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WATCH OUT FOR GENERATION Z!

**– A Qualitative Research About Generational Differences and Similarities
Towards Influence Marketing within Lifestyle Brands**

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Abstract

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Titel: WATCH OUT FOR GENERATION Z! – A Qualitative Research About Generational Differences and Similarities Towards Influence Marketing within Lifestyle Brands

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Summary: The purpose of this research is to investigate Generation Y and Generation Z and their relation and approach to influence marketing and what challenges these generations' preferences and behaviors could generate for managers within lifestyle brands. The research question this study is aiming to analyze is: *What role do generational differences play in influence marketing and what are the potential managerial challenges for lifestyle brands?*

To conduct the purpose of this research, a qualitative method has been implemented. The research has contained focus groups for both Generation Y and Generation Z, personal interviews with managers within lifestyle brands as

well as an abductive approach with relevant literature and theories of the subject.

In recent years, the Internet has increased in accessibility, reach and openness, which has also increased the usage of social media, in which influence marketing has been an essential marketing tool. Influence marketing is a tool for companies to promote their brand through influential individuals on social media channels. Two generations that is consuming this marketing tool is Generation Y and Generation Z. Generation Y is driven by self-fulfillment, identity creation, social acceptance and the feeling of belongingness. While Generation Z is, instead, driven by image creation, to be considered cool and unique and to stand out from the crowd.

The result of this research showed various challenges for managers to be aware of when reaching out to Generation Y and Generation Z. Primarily, one of the identified managerial challenges is to understand that the generations are not equal and it is needed to understand their characteristics in order to satisfy the cohorts at the same time and to be able to make accurate decisions. Additionally, the growth of Generation Z is identified as a vital managerial challenge due to their digital standards, selective preferences and conscious attitude.

Keywords:

Influence Marketing, Influencers, Generation Y, Generation Z, Millennials, Digital Natives, Social Media, Trends, Lifestyle, Identity Creation and Image Creation.

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Enjoy the reading.

Julia Alqvist

Erika Klaus

Definitions

Definition	Explanation
Blogger	An individual who shares their life, opinions, experiences and observations with pictures and texts on a website. A modern version of a diary.
A follower or “to follow”	An individual who subscribes to your account on social media channels in order to receive your updates.
Facebook	A social networking service online.
Generation	Individuals that are approximately the same age with similar ideas, problems, and attitudes established in that certain time of era.
Generation Y	Individuals born between 1980’s until the early 1990s.
Generation Z	Individuals born between the late 1990’s until 2010.
Identity	Being oneself and no one else - one’s self-image and how one perceive oneself.
Image	A mental representation of how one want to be perceived by others.
Influence	A power or capacity to produce effects on the actions, behaviors, and opinions of others.
Influencer	An individual who has the power (often through many followers) to influence others.
Influence marketing	A type of marketing tool that uses the action of promoting and selling products or services through people, so-called influencers, who have the capacity to have an effect on the character of a brand.
Instagram	A photo sharing application.

Lifestyle	Set of attitudes, values, and preferences that an individual lives by. Lifestyles are usually voluntary but is often shared by a group.
Lifestyle brand	Operates after the idea to evoke an emotional connection with the customer that belongs to a certain group, lifestyle or segment by contribute with products or services that is maintaining the customers way of living. <i>N.B. When mentioning 'company' or 'companies' this thesis is referring to lifestyle brands.</i>
Snapchat	A photo sharing and multimedia application for smartphones.
Twitter	A social networking microblogging service.
Value	The worth of something.
Vlogger	A person who shares their life, opinions, experiences and observations through a camera, for example on YouTube.
YouTube	Website with videos uploaded by its users, with related discussions and social media features.

1.Introduction

In the first chapter of this thesis, the background of the subject will be explained as well as the purpose and the problem formulation of this research. We will discuss why we find the topic interesting and how managers may use this research. Additionally, the research question of the study will be stated likewise as the limitations of this research and lastly the disposition of the thesis.

1.1 Background

For years, it has been all about Generation Y: A generation that was settled at the beginning of the 1980's with individuals born until the early 1990's (NE, 2018). The generation is driven by identity creation, engagement, and to develop as a person. Thus, everything the individuals from the generation does is a stand for their identity (Parment, 2008). However, the time is changing, and today a younger generation is growing and flourishing. This generation is born in a digital world with smartphones, tablets and computers; they are also called Generation Z, individuals born in the late 1990's until recently (NE, 2018). It can easily be assumed that Generation Z, also called digital natives, is like Generation Y. However, Generation Z is stated to have a unique outlook on the world based on their highly digital upbringing (Scott, 2016). They are born with multiple choices, seeking after uniqueness and are correspondingly driven by image creation (Beall, 2017; Scott, 2016).

In recent years the world has increased its speed of change enormously, and the world is becoming more globalized and digitalized by every day (Brynjolfsson & McAfee, 2014). Thus, the two later generations, Generation Y and Generation Z, are settled in a time where the development of products and entertainment are influential and where the interaction between consumer and seller are pioneering (McCrindle Research, 2012; Bolton, Parasuraman, Hoefnagels, Migchels, Kabadayi, Gruber, Loureiro & Solnet, 2013). Hence, influence marketing, a marketing tool in which an influential individual is promoting a company's products or services through social channels, has become an attractive and cost-effective marketing tool for companies to be able to increase sales, recognition and brand value (Todisco, 2017). Even though both

Generation Y and Generation Z are digital users, they do not consume the same sort of content. There are differences what is attractive for each generation, and likewise to what extent they use social media channels. They are an entirely independent audience with different habits, preferences and reasons for being online. Therefore, it might be a challenge for managers and companies today to market their brand successfully due to the generations' diverse mindsets, preferences and attitudes towards influence marketing. Accordingly, in order to effectively market to potential consumers towards both Generation Y and Generation Z, it is essential to understand their differences. Henceforth, there may be a gap on the value and approach towards influence marketing among the different generations because of their different characteristics, which may affect how companies communicate with its customers.

According to the article *Leaders Need To Bridge The Generation Gap* (Trapp, 2015), the author is defining the importance that leaders need to manage the generation gap. Mainly, a manager must understand how a particular generation work separately and together with other generations in order to achieve the best outcome (Tapp, 2015). What is further described by Raymond (2013) is that a manager must understand Generation Z and their implications for oneself and their organization. The cohort will ask for more flexibility, social responsibility and is further seeking other content in marketing and sales online (Raymond, 2013). Therefore, a manager today must understand current and future generations in order to target them satisfyingly. Especially in a market where Generation Z is flourishing and puts new standards and demands.

