Crafting the virtual self
A netnographic study of artisan chocolate consumption practices on Instagram

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Abstract

This thesis addresses the lack of consideration of Instagram as an online brand community. The aim is to explore consumption activities and motives regarding the artisan food brand on Instagram. It also seeks to investigate the idea of craft products and its influence on consumers' consumption choices and activities, including the concept of craft consumption. A netnographic approach is the main method used with the complement of visual ethnography and online interview. The empirical data was collected through the use of the hashtag (#mastbrothers) with the chocolate brand, Mast Brothers as a focal object of study. The coding analysis technique and a hermeneutic approach were employed to interpret the qualitative data. The central narratives of the content were used to generate four themes of activity: a food enthusiast, an aesthetic seeker, a lifestyle narrator, and a moment collector. The results provide the insight of the way users integrate the brand into their digital spaces, the motives of doing so, the active co-productions of meanings, and also how brand images and narratives can influence users' consumption choices. The motivations are mainly within the idea of social belonging, individual and collective identities, and self-expression. The theoretical contributions include developing an understanding of Instagram as an online brand community, consumer culture in relation to food brand, brand image, digital identity, and social brand engagement.

Keywords: Instagram, Mast Brothers, online brand community, hashtag, consumer culture, digital identity, craft consumption.

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1. Introduction

Today with the widespread of smart devices, the way people communicate is changing. People are now making less phone call and instead spending more time on text messages and other forms of communication. Visual communication has become one of the most favored means of interaction (Serafinelli, 2017). Correspondingly, the leading online photo-sharing platform, Instagram, reported that there are more than 90 million photos per day shared on Instagram by 600 million users in the community (Instagram, 2016). We are now living in the photo-sharing culture (Cifuentes, 2006; Fors, 2015). Among the various type of photos that are cluttered online, food is evidently on the top list of our generation's favorite topics (Mejova et al., 2016). With the growing usage of Internet and social media, these platforms facilitate interactions between consumers and with the brands, and consequently, formulating brand communities (Brodie et al., 2013).

The purpose of this thesis is to contribute to the understanding of consumer culture in the digital environment. Particularly, the patterns and motivations of online activities among Instagram users in relation to the food brand are investigated. This chapter begins with an opening to the research background and provides information from previous research that has contributed to this subject. Followed by this, the research problem is addressed along with the aim and two research questions. After that, the contributions of this study are illustrated to clarify the relevance of this thesis.

1.1 Background

Online communities are increasingly being used as marketing tools for firms to create value and to strengthen the relationship with their consumers. This phenomenon is the consequence of the explosive growth of the Internet (Kim et al., 2008, Kaplan & Haenlein, 2010). The rise of social network sites indicates a shift in the formation of online communities. From the use of websites to the social network sites such as Facebook, Twitter, or Instagram, these sites are fundamentally organized around people, not interests. Social network sites are structured as personal networks, with the individual at the center of their own community (Boyd & Ellison, 2007). These platforms have enabled the consumer-to-consumer and consumer-to-firm communications, which not only strengthen the connection between brands and their existing customers but also stimulate consumption behavior among potential customers (Brodie et al., 2013; Da Valck et al., 2009; Kim et al., 2008; Muniz & O'Guinn, 2001).

This study focuses primarily on Instagram. This photo-sharing site offers an opportunity for users to interact socially with others, and creates meaningful social relationships. Most importantly, it creates freedom for users to present themselves and

let others know and understand their personalities through the platform (Kim et al., 2008; Newman, 2015; Serafinelli, 2017). Instagram is increasingly being considered as a powerful tool in building brand communities and co-creating value for brands (Roncha & Radclyffe-Thomas, 2016). Phua et al. (2017) also concluded that Instagram users have the highest brand community engagement and brand commitments among Facebook, Snapchat, and Twitter users.

Beyond rational decision-making, consumers use signs and symbols, which are embedded in everyday life as a social device to communicate and construct their self (Schembri et al., 2010). Theory of the extended self from Belk (1988) proposes that consumers are the sum of their possessions, and such possessions are part of the self. Ahuvia (2005) also investigated the role of possessions in the construction of a coherent identity narrative. Through consumption practices, consumers are continuously engaging with other individuals that influence actions and identities (Murray, 2002). Both the meanings that consumers embrace and those they resist influence the construction of the self (Thompson & Haytko, 1997). By this means, consumers use brands to negotiate identity concerns (Holt, 2002). In accordance, consumers place their food consumption practices into a larger narrative context of who they are or wish to become (Östberg, 2003). Individual's food choice of what to eat or not to eat communicates aspects of one's beliefs, background knowledge, personalities, identity, and emotion. It also tells a story or narrative of one's family, culture, and personal as well as group identity (Almerico, 2014). The study by Anselmsson et al. (2014) also reported that consumers are more willing to pay a price premium for food brands with strong brand images and uniqueness. This clearly illustrated that the experience of a brand gives meaning to the brand (Schembri et al., 2010), that brands have a meaning beyond the name that is written on the label (Elliott & Wattanasuwan, 1998), including food brands. By consequence, such identification of the meaning that brands represent for consumers uncovers a story, brand personalities or brand narrative, that consumers further develop a relationship with brands and the construction of the self (Aaker, 1997; Ahuvia, 2005; Fournier, 1998; Schembri et al., 2010).

1.2 Problem Discussion

The rapidly expanding alternative food networks are represented by the growth in sales of organic, local, artisan, specialty foods, and of alternative retail outlets. These products are often conceived of as being in opposition to mass-products and supermarket-led food chains (Kirwan & Maye, 2010).

This study place emphasizes on the artisan food brand. Artisan food production or sometimes known as craft production have a primary focus on the authentic making procedure; artisan product represents the craftsmanship, the handcrafted goods made in small batches with passion and dedication (Sennett, 2008). Artisan food products are regularly conducted by small-scale producers who only distributed their products locally. However, in response to a growing consumer demand, especially from a more affluent consumer group, large organizations are jumping into this market as they can be seen from the artisan-labeled product line on the supermarket shelves on a national and international level (Kirwan & Maye, 2010).

There were extensive studies on the matters of alternative food network and alternative food consumption such as dimensions of food literacy (Balat et al., 2016), slow food movement (Hayes-Conroy, 2010; Hsu, 2014), Constructions of Place (Harris, 2010), The sustainability promise (Forssell and Lankoski, 2014) and ethical dimension of food consumption (Megick et al., 2012; Garcia-Ruiz and Rodriguez-Lluesma, 2014). While considering food consumption activities, previous studies have focused on the reason why people choose to purchase one product over the others in the concept of consumption value and more specifically, food consumption value (Sheth et al., 1991; Dagevos and Ophem, 2013). Some have looked into identity construction through online consumption practices such as digital selfie, luxury goods and virtual community (Caldeira, 2016; Ibrahim, 2015; Iqani and Schroeder, 2015; Olive, 2015; Serafinelli, 2017).

Until recently, the subject of food had not attracted significant attention throughout the academic world. In the past decade, more food studies were conducted and were widely recognized as a legitimate object of study (De Solier, 2013). While looking at digital marketplaces today, numbers of artisan foods have been dramatically increasing due to the accessibility that the Internet has provided, with low cost and ability to reach more customers. Several studies have explored the nature of online brand community and the structure of the formulation of brand engagement and brand relationship (Brodie et al., 2013; Kim et al., 2008; McAlexander et al., 2002). However, there are a relatively limited number of studies focusing specifically on the Instagram platform, especially how it can be used effectively as a communication strategy. Thus, the nature of online consumption activities regarding the alternative food brand represents an important area for research.

1.3 Research aim and research questions

As our society has shifted into the digital world and both productions' and consumptions' activities are repeatedly taking place in the online space these days, more understandings of a relation between different objects and individuals online are required. By focusing on the social and cultural aspects of consumption, this study aims to explore consumption activities and motives regarding the alternative food brand in the online community. It also seeks to investigate the idea of craft products and its influence on consumers' consumption choices and activities, including the concept of craft consumption. Thus this study intends to provide readers with the insight and analysis of consumers' activities on the photo-sharing site concerning the artisan food brand. The online photo-sharing culture is explored through the images of food products and the descriptions on Instagram. In order to examine this case, two research questions were formulated as follow.

RQ1: How do individuals engage with the artisan food brand on Instagram?
RQ2: What are the motivations behind the activities and social interactions among Instagram users?

The first research question explores the nature of expression toward the artisan food brand among Instagram users in order to illustrate the activities and social interactions that take place online. The second research question concentrates on the motives of such actions intending to gain more understanding of their activities. As the term motivations and motives have been used in the several studies to find the intentions and purposes of digital contribution and sharing photos online (Henning-Thurau et al., 2004; Oeldorf-Hirsch & Sundar, 2016). Lee et al. (2015) also explored the motivations for using Instagram in general, but not in connection with commodities. Thus, little is known about the motives of using Instagram while engaging with the brand. By answering these two questions, the result will establish the understanding of ways in which artisan food brands can symbolically, socially and culturally create meanings amongst online consumers beyond their physical attributes, and the ways such meanings can motivate consumers to make the online contributions.

1.4 Mast Brothers Chocolate

The Mast Brothers chocolate, the artisan chocolate makers and their customers in the online community were chosen to be the primary study object of this paper. In short, the brand uses the idea of the authentic making process and premium quality as the foundation strategies, and also uses Internet as one of the main communication platforms. The brand has been in the market for a decade despite several negative reputations concerning the product quality. Apparently, for consumers, the motive for consuming the certain product is based on more than just the product quality. Thus, The Mast Brothers chocolate were chosen to represent this study due to its characteristics and the extensive involvement of its online consumers. For readers to get the brand's general concept of this study object, the brief history, and information are provided in this section.

Mast's products presentation (Mastbrother, 2017)

In the world of artisan chocolate, Mast Brothers chocolate is one of the leading brands as it was the very first in the market and the one that stirred up the artisan chocolate consumption trends worldwide. Established in 2007, the Brooklyn-based chocolate maker started the business with the aim to introduce artisan chocolate to the mainstream American culture. By that time, there were very few bean-to-bar chocolate producers in the U.S. and around the globe. The two brothers stated on their official website page that "Mast Brothers is introducing chocolate to the world with an obsessive attention to detail, meticulous craftsmanship, groundbreaking innovation, and inspirational simplicity" (Mastbrothers, 2017).

Mast claims to be an artisan chocolate maker by making the product from bean-to-bar. The process starts with sourcing the high-quality chocolate pods themselves. This chocolate pod contains whitish, bitter beans inside of it. These beans will be roasted in the oven and then broke down into pieces. They will continue shelling and grinding them into a paste which then gets kneaded and refined until reach the desired texture and flavors. They will be molded and hand-wrapped with in-house designed papers piece by piece (Reddinger, 2008). The craftsmanship and artisan making process, together with the beautifully hand-wrapped packaging have been the primary characteristics that took part in building the successful brand.

Mast has been generating many admirers and followers worldwide over the past decade. Nevertheless, after years of success, Mast has been criticized across the online communities. The first notable criticism was in 2015 by Slate, an online daily magazine with the article named "The high-end chocolate world hates Mast Brothers." (Giller, 2015). Since then, critics, bloggers, or reporters have made more criticisms including the renowned press such as The New York Times and The Guardian (Bry, 2015; Nir, 2015; Walter, 2015). The central scandal was their authentic making process, and that the chocolate could have been bought as an industrial chocolate from a large company, melted it down and repackaged it. Still, Mast Brothers chocolate is being loved and supported around the globe. Through the social media like Instagram, consumers upload the images of this famous signature chocolate bar with 21,630 posts for #mastbrothers and the brand official account, Mastbrothers with 90,300 followers (27 March 2017). Certainly, the reasons for any individual to purchase, consume, and then upload this chocolate images online are more than just because of its quality or authenticity aspects. Moreover, as the brand is becoming more famous, their consumers started getting together in a nonofficial way through the use of the hashtag. The interactions between consumers took place online; the exchange and creation of information, publications, reviews were developed within the circle of online consumers, which will be discussed later in this paper.

1.5 Contributions

This research study provides contributions to both theoretical and practical fields. First of all, it complements previous studies in consumer culture theory, particularly in developing the knowledge about Consumer identity projects and Marketplace cultures (Arnould & Thompson, 2015). This thesis addresses the lack of consideration of Instagram as an online community. Previous researches have investigated consumer co-creative roles (Healy & McDonagh, 2013), consumer engagement (Brodie et al., 2013), brand commitment (Hsieh & Wei, 2017; Kim et al., 2008), and Personal Identities (Schau & Muñiz, 2002). Some studies have looked into social network sites such as Twitter (Lopez et al., 2017), Facebook (Gummerus et al., 2012), and the differences in user-generated contents between Twitter, Facebook, and YouTube (Smith et al., 2012). As previous studies on brand community did not focus on Instagram, this paper will complement previous studies by providing new insights into consumption activities and interactions, underlying motives, and meanings, in an online brand community. Thus, the findings contribute to the limited amount of studies that explore the nature of online consumption activities regarding the alternative food brand on Instagram from a socio-cultural perspective.

Furthermore, as already mentioned in the beginning, a growing number of brands make use of the online brand community to meet the customers' demands, to strengthen the relationship with their customers, and to increase brand competitiveness (Hsieh & Wei, 2017; Kim et al., 2008). The rise of social network sites indicates a shift in the formation of online communities (Boyd & Ellison, 2007). Instagram has rapidly gained popularity with more than 600 million users worldwide in 2016. Some studies have investigated on how organizations use Instagram to communicate with their customers (Garifova, 2016; Russmann & Svensson, 2016). Hence the result of this study is also relevant for business management. This study clarifies that brands need to be aware that social and cultural aspects can influence and shape consumption activities and interactions on Instagram, in a way which is beyond rational decision-making. The results of this study provide the insight of the way users integrate the brand into their digital spaces, the motives of doing so, the active co-productions of meanings, and also how brand images and narratives can influence users' consumption choices. The motivations are mainly within the idea of social belonging, individual and collective identities, and self-expression. Hence, the findings may serve as guidance for the planning and implementation process for future communication strategy, especially for those that aim to employ Instagram as the primary tools. More discussion concerning the managerial implication will be concluded in the last chapter.

2. Literature Reviews and Theoretical Frameworks

This chapter begins with the reviews of literature that demonstrated the knowledge in connection with this study are represented in order to enhance the basic understanding of Instagram and to acknowledge its importance. The latter part is represented with the aim to describe the relevant theories and concepts derived from the previous research.

2.1 Previous research on Instagram

Established in 2010, Instagram is the online photo-sharing platform and has rapidly gained popularity over time. The service was acquired by Facebook in 2012 and was even more popular since then with more than 600 million users around the globe by the year of 2016. Within the academic world, Instagram had not attracted significant attention during its early years. It was around the year 2015 that more investigations on Instagram were conducted and it was then publicly recognized as a legitimate object of study. However, the subject of digital photo-sharing platform has been explored before the emergence of Instagram. Van House (2009) conducted the qualitative research through Flickr, a publicly accessible site for personal photos. The paper discussed the possible reasons for its importance and how it ties into people's practices, goals, and user-constructed meanings. Later on, Instagram has been receiving more attention and has been studied in many aspects such as how organizations use Instagram to communicate with their customers (Russmann & Svensson, 2016), the investigation of small business and entrepreneur using Instagram as a communication tool (Garifova, 2016) or the use of Instagram in the study of cities (Boy & Uitermark, 2016).

Furthermore, this Image-Based community also performs as a space for self-construction. It provides users with the ability to express themselves and consequently, gives them the potential for identity formation (Newman, 2015). Also along with the emergence of 'selfie' or the image of oneself taken with a smartphone or portable camera, selfie has become common in the digital world and being seen as one way to express and present one individual (Caldeira, 2016; Iqani & Schroeder, 2016). Nevertheless, some negative consequence also occurs from the selfie culture. Along with the self-promotional contents, the term narcissism has raised. Narcissism refers to "a personality trait reflecting an egotistic and inflated self-concept and is characterized by an unrealistic positive self-view." (Choi et al., 2016). The studies also showed that users, especially young adults, tend to seek for attention and social validation through this platform, which can lead to both minor and more severe issues. The unhealthy consequences from Instagram vary from loneliness, depressive symptom, negative social comparison, a potentially harmful act to gain social attention

and the feeling of peer belonging (Dumas et al. 2017; Lup et al. 2015; Pittman & Reich, 2016).

Another important aspect is that the way Instagram creates a community for people with shared interest. Studies showed that this online gathering not only satisfies users when using the site but also strengthens the relationship offline (Van House, 2009). It helps encourage offline meetings or the relocation onto other social media. Thus, the notion of social media developments is changing possible ways of knowing and representing one another (Serafinelli, 2017; Olive, 2015). Oeldorf-Hirsch and Sundar (2016) identified that the motivation of employing Instagram consists of four classes of gratifications; Seeking and Showcasing Experiences, Technological Affordances, Social Connection, and Reaching Out. Moreover, the prominent points of Instagram are that it helps collect both ordinary and special moments in our lives into the mnemonic devices apart from just through human memory. Lee et al. (2015) have also examined the underlying psychological and social motives for using Instagram, and they concluded that the five primary motives are social interaction, archiving, self-expression, escapism and peeking. Hence, Instagram can transform the banal everyday practices and activities into the performative, inviting new forms of gaze, aestheticisation, engagement, communication and connection of life through the visual (Ibrahim, 2015).

From the previous studies, it is clear that Instagram can have an influence toward social sectors from an individual to the society as a whole. Thus, it deserves more significant investigation and attention. In this regard, this study aims to explore the way online users engage with the artisan food brand on Instagram, and also the motives of doing so. Hence, the better understanding of the connection between consumers and objects within the virtual space could be beneficial for the relevant further research and also for the marketing and communication development concerning Instagram.

