 18 (2.04%), 25 to 45 (16.33%), or older than 45 (11.22%). However, not all social media users fall into this age group, as they would also target the age groups which is less frequently represented in the survey. This indicates that this information would not be relevant for them, as they are not represented enough in the sample size. Therefore, it would

be recommended that further research ensure that more responses are gathered, which also represent the other age groups, and not only those between 18 to 24.

While these results have the potential to be helpful for Austrian-based food and beverage startups to increase customer engagement, there are various potential options for further investigation of this topic. Since this research has only focused on the content type posts on Instagram, one example for further research would be to not only focus on posts but instead compare the effectiveness of the different types of content on Instagram with regard to increasing brand awareness. This would therefore provide these startups with greater insight into what specific content generates the largest customer engagement rate, but also how to increase their reach and build long-lasting customer relationships. Another recommendation for further research would be to create a study that focuses on the various features available on Instagram, such as polls. This again would provide these startups with greater insight into what specific Instagram feature generates the largest customer engagement rate. Lastly, another option to focus further research on could be another social media platform like TikTok, since it became the platform with the highest customer engagement rate (Divakaran, 2022). Therefore, this would probably also be a very interesting topic for these newly established businesses to indicate what specific content posted there, like tutorials or further, generates the highest customer engagement rate.



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## 7. Appendix

### Instagram content

Dear Participants,

My name is Victoria Klein. I have designed this survey as part of my bachelor thesis, which aims to investigate how Instagram can be used to increase brand awareness of Austrian-based food startups.

This survey will take approximately 5 to 10 minutes and the only requirement for this survey is to be an Instagram user.

Your participation is entirely voluntary, and you may exit this survey at any moment. All responses are completely anonymous, and the data collected from this survey will only be used for the purpose of my bachelor thesis and will be deleted afterward. Therefore, by continuing with this survey you consent to having the data you provide being collected and stored.

Thank you for participating in my survey!

If you have any further questions about this survey, please get in touch with me via the following email address: [61904046@modul.ac.at](mailto:61904046@modul.ac.at)

1. Please indicate your gender.

- Male
- Female
- Diverse

2. Please indicate your age group.

- less than 18
- 18 to 24
- 25 to 45
- older than 45

3. On average how many minutes per day do you spend on Instagram?

- 0 to 15 minutes
- 16 to 30 minutes
- 31 to 60 minutes
- 61 to 120 minutes
- more than 120 minutes

4. At which time of the day are you most active on Instagram?

- before 7am
- from 7am to 12pm
- from 12pm to 4pm
- from 4pm to 8pm

5. Do you follow gastronomy or food brands on Instagram?

- Yes
- No
- I don't know

6. Do you follow food startups on Instagram?

- Yes
- No
- I don't know

7. Do you like posts from gastronomy or food brands?

- Yes
- No
- I don't know

8. Do you comment on posts from gastronomy or food brands?

- Yes
- No
- I don't know



9. Do you pay attention to advertised posts on Instagram?

- Yes
- No
- I don't know

10. Do you pay attention to advertised stories on Instagram?

- Yes
- No
- I don't know

11. Do you like or comment on advertised posts or stories on Instagram?

- Yes
- No
- I don't know

12. Do you sometimes respond to action in advertised stories on Instagram?

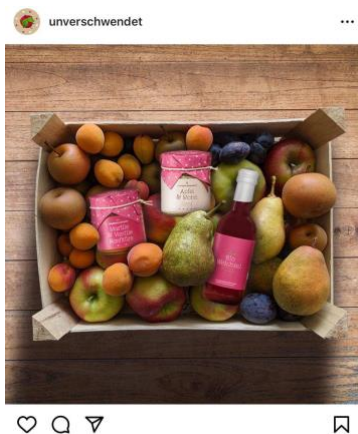
- Yes
- No
- I don't know

13. Please look at the five Instagram posts below and then rank them in order of most preferred, 1, to least preferred, 5.