1.2 Purpose

The purpose of this thesis is to investigate Generation Y and Generation Z and their relation and approach to influence marketing and what challenges these generations' preferences and behaviors could generate for managers within lifestyle brands.

1.3 Research Question

What role do generational differences play in influence marketing and what are the potential managerial challenges for lifestyle brands?

1.4 Problem Formulation

The challenge current and future lifestyle brands and managers are facing is a critical and complex audience, with excellent skills and knowledge about the digitalization and technology: Both Generation Y and Generation Z are a group of conscious, critical and suspicious individuals. Therefore, this group of people hold much knowledge about the digital world. At the same time, the marketing tool influence marketing has in recent years developed enormously in which Generation Y and Generation Z are big consumers of. However, the relationship influence marketing together with Generation Y and Generation Z may develop into a managerial challenge since the cohorts demanding approach and attitude against the digital world. Especially, since Generation Y and Generation Z can be perceived and treated as equal but as a matter of fact the two cohorts are defined and seemed different. Consequently, we will in this thesis try to enlighten the generational differences towards influence marketing in which we have decided to focus on Generation Y and Generation Z due to their different habits and behavior against each other. In order to identify the generational differences of Generation Y and Generation Z concerning managerial challenges of influence marketing the two cohorts' values, behaviors and perceptions of the marketing tool within lifestyle brands must be investigated. Since the expansion of the digitalization coupled with the development of Generation Y, and especially Generation Z, managers must be aware, flexible and responsive for the purpose of understanding and attract both generations. Hence, the managerial perspective of the use of generational knowledge could be crucial in order to perform in a rising world of influence marketing.

1.5 Research Limitations

This study is limited to focus only on established companies in the lifestyle category that actively work with influence marketing on their social media channels. Hence, this essay does not represent all companies that actively work with influence marketing nor all companies within lifestyle. Why the industry of lifestyle brands has been chosen is due to their similarities to influence marketing. Both lifestyle brands and influence marketing are focusing on building relations and creating an image to their customers. Therefore, the authors of this research found it further reliable if the respondents had a comprehension about influence marketing concerning an industry that the cohorts is recognized by.

1.6 Disposition

After this chapter, the *Introduction* (Chapter 1), this thesis will begin with the *Theoretical Framework* (Chapter 2) that compares traditional and digital marketing, how and why the recent generations are not interested in traditional marketing and, subsequently, the concept of influence marketing. Henceforth, the stated generations Generation Y and Generation Z are presented, their definition as a generation, their main characteristics, purchase behavior, marketing preferences and behavior on social media. This will enable us to draw similarities and differences between both generations. Further, the *Methodology* (Chapter 3) is presented, that illustrates the research's starting points, implementation and ending, likewise as a thorough reflection section. Next, the *Result and Analysis* (Chapter 4) will be discussed as our composition of the empirical material and identified findings concerning the purpose of this research. The chapter will start with a presentation of Generation Y and then Generation Z which will be conducted with the Managerial Perspective of this research. Finally, the thesis will end with a *Discussion* (Chapter 5) that enlighten interesting and relevant findings of the result and analysis and a *Conclusion* (Chapter 6) where the research question and purpose are being answered. As a conclusion to this thesis, a proposal for *Further Research* (Chapter 7) will be stated likewise as the *Reference List* and *Appendix*.

2. Theoretical Framework

The purpose of the theoretical framework in this thesis is to present existing and relevant literature, theories and previous researches of the theme of influence marketing in relation to Generation Y and Generation Z. Firstly, the chapter will introduce the theme marketing, with a proceeding on marketing on social media and influence marketing. Secondly, the chapter will present the two generations stated above, with an orientation on main characteristics and values, behaviors on social media and their communication, marketing and purchasing traits.

2.1 Marketing

2.1.1 The Phenomenon of Marketing

The typical method of traditional marketing involves advertising through newspaper, magazines, radio and TV. These ads are generally placed for a fee due to the size of the ad and which medium it is published in (Lavinsky, 2013). However, the world of media and advertising is constantly changing due to every new generation, and old advertising techniques will not always work (Newman, 2015). The difference with Generation Z compared to earlier generations, is that they have grown up with smartphones, tablets, and laptops and, therefore, they are used to socialize, find ideas and information across social media and digital platforms. Thus, this has established another level of understanding of how to act upon, especially targeted advertising. For companies, it is now needed to understand how Generation Z with incredible purchasing power and particular interest, communicate across social media platforms. Furthermore, both Generation Y and Generation Z can be stated to be a generation who has turned traditional marketing around, and, therefore a whole new marketing approach is needed. A research done by Google shows that 84 percent of Generation Z today do not trust traditional advertising. An example is that Generation Z is more interested in consuming TV content digitally through YouTube rather than TV, in fact, they watch nearly 50 percent less TV than adults 35+ (Google Report, 2016).

“There is no question that millennials love great TV content, but what we have seen is that people do not want to watch it in traditional settings. They do not want to wait for their favorite

show to come on. Young people want to consume content online, live or on demand, so they can watch when they want, on any screen so they can watch where they want, on their terms, so they can watch how they want." — YouTube CEO, Susan Wojcicki (Hayes, 2017).

The new "Internet era" that is constantly changing has a serious impact on the nowadays living including marketing. Lauterborn (McClellan, 2012) considered that improvement was necessary within marketing strategies. The 4P's model by McCarty has been used for over 50 years to accomplish a good image and successful marketing, marketing inspired by the use of the product, price, place, and promotion. However, Lauterborn (1990) did not believe that the model was an optimal option for success within marketing since it was created before the "Internet era." Based on how society is changing the customers' pursuance, opinions and demands will likewise change. Therefore, Lauterborn (1990) created the 4 C's instead of the 4 P's, a model that is adopted by the customer. To achieve success during the digitalized 2000-century, the 4 C's is a more accurate and applicable model for companies to reach out to potential customers.