2.2 Consumer Culture Theory and Food Culture

With the intention to put together a set of theoretical perspectives that focus on the dynamic connections between consumer actions, the marketplace, and cultural meanings, the term "consumer culture theory" (CCT) was formed by Arnould and Thompson (2005; 2007). Since then, CCT has become a powerful, influential framing device used among consumer researchers, and has a growing impact in top publications (Bode and Østergaard, 2016). Though CCT comprises of multi-disciplinary fields, approaches, and goals, All CCT researchers still share a common orientation toward the study of cultural complexity among consumers (Arnould and Thompson, 2005). CCT is a method that tries to explore and understand consumption through the view of cultural meaning, in which one could create, sustain, shape and modify within

the broader forces and the impact of globalization and market capitalism (Arnould and Thompson, 2005; Joy and Li, 2012). According to Fitchett et al. (2014), CCT essentially concerns a shared belief and views consumption practices as the foundation in personal, social, economic, and cultural life, which consumers should seek to explore, identify, and experience their surrounding.

Over the time, a number of CCT researcher have advanced consumer behavior knowledge and have made theoretical and methodological contributions that can be grouped into four different research areas. These four research areas were identifies by Arnould and Thompson (2005) as consumer identity projects, marketplace cultures, the sociohistoric patterning of consumption, and mass-mediated marketplace ideologies and consumers' interpretive strategies. As this thesis is interested in looking into the consumers' activities and interactions in an online community and the motives of such actions, the social and culture aspects thus play a vital role here. The previous studies relate to consumer identity commonly concern the processes in which consumers employ the products, materials, or symbolic resources from brands, marketers, and firms to complement or forge their fragmented sense of self. This statement would also cover the influence of the marketplace, saying the market provides certain kinds of stance that consumers select and take it up as a part of their self-identities. Schau and Gilly (2003) presented in their study of digital self-presentation and how consumers construct identities through online spaces by digitally integrating themselves with objects and places. Kozinets (2001) also explored the commercialized sphere of popular culture in the media as a constitution of fan identity in the study of Star Trek fans.

As the main purpose here is to explore the online consumption community as a marketplace. It can also be related to the study of marketplace cultures. Consumers are rather viewed as culture producers, not solely as culture bearers. The studies concern with the ways consumers construct both self and collective identity, and the ways they transfer and share jointed values and interests through the interaction with the marketplace. The consumptions also based on the search of social solidarity and collective identity that is grounded in shared belief, common interest, social practice, and status system. Such notion often occurs through online platforms (Arnould and Thompson, 2005; Joy and Li, 2012). The relation between consumer value creation and brand community is also one of the central concepts in the study of marketplace culture. Schau, Muñiz, and Arnould (2009) explored the process of collective value creation within brand communities and noted that with the right usage of communication strategy, firms could increase consumer engagement and strengthen the brand communities.

Food is an integral part of consumer culture and consumption lifestyles. It is important for consumers because it has a direct impact on their health and identity through food choices (Kartastenpää et al., 2013). The different meanings related to food

consumption make the choices complicated for consumers since there are also alternative norms such as the trend toward organic, unprocessed food, and so on. The term such as foodie has gained significant popularity in postindustrial society along with the fact that food cultures have become central to commodity and media cultures at the moment (De Solier, 2013). Rather than understanding the foodies as just consumers, researchers usually regard them as both producers and consumers. The understanding of how the production and consumption of material culture of food are central to consumers' lifestyle can generate further knowledge concerning their actions. Unquestionably, as the world has moved more toward the digitalization, our food scene has also moved along. This development has opened up new opportunities for individuals to share, communicate and interact with people with the same interest in food. User-generated sites have become increasingly popular as a tool for everyone to be part of the community. People started gathering around these culinary sites sharing their recipes, knowledge, lifestyle advice, reviews, experiences, and anything in relation to foods (De Solier, 2013). Within the online space or Instagram in this study, people do not just construct a sense of self through their food consumption, but also through the production of other means of communication. These modes of online communication, activities, interactions and their motives are what this thesis intends to explore and to gain more understanding.

2.3 Online Communities and Consumer Engagement

According to Muniz & O'Guinn (2001), a brand community is a customer-customer-brand triad. This community is based on customer-experiential perspectives, which forms significant relationships between the customer and the brand, between the customer and the product in use, and among fellow customers (McAlexander et al., 2002). With the digitalization, online community facilitates interactions and exchanges of information and common interests (Brodie et al., 2013; Kim et al., 2008). Online technology offers people new alternatives for engaging in social interaction online which also meant a change in consumer culture as well (Kozinets, 2002). Online environments have become the marketplace that cluttered with meanings and signs (Hietanen et al., 2014). The world has embraced the use of technology to communicate, to commune, to socialize, to express, and to understand (Kozinets, 2010).

Such online communities that are built around a brand offer many advantages to companies such as increasing the brand competitiveness (Hsieh & Wei, 2017), improving market penetration, and increasing sales (Kim et al., 2008). While at the same time, enhancing consumer engagement, trust, commitment, attachment, and loyalty (Brodie et al., 2013; Healy & McDonagh, 2013; Lopez et al., 2017). Online brand communities also provide users with value and resources that enable and empower them to construct their identity as well as influence each other's consumption choices (Kurikko & Tuominen, 2012). Consumption knowledge and identity are also generated

in unity with social connections. The community help users reacquire a sense of social belonging while being able to express their individuality at the same time (Kartastenpää et al., 2013).

Looking into the way consumers interact with each other and how they handle the information in these online communities, the concept of digital prosumption seems to adequate and can be used to described such activities. Digital prosumption is the online form of prosumption, in which consumers also perform some task as producers to co-create value in products or services for consumption (Ritzer and Jurgenson, 2010). With digital technologies enabling more people to engage in an array of online prosumption activities (Comor, 2010), most typically can be seen through social media such as Facebook or Instagram, where user-generated content is produced and consumed simultaneously. Digital prosumers in online communities produce and consume information and shape consumption practices. The framework is useful for understanding the co-creation of personal content in online communities and the way users contribute and attain either positive or negative expressions toward the particular topic. Online users most often participate in a more passive way, by reading others' contributions, which is also known as lurking (Schneider et al., 2013; Sun et al., 2014). While lurking, users engage in community activity by viewing, reading and empathizing with others' experiences and contributions (Hartmann et al., 2015). While direct participation in the form of posts and other contributions can be seen as a production of group experiences, lurking and empathizing with other group members can be considered as consumption of group activities.

This action can also be described by the term "Social brand engagement," which was introduced in the mid-2000s as a way to enhance emotional commitment and brand love from the consumers since brand awareness and loyalty were not enough anymore (Brodie et al., 2013; Jenkins, 2014; Kozinets, 2014). Social brand engagement is a meaningful connection and communication between one user and other users, using brand or brand-related language, images, meanings, and other means of connection. Which has already been mentioned before in this case of Mast Brothers, consumers conduct and operate their conversations on their own with very little or none participation from the brand. Consumers are the one who decides to produce, engage, or consume any information of the brand, more and greater emotional commitment toward the brand can be created and sustained.

In this sense, consumption practice can also be driven and influenced by the other members online. These social influencers can have an effect on an individual's attitude, action or behavior as a result of the interaction, which can be used by a person or business (Snijders & Helms, 2014). The online social influence in social media could be seen through a shift in purchasing behavior as a consequence of online customer product reviews (Abidin, 2016). Marketers have become more interested in learning and managing social influencers in a virtual community. Such interest arises from their

ability to influence members' choices and to quickly broadcast knowledge regarding new products (Dholakia et al., 2004).

2.4 Digital Identities and craft consumptions

The self-identity is produced and sustained through the construction of a coherent narrative of the self in a various social setting including an online community within the complex background of established cultural meanings and belief systems. A social reflexivity in which the self-identity is created in interaction with other human beings and is formed through the goods, practices, or message that consumers transmit to others (Slater, 1997; Warde, 1997; Östberg, 2003). The rise of social network sites has unleashed a collective obsession with identity management (Lovink, 2011). The questions of who we are and how should we present ourselves online have become so critical in this age of social media. The emergence of selfie has become common in the digital world and being seen as one way to express and present one individual (Iqani & Schroeder, 2016). Caldeira (2016) explored the use of photography as a visual self-representative device on Instagram. The study points out that users present, explore, and confirm their idealized self-identities through the eyes of the media and of others. Such online space acts not only as a record of an individual but also as a place where they can perform an idealized version of themselves. The need to represent oneself online emphasizes the intentionality and strategies underlying all self-representation as they have a much bigger control over what they wish to reveal or hide about themselves. According to Schau and Gilly (2003), it is simple to representing one's identity online because consumers do not necessarily need to own tangible objects, but instead, they can take advantage of virtual products, signs, and symbols.

Digital identity can be formulated through the utilizing of the image of oneself (Iqani & Schroeder, 2016), the experience (Olive, 2015) or luxury goods (Lee & Luster, 2015). This can be associated with the idea of craft consumption (Campbell, 2005). Campbell describes a craft consumer as a person who takes any number of mass-produced products and uses them as the raw materials for the creation of a new commodity. Such consumption is usually characterized by some certain skill, while also allowing for creativity and self-expression. The craft consumption also includes the possession rituals which enable consumers to take ownership of the mass-produced goods and accustom them into the consumer's own world of meaning. It is also apparent that collecting, with its emphasis on a passionate association, is also a kind of craft consumption. In this regard, a pre-existing hobby or leisure time pursuit that is constructed around a mass-produced commodity can also be seen as craft consumption. Sennett (2008) emphasized three main dimensions of craftsmanship practice: skill, commitment, and judgment. Skill is needed to reach high-end results. The makers are often occupied with intensive training and quality ideal. Their works are embedded with competence and knowledge, which are missing from mass

productions. Commitment is all about being dedicated to and wholeheartedly engaged with their work. Judgment is often expressed through the maker's consciousness, knowledge of materials, and techniques used in the production process. In this way, the three dimensions of craftsmanship can be associated with the process of how individuals formulate their online identities. Nowadays, individuals are trying to seek new and more efficient ways of making things special and meaningful. Instead of completely rejecting the commercial world and mass-produced goods, embracing such commodities and using one's cultural and personal resources to transform these into meaningful objects are a more realistic strategy. Thus, craft consumption is not solely the form of consumption, but also the individual self-expression. With the focus on the virtual food community, such online space has become a place where people can craft their daily activities, present, and share it with others.

3. Research Methodology and methods

This chapter introduces the methodological approach implemented in this paper. First of all, the concept of ethnographic research and the combination of different ethnographic methods are illustrated. The chapter then proceeds with the description of the criteria used in the empirical data collection and analysis of said data. Along with these, ethical consideration and research quality criteria are presented.

3.1 The combination of ethnographic approaches

To understand the actions and behaviors of people who produce and involve in any kinds of symbols, culture or social construction, researchers must become part of that specific environment as people act and make sense of their world by taking meanings from their surrounding (May, 2011). Ethnographic research was developed with the concern to understand the complexities of people's experiences of everyday social and cultural processes because everyday actions were seen as the result of individuals carrying on the structures of their culture and surrounding (Crang & Cook, 2007; Hammersley & Atkinson, 2007). Ethnographic studies investigate human behavior in natural settings and focus on understanding human behavior, thoughts, and emotions. Bryman (2001) also acknowledges ethnographic method as a creative means of experiencing, interpreting, and representing culture and society. However, the online social experiences are significantly different from face-to-face interaction. In this respect, to fulfill the object of this study, the combination of ethnographic approaches are applied rather than a traditional ethnographic approach. In this following chapter clarifies the concept of Netnography participant observation, followed by visual ethnography and netnographic interview.

3.1.1 Netnography Participant Observation

As the primary purpose of this thesis is to study the online consumption community, the use of a traditional form of ethnography would not be suitable to reach the study aim and gain the insight that was generated by online users. Netnography is considered to be the most appropriate guiding approach, as it is designed to understand online cultures and is particularly suited to studying online consumption communities (Kozinets, 2002). Netnography is also known as digital ethnography, cyberethnography, or virtual ethnography (Hammersley & Atkinson, 2007). Netnography was first introduced and developed by Kozinet (1998) as a form of ethnography adapted to the computer-mediated communication and online community. Netnography is an approach to participant-observational online research. It is a qualitative method devised specifically to investigate the consumer behavior of cultures and communities present on the Internet. Netnographic approach is adapted

to explore the various online communities from forums, chat, blogs, audiovisual, photographic, virtual worlds, networked game players, mobile communities, to social network sites (Hammersley & Atkinson, 2007; Kozinets, 2010). Thus, it is a appropriate approach in this study in which the main site of interest is Instagram, the photo-sharing social media platform. This approach employs the information that is publicly available on the online platforms to identify, analyze, and understand behaviors, the symbolisms, meanings, consumption patterns and motivations. This method allows researchers to get into naturally occurring behaviors among consumers because the context of observation is less fabricated compared to the traditional ethnography. By its characteristics, netnography is rather a flexible set of guidelines for performing ethnography with primary online components, and any individual research works can be executed differently due to different demands.

3.1.2 Visual ethnography

Images are as inevitable as characters, objects, and words or any other aspect of culture and society. According to Pink (2007), the connection between visual images and experienced reality is constructed through individual subjectivity and interpretation. Images, videos, and such media forms are used to refer to particular versions of reality, and most importantly, they can be seen as visible and observable phenomena of the world. As we are living in the visual culture, the study of visual material or as known as a visual research method could help us to understand and interpret the symbolic meanings, and the relationship between the different practices, culture, and community. The purpose of the visual analysis is not to translate visual evidence into verbal knowledge, but to examine the connection between visual and other knowledge. In brief, visual research methods were divided into three broad activities: making visual representations, examining pre-existing visual representations, and collaborating with social actors in the production of visual representations (Pink, 2007; Rose, 2016). Concerning the purpose of this study is to investigate the consumption activities on Instagram in connection with the descriptive contents and texts, Examining pre-existing visual images on the online space seems to be most appropriate and thus is employed in the data collection process.

3.1.3 Netnographic interview

Also known as an online interview, a netnographic interview is an interview conducted using computer-mediated communication through virtual spaces. According to Kozinet (2010), this approach is similar to the online survey but with fewer questions, more interaction, and more openness to participant's input. The netnographic interviewing also has so much in common with face-to-face interviewing that both involved with the interpersonal dialogue of questions and answers, the sharing of opinion toward a particular subject and the surrounding social world. The interview can take place in the

world of a forum, e-mail, social network sites or online chat. This approach allows researchers to broaden their understanding of what they observe online. Netnographic interview can be group-based or individual-based, formal or informal, structured or unstructured depending on the research focus. Performing an interview using computer-mediated communication through virtual spaces means that the conversations are going to be shaped by the medium. Therefore, a different type of interview must be employed differently in a way that appropriates to a particular medium (Kozinets, 2010). Concerning this, the long or in-depth interview is not proper to obtain the data from Instagram, where the members are occupied with their personal commitment. The simultaneous, abbreviated, and superficial interaction of the chat-room, which found in the instant message feature on Instagram is more suited to reach the potential participants of this study. Besides, the use of participants' own images during the interview helps enhance and deepen the acknowledgment. When people use photos to reveal stories about their experiences, individualities, and activities, these images become embedded in their personally and culturally specific narratives. Particular meanings and new knowledge are created when people combine pictures and words as they use verbal description to visualize individual moralities, activities and their versions of social order (Pink, 2007).

3.2 Data Collection

With the use of netnographic approach, this study employs a multi-method design to explore and understand the activities and interactions that are formulating in online communities by employing an interpretivist stance to understand culture based on social interactions in existing settings. In line with that, a constructivist ontological stance was also employed as the idea of constructivism claims that truth and meanings are personally constructed by the individual's interaction with the world. Thus, these stances are highly appropriate in order to investigate and understand contextualized meanings and meaningfulness of human actions and interactions as can be experienced in a given context (Howell, 2013). In the following part, the course of action for collecting the empirical data is presented.

The first two methods jointly used are netnographic participant observation and visual ethnographic methods. These two methods were used with the aim to approach the same set of answers but with different units of analysis. With netnographic participant observation, the objects of study are communicative activities: descriptions under each image, self-descriptions, comments, and hashtags while the second method focused on posted images. Both of these methods were conducted at the same period of time to collect the available information on Instagram. After the utilization of the first two methods, the archival data were then categorized and analyzed. The third method used is a netnographic interview conducted through the direct message function with the simultaneous and casual style interaction to gain more insight from users.

Looking at the primary site of conducting netnographic participant observation and visual ethnographic methods, Instagram generates a large number of posts each day. Therefore, some criteria and guidelines had to be achieved before the process of collecting empirical data. In the case of Mast Brothers official account, this account has 90,300 followers with 312 images posted (27 March 2017). The first image on this account was posted on 26 February 2015, and the latest one that was included in this study was posted on 27 March 2017. Also, 21,630 posts were added by users with the hashtag #mastbrothers (27 March 2017).

In order to enhance the quality and consistency of the data, several criteria are formulated beforehand. First, due to time constraint and the difficulty in collecting and analyzing the mass amount of data, obtaining all the posts that were already available was not an option. Hence, all of the images and information in the official account and posts found through the hashtag (#mastbrothers) are collected with the one-year time frame. Meaning that the data was collected back to April 2016, so that the patterns can be effectively obtained. Further, while keeping in mind that the aim of this study is to understand consumers' consumption activities, only individual users will be included and studied. The commercial, retail shop, business and any other form of organization accounts are eliminated from the data collection process. Also since Instagram is the global online platform and the study object is internationally consumed, multi-use of language can frequently be seen. Thus, to prevent from any misunderstanding that could occur during the translation process, images that employ languages other than English are also eliminated. Moreover, considering the nature of the user-generated content, the available data contain various degrees of relevant information. The posts and information that are collected were only those that are relevant to the study or that seemed to have potential value in generating theoretical ideas. By being relevant or having potential value, the posts consist of the distinct image, the hashtag, and the expressive description that have a connection with the brand and products. Some posts that were found during the observation appeared to be irrelevant by using the hashtag, #Mastbrothers, without any relation to the brand or product at all. Lastly, due to the private function of Instagram, this study only reached the information that was posted by users that allowed public access.