product with child

-- Select --



Product with ingredients

-- Select --





basenbox 🍋 Die #Zucchini oder "kleiner Kürbis", wie er in Italien genannt wird, hat einiges drauf. 🍋 Heute zeigen wir Dir 4 Gründe, warum wir das grüne Kürbisgewächs so... more

information

-- Select --

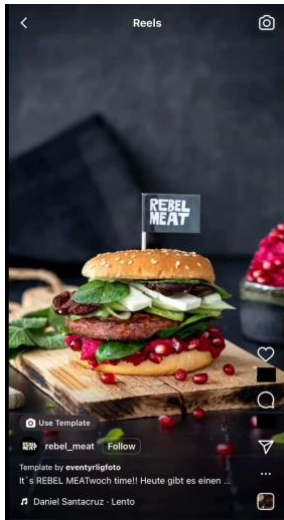


basenbox Mmmmh... 🍴 Eines der beliebtesten Gerichte unserer #Basenkur: Zucchini-Risotto. 🍋 Heute verraten wir Dir das #Rezept. 🍴 swipe... more

recipe

-- Select --





Finished product

-- Select -



### 14. How likely are you to

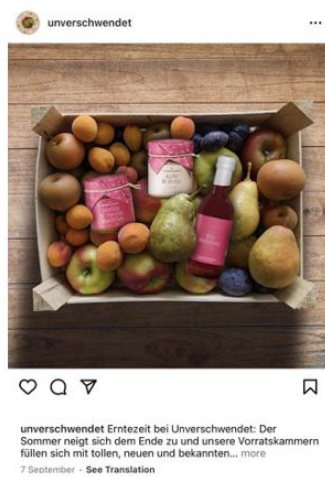


	strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
give a like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
make a comment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
share this post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
visit the <a href="#">profile</a>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
start following the <a href="#">startup</a>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 15. If you were to see this food product in your local supermarket today, how likely would you be to purchase it?

very likely   
  likely   
  neither likely nor unlikely   
  unlikely   
  very unlikely

16. How likely are you to



	strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
give a like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
make a comment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
share this post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
visit the profile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
start following the startup	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. If you were to see this food product in your local supermarket today, how likely would you be to purchase it?

very likely   
  likely   
  neither likely nor unlikely   
  unlikely   
  very unlikely

## 18. How likely are you to

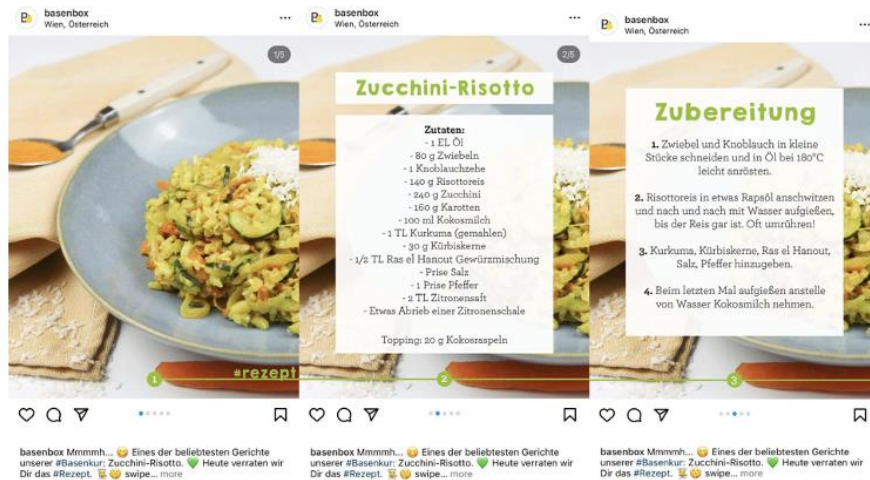


	strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
give a like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
make a comment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
share this post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
visit the profile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
start following the startup	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 19. If you were to see this food product in your local supermarket today, how likely would you be to purchase it?

very likely  
  likely  
  neither likely nor unlikely  
  unlikely  
  very unlikely

20. How likely are you to



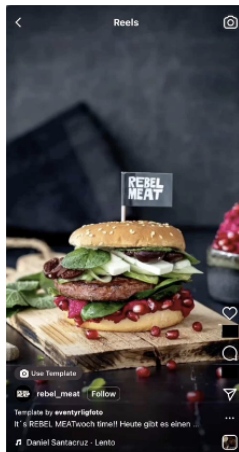
	neither agree nor				
	strongly agree	agree	disagree	disagree	strongly disagree
give a like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
make a comment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
share this post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
visit the profile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
start following the startup	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. If you were to see this food product in your local supermarket today, how likely would you be to purchase it?

- very likely   
  likely   
  neither likely nor unlikely   
  unlikely   
  very unlikely



22. How likely are you to



	strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
give a like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
make a comment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
share this post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
visit the profile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
start following the startup	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. If you were to see this food product in your local supermarket today, how likely would you be to purchase it?

very likely   
  likely   
  neither likely nor unlikely   
  unlikely   
  very unlikely