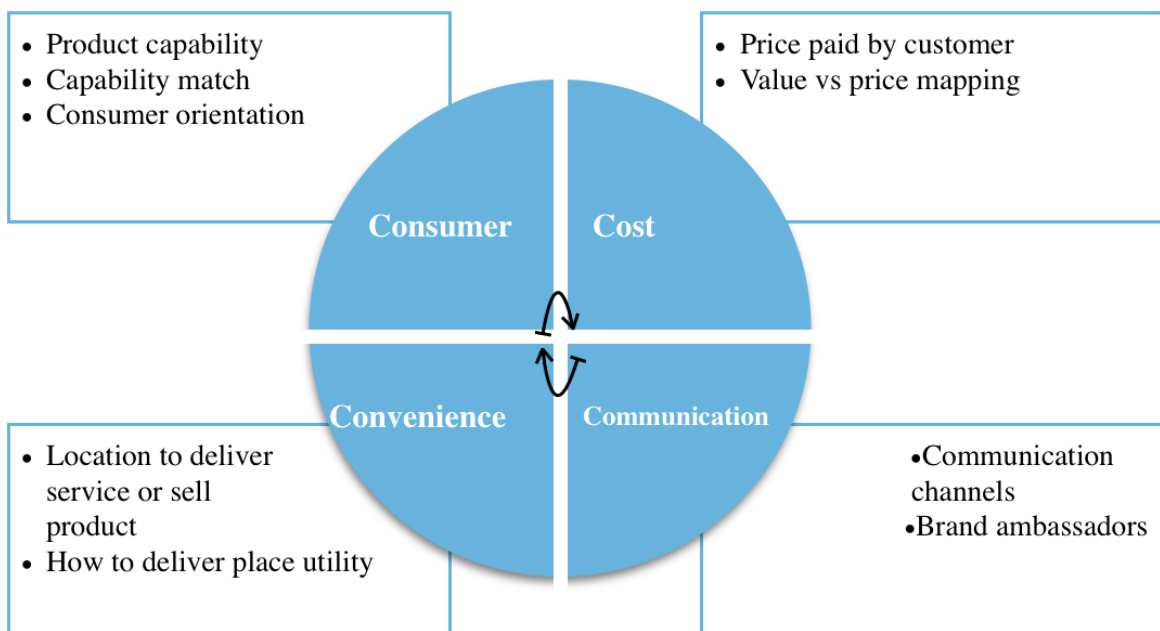


Figure 1: The 4 C's of marketing - the marketing mix (Kar, 2011).

According to Lauterborn (1990), the use of *the product* is replaced by *consumer wants and needs*. It is essential to analyze the wants and needs of the consumer and then attract each consumer individually. Secondly, the use of *price* has developed into a *cost to satisfy*. The focus should include the consumer's assessment of satisfying their demands and needs, as opposed to only focus on the lowest price. Thirdly, the use of *place* has transformed into the *convenience to buy*. In today's digital world it is essential to analyze how the customer segment works and acts, where they would like to shop and how they are reached with information for a purchase - physical stores might be an option, but online stores might be even better. Lauterborn (1990) argues that companies need to adapt to the customer to reach out. Lastly, the use of *promotion* is replaced with *communication*, which refers to that all good advertising creates a dialogue both to and between customers. Therefore, communication is focusing on the customers' opinions and viewpoint.

2.1.2 Marketing Through Social Media

The definition of social media is in constant change and development, and this fact makes it hard to obstruct a correct long-term definition (Holmström & Wikberg, 2010). All social media channels have in common that they are used for communication, information sharing and for connecting (Carlsson, 2010) and it further allows its users to communicate with many humans all around the world (Williams, Crittenden, Keo & McCarty, 2012). The usage of social media has proliferated the recent years, and using social media is among the most common activity of today's children and adolescents. From the Swedish Internet Foundation (2016) it is shown that every year there is an increase in internet use. The fact that more people choose to create profiles and be active on social media platforms is something that affects our habits and our perceptions as humans. Maeve and Aaron (2013) argue that if companies do not use social media, it is hard to be seen and heard and social media will also improve corporate perceptions as well as increase their customer base and sales.

Every era has its way of communicating; the method of the 21st century has become social media. The platforms has the ability to be able to express feelings, beliefs and ideas in a new easy public way. Due to the big impact of social media, it has become a necessary part of any modern corporation as well. It can be stated that without a digital marketing plan and social media

strategy a company has no chance of standing out from its competitors in today's fast-moving digital world. To succeed in attracting their audience companies possibly need to take a different approach to boost their brand than before, and if this can be done in a unique way of consumer interaction companies have a high chance in taking the lead within their segment on social media (Maeve & Aaron, 2013). The growth of social media channels such as Twitter, Facebook and Instagram come along with the new digital era. The digital era is also called to be the most significant shift since the industrial revolution, which also has resulted in drastic new strategies for companies. This phenomenon allows brands to reach out and communicate better with their customers, and also build a relationship with them (Saravanakumar & SuganthaLakshmi, 2012).

2.1.3 Influence Marketing

Influence marketing is not a phenomenon that is new to the market; it has been happening for a long time, it has just been defined and treated differently. It is an essential strategy for many companies, and research shows that businesses generate \$6,50 for every \$1 invested in influence marketing. The same research shows as well that approximately 71 percent of potential consumers are more likely to buy a product based on recommendations on social media (Tomoson, 2015). Influence marketing is the fastest growing customer acquisition channel and is used by large international brands such as Adidas, Zara, American Express and H&M. It is a powerful marketing tool for all types of companies, and a great alternative to traditional marketing which in many cases can be expensive and inefficient. An important aspect is also that consumers become more aware and do not like to be advertised to (Dada, 2017).

An influencer is a person that helps to advertise a company to enable potential consumers to buy from the company. To succeed as an influencer it is vital, according to Dada (2017), to have three key factors: *Reach*, which is essential to be able to deliver a message to a large number of followers or individuals; *contextual credibility*, to have a high level of trust and authority as an influencer is necessary; and further it is important for companies to find an influencer that is *consent* with their values and salesmanship. The influencer should be able to explain or sell convincingly, be clear with their messages and deliver their points of view with confidence, so the customer believes in it. The more one is able to increase these factors; the more one can influence. Moreover, influence marketing is a combination of both old and new marketing tools; it is the

concept of celebrity endorsement but placing it into a more modern marketing strategy. An influencer is not only a celebrity, but it can also be anyone anywhere. It is about the number of followers a person has on social media channels that makes them an influencer. Within any industry - some influential people reach out to thousands or even millions of followers. Every person on a social media channel who have some followers holds a portion of influence. Followers are interested in other people's life, opinions and actions (Clinebell, 2018).

According to Browns & Hayes (2008), traditional marketing is no longer efficient as it is hard to measure if it contributes to more sales. Today all potential consumers are influenced by too many marketing messages, and all messages are the same, therefore, it is harder to convince the potential consumers. However, influence marketing is a more reliable method. Brown & Hayes (2008) argues that influence marketing is a "decision-maker ecosystem" which revolves around a decision maker. The goal of influence marketing is that the content should hold such a high quality that consumers are looking at the message itself. This is comparable to the traditional pull-strategy which means 'pushing' the product through distribution channels to final consumers. By using a pull-strategy, the producer directs its marketing activities towards final consumers to induce them to buy the product (Kotler, Armstrong, Saunder & Wong, 2008).