During the observation, the archival data both texts and images were kept by using still-image screen capture function or also known as screenshot function that is already available on the Apple devices which are the main electronic devices used to collect empirical data in this study. There were 556 still-images in total. After that these collected data were repeatedly viewed, coded, and then analyzed. It is also important to mention that a pilot study was employed ahead of time. The pilot study was made so that the researcher can examine and understand the whole community; the nature of Instagram users, its activities, its function, and the interaction between users and the brand. Moreover, the pilot study was performed to ensure the validity of the available

data and selected method of data analysis. Since the main object of study is taking place online, the observation process can be done at anyplace and anytime. The studies were unofficially made along the way from the start to examine the overall actions in the community. Images were kept by using still-image screen capture. In the process of pilot study, twenty images that fell upon the set criteria mentioned above were collected. Thus, the collected data are only those that were posted in English between April 2016 and April 2017, by the end users that allowed public access and with the contents that are relevant to the study. By using the analysis and interpretation techniques, several patterns can be derived from the data. From selected twenty images, the observed activities and communications can be classified into four categories: a food enthusiast, relationship builder, a lifestyle narrator, and an aesthetic seeker. From this result, it can be said that some patterns on the way consumers engage with the brand on Instagram can be seen even from the limited amount of data and that the chosen data analysis tools, which will be discussed in the following part, seem to be adequate in this study.

Besides, as the central source of information, the role of the hashtag needs to be clarified. Hashtags are typically generated by the users or the organizations using a set of texts with a hash symbol (#) on social network sites. A message containing a hashtag links to a group of other messages comprising the same hashtag. Thus, hashtags are organizing a massive amount of data under one theme or topic through keywords, which make it easier for users to find messages on a specific topic. Nonetheless, many hashtags appear to have little to do with categorization, but rather seem to be used to perform a variety of other communicative functions such as structuring information, playing games, humorous usage, or emotive usage (Wikström, 2014).

For the online interview, the users with the posts that consist of the distinct image, the hashtag, and the expressive description that have a strong connection with the brand and products were selected and contacted through the direct message feature on Instagram. As previously mentioned that the long or in-depth interview is not proper to obtain the data from this site, where the members are occupied with their personal commitment. Although face-to-face or in-depth interview could possibly provide the author with more insight and profound response from the participants, the online interview is considered to be more appropriate for this study. With the aim to explore the activities on Instagram, which is the international platform, participants were found to live in different places around the globe. Thus meeting with each of them was not an option. Nevertheless, this issue is discussed later in the limitations section.

The informal interview and the chat style conversation can offer insights in a casual and conversational tone (Kozinets, 2010). The smiley-face emoticons (for examples: :) or :-) or :D) were extensively used to maintain the relax and casual conversation mood. The initial plan was to interview the participants in a chat style through the direct message function on Instagram. However, after conducting a pilot interview with one

participant, some difficulty and drawback of this approach were discovered. During the pilot interview, the researcher attempted to keep the conversation proceeding by starting with the introduction and explanation of this study (See Appendix 1). After the participant had agreed to join the interview, the conversation began with the small talk about the user and Instagram in general. The unstructured interview was meant to use in this study so that researcher could maintain the natural flow of chat style communication. This approach seemed to be an appropriate strategy at first, but it demands much longer time to proceed from one question to another. After 20 minutes of the conversation, which mostly was the waiting time, the participant appeared to be much less eager to reply. After another few minutes, the user stopped answering. From this point, the interview was then redesigned to be more formal, and shorter. The list of questions was sent all at once to the participant's personal email or through the direct message function at their convenience.

After choosing the potential participants, all 62 users were approached through the direct message feature on Instagram (See Appendix 1). The profile of researcher was described as 'master student at Lund U'. The explanation of the study's objective was also given. 19 Participants replied back and agreed to take part in the online interview process. The interview is based on the general usage of Instagram, the visual that the user posted on their personal accounts, and the interaction they might have with the brand or other (See Appendix 1A). The participants' own photographs are presented with following questions regarding the stories or backgrounds behind the images. At the convenience of some participants, the interview was conducted through email instead. The list of questions was sent to their personal email and the answers were sent back to the researcher's email later. However, there were still some drawbacks using this approach, some answers from the participants were not complete or missed the point, as the researcher could not give further explanations, as it is possible to do so in face-to-face interview.

There was no intention of gaining the general information from each participant as to remain the privacy of the users and as the author also considered those backgrounds to be irrelevant to the aim of this study. As Instagram is the international platform, and the hashtag function has no filter option to concentrate on the specific characteristics of the users; thus no questions regarding the origin, gender, age, or occupation were given. However, the general idea can be gained while conducting online observation and also the online interview. From the images and given profile, it was clear that users who engaged with the brand are from different cities around the world. The United States, Japan, Mexico, Hong Kong, Denmark, Indonesia, Canada, The United Kingdom are part of the countries that were mentioned by the participants or were explicitly stated in their account. They clearly have access to the smartphone and Internet connection. The majority of the participants are women. They seem to travel occasionally or may have friends and close relatives living abroad.

3.3 Data Analysis

According to Kozinets (2015), the collected empirical data are seen as raw materials, which must be noticed, observed, recorded, and then it must be analyzed. In this part, the process and technique of data analysis, and data interpretation are described.

In this study, the data are collected and analyzed manually without the use of any analysis software programs in order to maintain the human elements of participation and interpretation. Even though more time has to be invested in the process of reviewing, understanding, coding, and analyzing, more insight and humanistic aspects will be put in the process. It is important to get the human-based understanding as netnography depends upon a collective human level of analytical focus. Thus, the coding analysis techniques or the seven interpenetrating intellectual implements is employed (Kozinets, 2015). The term 'inter-penetration' was used to explain that the empirical data must penetrate into the awareness and knowledge of the interpreter, and vice versa. This way of interpreting help making more bodily and more understanding of the act of one individual being connecting to others' viewpoint and action. In any contexts that are complex and highly interrelated that only a human analytic ability can do justice to the discernment of the meaning of such complex connection.

The seven interpenetrating intellectual implements or the seven correlated steps in the process of turning raw and abstract data into a more practical representation. According to Kozinets (2015), these steps are Imagining, Re-Memorying, Abduction, Visual Abstraction, Artifying, Cultural Decoding, and Tournament Play. Following is the explanation of each step.

Imagining - This step is purely a stream of researcher's initial reflective idea from the first encounter point with a particular context. It is based on the awareness, consciousness, knowledge, and social background of the researcher as an individual.

Re-Memorying - While not looking at the data, what are the memory and idea that come up in mind? Those memories serve as a reconstruction and a path to the processing of the massive amounts of data as the way we remember and recall a particular context, and then associate them with some symbols and ideas.

Abduction - The main task in this third step is to fit thing together, looking for the pattern and connection from the abstractions and basic concepts derived from the previous implement.

Visual Abstraction - After getting the patterns, then in this step, we take the particular part we have and try to visualize and generalize it into a larger social context. It can be seen as the same way as taking a bunch of trees and trying to visualize the shared pattern of an entire forest.

Artifying - this is another way to visualize the data which is similar to the prior step, but more in an artistic way. Here, the task is to search for the corresponding metaphors, images, and collages that could summarize an interpretation of the data.

Cultural Decoding - The sixth step is the process to classify the significant data culturally. The Cultural Code is the unconscious meaning apply to any given thing within the scope of culture in which we are raised. The process requires researcher to look deeper into the patterns to gain more understanding of cultural background and motivation behind those activities

Tournament Play - Lastly, this is the process when we step back and look at the whole study to find the best explanation of the data. This move is the competition between ideas, to select the interpretation that tells a more interesting and convincing fact, and that best fit with the raw data, theories, and thus accurately represent the case.

These seven implements are applied in combination with a hermeneutic approach, which has been considered as a methodological process for interpreting qualitative data. The hermeneutic analysis is about interpreting and reinterpreting the collected data in relation to the developing sense of the whole by trying to connect the particular pieces of evidence into the general and full representation. Hermeneutic approach places emphasis on identifying the ways specific cultural perspectives are conveyed through any forms of communication to express one's personal meanings. Accordingly, personal understandings are always established within a network of culturally shared knowledge, beliefs, and assumptions about the nature of social life. These personal meanings and intentions are usually formed by the preexisting backgrounds and the multiple sources of cultural knowledge and socialization. From this perspective, languages, and communications are more of a system of interrelated meanings that can provide a meaningful perspective on one's cultural and history (Thompson et al., 1994; Howell, 2013; Kozinets, 2015).

The analysis part of this study was more of an ongoing procedure as the researcher moved back and forth between the process of online observation, online interview, interpretation, and writing of the findings. The analysis is divided into two parts according to the two research questions. The first one has been guided by the aim to explore the communicative activities and interaction of the online users with each other and with the brand. Thus, I initially looked into the social setting on Instagram through the use of the hashtag (#mastbrothers), and the brand official account on how the brand itself uses this space. Later, 556 still-images of the photographs, conversations, texts, and information were kept. Then with the utilization of the seven interpenetrating intellectual implements (Kozinets, 2015), all the empirical data has repeatedly, carefully and critically been examined. At first, all 556 images were repeatedly viewed and reviewed while applying the first two steps, Imagining and Re-Memorying. Some actions were obvious and can regularly be encountered such as the appreciations toward packaging and product quality, and the usage of a significant number of the hashtags in the posts which both relevant and irrelevant to the brand. I

wrote down all the keywords and impressions that were obtained from each post and then looked for the patterns and fitted them together. Some keywords were left out because of their low frequency such as vegans, Willy Wonka jokes, or local business supports. From the remaining empirical data, the similar activities, wordings, and interests in each post were put into groups. I then generalized such actions into larger contexts and searched for the corresponding metaphors that could summarize an interpretation of the data. As the four themes were derived from the central narratives in each post, the title of each theme was named according to their main objective and purpose of posting. Such themes have been described and explained within the related literature.

The second part of the analysis concentrates on the users' motivation for their action within this online space. With the use of netnographic interview, this process has been based on the questions "What is the main purpose of using Instagram?", "Why they post such picture and use the hashtag" and "What is the reason of consuming a certain product?". I also asked them to reflect themselves and describe their own account on Instagram, "What is it all about?" and "What is the idea behind it?". Later on, I examined these findings with the usage of the hermeneutic analysis (Kozinets, 2015), in order to discover the connection between the findings from online observations and the one from interviews, and also to gain the general and full representation. Also with the aim to explore the craft consumption within the digital environment, I additionally looked how these activities and motivations are connected to such concept, and how social influencers can shape individual actions and consumption choices.

3.4 Ethical consideration in collection and use of data

All of the accounts chosen for study are classified as public and viewable by any Instagram users. As Instagram stated in the 'Privacy Policy' and 'Terms of Use' on its official website, "We are providing a platform for you to post content, including photos, comments and other materials ("User Content"), to the Service and to share User Content publicly. This means that other Users may search for, see, use, or share any of your User Content that you make publicly available through the Service" and "Any Content will be non-confidential and non-proprietary, and we will not be liable for any use or disclosure of Content." (Instagram, 2013) Thus, users were not informed that their data would be used in this research during the process of the participant observation and visual ethnography. The reasons for applying a covert approach are for the integrity of data, as it allows observation in a natural context with fewer fabrications that might cause by the known presence of a researcher.

However, using the data from the online interview method comes with some ethical questions as it is involved with the private personal information (Kozinets, 2015). Additional consents from online research participants were received before

performing the interview. The identification of researcher and accurately relevant information about the study, together with the permission for using the data and online content in the paper were informed. Personal Instagram account of the researcher was set to be public and also promptly indicated the status as a master student at Lund University.

Moreover, in order to minimize the harm or discomfort that could present, all the process had been done with careful deliberation of the ethical concerns of privacy, confidentiality, appropriation and consent (Kozinets, 2015). Since Instagram is the global social community and the degree of diversity is tremendous, the vulnerability of the community and members is the priority consideration. Inappropriate images, texts, comments, or any action that could harm, embarrass or have any negative consequences toward members were eliminated from the data collection.

3.5 Research quality

To support the quality of the analysis, several quality criteria were considered. These criteria are credibility in determining whether the result captures the phenomena of interest, transferability of research to other contexts, dependability of the inquiry process consistency and confirmability of data to accurate represent the subjects of study.

According to LeCompte and Goetz (1982), internal validity and credibility are the strength of qualitative research, especially ethnographic study. The continued participation in the fieldwork of a social group for a certain period of time allows the researcher to develop coherent between concepts and observations. In accordance, the extended period spent during the netnographic observation in the online community in this study partly affirm the correspondence of the developed idea and the continuous observation. Moreover, one commonly accepted strategy to address the research credibility is the triangulation strategy (Hammersley & Atkinson, 2007; Bryman, 2016). Instead of relying on one method or source of data in the study, Triangulation refers to an approach of using multiple data collection techniques, theoretical perspectives, observers, and sources of data. Triangulation represents an approach to the development of measures in the research, whereby using more than one method would result in greater in finding validity. In this study, netnographic observation and user interviews are the main methods of generating the result. The online observation was firstly conducted in order to develop the primary and general idea of the community's operation and the types of activity within it. Then the online interviews with the users were used to establish the understanding of user's motivations, thoughts, and ideas of Instagram community. This approach helped strengthen the credibility and validity of the results

In the case of transferability, the researcher can enhance transferability by doing a precise job of describing the research context. Since the qualitative research tend to be oriented to the uniqueness and significance of the particular aspect of the social world, rich details of a culture or thick descriptions of the study objects and fieldwork are important (Bryman, 2016). Such descriptions provide others with an adequate database for making a judgment about the transferability to a different context. In this study, the detailed description and the images are extensively employed to fulfill this quality aspect so that the results can be generalized to other studies in the similar field of online community.

As the analysis of this study heavily relies on the researcher's interpretation, thus personal social background, consciousness, and prior knowledge of the researcher as an individual influence how the result takes shape. Since this bias may affect the interpretation and trustworthiness of the results, confirmability is employed to make sure that such bias does not diminish the quality of the analysis process and the results. Likewise, dependability of the inquiry process consistency is also used to establish the reliability of data. To affirm these two criteria, audit trail is the appropriate tool to address this issue (Bryman, 2016). The idea is to report the transparent descriptions of the research processes taken from all phases from the problem formulation, participant selection, the fieldwork notes, data analysis, to the reporting of findings. These are complete records that are kept regarding what was done in an investigation. This indicates that the data are presented together with interview quotes and photos when necessary so that the reader can confirm the analytical interpretations and conclusions in this study. The aim is to ensure an accurate presentation of the voice of participants and the consistency of the inquiry processes used over time. However, the findings across time will vary based on different context and setting. This is accurate in this instance of the online consumption community, as both the consumption trend, and the use of social media communities are constantly changing at all time.

4. Results and Analysis

The analysis starts with the narrative of the online space in order to illustrate all aspects in relation to Mast Brothers chocolate, and the users and thus results in four themes distinguished by consumers activities and their ways of communicating. Also, the descriptions, quotes from the netnographic interview, and image samples are presented within each of these categories, with the aim to acknowledge the first research question. Further, the motivations behind each theme are interpreted and manifested to answer the second research question.

In the official account, the basic contact information; email, telephone number, and website were given. The description is 'Dessert shop' with clean, black&white profile picture of the word 'MAST.' (See Figure 1)
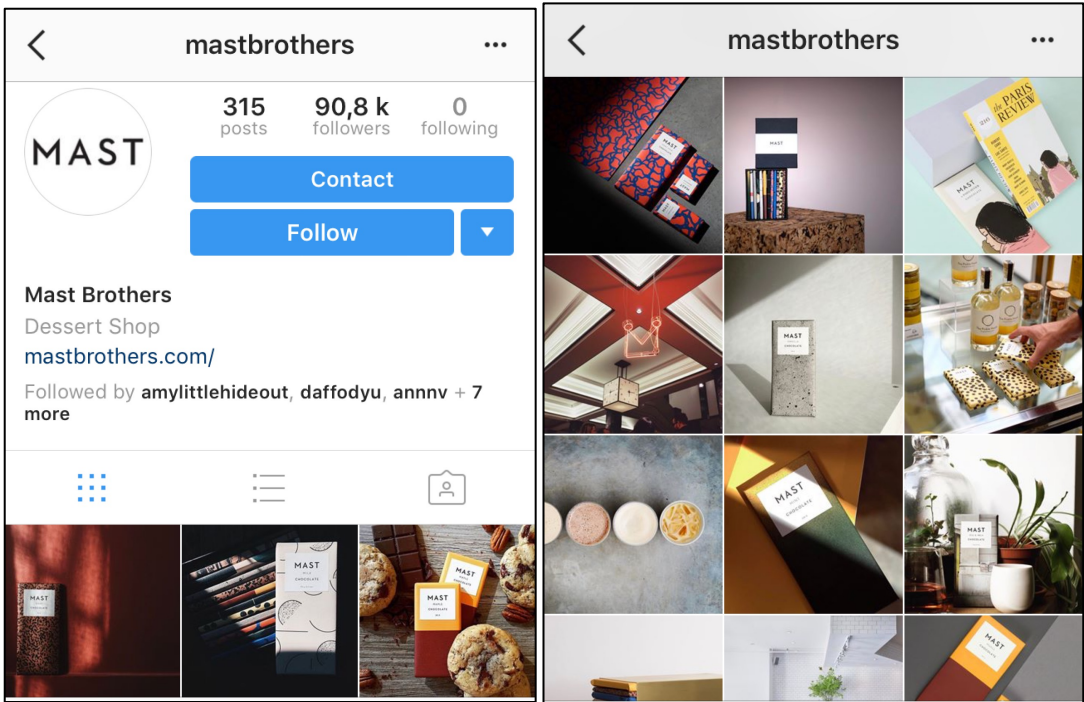

Figure 1: Mast Brothers' Instagram official account

By looking at the images and the captions, it can be perceived that the main purpose of the brand is to present the aesthetic aspect and general information of their products. More than half of the images are the professional product shots in different angles and settings with the description of the specific flavors, paper wrap designs or seasonal ingredients. Other activities such as giving the information about new collaboration projects, new promotions or events, lifestyle suggestions or eating guides are also taking place regularly. Overall, Mast uses Instagram as a tool to deliver the information about the brand and products, and more importantly, to emphasize its unique features and strengthen the brand appearances.