A study about how marketers are using social media to grow their business by Stelzner (2016) shows that 40 percent of marketers agreed that social media marketing has become more difficult in the last 12 months, but 90 percent agreed that social media is essential to their business. Most marketers are using social media to develop loyal fans and gain marketplace intelligence. According to the CEO for digital services on The Association of Swedish Advertisers influence marketing is estimated to have grown by 30 percent the last year to around 650 million SEK. Influencers have become a natural part of the marketing mix and have been established as a channel (Brännström, 2018). According to surveys such as the Native Advertising Institute (2016), there are many benefits of influence marketing: It increases awareness of the company's brand as it becomes increasingly visible. The increased visibility is due to the large reach influencers have on social media. Additionally, people's loyalty and trust in a company can increase through Influence marketing. However, lately, there has been set some strict rules and restriction in influence marketing. Nowadays it is necessary for an influencer and company when

posting sponsored posts to label it as advertising, so it is clear to the followers what is a collaboration or not. There is nothing illegal to be sponsored or about influence marketing unless it is not clear to the followers that it is an advertisement. The goal according to the Federal Trade Commission with stricter laws is to make sure that the public knows what endorsements are motivated by - purely the product itself or by money and collaboration with a company (Federal Trade Commission, 2017).

2.2 Generations

2.2.1 What is a Generation?

The word 'generation' has been defined for an extended period of time and can be practiced for several purposes. In general, it illustrates a group same-age individuals of the same kind (NE, 2018). In this study, the word generation refers to a cohort of people who are born within the same period of time, which have experienced the same types of historical events, certain developments of the society, and that further have similar understandings, characteristics and backgrounds (Lindgren, Lüthi & Fürth 2005; NE, 2018). Thus, it is hard to measure what exactly defines a particular generation, since the world and the social context perceives differently. Anyhow, the later generations during the 1900-century are identified by several researchers and two of them are Generation Y and Generation Z (Lindgren et al., 2005; Parment, 2008).

2.2.2 Generation Y

Generation Y, also called Millennials, are individuals born at the beginning of the 1980's until the year 1994 (NE, 2018). What the individuals within Generation Y have in common is that they are driven by to create a difference and to make an impact in the world. This motivation is based on the will to fulfill oneself and the importance of meaning something to others (Martin & Tulgan, 2001; Lindgren et al., 2005). What is further characterizing the cohort is their determination, ambition and their will of self-development (Parment, 2008; Tulgan, 2011). According to Parment (2008), the generation is settled in a constantly communicating society, in which new ideas, opportunities and beliefs were created. This era generated hence new technical developments, communication channels, and work opportunities, and, therefore, new standards (Parment, 2008; Barnes, 2009; Ernst & Young, 2015). Generation Y is hence influenced and integrated with the

Internet and are using computers in their daily life. Additionally, Schullery (2013) describes Generation Y as a demanding generation, and by “demanding” she is referring to that the generation is aware and conscious due to the accessibility of information, which at the same time makes them selective (Schullery, 2013).

What is further characterizing Generation Y is their strongly individualism and materialism (Parment, 2008). The globalization and digitization have resulted in more choice opportunities and has thus influenced the generation’s way of thinking, acting, prioritizing and evaluating. Hence, individualism is correlated with Generation Y since the freedom and power of being independent to make own decisions and to develop their self-fulfillment is central (Bauman, 2002; Bjereld, Demker, Ekecrantz, & Ekengren, 2005; KPMG, 2017).

2.2.2.1 The Importance of Communicate Oneself

Since the generation strives for self-fulfillment, the search for one’s identity is significant. Everything the generation does is a stand for their identity. Thereby the importance of having a brand or promote oneself, and to have a particular image. What the individuals consume, work, lives and does on its spare time is a way of market oneself, which makes the lifestyle of the individuals an essential part of their identity: They want a unified lifestyle (Parment, 2008; Lindgren et al., 2005; Johnson, 2015). By having a united lifestyle, the concept work-life balance has established, which is illustrating the importance of having one particular identity that is representing one’s character (Johnson, 2015; Barnes, 2009).

As the generation is striving for a certain image or identity, their loyalty can perceive as ignorant or disregarded (Ordun, 2015). However, the loyalty for the generation is much essential as it can easily be neglected since the enormously amount of choices due to the exposing and communicating society. Therefore, the generation is asking for a fast and precise dialogue, and what are promises is maintained (Parment, 2008; Barnes, 2009; Winter & Jackson, 2016). Transparency is, consequently, essential when it comes to the generation and when they are communicating (Lindgren et al., 2005).

Generation Y captures the fact that they grew up with Internet and computers, which they have mastered in many aspects of their lives, especially communication (Bolton et al., 2013; Ernst & Young, 2015). The generation's need of interacting and attention (Parment, 2008) has, therefore, led to their cause of using social media as their platform of interaction and they are further using devices, such as smartphones, as their communication tool (Bolton et al., 2013). They do, consequently, value others feedback in social media and want acceptance and attention of the products or brands that they are using (Bolton et al., 2013).

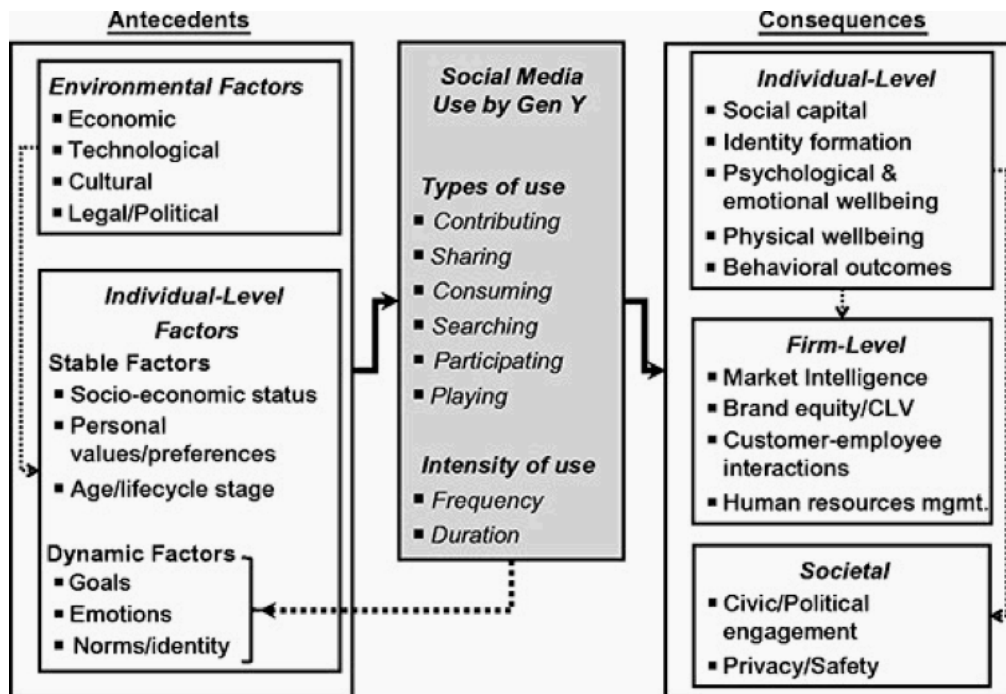


Figure 2: Social Media Use by Generation Y; Bolton et al., (2013).

As figure 2 is illustrating, the generation is using social media due to the motivation of being a part of something bigger, participate, to affect and influence, and to make them fulfill their self (Bolton et al., 2013). Likewise, to market their socio-economic status, lifecycle, preferences, values, competencies and interests. Thus, the generation's use of technology and social media is a stand for their identity, and the use is integrated with their ordinary life activities (Bolton et al., 2013).

2.2.2.2 Marketing Preferences and Purchase Behavior of Generation Y

Since the generation is aware of their preferences, whom they want to be and with which group they want to be a part of, they are profoundly affected by their surroundings (Parment, 2008; PwC, 2016). “Peer influence” is hence something that Generation Y is performing after. Sias and Cahill (2009) are describing the idea peer influence as a concept in which the generation is asking their surroundings before they make a decision. If their friends approve their option, the decision is more attractive. Status and social associations are, therefore, something that is profoundly affecting the generation’s way of purchasing and using products (Sias & Cahill, 2009; Parment, 2008; Bolton et al., 2013).

Since technology and social media influence Generation Y, it is a challenging group to target, unlike earlier generations. Also due to their highly influencing on each other, and further their big amount of choice options. According to Parment (2013) and Ordun (2015), the generation appreciates many market opportunities, which give the cohort the ability to choose, evaluate and to get inspired. Further, they are attracted by innovative products and are highly social influenced on their purchase decision. In this case, social influence is referring to people in their surroundings, but mainly to well-known and influential brands, images or people (Ordun, 2015). The image of specific brands, or the social profiling of the well-known people, is thus crucial when Generation Y is purchasing. The importance of buying a product of quality is, therefore, not the most important – but it is still relevant. The purchase decisions the generation makes is hence emotional loaded, which makes them less loyal to diverse retailers. Due to the large supply of information, which the generation is mastering, they are more rational in their decision of retailers since their motivation of identity creation. The social risk, or opportunity, is consequently the primary driver in Generation Y’s customer and consumer behavior (Parment, 2013; Ordun, 2015).

Generation Y is the generation that is dominating the online services and prefers to get their products fast and easy through online shopping. Thus, the marketing is mainly targeted to the generation through advertising on social media and other platforms on the Internet to respond their digital behavior (Ordun, 2015; Valentine & Powers, 2013). Williams & Page (2011) defines Generation Y as a generation that spends money on a lot of products and services since their purchasing is providing their identity. Further, the generation is attracted to creative media and

inspired by web-based marketing but are not responding to the hype of marketing (Williams & Page, 2011; Valentine & Powers, 2013). They are still selective and aware and are thus responding to the advertising that is influencing and strengthens their character. Therefore, the marketing of certain brands or products must hence be adjusted after the generation's characteristics and preferences. Thus, the most appropriate way to reach Generation Y is, according to Williams & Page (2011), to balance the combination of online advertising, since the technology is an integrated part of their lives and by word-of-mouth. Word-of-mouth advertising is giving the socially controlled cohort the opportunity to get inspired by people who influence them, which are hence motivating their purchase decision (Williams & Page, 2011).

2.2.3 Generation Z

Generation Z capture individuals born in the middle of the 1990's until the year 2010. Instead, as Generation Y, of being a part of the development of the technology and consuming digital assets as teenagers or young adults, Generation Z is born with these resources (NE, 2018; Beall, 2017). The cohort, also called the iGeneration, is, therefore, highly skilled at using computers, smartphones and tablets and these products are given in their lives. Further, this young generation is using the technology in a new way, which has affected the cohort's lifestyle and consumption pattern (Ernst & Young, 2015; NE, 2018; Forbes, 2017; Beall, 2017). For instance, the generation is questioning for more safety and security than earlier generations and are, therefore, asking for transparency and trust in their actions on the Internet (NE, 2018; Forbes, 2017; Williams & Page, 2011; PwC, 2017). Comparatively, the generation is highly purpose-driven and wants to make a difference or social change in their actions (Beall, 2017; PwC, 2017; Ernst & Young, 2015). Consequently, Generation Z is motivated by global changes and social, political, economical, and environmental matters and they have an attitude of dream big and do what they are passionate about (Kanter, 2015; Perlstein, 2017; Forbes, 2017; Williams & Page, 2011; Ernst & Young, 2015).

What is characterizing Generation Z the most is their strong media behavior. The cohort is using social platforms in order to remain and create relationships, and further to get information and to discover new products and phenomenon. Hence, their entire network and their character is on the

Internet (NE, 2018; Forbes, 2017; Beall, 2017). As technology is a way of life for Generation Z, they are well informed, engaged and selective in a new level than before. They do process information faster which make the cohort good at multitasking – they have a need of being in constant stimulation and want to have recognition for what they do (Beall, 2017). Due to their digital behavior, they seek information and experience in everything they do, and are further stubborn with high expectations and are craving flexibility, freedom and opportunities in order to thrive (Forbes, 2017; Beall, 2017). According to the ‘Gen Z Consultant’ George Beall (2017), Generation Z is 25 percent more addicted to digital services than Generation Y, and further is 40 percent of the cohort self-identified digital services addicts. Therefore, the cohort is conscious regarding what content on social media is remarkable, and one can, thus, not fool this group (Beall, 2017; Forbes, 2017).

2.2.3.1 Communication Traits of Generation Z

The digital traits of the cohort take shape in diverse forms. For instance, Generation Z is the first generation that has used digital devices from preschool, both as lecture tools and for play (Beall, 2017) and is further exploring education alternatives, such as from YouTube tutorials (Ernst & Young, 2015; Jenkins, 2017). Due to the generation’s strongly media behavior, the cohort is communicating through apps and social media (Beall, 2017; Perlstein, 2017; Google, 2016; Williams & Page, 2011). Hence, face-to-face conversations are not the usual course of communication (Arnold, 2017; Beall, 2017; Forbes, 2017; Jenkins, 2017). Although, the generation do prefer virtual face-to-face interactions, which explain why the social networks such as Snapchat and Instagram have gotten that big (Beall, 2017). Since the individuals from Generation Z are digital natives, they are more realistic and pragmatic than Generation Y is optimistic (PwC, 2017). Thus, the generation is entirely private due to their mind on safety and security, which makes them somewhat selective with what they share on the Internet (Williams & Page, 2011). At the same time, the cohort find it relevant to share their thoughts and experiences online, which make YouTube one of the generations greatest communication channels (Young, 2017; Coresight Research, 2018).