The analysis of data resulted in four themes distinguished by the objects or the central matters of the communicative actions, interactions, and any activities took place on Instagram. By categorizing the analysis by the type of central matter, the results can more be applicable to answering the second research questions about the motivations behind the actions. As Schau & Gilly (2003) suggested that within the online space, consumers do not necessarily need to own tangible objects, as they can take advantage of virtual products, signs, and symbols. From the collected empirical data, actions and communications concerning the brand are done with and also without an ownership of the chocolate bar. It can be a sign, symbol, product, staff, event or object in the stores, online, or any places that have a certain connection to the brand (See Figure 3). Such activities are performed in several styles through the usage of a photograph, like, comment, conversation, and hashtag features. In this manner, the term 'users' used in the following part only implies to Instagram users who have posted the images with the hashtag, #mastbrothers. Some activities can fit into more than one category, and it is also important to mention that these four themes are not translated into the specific ways of online expressions and communications. Rather, each theme serves as a way in which the online activities concerning the brand may be performed, and the narratives may be related to.

With the use of the coding analysis technique (Kozinet, 2015) mentioned in the previous chapter, the empirical data were collected, coded, and grouped. By the time of collecting data, some patterns can be detected from the different subjects of the images and descriptions. Though the posts about Mast Brothers are presented in a similar composition and communicative style, the stories that users wanted to convey are different. Hence, the stories and the central matters of the posts are employed as a guideline of coding, which can be divided into four themes. The themes are a food enthusiast, an aesthetic seeker, a lifestyle narrator, and a moment collector.

4.1 A food enthusiast

One of the most prominent points during the time of observation was that the majority of users had labeled themselves as the one who takes pleasure in eating, drinking, cooking, and in anything around foods. This notion can be noticed by the use of self-description on their account and hashtags used which vary from a foodie, food lover, dessert lover, aspiring chef, amateur chef, food influencer to a food blogger. (See Figure 2) This group of user utilizes this space according to their interest, expertise, or even career, which are involved with or around food. They are the mix of both amateur and professional in the gastronomy world. Thus, since the passion towards food is the central object of the way they use Instagram, the term 'food enthusiast' is used to present the whole set of activities and communications of these users. All the activities and communications involving with the concept of food enthusiast are discussed in the following part.

4.1.1 Food lovers

▮▮▮▮ • M A S T B R O T H E R S • C H O C O L A T E	▮▮▮▮ Obligatory chocolate shot 🍫
The new Mast Brothers Sea Salt collection in collaboration with @calicowallpaper is so incredibly beautifully packaged and tastes absolutely delicious!! 👌 I highly recommend paying Mast Brothers a visit to take a look for yourself and sample the different flavours! It's so hard to choose because they are all so good! Thank you for the heads up ▮▮▮▮▮ 😊	. . . .
#mastbrothers #mastbrotherschocolate #chocolate #food #foodie #eat #calicowallpaper #seasalt #newyork #newyorkcity #newyorkfood #brooklyn #capetownfood #capetownfoodie	#mast #mastbrothers #flatlay #chocolate #chocoholic #chocolat #brooklyn #brooklyneats #brooklynmade #foodstagram #foodporn #foodblogger #🍫

Figure 2: some users described themselves in their profile, while some used the hashtag such as #foodie, #foodblogger and #chocoholic to represent their characters.

As Schembri et al. (2010) pointed out that the experience of a brand gives meaning to the brand. The touching background story of Mast has also become the strong brand image that has inspired many people, and has given the brand lots of awareness and appreciation around the globe. At the same time, the food movement trend is steadily growing on the positive viewpoint as well as the idea of craftsmanship and artisan food concept (Kirwan & Maye, 2010). Previous study has shown that individual's food choice of what to eat or not to eat communicates aspects of one's personalities and identity as well as group identity (Almerico, 2014). Thus, the brand has turned into an ideal object to those who are conscious about where their foods came from or what they are made of. The bar of chocolate, the sign, and symbol of Mast could represent the modern food material and affirm the users status as 'food lovers' who constantly seek out for the best, high quality and unique products. Many users appreciated the chocolate because of its quality and uniqueness. As one said…

> *"They have specialty and seasonal chocolates to look forward to,*
> *unlike regular American candy.*
> *They make small batches and they are not mass-produced*
> *so the taste and quality is better. Gourmet."*

Figure 3: the usage of the brand's logo and symbol instead of the actual commodity

As the products, especially the varieties of a flavored chocolate bar, have been spreading throughout the specialized retail stores, selected supermarket, and online shops all over the world. The increasing of the product accessibility and the widely publicizing through social media helped the brand to obtain the extensive ranges of consumers around the globe, which in turn enhancing the visibility and brand exposure online. Consequently, this bar of chocolate has become a treasure and is on the must-try food lists among the food-lover users. Even though the products can be found in most of the big cities worldwide, it is still not broadly available in regular stores as it is for the commercial chocolate brands. Similar to what Bäckström (2011) named the theme of 'shopping as hunting', which illustrates the notion of searching and finding desirable objects as a source of leisure and satisfaction. It has also become sort of a hunting game for some users to search for the chocolate bars in the specialized shops or during their vacations somewhere (See Figure 4). Moreover, this can be used to affirm their food lover identity as someone who is willing to put an effort and time in acquiring special food items. At the same time, the images of them joining the food-related events with the brand such as chocolate factory tour or special product testing can also indicate the same status.
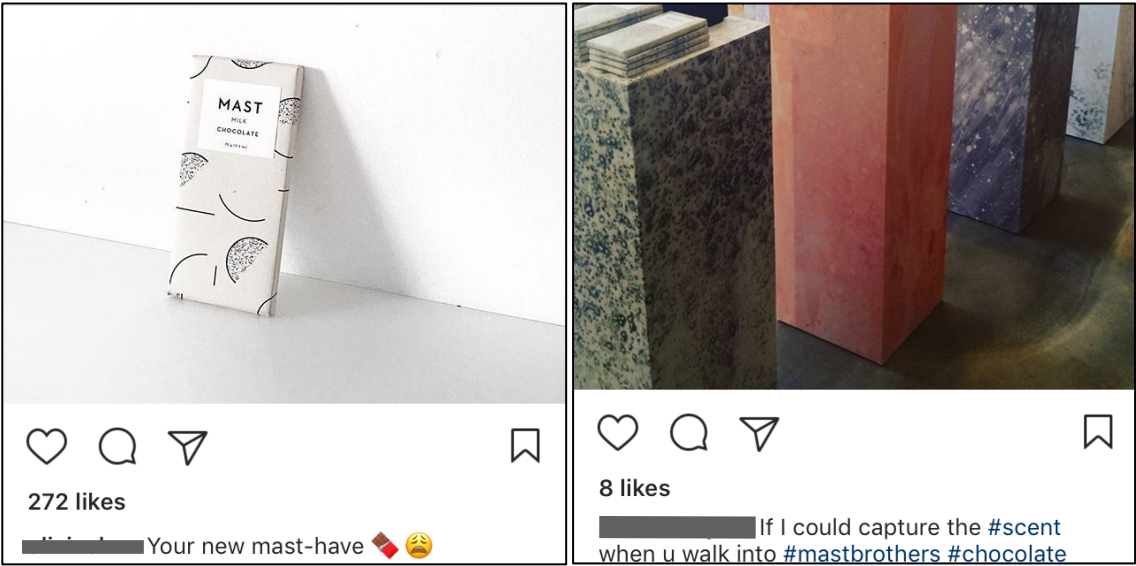

Figure 4 : users expressed their desire in trying all the products and the pleasure of being in the store.

4.1.2 The scandal's consequences

Despite all the scandal that came throughout the internet in 2015 concerning their making procedure, many users still find its chocolate satisfying and worth acquiring. Some consumers mentioned that they are aware of the negative feedback and scandals on the Internet but still deliberately consume the products. The explanations for such action are apparently that these chocolate bars have a delicate flavor and smooth texture which is what consumers are used to from the commercial chocolate brands

while the chocolate experts explained that the real artisan chocolates have a subtle, complex and complicated flavor and texture which apparently are not found in Mast's products. Consequently, it is not for everyone to understand and appreciate the actual art of the unique and complex craft chocolate experience, but on the other hand, as mentioned many times during the online interview process, the outstanding package design did capture consumers' attentions in the quicker way that quality cannot achieve.

Three types of consumer responses and reactions regarding this issue can be marked; supporting, neglecting, and resisting. By supporting, consumers believe in the brand and understand that the scandal came from the brand's early days when they were attempting to produce the products with their limited knowledge and experience at that time, and that has nothing to do with the quality today. This can be related to the study from Henning-Thurau et al., (2004), which described the act of spreading of a positive word-of-mouth. They suggested that such notion was done with the aim to help the company and also other users. From the empirical data, these users show their support by positively providing the information, and also explaining their personal thought toward the products and the brand (See Figure 5)
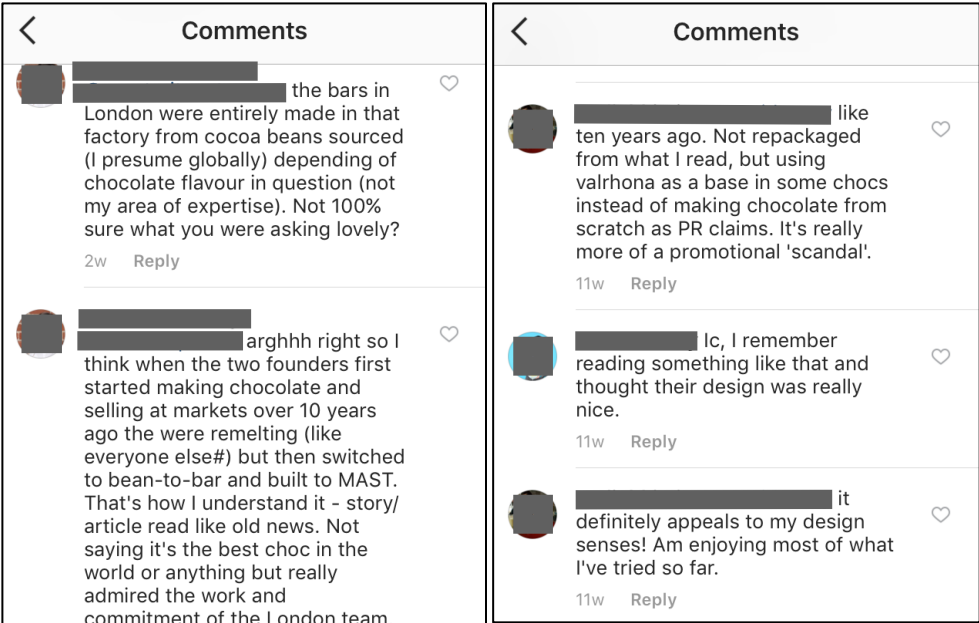

Figure 5: The information and thoughts were providing by users to another users.

While some are supporting the brand by spreading the positive information, some are just ignoring any scandals or facts though they have already been informed of those. These users are purchasing the products, posting the images but such actions did not occur because they trust in the brand. They do not defend on behalf of the brand. These users are still choosing to consume this product as they enjoy the taste or cherish the packaging. This group of users chose not to be influenced by scandals or other sources of information, but rather declared with the statement to confirm the strong belief in

their own judgment of consumption choices (See Figure 6). This action can be supported by the individual need for uniqueness or NFU. Such expression is defined as the need for distinctiveness in the consumption realm, which can have an influence on the meaningful definition of self (Loveland et al., 2010; Vignoles et al., 2000). After the scandal had spread out, many users either showed their support or complaint about the brand. By choosing not to belong to any groups, users can sustain their distinctiveness, which set them apart from the masses.
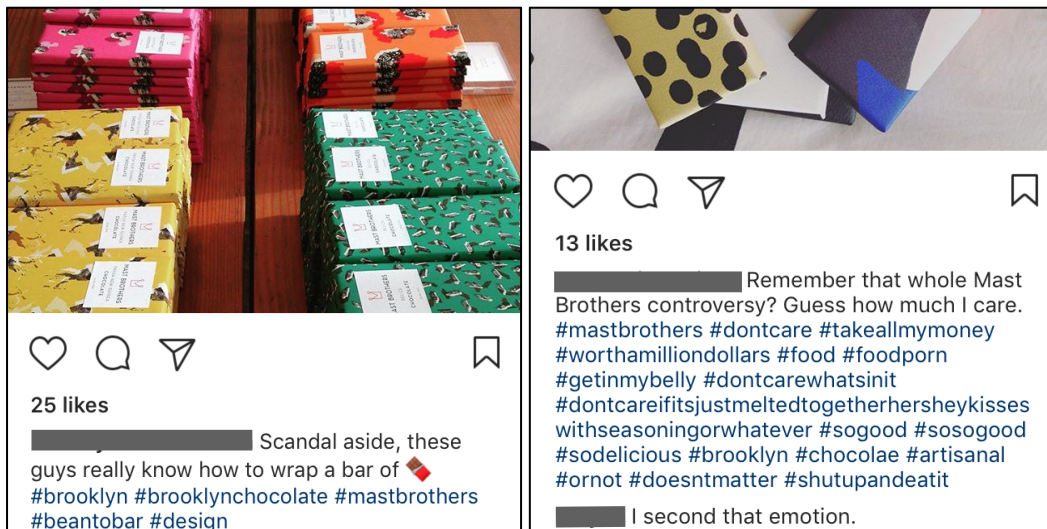

Figure 6: Users declared that they are aware of the brand's scandal, but that did not affect their choices of consumption.

Some users are acting against the brand and the products based on the news. As these chocolate bars are more expensive than other crafted chocolate brands in the market, the brand was perceived by some users as an unethical business and consumers were tricked to pay extra for not-that-premium products but just for the nice packaging and a beautifully made up story as one user said

> *"I am not a big fan of the brand.*
> *I think their chocolate is overrated."*

These users gave adverse opinions toward the brand, posted the links to the scandal news, and shared the information with other users. This action can also be associated with NFU (Loveland et al., 2010; Vignoles et al., 2000). Since the majority of user show their support and interest in the brand, being against the norm can help users to sustain their distinctiveness by not following the trend. They resist the existence of the brand, their popularity among other consumers, and even the way other consumers are consuming and appreciating the brand (See Figure 7). As this group of users has spent time and a great amount of effort learning about the product and brand so that they can acquire enough knowledge to defend and criticize the brand on Instagram, it seems that they put the skill and commitment into their online communication activities. As in relation to the concept of craftsmanship by Sennett (2008) and craft

consumption by Campbell (2005), the scandal was employed as a way to build their own space, in a way that they can be seen, be perceived, and be judged by others through their opinions. Hence, by appearing not to be charmed by its sugarcoated story and sharing the fact that lied beneath, this group of consumers felt that their expression could be beneficial to the other users in this online community. Further, they can consider themselves or be perceived as smart consumers as they actually learn, study, and acquire more knowledge before choosing to consume any products and then not to be easily cheated by the organization's marketing plan or promotional campaign. This action seems to be relevant to what Almerico (2014) concluded that Individual's food choice of what to eat or not to eat communicates aspects of one's beliefs, background knowledge, personalities, identity, and emotion.
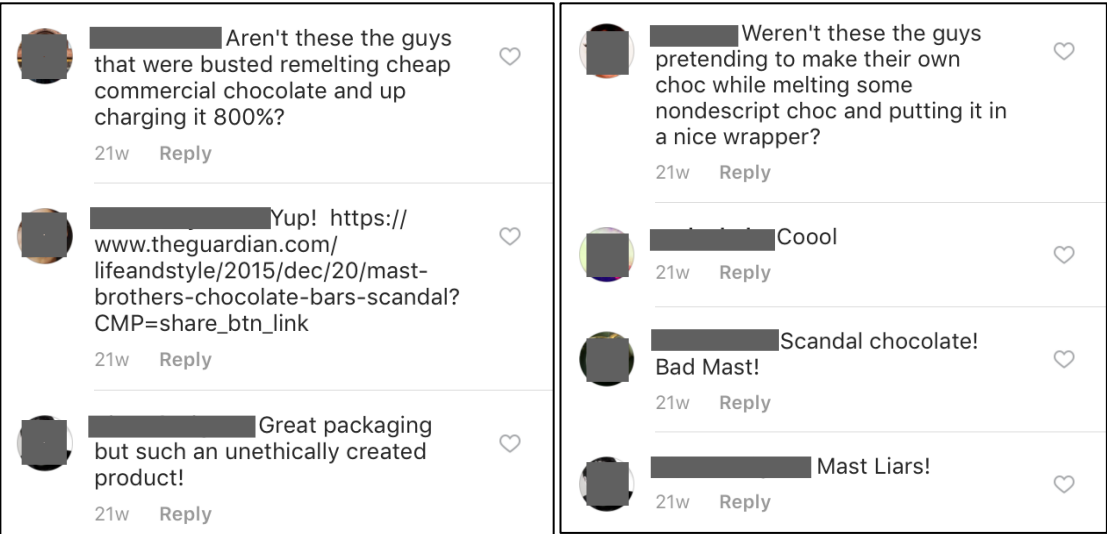

Figure 7: Users acted and commented against the brand due to its scandal.

4.1.3 Food bloggers and experts

Apart from the regular users, some have named themselves as food bloggers. According to Allué (2013), a food blogger is a popular term, which is used to call a person who writes on a blog dedicated to all things around food. It could be both for business as a real career or just for pleasure as a hobby. Most of the popular and professional food blogs contain similar contents from an original and fun story, useful information, stylish food shot, desirable recipe, and well-designed web page. Nowadays, these food bloggers adjusted their ways of blogging to the different types of social media platform. They usually have an account on every popular platform like Facebook, Pinterest, Twitter, and Instagram, and all the accounts will be provided with similar contents and given the link to the main blog. This strategy help increases the blog traffic or the numbers of a visitor, and consequently, more income will be made from advertisement (Cox & Blake, 2011)

Loving some @mastbrothers chocolate this fine November day! It's perfect outside and I think I'll celebrate the beauty of Autumn by having a bite of these chocolate bars and making this recipe for easy chocolate sauce found in the #mastbrothers family cookbook!! . What's your favorite thing to make with chocolate (currently that is, as it's likely too hard to narrow down to 1, yes?!) ?
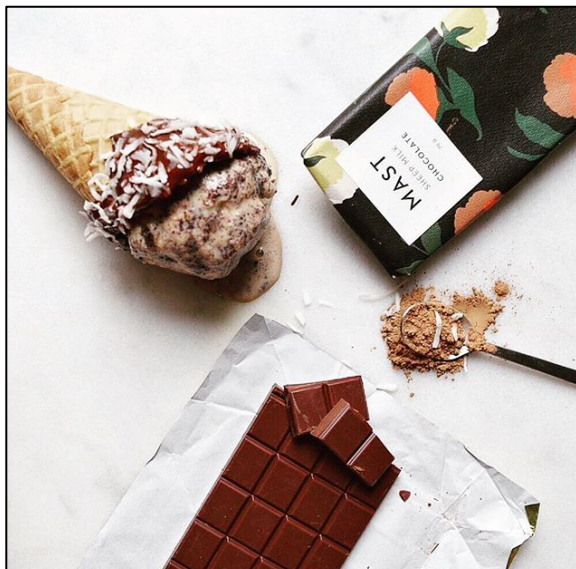
National milk chocolate day went well for me 🍫
One of my favorite pairing with chocolate, is coconut. Dipped the cone in milk chocolate/shredded coconut flakes, with milk chocolate coconut ice cream 🍦⚪ thank you @mastbrothers!
.