In a survey made by Google (2016), coolness and uniqueness are two major traits the generation find most significant in their choice of action. Today, the young generation do find Snapchat and

Instagram as the most attractive platforms for communication, and YouTube as the coolest brand within technology use (Google, 2016). However, the digital natives have not the need of search for one's identity, as the earlier generation has. Instead, it is essential for Generation Z to communicate their self-image, and is, therefore, driven by image creation and the value independence and individuality (Beall, 2017; Forbes, 2017; PwC, 2017). Since the cohort was born into this kind of innovation, they are highly self-conscious and have a need of being authentic and to stand out. Thus, the cohort tends to attach to personal appearance, due to their need of documenting their lives on social media (Coresight Research, 2018). However, the social media has further increased self-image concerns to the cohort, which can be explained as “the Instagram effect”. This effect is encouraging the generation to spend more on leisure services and variously products (Coresight Research, 2018), and is further increasing the importance of coolness and branding their “cool factor” (Beall, 2017).

2.2.3.2 Marketing Preferences and Purchase Behavior of Generation Z

Generation Z is a marketing-aware generation and will be the largest group of consumers worldwide by the year of 2020 (PwC, 2017). Since they have been targets for marketing their whole lives, they are good at filtering through information and decide what they find relevant (Beall, 2017). In a survey made by Global Web Index by the trends analyst Young (2017), a segment of Generation Z answered the question in which way they want to find new brands, products and services. 14 percent of the cohort wanted to find the information through vlogs, 17 percent wanted to find the information on the company’s social network page, and 19 percent wanted to find the information by celebrities’ endorsement (Young, 2017). Consequently, they are attracted by marketing and advertising on social platforms. In a survey about the generation’s social media habits, 40 percent of the cohort said other’s opinions easily swayed them and that they have a high frequency of following celebrities on social media. Hence, the generation is according to Young (2017) highly influenced by others, especially by celebrities and ‘vloggers’, and they find it essential to follow these influencers on social media. Consequently, brands and products that these influencers are using or promoting on their social platform attract the generation and is hence affecting their purchase decisions (Young, 2017; Williams & Page, 2011; Beall, 2017).

Williams and Page (2011) describe the generation as attracted by marketing and advertising done by authenticity, “realness”, and image creation. Further, the cohort is influenced by new media, “virtual friends” such as vloggers, and the power and trends that come with technology use (Williams & Page, 2011). Furthermore, Generation Z is attracted by digital engagement and involvement on social media, the highlight of “real people’s” experiences, and social responsibility (Beall, 2017; Perlstein, 2017). Additionally, the generation is asking for explicit content, in order to get their attention fast (Beall, 2017; Google, 2016) and is further expecting retailers to offer a personalized experience based on their preferences and shopping habits (Google, 2016). According to studies by PwC (2018), Accenture (2017), and Euclid Analytics (2017) Generation Z find YouTube as the most desired app for brand and product discovery, followed by Instagram. Further, the generation is most likely to ‘google’ or use YouTube as shopping recommendations before making a purchase decision (Accenture, 2017; Euclid Analytics, 2017).

3. Methodology

In the following section, the methodology of this research will be introduced. Mainly, the qualitative approach will be discussed, in which the use of the four focus groups and the three interviews will be explained. Additionally, the process of data analysis will be clarified, as well as an in-depth methodology reflection that is affecting validity and reliability, ethical aspects and source criticism.

This thesis will be based on qualitative research. The primary empirical material that is used in this research consists of interviews with managers within marketing in lifestyle brands, which will in this report refer as ‘managerial interviews’, and focus groups focusing on Generation Y and Generation Z. Initially, qualitative research is conducted in order to investigate the differences in Generation Y’s and Generation Z’s approaches and behaviors toward influence marketing from a customer perspective, coupled with potential challenges regarding generational differences identified by the managerial interviews. Additionally, already existing facts and material about the subject have been used, for instance, scientific articles, course literature, previous studies and analysis of influence marketing and generations regarding our paper.

When deciding which methodology to use in this research, several options were discussed. A quantitative survey is time- and cost efficient and can, additionally, reach a large group of people which would be beneficial when interpreting a generation. On the other hand, when conducting surveys, there is a chance that the response rate may be low and there is further no possibility to attendant questions, which was considered needed in this type of research. The subject of this research is somewhat complex. Therefore, a discussion, in this case, focus groups, was considered beneficial in order to perceive views and opinions of the subject, rather than personal interviews regarding Generation Y and Generation Z. Similarly, the managerial interviews were considered valuable for the outcome of the analysis as an in-depth interview enables attendant questions.

3.1 Methodology Approach

A deductive approach is when the researcher formulates a hypothesis based on already existing theory, which then is being tested in a specific case. An inductive approach includes a subject without a pre-existing hypothesis and searches for patterns and observations. The abductive approach combines these two approaches, which starts with observation then seeks to find the simplest and most likely explanation (Patel & Davidson, 2011). Abductive research is often used for reaching a provisional explanation and a for future research (Fejes, 2015). This study is based on an abductive approach as it enabled us to be more flexible, it helped us especially during our qualitative approach since we could combine our composed theories with our collected empirical material. As researchers, we did comparisons and similarities through our topic with the collected data and already existing theory in search for patterns and probable explanations (Fejes, 2015). An additional advantage of using an abductive approach is that the theory that is used in the end is adapted to the collected empirical material (Alvesson & Sköldbberg, 2009). By using an abductive and qualitative approach in this study, it resulted in extensive and holistic research.

3.1.1 Focus Groups

A focus group is a selected group of people that discusses and argues about a specific topic (Litosseliti, 2003). According to Bryman and Bell (2011) focus groups are usually used to in-depth examine a topic where one is able to observe participants ways of discussing a topic in a group. Focus groups are genuinely interactive, which means in this case that they respond to and build on each other's views (Litosseliti, 2003). Further, focus group participants can achieve higher levels of reflection, of both their own and other group members understandings and opinions, which can be efficient for the study (Ahrne & Svensson, 2015). This was realized during our focus groups with Generation Y and Generation Z since all the participants argued and discussed different problems to find a solution or answer to each question jointly. It was a 'natural' atmosphere and unpredictable feel during each focus group, where participants both could influence and also be influenced by others which Litosseliti (2003) argued is essential for a successful outcome in a focus group discussion. Yet, the moderator of a focus group plays a vital role in order to find a suitable direction for the conversation of the group (Sekaran & Bougie, 2016). Therefore, the participants of each focus group were informed of the subject before the meeting and the moderators, that is to say, the authors of this study were well prepared in order to

achieve a successful result. Additionally, a useful feature of focus groups according to Litosseliti (2003) is the use of multiple meetings, for example, diversity among group members. Usually, each group member or focus group represents a contrasting consistency. In this case, we, instead, decided to conduct diverse focus groups with individuals from different faculties, major field of studies, professions, backgrounds, ages and genders in the purpose of collecting a reliable data that favors the reality.

We believe that conducting several and diverse focus groups was the best methodology as we decided to investigate Generation Y's and Generation Z's behavior and conception towards influence marketing. Thereby, we received the participants' perceptions about influence marketing. Through the use of focus groups, one can get a better understanding of why participants answer and argue as they do (Bryman & Bell, 2011), which in our study was a helpful tool to study the similarities and differences between both generations and their behavior and conception towards influence marketing. Further, our four focus groups were conducted of the same semi-structured interview guide. Referring to Bryman & Bell (2011) it is important that the interviews are not wholly structured as it does not leave room for participants to raise new interesting issues or topics. Consequently, we chose to design some questions as open-ended, thus the group could discuss widely, yet some questions as attendant questions in order to make the group moderated in their discussion.

3.1.2 Managerial Interviews

In this research, three managerial semi-structured interviews were conducted. According to Trost (2010), qualitative interviews are distinguished with simple and straightforward questions with a list with prepared and specific questions which often is referred as an "interview guide" (Bryman & Bell, 2011). Thereby, the interviews will receive complex and comprehensive answers. This type of interview is further contributing the interviews with the opportunity to ask attendant questions, depending on the respondent answer (Bryman & Bell, 2011; Harboe, 2013). Through creating an interview guide, allows the interviews to maintain focus on the subject while the interview becomes more flexible (Harboe, 2015).

The purpose of executing these managerial interviews was to collect data from the managerial perspective of lifestyle brands concerning generational differences towards influence marketing. Three interviews were conducted, whereupon one of the interviews was completed at company number 1, and two of the interviews was completed at company number 2. Why a delimitation towards lifestyle brands was chosen in this study is for the reason that these kinds of companies do often work with influence marketing and is further a company type that the participants of the focus groups would have some sort of relation, opinion or approach to. Companies that are perceived as lifestyle brands are primarily companies that are marketing their products to symbolize the attitudes or interests of one or several groups (Saviolo, 2012; Harcar & Kaynak, 2007). Consequently, the selected company type, companies within lifestyle brands, would embolden and inspire the discussion of the focus groups. Partly since the participants would, hopefully, have experience of being connected to certain lifestyle brands, partly since the participants would, hopefully, have a confident attitude towards influence marketing regarding lifestyle brands. Why Company 1 and Company 2 was chosen as our two lifestyle brands, aside from that they are using influence marketing as one of their marketing strategies, was to create a representative picture of reality. Company 1, is an outdoor lifestyle brand, while Company 2 is a lifestyle brand focusing on fashion. The companies were, consequently, chosen to increase the diversity of the study, in order to make the research more generalizable. However, the three respondents of the managerial interviews were managers working with marketing and social media - all managers within lifestyle brands that are working with influence marketing on a regular basis.

Position:	Methodology:	Date:
Generation Y	Focus group	2018-04-15
Generation Y	Focus group	2018-04-20
Generation Z	Focus group	2018-04-11
Generation Z	Focus group	2018-04-24
Social Media Coordinator, Company 1	Skype interview	2018-04-10

Marketing Coordinator, Company 2	Skype interview	2018-04-12
PR Coordinator, Company 2	Skype interview	2018-04-13

Template 1: Generational and Managerial respondents

3.2 Sampling

A nonprobability sampling significant that the target group has not been randomly selected (Christensen, Engdahl, Gräås & Haglund, 2016) and in qualitative studies, a nonprobability sampling is beneficial as it is depended on the researcher to receive respondents with insight and knowledge about the topic (Christensen et al., 2016). The choice of companies for our managerial interviews was based on a convenience sample, which is a type of nonprobability sampling. Usually, a convenience sample is based on availability, the respondents that are available will be the ones contributing (Christensen et al., 2016). For selecting participants for the focus groups, we used a selection method called snowball sample. It is when the researchers through already existing contacts receive help from more potential participants (Denscombe, 2016). For instance, we reached out to our networks both at Lund University and ProCivitas Privata Gymnasium, in order for us to be able to create the focus groups we aimed to have.

In this study, we have a selection where we as researchers chose respondents who are considered relevant to the study, both for the managerial interviews with companies and the focus groups with Generation Y and Generation Z. We decided to have four focus groups - two with Generation Y and two with Generation Z. The reason we did not choose to have further focus groups is due to time limitation and that the analysis would have been too long as complexity increases with too many focus groups (Bryman & Bell, 2011). We also selected participants for our focus groups that knew the meaning and definition of influence marketing. According to Ahre and Svensson (2015) is it essential that all participants have some experience, opinion or knowledge about the topic. Additionally, as earlier been mentioned the sampling of the focus groups respondents was made by the act of diversity, mainly with mixed genders, ages and

occupation, in order to increase the reliability of the thesis. A more detailed explanation of the focus groups participants is stated in Appendix 3.

3.3 Implementation

3.3.1 Implementation of Focus Groups

Additionally, four focus groups were created, two focus groups with Generation Y: Both with respondents from working life and student life, and two focus groups with Generation Z: One group with students in grade 10 from different programs at ProCivitas Privata Gymnasium in Helsingborg and the other one with students from different programs and faculties at Lunds University. Before the focus groups, we prepared questions, and we also included “how-questions” to help and understand all participants. ”How-questions” is a helpful tool for participants to explain why they think or act in a certain way (Becker, 1998). All our focus groups took around one hour to complete, and both of the authors of this research attended all meetings. At the beginning of every focus group, we explained who we were, the purpose of the study, how the material would be used and also asked for permission to record the interview. All focus groups were located at home of one of the researchers to provide a welcoming, secure and comfortable impression. According to Trost (2010) the place of focus groups is essential for the participants as it can influence the spirit and by that also influence the respondents’ answers.