.
#nationalmilkchocolateday #chocolate #myfab5 #icecream @icecream #mastbrothers #coconut #noleftovers #tryitordiet #bkeats

Figure 8: As food bloggers, these users are sharing their experiences and opinions about the products, suggesting the alternatives, and connecting with their audiences

Looking into the activities of these food bloggers both amateur and professional on Instagram, They commonly used the brand as an object of their storytelling. Along with the beautiful images, the stories usually involved with the description of the brand general information, the quality, the taste, the artistic paper wrap, the special event, or the idea of using the products to make something else out of the ordinary such as making a baked good or a drink from the chocolate bar. Oftentimes, these bloggers tried to start a debate, discussion, or conversation, which could be about anything in the area of food. The conversations can sometimes be related to the brand as present in figure 8, the user asked her audiences for their opinion on the favorite recipes from Mast Brothers Cookbook. In this example, the user did not only advertise this product from the brand but also connected and enhanced the engagement of the audiences in her circle. While in the second figure above, the user employed the product as part of

her main story about the national milk chocolate day. In this case, the user helped promote the brand, and yet again, engaged with her audiences by starting the discussion about this national milk chocolate day and the alternative way of eating a chocolate bar.

These professional food bloggers usually started out as those who write for fun or as a serious leisure (Cox & Blake, 2011), but with the widespread of Internet, there are more and more opportunities for those who wish to become successful with this career as a blogger. Sure enough, this has created a trend among Instagram users and also among users in other social media platforms; life as a blogger who gets paid by drinking, eating all the fancy foods and posting images seem like an ultimate dream job today. Hence, food bloggers are not only performing the role of news publishers or trendsetters, but in this sense, they have also become social influencers. These social influencers can have an effect on an individual's attitude, action or behavior as a result of the interaction (Allué, 2013; Snijders & Helms, 2014). On Instagram, these bloggers can have an influence toward other users on the consumption's choice, the online activities, and the ideal lifestyle and career preferences.

"I truly believe in their product
and would like to share and promote it via social media,
to get appreciated for my styling of mostly flat lays
and might get the attentions from IGers."

According to the study by Hsu et al. (2013), bloggers' recommendations had an influence on consumers' attitudes and behavioral. More than half of the participants revealed that they have first encountered with the brand from other users' contents on Instagram. Some even mentioned that they have been following several food bloggers on Instagram, and the brand can frequently be seen on this site. From that point, they started looking forward to purchasing this bar of chocolate and eventually posted the images on their own account to marked their consumptions.

This notion can also be clearly noticed through the massive use of the hashtag function on their posts. As mentioned in the previous chapter, the main feature of the hashtag is to organize a massive amount of data under one theme through keywords, which make it easier for users to find messages or images. The participants stated that they use the hashtag because of several reasons; as they want to get the larger audience, to increase the exposure and attention, to share their content to those who might be interested, and to connect with and support the brand. Therefore, apart from organizing the data, the hashtag has been extensively used mainly because of other possible outcomes. As the utilization of the hashtag in the posts possibly raises the number of exposure, which means the increased possibility to gain more attention, likes, comments, followers, and certainly, more approval from the other users in this community. Hence, the purpose of posting images and information about Mast or any food-related

commodities on this platform is not only to provide readers with the updates and to sustain their careers in the competitive market but also to maintain the consistency of their works and their identity as a food bloggers, and to enhance the degree of qualification for those who want to become one.

In accordance with previous studies on bloggers and online influencers (Allué ,2013; Cox & Blake, 2011; Hsu et al., 2013; Snijders & Helms, 2014), these situations accurately presented how food bloggers or social influencers can have an impact on the consumption's choice and the online activities. And yet again, in relation to the concept of craftsmanship and craft consumption (Campbell, 2005; Sennett, 2008), it seems that consumers are extremely willing to spend their time on crafting their online spaces as there are the way to present himself or herself as who they are or wish to become. Time, acquired knowledge, and commitment were the fundamental elements that users invested in along the process as to learn about the brand and the products, to engage in the discussions, and to create the ideal posts.

While some are food bloggers, some are the specialists in the field, chocolate in this case (See Figure 9). Chocolate experts mostly employed this space to share the solid information and knowledge regarding the product quality and the making procedure. The discussions have been brought up several times concerning the quality of these chocolate bars. Questions were raised by users who have some doubt or interest in the product, and the answers were given with more precise understanding and in-depth knowledge in comparison with the non-expert users. This online space provided users with an opportunity to reach more target readers within the right community, and also to contribute their specialty information to end consumers. One participant stated that her Instagram is all about the chocolate education with the focus on the craft product, which she expects and encourages her followers to watch the whole review of Mast on her YouTube channel. She wishes to share her knowledge about chocolate, connect with other chocolate lovers and chocolate makers, and also build up the email list. In this sense, Instagram was used as a way to confirm their identity as expertise and also as an expansion from their regular channels such as magazine, article, or blog.
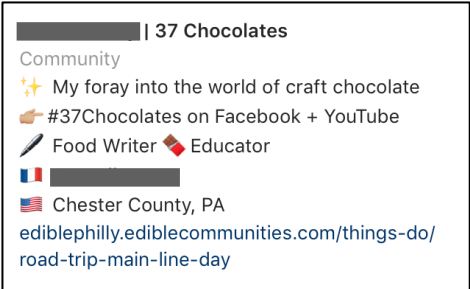

Figure 9: the profile of one user who claim to be a chocolate expert.

4.1.4 The community

Within this community, whether the users are the professional bloggers, amateur bloggers, regular consumers, or chocolate experts. Things in common that frequently took place among all types of the user are the exchange of information about the product and the brand (See Figure 10). With the hashtag #mastbrother, anyone with the same interest in the brand and chocolate has gathered together in a loose community since there is no rigid member system. Brand is being used as a social tool. People have an inherent desire to communicate who they are, as Goffman (1959) demonstrated in his study that people engage in social acts, like consumption, with the intention to communicate the self to others. Anyone can have access to all the images and data regarding the brand and also can participate in any conversations and debates or create one by his or her own. Such activities are product reviews, news updates, and brand and product discussions. By performing all these actions, the users act as contributors or knowledge providers to the others in the community, and more importantly, they have become sort of the representatives of the brand. According to Comor (2010), Ritzer and Jurgenson (2010, the term Digital Prosumption seem to be the perfect term for such activities and interactions. As users have appeared to be as both producers and consumers of the online materials to create value in products. In this sense, consumption choices and activities can also be driven and influenced by the other Instagram users. The social brand engagement is enhanced with such actions (Brodie et al., 2013; Jenkins, 2014; Kozinets, 2014). The relationship widens from person-brand to person-person-brand as consumers become more active in produce their own publication and opinion of the brand, and at the same time, they can also act as passive participants in the community. When asking the main purpose of using Instagram and the hashtag, one participant said that

"To share and record my finds and experiences with friends
and like-minded strangers, other consumers
or those who interested in consuming
Mast Brothers or just like their design aesthetic."

Mast Brothers Chocolate Review: They were all clearly made of high quality, smooth chocolate, all at least 60%. The Sea Salt (left) was the darkest at 73% and has crushed sea salt mixed into the bar. I would definitely buy it again, but can only take it in small doses or maybe after a pasta dish to clear the palate. The Almond Butter (center) was by far my favorite as it was creamy at 62% and had good flavor from the almonds. The Goat Milk (right) was the creamiest one out of all of them (most likely from the goat milk) and it was only 60%. The goat milk was obvious the minute it starts to melt in your mouth, but what I didn't like is that you still get that hairy aftertaste common to goat milk products. Overall, I'm excited to try some of their other flavors soon! .

9 likes

Mast Brothers
@mastbrothers – New York
percentage – 70%
cacao origin – Papua New Guinea
flavour – smoke
note – smoky, taste like bonfire, quite low in fat
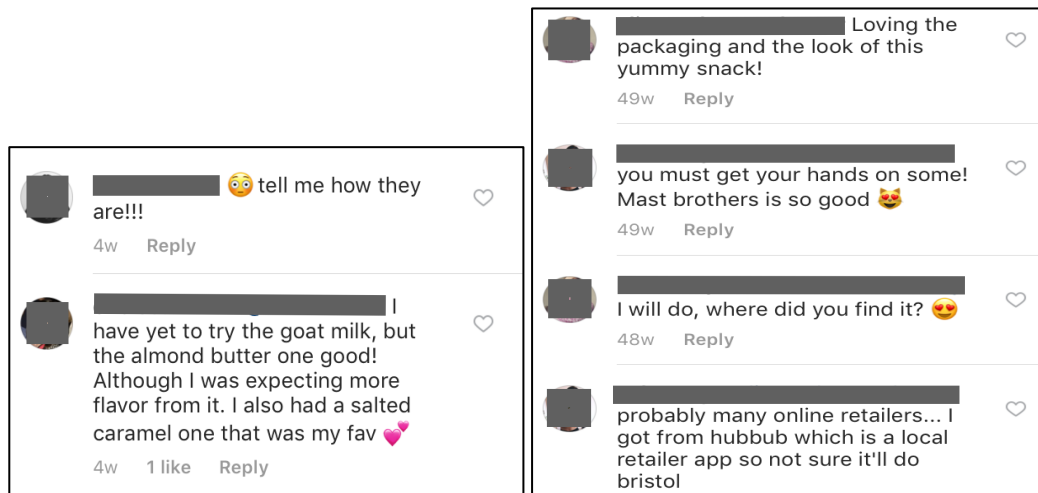bought in – London

Figure 10 : Users exchanged the information about the brand.

The production and consumption of this material culture of food are central to their lifestyle and indeed indicate who they are or want to become both in real life and in an online community. This loose community was informally built up around the brand by the users who have the shared interest or passion toward chocolate. This material culture of food has been formulated through the use of the product, logo, and symbol. Likewise, as Lovink (2011) mentioned in his study that the rise of social network sites has unleashed a collective obsession with identity management. In this case, the brand, its products, and any symbolic resources from the firm are being used by users to forge their self-identities. While such ideal identity was formed through the means of communication from other users, which could be any end consumers, social influencers, or even the brand itself. Although the authentic making procedure or the bean-to-bar slogan is an exclusive character, the main selling point, and the major purpose of establishing the brand in the first place, few consumers did mention or fully appreciated this aspect without merged the positive perspective of craftsmanship with the with the beauty characteristic of the brand. Meaning that even though the concept of craftsmanship and artisan production are highly regarded and admired by consumers, the brand would not be able to be as successful as they are today without an appealing package and exceptional quality. Many users solely mentioned and appreciated the paper wraps and designs, not the quality, which more detail on this matter will be given later on in this chapter.

4.2 An aesthetic seeker

Mast Brother's artistic paper wrap is undoubtedly the significant factor of the brand's reputation, possibly the first component that has seized consumers' attentions from around the globe, and unmistakably, one of the reasons that made Mast stood out from its competitors. Apart from the iconic packaging, the aesthetic features have also been the priority in developing and forming the brand. Other features from a logo, fonts, symbols, architectures to store designs have been intentionally created to serve the

aesthetic purpose. Regarding this, all the physical objects concerning the brand have been extensively used by the users not only to present the quality of the chocolate bar, but also to appreciate the aesthetic aspect of the product and the brand. Hence, all the activities and communications of the users that involved with the beauty materials of the brand are put under this theme, an aesthetic seeker.

4.2.1 Eating with the eyes
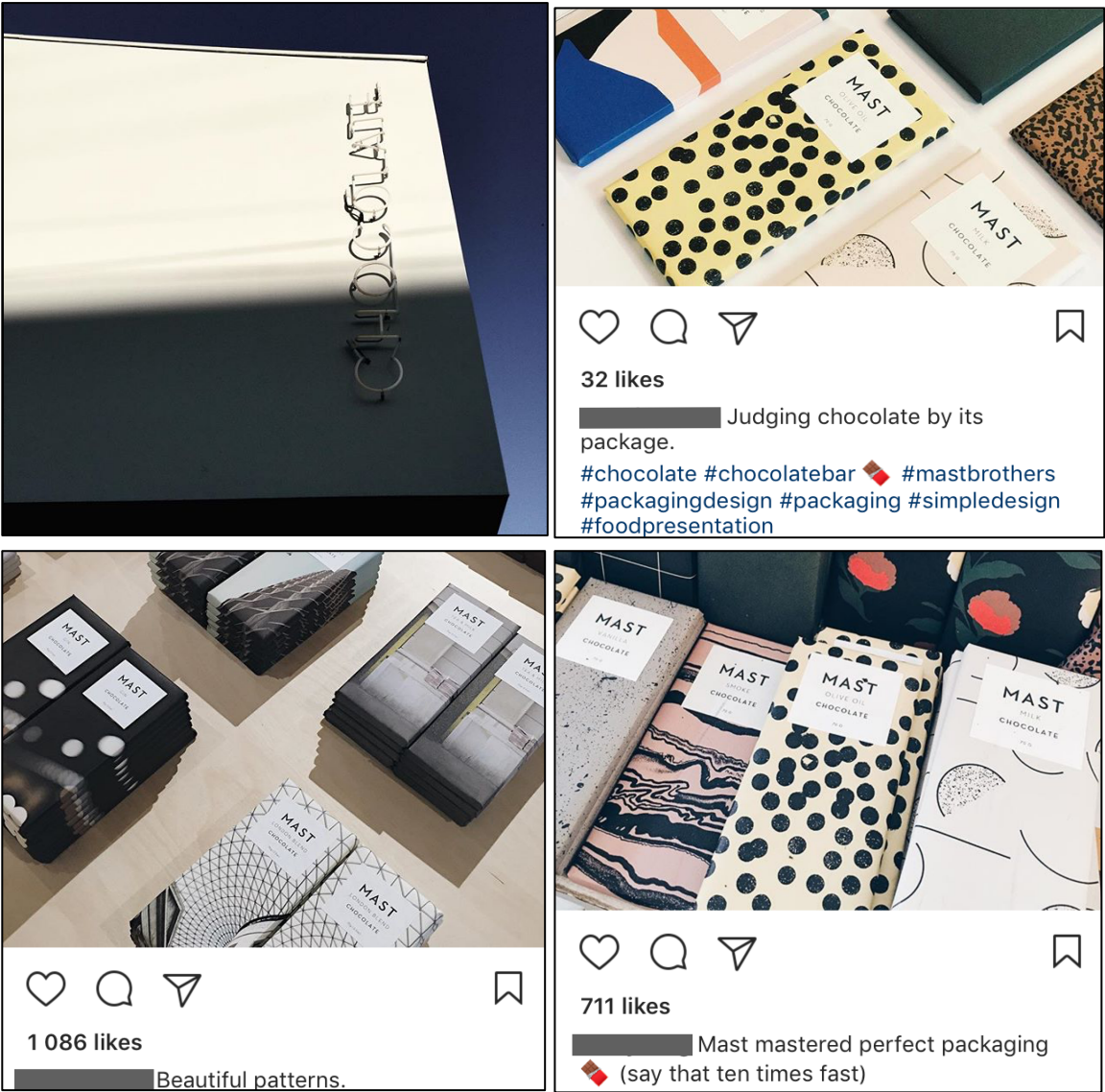
Figure 11 : snapshots of the chocolate bars and other signs from the brand.

From the online observation, the multiple objects from the brand have been used to present the artistic perspective of the users. The majority of this kind of image is the snapshot of the chocolate bars in various places with the descriptions admiring the beauty of the package (See Figure 11). The other photographs are frequently involved with part of the building and the design of the stores. The study from Anselmsson et al. (2014) also concluded the similar finding that quality perception alone does not associate with the customers willing to buy, but the aspect of brand or social images

have a stronger impact on customer's willingness to purchase the products and to pay a price premium. Moreover, researcher have explored that product's physical appearance and design have an impact on consumer preference and support the strong brand identity (Olähut & Comiati, 2010; Liu et al, 2017). These users have no or little interest concerning the quality of the chocolate, and sometimes they did not even purchase the products. Frequently, the images were obtained from other sources online, and some pictures were taken at the stores or retail shops since there is no need for the users to own the tangible objects and they can just take advantage of virtual products to represent and express themselves in the online space (Schau & Gilly, 2003)

All the interview participants gave the same reason for purchasing this chocolate bar that they were attracted by their beautiful packaging, which they have seen the bars from Instagram and some from the retail stores (See Figure 12). As participants mentioned that other artistic posts on Instagram had influenced them to purchase the products, it seems that some ideal aesthetic concepts are also formulated within the community as well. When the participants were asked to describe the theme or the main idea of their account, many mentioned the posture styles instead of the subject of interest. The styles they have stated are such as black and white, lightings and shadows, bright and colorful, flatlay styling, minimalistic styling or pops of color. Apparently, some styles of posted image receive more attention and appreciation from the Instagram users when compare to other styles. The study also presented the common principles of visual composition and themes frequently used by influential bloggers on Instagram (Ramos-Serrano & Martínez-García, 2016). In that case, these users put the effort in finding the products and styling them in a way that they can obtain recognitions and admirations from other users.

Figure 12: Users revealed that the packaging is the main reason of their purchase

4.2.2 Career opportunity

When looking at the profiles of users in this theme, there was a remarkable amount of people who describe themselves on the profile as someone with passion or interest in art and design. Some presents himself or herself as a designer or having an art-related career as one mentioned...

> *"Since I am a graphic designer, I am always searching for branding, packaging,*
> *and anything that really catch my eye and I once found Mast Brothers*
> *and instantly fell in love with their packaging"*

Obviously that the brand has not only got attention from people in the food industry or those who interest in chocolate but also attracted people from the area of fashion, art, and design. It can be clearly seen from Mast Brothers' official account and other publicities that the brand also markets itself more toward the artistic aspects to lure consumers who are maybe not entirely into chocolate or foods. In this sense, the brand has been used as a symbolic indicator of their modern interest and appreciation in art and aesthetic aspect of life.

> *"I love their packaging.*
> *I love how they made their packaging so appealing,*
> *it looks more like art than a regular chocolate."*

Additionally, this online space was also being used as a sort of resume or portfolio to reach both the potential employer and employee online. As one participant was talking about the job opportunity she might get from Instagram.

> *" I graduated last summer and I have been using my Instagram*
> *to bring attention to my work to help myself find a job."*

The images on one's Instagram can partly indicate and convey the working style, ability, characteristics, and personality of the particular individual. Caldeira (2016) pointed out that online space acts not only as a record of an individual but also as a place for self-representation. Hence, some users have been employing this space to expand their possibility of getting a job by utilizing Mast Brothers' chocolate as an object that can portray their viewpoint toward art and design.

4.2.3 Craftsmanship

Based on the concept of craft consumption (Campbell, 2005) and craftsmanship (Sennett, 2008), the activities of these users were mainly influenced by the need to formulate their online identities or personalities. This group of users usually put

emphasize on the aesthetic appearance of their account more than other aspects. They carefully and deliberately pick the specific objects that have some criteria in term of the outstanding beauty or renowned brand that are broadly accepted the community. Moreover, the way each image looks like is supposed to be in agreement with the rest of other images. As a way to craft their online space, all the features in their Instagram have to depict the same impression of oneself by building a strong personality, identity, and character of the users in this online space. From the interview session, it seems that many participants put their time, effort and energy in producing the perfect posts that fit their Instagram themes and also match with their ideal or real personality, identity, and character. As the participants described the moment they captured such images that...

"The sun was reflecting at the perfect angle
and I placed the chocolate
and kept it up with some thumbtack
and started taking pictures
and after edited it to better match the aesthetic of my feed."

"I posted it for aesthetic reasons.
I really like the color scheme
of my leather notebook, pencil case,
and this chocolate.
The color scheme was so cool
that I had to capture them all together."
(See Figure 13)

Figure 13

From such statements, users integrated the commodities in a more creative way by embracing the products and combining them with their own resources and creativities (Campbell, 2005). In this sense, the personal meanings were created and crafted. This way, users employed the product together with this online space in a form of self-expression. These creations of them were to be seen, explored, and judged by others so that the fragment sense of themselves can also be expressed.

4.3 A lifestyle narrator

Figure 14 : The image showing flat layout style of "bagspill" concept by showing what one carrying in the bag

Figure 15 : The image showing flat layout of "simple pleasures on a Monday morning" from the user's perspective.

In this theme, the users did not describe or present themselves as something or someone in particular, but they mainly displayed their lifestyle and the way they live their life on Instagram. The images found were usually a set of activities taken place in everyday life with some part of the brand or the product integrated into it. In this manner, the term lifestyle narrator precisely portrays such actions. From the observation, the users have put an effort integrating the brand and the product into their everyday life in one way or another (See figure 14 & 15 & 17). Most of the time, the brand was not the main object in their pictures or their texts, but more of an attractive component of the whole narrative. From this point, it is undeniable that among these users, the quality or flavor attributes of the brand were not the main consideration behind the posting of such images but the brand's story and its packaging that play the vital role.

4.3.1 Lifestyle bloggers

One group of users that was seen during the time of observation is those who are or claim to be lifestyle bloggers. Similar to a food blogger that was mentioned before in this chapter, the lifestyle blogger is a person who writes about various aspects centered around or inspired by their personal lives and interests. The contents in these blogs are usually personalized to the author's location, life stage, and experience which could involve with anything from family, fashion, home, design, travel, beauty, to food (Jolynna et al., 2014). The participants described his Instagram as...

"My feed is all about bright, colorful, imagery that makes people happy.
It is very much California-lifestyle drive
(I use Instagram) to connect with my audience around the world
and share my life with them"

"My picture is showing the beautiful packaging,
which is what I wanted people to see.
I want to represent brands that have the same concept with my account,
fashion on the go that's affordable and chic."

These bloggers can reach a broader range of audience compared to those specific topic blogs like food or makeup tutorial blogs. Thus lifestyle bloggers are remarkable social influencers as well. Their audiences are looking for the new trend, latest must-have products, lifestyle direction, product recommendations, or sometimes even the way in which one should live their life (Jolynna et al., 2014). In this case, Mast's chocolates were partly used by these bloggers to present their way of living, the way this artistic chocolate is the part of their daily activities from reading, snacking, bathing, picnicking, and so on. Partially influenced by these images and social media, the products have now turned into a symbolic item that depicts an ideal modern lifestyle.

Figure 16: Image showing the 'proper brunch time' of one user

This ideal modern lifestyle, in this case, I refer to the way of living digitally. As social media is the only way people can present their lives, and at the same time, observe others'. Without distance obstacles, time differences, or social conditions, online users who are being online can easily share their lifestyles and learn about other lifestyles. This way, the users unofficially formulated the consumer culture of digital lifestyle. Certain norms, values, and beliefs were commonly accepted on an Instagram community. Social influencers can somewhat guide the community about the desirable places to eat or hang out, and the preferable activities, styles, hobbies, or even fashion senses that people should embrace (See Figure 16). Together with the act of

recognition as Instagram depends on the forms of likes, comments, and followers. The bigger the numbers, the more interesting one's life seems to be or, the higher degree that the society approves such action. In this sense, users desire to live in the way that other's popular users have shown as that somehow is the lifestyle that was socially confirmed and validated.
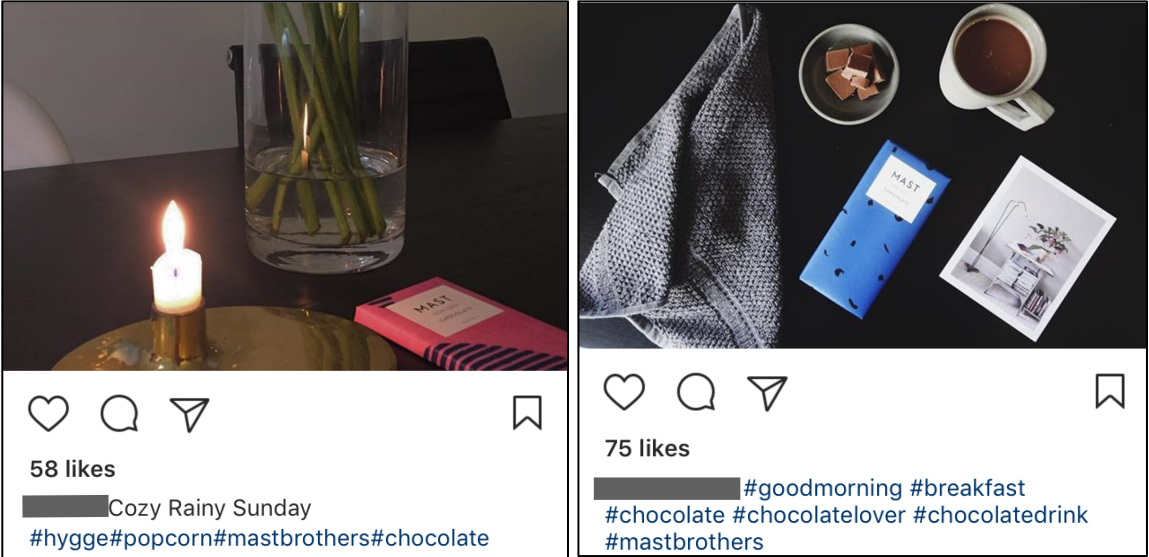

Figure 17 : users integrated the brand into their everyday activities.

Besides, it needs to be mentioned that some posts are funded and sponsored by the organization and business so that they can have their product positively promoted with the target audiences. Thus, this could be one of the brand's strategy, seeing the growth of social media and lifestyle influences as an enormous opportunity for earning more profit and publicity. In this case, as the brand seems to emphasize its position more as a lifestyle brand not just food or chocolate brand. The brand did approach several lifestyle bloggers and invited them to the factory tour or product tasting. Afterward, these bloggers or influencers were expected to share their experiences and the artistic presentation of Mast Brothers on their Instagram or other channels as one participant revealed that the brand reached out to him directly and invited him into the factory for a tour, and his post was strictly a promotional thing. Hence, these lifestyle bloggers are performing in a similar way as food bloggers that were previously mentioned as publishers, trendsetters, and social influencers in this community.
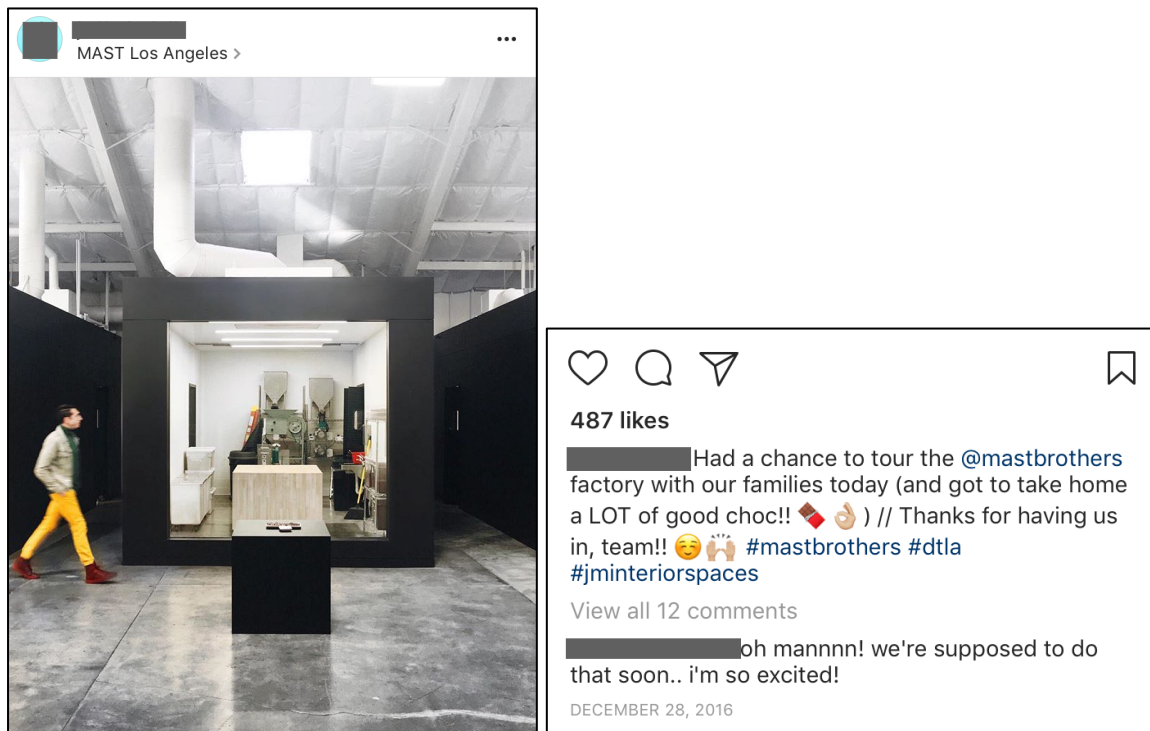
Figure 18 : this blogger revealed that Mast reached out to him directly and invited him to the factory visit. This image was strictly a promotional thing.

These bloggers can have an influence toward other users regarding consumption's choice, activities, and lifestyle (Abidin, 2016; Snijders & Helms, 2014). Through the comment sections of such images, users responses varied from 'OMG', 'I need to visit this place', 'I love this' to 'GOSH!', and some tagged their friends along and started discussions about the brand. Many participants did reveal that they first encountered with this chocolate on Instagram, through the beautifully arranged images showing its artistic paper wrap, or the creative interior space in the retail shop. As these bloggers mostly discussed the aesthetic sense and narrative of the brand more than the quality aspects of the product. Such online encounter apparently is the main reason this group of user decided to purchased, and then recreated their own artistic posts on their accounts. Consequently, consumers who follow such trend and eventually acquire the products also tend to post images in their space in order to portray how they are also living in this modern lifestyle or the way they integrate the product into their daily activities, and further such situation keeps repeating with the drives from online influencers. Therefor, these users on Instagram consumed the contents made by other users, and then later on, created one themselves and shared that to others.

4.3.2 Creative projects

With the knowledge derived from the concept of craft consumption (Campbell, 2005) and craftsmanship (Sennett, 2008) that consumers employ the piece of commodity and combine it with their skill and creativity to create a more meaningful object of their

own. With the notable aesthetic appearance of the packaging, many users have been using the paper wraps as parts of their art-related hobbies. These hobbies include the creations of recycled paper flowers, recycled paper key chains, recycled present wrappers, paintings, and drawings (See Figure 19). By combining and transforming the product with their hobby, the creativity and personality of the users clearly were presented through their images.

Figure 19: image showing the drawing of a chocolate bar & the art project from the wrappers.

Users employed the purchased commodities as the materials to personalize their own meaningful objects. By recycling the chocolate's paper wrap into something that can be useful, the character of being sustainable and creative have been represented. These users can both remind themselves and being recognized by others with this characteristics and personalities that can be perceived through the posted images. By creating artworks like drawing and painting of the products, these users can exhibit their abilities and creativity toward others. In this regard, these users have been crafting the portrayal of themselves with the utilization of parts of the brand and product.

4.4 A moment collector

Oftentimes, a certain piece of an object can serve as evidence and a reminder of any special moments that have happened in life. However, as in today a phrase "Pics or it did not happen" is the mantra of this social networking age that perfectly defines the photo-sharing culture we are living in right now (Schrag, 2015), the photograph is what remains not an object anymore. In this theme, users employ this online space as the digital photo albums collecting their moments in lives. Hence, terming this group of users as a moment collector seems to be adequate.

4.4.1 Living in the moment

With the use of Instagram, users can post the photo, write the description, place the specific location, and share those with friends, family, or people in the community. Posting a picture online has become a common way to capture the moment, and more importantly, to inform the world of what one has been doing at the moment. As photographs are better than texts in term of expression and impression management (Lee et al., 2015), Instagram has become the documentary of one's life. It is the record of how we live, what we consume, where we go, or what we experience in each day. When they were asked to described their accounts and the purpose of using Instagram, many participants stated that...

> *"(Instagram is) a personal collection of pictures taken*
> *during my activities or just during daily life.*
> *The idea is to just share myself with my friends and family*
> *(and anyone else that would like to follow)*
> *,what I am interested in*
> *and what I do with my time through pictures."*

From the observation, the users have been posting images in relation to Mast Brother in several occasions. Many of those were the images that capture their trip to the store, either just to buy some chocolate or to attend the event there. This group of images then described how the weekend or free time has been spent and what activity has been done. The ways people spend their time in the store with their family, friends, or partners have been portrayed through the activities with the brand. Such activities can appear outside of the shop as well such as tea time at home or picnic time in the park with some part of the brand or the product integrated into it. In this sense, the activities within this theme somehow share some similarities with a lifestyle narrator theme that has been mentioned earlier in this chapter. However, the archiving motive suggested by Lee et al. (2015) concluded that users utilize this platform to record their daily events and traces, which thereby create their cycle of documentary through a set of photo. Hence in this theme of a moment collector, users are more conscious about the actual activities that they were doing at the moment than about the social sense of connecting with others.

> *"I use IG as a personal diary.*
> *Often I post goofy things that I do.*
> *I also like to document what I eat*
> *and music event that I attend."*
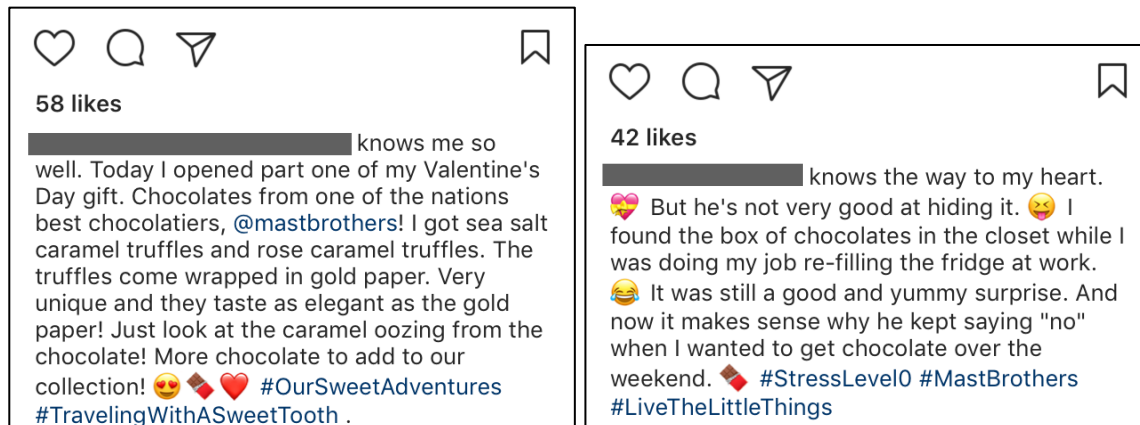
4.4.2 Tightening the bonds

Figure 20 : Users described their valentine's day presents

The brand has also been used as part of relationships. As mentioned above that it can be used to describe how users spent time with their loved one, and also it was used as a way to present the positive state or the quality of their relationships. Online and offline communication need to be complementary, which allows the potential for a social relationship in real life to develop (Serafinelli, 2017). Users gave chocolate from Mast as a present to their friends and family on the occasions like birthdays or Christmas Day, and especially, on Valentine's Day among couples (See Figure 20). Through the images and descriptions, the stories of one's relationship and its condition were exhibited. One participant mentioned that she and her husband use this Instagram account to showcases their adventures of everywhere they travel and dine. As she stated that...

"My husband researched the best chocolatiers in the United States
and found Mast Brothers.
He bought chocolate for me for Valentine's Day.
I posted it for my audience to see what we were doing on Valentine's Day,
our latest food adventure."

Some might have traveled from foreign countries, and the store has been seen as one of the tourist attractions they should visit in the particular destinations as one participant said that

"While I went to New York,
I purposely made a visit to Brooklyn Mast Brother shop
including a chocolate factory tour.
Also, I picked some chocolates as gifts and souvenirs for my friends".

Since the brand has several branches in New York City, Los Angeles, and London. These images then were used as a record of their trips, and the bought chocolates serve as pieces of such memory and also have become the souvenirs from such locations. Other

participants also said that they got this chocolate bars from someone who traveled to New York as a gift or souvenir. One participant mentioned that she was studying in the US an exchange student at the time. As someone new in town, she searched for the trendy and popular places or things to do in this city and found Mast Brothers from several online sites. Then when it was soon the time her study was almost finished, she was looking for some souvenirs for her friends back home and decided to buy them eventually.

"It was actually gifted to me by my friend.
We were once talking, and I mentioned how much I love the packaging
and once on her trip back home, she brought me one back!"

Here, the chocolate bars were used as a symbol of friendship, and thus they posted the images of the bars as a way to express their gratitudes and that they are appreciated the gift. Thus, this is a way of communicating, which help build the stronger relationships among people. In this regard, it clearly shows that the online social life and the social world of real life have already blended into one (Serafinelli, 2017)

4.4.3 Accessible luxury

This, ladies and gentlemen, is $100 worth of chocolate. We are officially out of control. #thanksgiltcity #mastbrothers @mastbrothers #dtla #seasaltcollectionftw

20 likes

Spent $40 on chocolate but look how pretty they are!!! 🍫

Figure 21: Users present their purchase, together with the amount they have spent on them.

At some point, the product was also perceived as a luxurious treat which might be provoked by its above average price range or the ways brand position and present itself in the market. Consumers recognized this product as an expensive delicacy. Thus, it has become a special treat only for a special occasion or a particular moment. The products were used as a reward or a motive for an individual to achieve things in life. In this manner, users employed the merchandise as to express the way they properly treat themselves and carefully pick their rewards. Furthermore, it is also a way to illustrate one's lifestyle and wealth, in a way that they can afford such luxury products (See Figure 21). As it is quite clear that online activities can indicate one's economic status (Liu et al., 2016). The ability to purchase such expensive pieces of chocolate has turned into the showcase of one's status on Instagram. Again, users put their time, effort, and commitment to acquire the product and integrate them into their digital lives. In this case, as users look at the products as expensive and luxury treats, money has become their major contribution in order to obtain such commodities.

To sum up, the four themes are distinguished by the objects and the central matters of the communicative actions on Instagram. They are a food enthusiast, an aesthetic seeker, a lifestyle narrator, and a moment collector. As mentioned earlier in this chapter, these four themes do not serve as the specific ways and purposes of online expressions but rather the flexible forms that the online activities can be associated with. An action found on Instagram from each user usually connects with more than one theme and thus, serves more than one purpose. Images that presented the aesthetic appearance of the paper wrap usually also mentioned the quality of the bars. Posts about the special occasions such as birthday present or trip abroad can somewhat indicate the users' lifestyles as well. In this case, users can belong to more than one group, and their actions can be associated with multiple purposes and described manners. Users can behave or considered themselves as foodie, blogger, influencer, artist, or just regular users who like telling stories. They can belong to one, two, or all of them, as the online identity is in the state of constant change (Caldeira, 2016).

5. Discussion and Conclusion

The purpose of this study was to explore the consumption activities and social interactions on Instagram and to investigate the concept of craft production and its influence on consumption choices and activities. Thus, with the knowledge derived from a CCT perspective, online community, and digital identity, this study intends to provide readers with the insight and analysis of consumers' activities on the photo-sharing site through the use of netnographic approach.

This final chapter is dedicated to present the result of the analysis by summarizing the findings and providing answers to the research questions in connection to the theoretical frameworks. Concerning the growing significance of Instagram for retailers and businesses, Managerial implications are discussed. Followed by this, limitations and future research opportunities are provided.

5.1 Summary of findings

The culture of photo-sharing in social networks is based on recording and broadcasting of one's living and accomplishment. They are formed on the attention and visibility of the pictures. Hence, based on the empirical data, Instagram is more about the records and the existences of one individual more than just an actual communication with one another. In the case of Mast Brothers Chocolate, anything concerning the brand can serve as symbolic commodities that are integrated into one's life and then are presented through Instagram. They can be the tangible objects like the products, activities, store designs, logo, and symbols or they also can be the intangible one such as the acknowledgment and information of the brand. Schau and Gilly (2003) also contributed to this discussion that it is easier to representing one's identity online where people can take advantage of virtual products, signs, and symbols instead of owning actual commodities.

RQ1: How do individuals engage with the artisan food brand on Instagram?

To answer the first research question, online users' activities in relation to the brand on Instagram are observed through the use of the hashtag (#Mastbrothers) and then are categorized into four categories. Based on the knowledge derived from Kozinets (1998; 2002; 2015), Pink (2007), Rose (2016), the seven interpenetrating intellectual implements and netnographic observation were employed as main techniques. From this point, I identified these activities into different themes based on the central narratives of their images and descriptions. Such categories are termed as a food enthusiast, an aesthetic seeker, a lifestyle narrator, and a moment collector. The Instagram users deliberately design and create their online space in accordance with their interest and focus in life and that they integrated the brand into their carefully

built territories. Nevertheless, these territories mean to be shared with and seen by other users who might be interested in the similar topics or styles.

The first theme is a food enthusiast. This group captures the users who have their central interest around food and then present it through the posts on Instagram. The users commonly describe themselves as food lovers or foodies. The brand and products were used to represent users' profound knowledge and curiosity toward food matters. The second theme is an aesthetic seeker. This theme gathers the users who shared the interest in artistic and beauty aspects of the surrounding objects. In this case, the posts on Instagram were based on the aesthetic feature of a certain piece, and that also have to match the overall aesthetic of their accounts. Mast Brothers chocolate was used to portray the users' perspective and preference about modern art. The third theme considers the presentations of users' way of living and lifestyle. A lifestyle narrator theme describes the users with the main intention to publish their styles of living. The brand and products were deliberately integrated into their images of everyday activities in order to present a choice of living and consuming. Lastly, a moment collector characterizes the users who employ this online platform as collections of their experiences and special moments. Here, Mast and its chocolates were represented as a part of those special events, moments, or celebrations, which could be gift exchanges, valentines' presents, or weekend with the loved one. Thus, the intention of this theme is perhaps having the weakest association with social matters but more of a personal usage.

Also, one important thing to point out here is the aspect of the authentic making process as the artisan and craft chocolatier. Though it seems that this artisan concept is one of the main selling points of Mast Brothers since the beginning, it has a surprisingly small influence on consumers' consumption choices and activities when compared to the aesthetic character. This could be the result of Mast's marketing strategy that emphasizes on promoting the artistic aspect of the brand more than the artisanal making procedure. Alternatively, it could be because the appearance feature is easier to be noticed and appreciated than the quality attribute. Similar to previous research, which had pointed out that brand images, product's physical appearance and design have a strong impact on consumer preferences. (Anselmsson et al., 2014; Olähut & Comiati, 2010; Liu et al, 2017). However, the bean-to-bar concept did attract a certain kind of consumer that have a keen interest or passion in food and the world of gastronomy.

RQ2: What are the motivations behind the activities and social interactions among Instagram users?

To answer this question, the qualitative data analysis, hermeneutic approach, and netnographic interviews were applied (Kozinets, 2010; 2015). Though the posted images on Instagram were presented with different interests and styles, the

motivations behind such actions were apparently not much diverse. Findings of the study suggest that Instagram users have four primary motives in regard of their posts about the brand. For sharing such content about the brand, online users were driven by these sets of thoughts. Each user can be encouraged by more than one type of motivation as such ideas usually occur in combined. These four motives are life record, self-description, social interaction, and idealized self-construction.

The first motive, life record is associated with the main Idea of Instagram as its main feature is for the users to share a photo or video. Thus, users employed this space to tell their stories. It might be in the forms of diary, memory, or documentary about one's life in different aspects (Lee et al., 2015). Thus, the Mast moments that users consider to be memorable are kept in their accounts.

The second one is self-description, Instagram can be used in presenting one's background and experience (Almerico, 2014). For some users that have already considered themselves as bloggers, influencers, artists, or experts, this platform performed as a stage in which they used to strengthen and to sustain their status and identity through the contents they shared. What they shared can reflect their skill and ability, and consequently, that can broaden the target audiences, and open more opportunities in their career.

Third, social interaction is about relationships both in the virtual space and in real life. As users were casually gathered through the use of the hashtag (#mastbrothers) with the aim to share their contents with those who might be interested in the similar topic, users somehow got to interact with each other or sometimes with the brand in this loose community (McAlexander et al., 2002). These users shared, discussed, and exchanged their knowledge and information about Mast. Not only the connection with strangers that are formed, relationships with their loved one in real life can be further developed in this digital space, which can improve and strengthen the bonds in real life as well (Serafinelli, 2017).

The fourth motivation, idealized self-construction, is probably the most significant one and is integrated into all three motives mentioned earlier. As users have control over who they which to become, what they wish to reveal or hide about themselves, Instagram has become place where they can perform an idealized version of themselves (Caldeira, 2016). Hence, users employed the chocolate and any symbolic resources from the brand as to construct their digital identities in the societally approved ways. These societally approved ways were partly influenced by social influencers, other users, and partially by Mast' marketing communication strategy. Social media raises attention about how a person should commoditize himself or herself, and how to put such actions up for public display and judgment (Makkai, 2016). Moreover, it also comes with the questions of how to stir the interest of others, and how to position our online personality (Vitberg, 2010). In addition, social media

depends on the acts of recognition. Instagram users are constantly told how many likes they got, how many people are following them, and how many approved of the posts. Instagram comes with metrics; such numbers make it more obvious to create the hierarchies within the communities. The number has become the way of telling how popular someone is and the symbolic tool of ranking online users. The hashtag also takes part in helping the users increase an exposure of the posts (Wikström, 2014). More exposure generates more numbers of likes, followers, and comments. Consequently, a big number indicates that the posts are approved and appreciated by other users. Hence, users demand such recognition, which symbolically meaning that their creations are being socially noticed and appreciated.

Thus, the results suggest that the way consumers use Instagram with Mast is as if it is a way to build up and shape their digital individuality. No matter which motive influence their actions, users need to be seen and recognize in a certain way. Their online space is seen as a place that one can freely advertise and present himself or herself in the desirable aspects. Brands that are able to satisfy consumers' needs in this digital environment with a right combination of appearance, status, and attribute, can be used as a material of crafting one's identity. In this case of Mast Brothers, based on the knowledge derived from the concept of craft consumption (Campbell, 2005) and craftsmanship (Sennett, 2008), users put their time, effort, skill, and commitment integrating the bar of chocolate into their digital presences and creating their own meanings.

5.2 Managerial Implications

Since the way of communicating is changing and social media has been growing and become one of the most favored means of interaction these days (Serafinelli, 2017). The results of this study might be interesting for any company that aims to integrate the social media tools to their communication strategy. Some findings may serve as guidance for the planning and implementation process for future communication plan, especially for those that aim to employ Instagram as the main tools.

To begin with, the results have shown the significant consequences of the concept of social brand engagement, as a way to enhance emotional commitment and brand love from the consumers. When compared to the brand's own statement, user-generated content is more reliable and trustworthy in consumer's viewpoint. In this case, the firm should be concerned with such concept when utilizing social media in their communication plan as the greater emotional commitment toward the brand can be created and sustained with the right communication approach. It is advisable to let the conversations regarding the brand mainly flow by the users. In that way, firms can make use of bloggers or influencers to enhance the visibility, the flow of conversation, and positive word-of-mouth.

Furthermore, the study has also manifested that Instagram has become an essential part of expressing, and forging one's individuality. In order to effectively implement this social media platform with the business and to appropriately handling the online communication, it is beyond important for the organizations to examine the ways consumers employ the products both in the digital and non-digital parts of life. Besides, Consumers formulate their own meanings and values from products, materials, and any symbolic resources of brands. They search for brands that they can associate with, brands with the images and personalities that they can relate to and can reflect their preferences and identities. Hence, brand images and narratives can have a strong influence on consumers' attitudes and consumption intentions.

5.3 Limitations and Future Research Opportunities

Along the process of writing this thesis, I am aware that some improvements concerning the methodological choices and the study design could have potentially reshaped the result of this study.

First, the biggest point that can be criticized is the chosen Netnographic interview process. As mentioned earlier in the data collection part, several drawbacks were noticed along the utilization of such approach. The online interview would allow the participants to see all questions at the same time, which provided them more time to think, adjust and perfect their answers before replied back. As a consequence, the usage of this method might not entirely succeed in gaining the Instagram users' insights. Moreover, this approach made it difficult for the researcher to ask the following questions and explain the misunderstanding that might occur. Thus, the interview results can be limited by these drawbacks. However, I intentionally accepted these conditions, as I found it more valuable to maintain Instagram as their personal territories and not to interfere too much. Also, as this study intended to explore the activities on Instagram, which is the international platform, participants were found to live in different places around the globe. Therefore, conducting a face-to-face interview with them was not an option. Additionally, I am also aware that a larger sample would be beneficial for the outcome of this paper.

Furthermore, as the analysis part of this study heavily relied on the author's own interpretations, the result could be argued concerning its bias from the author's personal experiences. However, to partially overcome this issue, I intentionally informed the transparent descriptions of the research processes taken from all phases. This process was done with the main purpose that the reader could confirm the analytical interpretations and conclusions in this study.

Finally, looking at the future research opportunities, further contributions could explore deeper into the process of formulating one's individuality in the digital environment regarding cultural consumption research.

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Appendix

1. Online Interview Guide

Some wordings were created beforehand with the casual and conversational styles of writing. Later on, the conversations with the participants who replied back and agreed to answer the questions were conducted in an unstructured way for the consistency of the chat style.

- "Hi! I am contacting you cause I saw your post about Mast Brothers. My name is Siri, and I am now doing my master thesis at Lund U, Sweden. My topic is about the way IG users post and interact with the brand, Which in this case is Mast."

- "It'd be very nice of you if you could help me with my study by answering several questions. None of your personal matters will be used, all will be anonymous. So you don't have to be worried about your privacy, this is only for academic purpose. :D

- "I can send you the questions here or by email. Whatever that is more convenient for you!"

1A. Online interview questions

1. How often do you use Instagram?
2. How would you describe your Instagram? Like the theme or idea behind it
3. What is your main purpose of using Instagram?
4. How did you know Mast Brothers?
5. What do you think about the brand?
6. What is the main reason you choose to purchase or consume its products?
7. Can you tell me more about this picture?; where and when did you buy and post the products? What was happening that day?
8. Why did you post it?
9. Why did you put on the hashtag?

2. Interview Transcription

User 1
- How often do you use Instagram?
        : everyday
- How would you describe your Instagram? Like the theme or idea behind it
        : My feed is all about bright, colorful, imagery that makes people happy. It's very much California-lifestyle driven.
- What is your main purpose of using Instagram?
        : To connect with my audience around the world + share my life with them.
- How did you know Mast Brothers?
        : They reached out to me directly and invited me into their factory for a tour.
- What do you think about the brand?
        : Really beautiful branding!!
- What is the main reason you choose to purchase or consume its products?

: It was strictly a promotional thing.

- Can you tell me more about this picture?; where and when did you buy and post the products? What was happening that day?

: This was me in their chocolate factory. I really like to share interior spaces and loved the composition of this shot. I wanted everything to be in focus with me walking slightly out of focus.

- Why did you post it?

: To share with my audience about the tour/my day.

- Why did you put on the hashtag?

: My interior hashtag is something I include on every relevant photo I post.

User 2

- How often do you use Instagram?

: I use Instagram every day.

- How would you describe your Instagram? Like the theme or idea behind it.

: My Instagram is a personal collection of pictures taken during my activities or just during daily life. The idea is to just share myself with my friends and family (and anyone else that would like to follow) what I am interested in and what I do with my time through pictures.

- What is your main purpose of using Instagram?

: I use it mostly for personal reasons.

- How did you know Mast Brothers?

: I saw their products at a grocery store called Whole Foods up near the register as I was paying.

- What do you think about the brand?

: I thought the packaging was really well done and I liked their clean and simple logo. I also think their flavors are very inventive.

- What is the main reason you choose to purchase or consume its products?

: I chose to purchase it because the packaging was so nice, I figured that much care was put into the product as well. I actually went back for more...TWICE. I wanted to try all of their flavors.

- Can you tell me more about this picture?; where and when did you buy and post the products? What was happening that day?

: I bought the chocolate several days before I actually tried it, but I took and posted the picture the same day. I was grabbing lunch at Whole Foods and I saw the products while paying and decided to purchase them. Then I went back to my office and snapped a picture to post after eating lunch.

- Why did you post it?

: I posted the pictures because the packaging was so nice looking.

- Why did you put on the hashtag?

: I put the hashtag so people could find the pictures when searching those hashtags.

User 3

- How often do you use Instagram?

: Daily, as a photo diary.

- How would you describe your Instagram? Like the theme or idea behind it

: My daily activity, including some travel. Mostly styling flat lays for relaxation or taking a break from routine.

- What is your main purpose of using Instagram?

: A photo diary. To get appreciated for my styling of mostly flat lays.
- How did you know Mast Brothers?
: Quality American chocolate these days are Mast and Compartes. I just happen to have a bunch of Mast given to me with eye catching wrapper designs.
- What do you think about the brand?
: It's good quality candy.
- What is the main reason you choose to purchase or consume its products?
: See #4. Also, they have specialty and seasonal chocolates to look forward to, unlike regular American candy like Nestle or Hershey's. Compartes make small batches, too so they are not mass produced so the taste and quality is better. Gourmet.
- Can you tell me more about this picture?; where and when did you buy and post the products? What was happening that day?
: Because of the eye catching wrappers, I decided to style a flatlay based on them. Just had a bunch of them with different designs and flavors and when I got one to eat, I decided to flat lay it first. Might get the attention of IGers.
- Why did you post it?
: Because 1. I thought it will enhance my flat lay photo. 2. I wanted to let others know about this brand.
- Why did you put on the hashtag?
: I used The Mast Brothers hashtag because I truly believe in their product and would like to share and promote it via social media.

User 4

- How often do you use Instagram?
: Everyday
- How would you describe your Instagram? Like the theme or idea behind it
: Craft chocolate, chocolate education.
- What is your main purpose of using Instagram?
: Sharing knowledge about chocolate, connecting with chocolate lovers and chocolate-makers. Building my email list.
- How did you know Mast Brothers?
: I stumbled upon their bars at a local shop many years ago.
- What do you think about the brand?
: I am not a big fan of the brand. I think their chocolate is overrated.
- What is the main reason you choose to purchase or consume its products?
: Every year I buy a bar to see if they have improved compared to the previous year.
- Can you tell me more about this picture?; where and when did you buy and post the products? What was happening that day?
: Not sure which picture you refer to, is that the one with the screenshot of me eating goat milk chocolate? If so, I bought the bar in a food specialty shop in Pennsylvania (USA). I had purchased the bar in 2015.
- Why did you post it?
: To encourage my Instagram followers to watch the whole review on YouTube.
- Why did you put on the hashtag?
: To share the post with people interested in Mast Brothers brand.

User 5

- How often do you use Instagram?

    : Daily

- How would you describe your Instagram? Like the theme or idea behind it

    : I post what I enjoy - mostly food, travel and journaling

- What is your main purpose of using Instagram?

    : To share and record my finds and experiences with friends and like-minded strangers, and to discover new places to eat!

- How did you know Mast Brothers?

    : I believe it was via Instagram when I saw the beautifully wrapped chocolates appearing on the feed of some of the people I follow. These people were based in New York.

- What do you think about the brand?

    : I love their wrappers! It stands out and makes eating chocolate feel more arty and artisanal.

- What is the main reason you choose to purchase or consume its products?

    : Definitely their wrappers haha. And their interesting combination of flavours. Plus, I learned they had a branch in London and since my boyfriend was traveling there for work I asked him to get some for me.

- Can you tell me more about this picture?; where and when did you buy and post the products? What was happening that day?

    : It was probably just any other ordinary day - work, tv, journaling and maybe a little crafting. The chocolates were bought for me some time in October 2016, and I posted their images mostly after I had finished consuming that particular chocolate.

- Why did you post it?

    : To mark me finishing the chocolate and to share my thoughts on the different flavours I sampled.

- Why did you put on the hashtag?

    : So others consuming or interested in consuming Mast Brothers or just like their design aesthetic will hopefully find these pictures if they search for #mastbrothers.

User 6

- How often do you use Instagram?

    : Everyday!

- How would you describe your Instagram? Like the theme or idea behind it

    : Traveling the world with a sweet tooth. Our instagram showcases our adventures of everywhere we travel and dine.

- What is your main purpose of using Instagram?

    : To market our blog.

- How did you know Mast Brothers?

    : Adam, my husband, researched the best chocolatiers in the United States and found Mast Brothers. He bought chocolate for me for Valentines Day.

- What do you think about the brand?

    : Love it! The chocolate truffles were some of the best I have ever had and i like their concept/mission.

- What is the main reason you choose to purchase or consume its products?

    : I am a pastry cook and enjoy learning from others.

- Can you tell me more about this picture?; where and when did you buy and post the products? What was happening that day?

: I took it to capture the moment and the opportunity to be able to write about it later. That day I was excited to enjoy truffles from a new chocolatier.
- Why did you post it?
: I posted it for my audience to see what we were doing on Valentines Day, our latest food adventure.
- Why did you put on the hashtag?
: To give support and promotion to Mast Brothers.

User 7

- How often do you use Instagram?
: Almosy daily
- How would you describe your Instagram? Like the theme or idea behind it
: I love food. But I am not in the profession at all, i am a consultant working for government. Most of my posts are about the cities I visit and the food / coffee I have there
- What is your main purpose of using Instagram?
: Sharing with people what I experience. and to follow people with similar interests to get suggestions on what to try when I visit cities
- How did you know Mast Brothers?
: On Instagram from a food blogger in NYC
- What do you think about the brand?
: The impression from instagram was very impressive, so I expected to have a superior product. the actual experience was VERY disappointing (and hence the post I put)
- What is the main reason you choose to purchase or consume its products?
: I really wanted to try the product for myself and take something back with me from the Mast brothers store.
- Can you tell me more about this picture?; where and when did you buy and post the products? What was happening that day?
: I was in brooklyn last summer and I visited their flagship store. I took the picture in the store and posted it later. We spent the day exploring many places which I identified earlier (bakeries, coffee shops ...)
- Why did you post it?
: To share the experience and to express that what I tried was NO where close to what I have seen online from others.
- Why did you put on the hashtag?
: To increase reach.

User 8

- How often do you use Instagram?
: everyday
- How would you describe your Instagram? Like the theme or idea behind it
: smell and taste...Fragrance lover
- What is your main purpose of using Instagram?
: connect with people with same interests/keep in touch
- How did you know Mast Brothers?
: through a book on foodies
- What do you think about the brand?

: nice packagings.. nice marketing, taste ok but not outstanding. i mean good but value for money a bit questionable
- What is the main reason you choose to purchase or consume its products?
: to discover..
- Can you tell me more about this picture?; where and when did you buy and post the products? What was happening that day?
        : was in London for storecheck found these at Liberty. Thought they could do nice gifts
- Why did you post it?
: because like to share my smell & taste findings + a kind of diary for me
- Why did you put on the hashtag?
: because related to the product; makes it easier to be found

User 9

- How often do you use Instagram?
        : Everyday
- How would you describe your Instagram? Like the theme or idea behind it.
        : CoffeeHolic
- What is your main purpose of using Instagram?
     : Connect with people
- How did you know Mast Brothers?
: I worked for Pierre Marcolini. So I was interested in all the Chocolate Brands.
- What do you think about the brand?
        : The brand is really good, colourful, cool and fresh.
- What is the main reason you choose to purchase or consume its products?
        : I wanted to try the Olive Oil Chocolate Bar.
- Can you tell me more about this picture?; where and when did you buy and post the products? What was happening that day?
        : It was my day off. I was walking around Soho and I decided to get groomed my eyebrows at Liberty. On my way out I found the olive oil chocolate bar. I purchased it.
- Why did you post it?
        : I show my friends that I like unexpected flavours and I like discovering new brands.
- Why did you put on the hashtag?
        : It's a way to engage with the brand and people who like the same things.

User 10

- How often do you use Instagram?
  : I use it daily, actually every hours. I just simply scroll down to see what's going on in my feed.
- How would you describe your Instagram? Like the theme or idea behind it.
        : I really have no exact theme behind, like only B&W color or something like that. But still I want my instagram to be cool in the artistic way so I only post what I feel it is interesting for people to follow. For example, most of my photos are about cafes and trendy lifestyles.
 - What is your main purpose of using Instagram?

: as a way to express myself. It is like a free advertising platform that we can use to sell ourselves and can actually become famous by that. There are many unknown people became social media influencers and got paid just for using instagram to create their stories. That's kind of nice

- How did you know Mast Brothers?

: I knew it when I was in college, I went to a café named 'onion stores' and they have this beautifully wrapped chocolate that caught my eyes. Also, by that time it seemed all hipsters were talking and crazy about this brand on the social media.

- What do you think about the brand?

: it is a craft chocolate brand with a sense of creativity. They highlight more on package design to attract people than the quality

- What is the main reason you choose to purchase or consume its products?

: well it is both logical and emotional way. But for this chocolate, it is mostly because it can fulfill my desired lifestyle

- Can you tell me more about this picture?; where and when did you buy and post the products? What was happening that day?

: I went to the café, and their beautiful wrappers on the shelf just caught my eyes. The color schemes are so nice so I took the picture.

- Why did you post it?

: Because I think it would look nice on my feed as it matched my style perfectly.

- Why did you put on the hashtag?

: To increase the reach of my post. So more people can see my post and my account, and I get to see theirs as well

User 11

- How often do you use Instagram?

: Everyday, approx. 1-2 hour per day

- How would you describe your Instagram? Like the theme or idea behind it.

: Lifestyle focused, blending in my love on architecture and plants appreciation

- What is your main purpose of using Instagram?

: Document my life and experiences in a curated-way

- How did you know Mast Brothers?

: Via a flatlay image I saw on instagram, hence I googled for more

- What do you think about the brand?

: A successful family brand which revamped traditional chocolate packaging to something young and chic

- What is the main reason you choose to purchase or consume its products?

: The taste, second is the design pattern

- Can you tell me more about this picture?; where and when did you buy and post the products? What was happening that day?

: While I went to New York, I purposely made a visit to Brooklyn Mast Brothers shop including a chocolate factory tour. Also I picked some chocolate as gift

- Why did you post it?

: Actually the post went out half year after the purchase, as I want to add some instagram- friendly elements to my curation

- Why did you put on the hashtag?

: I know it can help my image to reach out to target audiences shared similar taste and lifestyle with me; as well connect with the brand as there might be chance I get featured.

User 12

- How often do you use Instagram?

: Pretty much ever ydaysometimes in the moring or at night. I'm a little less obsessed than I once was. haha

- How would you describe your Instagram? Like the theme or idea behind it.

: I do have a theme but it's kinda just happened on its own, its black and white with pops of blue but I've been trying to incorporate more colours. I've also been very inspired by lighting and shadows so that has been playing a huge role on what I post.

- What is your main purpose of using Instagram?

: I'm a graphic designer and I graduated last summer and I've been using my Instagram to bring attention to my work to help myself find a job.

- How did you know Mast Brothers?

: Since I'm a graphic designer, I'm always searching branding, packaging, anything really that catches my eye and I once found Mast Brother and instantly fell in love with their packaging.

- What do you think about the brand?

: I really like the way they market and brand their products

- What is the main reason you choose to purchase or consume its products?

: Will its was actually gifted to my by a friend. We were once talking and I mentioned how much I love the packaging and once on her trip back home she brought me one back!

- Can you tell me more about this picture?; where and when did you buy and post the products? What was happening that day?

: As I mentioned on question 6 it was gifted to me, and since I love the packaging I decided to photograph it before actually eating it hahaha like most people on instagram. The picture was actually taken at my house the sun was reflecting at the perfect angle and I placed the chocolate and kept it up with some thumbtack and started talking pictures and after edited it to better match my feed.

- Why did you post it?

: Because I really liked the way the lighting looked and it fit the aesthetic of my feed.

- Why did you put on the hashtag?

: hmm, I've always used hashtags of the brands that are in my images to help get my pictures out there for more people to see who are looking for that kind of stuff!

User 13

- How often do you use Instagram?

: I go thru phases sometimes more than others I guess depending how busy I'm on my day to day life

- How would you describe your Instagram? Like the theme or idea behind it.

: I would say my theme is affordable fashion, style hunter inspired by New York City day to day life

- What is your main purpose of using Instagram?

: purpose will be to represent brands that have the same concept. Fashion on the go that's affordable and chic.

- How did you know Mast Brothers?

: I knew of them because I'm Peruvian and I heard that they were using Peruvian cacao to make their chocolates and they are from Brooklyn. Thets why I wanted to try them.

- What do you think about the brand?

:

- What is the main reason you choose to purchase or consume its products?

: I love their packaging I love how they made their packaging so appealing. It looks more like art then a regular chocolate

- Can you tell me more about this picture?; where and when did you buy and post the products? What was happening that day?

: the picture is showing the beautiful packaging which is what I wanted people to see. I bought it at whole foods in Brooklyn. And I was just grocery shopping that day and saw the beautiful wrapping.

- Why did you post it?

: because I want people to try Peruvian chocolate

- Why did you put on the hashtag?

: I put it so mastbrother can see it

User 14

- How often do you use Instagram?

: Daily, more than 5 times per day

- How would you describe your Instagram? Like the theme or idea behind it.

: Nature, food and music... my daily life

- What is your main purpose of using Instagram?

: help myself with my anxiety, get inspired by others

- How did you know Mast Brothers?

: because of Jared Leto

- What do you think about the brand?

: They are delicious, a little expensive since I live outside the US

- What is the main reason you choose to purchase or consume its products?

: I like its taste and they are like pure chocolate, without horrible additives

- Can you tell me more about this picture?; where and when did you buy and post the products? What was happening that day?

: I didn't buy them, a friend of mine brought them to me when she came to visit Mexico. I went out to her hotel to pick up.

- Why did you post it?

: because I like how they look

- Why did you put on the hashtag?

: because I always try to hashtag the more products I can

User 15

- How often do you use Instagram?

: I probably check IG every 2 days

- How would you describe your Instagram? Like the theme or idea behind it.

: I use IG as a personal diary. Often I post goofy things that I do. I also like to document what I eat and music event that I attend.

- What is your main purpose of using Instagram?

: main purpose is again document my life.

- How did you know Mast Brothers?

: I learned about Mast Brothers because I saw their chocolate at a bunch of hipster shops and coffee shops.
 - What do you think about the brand?
: I think the brand is fantastic at marketing. They have great design and marketing appeal. The chocolate itself is just ok for me because I'm not a chocolate connoisseur but it is a bit rich for me
- What is the main reason you choose to purchase or consume its products?
: I definitely bought the chocolate because of marketing purposes. I love the feel of paper and typography
- Can you tell me more about this picture?; where and when did you buy and post the products? What was happening that day?
: I posted this picture at work. I was holding my notebook, pencil case, and chocolate. The color scheme was so cool that I had to capture them all together.
 - Why did you post it?
: I post it for aesthetic reasons. I really like the color scheme of my leather notebook, with my army green pencil case and the wrapper of the chocolate.
 - Why did you put on the hashtag?
: to be honest, my hashtags are really random. I know it is oftentimes used to get a larger audience to like your picture but for me, I love to be ridiculous with my hashtags.

User 16

- How often do you use Instagram?
: every day
- How would you describe your Instagram? Like the theme or idea behind it.
: my instagram is idea, the image of the artist's life
- What is your main purpose of using Instagram?
: to convey the mood and emotions
- How did you know Mast Brothers?
: I saw this chocolate at Jared Leto and thought, "I guess it must be good"
- What do you think about the brand?
: I really like the design approach
- What is the main reason you choose to purchase or consume its products?
: I wanted to try this chocolate
- Can you tell me more about this picture?; where and when did you buy and post the products? What was happening that day?
: my ex-boyfriend brought me this chocolate from NY, since I live in Russia and here do not sell MB. That day I went to a lot of places in town to find a beautiful background and make a photo that I like.
- Why did you post it?
: for memory and for aesthetics
- Why did you put on the hashtag?
: to attract attention.

User 17

- How often do you use Instagram?
: I use Instagram on a daily basis.
- How would you describe your Instagram? Like the theme or idea behind it.

: I actually have more than one Instagram accounts - but I would describe this one as a foodie blog/ food diary. I love eating a lot and I enjoy exploring good food everywhere. I am currently on exchange in Europe - and I find that many European restaurants actively use Instagram or other social media to interact with customers. I really appreciate this idea because interaction is the first step to improve serve and food quality. It's also very satisfying when the shop owner responds to your post.

- What is your main purpose of using Instagram?

: To record daily life and to promote good food to the others - I think good food (and the chef behind) deserves more appreciation!

- How did you know Mast Brothers?

: I visited New York in early March and I had a chance to visit the Plaza Food Hall - and I spotted Mast Brothers there.

- What do you think about the brand?

: I think the brand is pretty innovative because it produces a lot of rather unusual favours of chocolate.

- What is the main reason you choose to purchase or consume its products?

: Attracted by the favours! I am always a chocolate lover and I want something new.

- Can you tell me more about this picture?; where and when did you buy and post the products? What was happening that day?

: I bought the product on 5th March 2017 - as I said I was visiting the Plaza Food Hall at that time together with a newly met friend in New York. I posted the products afterwards when I'm back to my student dormitory in Dublin (I'm from Hong Kong but currently on exchange in Dublin).

- Why did you post it?

: I think the two favours of chocolate that I bought (i.e. maple and sheep milk) both taste very nice and I would like to recommend these to the others.

- Why did you put on the hashtag?

: -

User 18
- How often do you use Instagram?

: Almost everyday. Or every second day

- How would you describe your Instagram? Like the theme or idea behind it.

: -

- What is your main purpose of using Instagram?

: at first, it was like an diary to me. But I'm changing my mind to want to share what I really like or my favorite things. And I want people to give me more LIKE

- How did you know Mast Brothers?

: I was studying abroad in NYC then. So that I searched the popular place in nyc on website. And I also found it on travel guide book

- What do you think about the brand?

: very cool place. The atmosphere is simple and cute. Especially packages. And they have a lot of interesting chocolate flavors! I enjoyed choosing them for souvenirs

- What is the main reason you choose to purchase or consume its products?

: I wanted to try trendy or popular products in nyc

- Can you tell me more about this picture?; where and when did you buy and post the products? What was happening that day?

: I bought them at original place of MAST BROTHERS CHOCOLATE in Brooklyn. I bought them on February 6,2017. I was looking for some souvenirs for my Japanese friends. And then I decided to by them

- Why did you post it?

: the packages were really cute. So that I wanted to share it with my friends. And also I wanted my friends to think 'Yuki is a trendsetter' lol

- Why did you put on the hashtag?

: I wanted to receive a lot of LIKE from not only my friends but also people from all over the world.

User 19

- How often do you use Instagram?

: I use it every day.

- How would you describe your Instagram? Like the theme or idea behind it.

: A glimpse into my life and the things I love...in a beautiful photo.

- What is your main purpose of using Instagram?

: I love photography. It is a way to share that passion.

- How did you know Mast Brothers?

: I was visiting a friend in NYC who suggested a tour of their factory.

- What do you think about the brand?

: I was impressed by their passion for chocolate and their gorgeous packaging.

- What is the main reason you choose to purchase or consume its products?

: The tour included samples of their chocolate. Their flavors were unique and not something I could find everywhere.

- Can you tell me more about this picture?; where and when did you buy and post the products? What was happening that day?

: I posted more than one picture. One that went with the blog post I wrote about the tour. The other one was on the actual day of the tour.

- Why did you post it?

: To link back to my blog post, to share my experience.

- Why did you put on the hashtag?

: Hashtags are a way for people to find your photos if they don't follow you.