At the beginning of every focus group we had small talks and included everyone to create a more relaxed and comfortable atmosphere among the participants (Trost, 2010). Thereafter, we followed our interview guide while we made room for other questions. The focus group we conducted at ProCivitas Privata Gymnasium had a good dynamic among the participants, most likely because all of them attend the same school and are familiar with each other. Likewise, in the rest of our focus groups, someone somehow had a connection with someone else in the group. This was very beneficial for us as it created a comfortable and pleasurable atmosphere among all participants. In three of the focus groups, it was not needed to ask more questions since the discussion went smoothly. However, more questions were asked to one of the focus groups to help them develop their answers and get a better discussion. In a focus group or an interview, in general, it is important that the researchers are not involved or share their own opinions in the discussion as it may influence participants answers. The researchers should only lead the

discussion and make sure the participants follow the structure and topic (Litosseliti, 2003). Therefore, only one of us was the moderator of the focus group, and the other one took notes during the meeting. During the interview we recorded and afterwards, we transcribed the material, even though one of us took notes, we chose this because it was difficult to register all details during the discussion. Immediately after the focus group, we compiled the group's discussion and topics.

3.3.2 Implementation of Managerial Interviews

This study comprises three individual interviews with two lifestyle brands both of these companies work on a daily basis with influence marketing. The individual interviews with Company 1 and Company 2 were performed during week 15 via Skype as we did not have the possibility to meet them at their head offices. All interviews lasted around 45 minutes each. At Company 1 we interviewed the Social Media Coordinator, and at Company 2 we interview both the Marketing Coordinator and the PR Coordinator. We are aware of that interviews made through the computer and not in a physical place may lead to possible complications. Referring to Trost (2010) a possible complication is that the researcher can not observe body language nor facial expressions and also some practical complications such as technical issues that may affect the interview. Therefore, Skype was an optimal option in this case as we were able to see, hear and talk to the respondent and all interviews went smoothly without any technical problems or interference. Before the interviews, we asked for permission for recording and transcribing the material as well as describe the managerial use of this research regarding influence marketing coupled with Generation Y and Generation Z.

3.4 Data Analysis Process

We sense that the abductive approach coupled with our qualitative method has been highly beneficial for the analysis of this research. Partly since the abductive approach ensured us of getting the most out of our semi-structured interviews and focus groups, partly since it assisted us to utilize our composed theories combined with our collected data. To get the most out of our research, we started to design our semi-structured interview guides at an early stage. Accordingly, we were able to adjust and modify the questions during our search for previous research and theories, due to our deepening understanding of the subject, in order to advance our data

collection. Consequently, our abductive approach has characterized our research to a large extent, since we commuted between our interviews with existing data and theories. Hence, we do believe just as Thomsson (2010) that our way of reflecting on our oral interviews coupled with already existing data helped us to comprehend the phenomena ‘generations and influence marketing’.

After finishing our four focus groups and three managerial interviews, we started to transcribe all the material. In order to achieve a greater understanding of the studied dilemma, a systematic approach is crucial when collecting and analyzing data (Thomsson, 2010; Bryman & Bell, 2011; Sekaran & Bougie, 2016). Hence, after transcribing our semi-structured interviews, open coding was used in order to evaluate and break down the data and to have the ability to identify potential indicators of hypothesis, ideas and concepts on a first level stage (Bryman & Bell, 2011; Priest, Roberts & Woods, 2002; Strauss & Corbin, 1998). At this stage, all of the statements were documented in a table without any relation to each other. The essential was to identify interesting material that would be valuable to our study. By using open coding, we did analyze the data both on a vertical level and on a horizontal level (Thomsson, 2010). Hence, we did read the material from top-to-bottom, and also from bottom-to-top, and cross-read the material as diverse elements. Further, we did use axial coding by categorizing the interesting data into broad categories and sub-categories. These categories were for instance ‘trends’, ‘lifestyle patterns’, ‘decision-making’, ‘media behaviour’ and ‘marketing preferences’. By this stage, we had the opportunity to identify common and individual features, characteristics, and phrases of the participants, and obviously coupled with common and separate traits with our theory since our abductive approach (Strauss & Corbin, 1998; Priest et al., 2002). Further, we tried to find links between these different categories and sub-categories, and above all to find a connection between the managerial point of views together with the two generations. This was followed by the next stage, selective coding. At this stage, we tried to narrow down appropriate categories further and develop a framework from several core categories we did find essential. By now, we had all the different categories, and sub-categories, integrated and could, therefore, execute a result of the important correlations (Strauss & Corbin, 1998; Priest et al., 2002). Lastly, due to our abductive approach, we made sure that we had all the information and if we needed additional information to create a more detailed result of our core categories. Bryman and Bell (2011) call this theoretical saturation, and as they quote we made a further comparison of our developed concepts with existing available data. In this stage,

we did, for instance, add the new collaboration law about influence marketing at social media platforms (*see chapter 2.1.3 Influence Marketing*). While ending the coding, we did further plan how to manage and execute the result into a well-designed and distinct report.

3.5 Methodology Reflection

3.5.1 Validity and Reliability

The concept of validity and reliability refers to in what extent and if the right measurements of the study are used, correspondingly how trustworthy the study is and if it is possible to repeat it with the same outcome in a dissimilar context (Bryman & Bell, 2011). According to Bryman and Bell (2011), trustworthiness is significant when organizing qualitative studies. Hence, it is important that the study is conducted by credibility, transferability, dependability and conformability. Further, it is essential that the study is built of authenticity in order to create a research of honesty and that is responding the reality (Bryman & Bell, 2011; Sekaran & Bougie, 2016). Thus, these perspectives have been the foundation of our framework when planning, organizing and executing our research.

Since the qualitative research is intended to study in depth, and not in a broader extent as in quantitative research, it is the reality of the context of the participants the study is consisted of (Sekaran & Bougie, 2016). Further, it is of interests in qualitative research to collect material that is generalizable (Bryman & Bell, 2011). Hence, it is important to be as clear, detailed, and transparent as possible when describing the process of the research and when analyzing the data. Consequently, the study will be further trustworthy or applicable on other contexts due to the degree of generalization. Therefore, it is our participants in our managerial interviews and in our focus groups of Generation Y and Generation Z that favors the result and reality of the study. Thus, it is these individuals' interpretations and perceptions of the context that is forming our research and, consequently, our interpretation of it as researchers. Therefore, we made sure that all of our managerial interviews and focus groups participants got the invitation to take part of and confirm the transliteration and the summary of the result to make it consistent. In order to make our research further reliable, we did also describe important concepts we made us of in our study. Such as 'influence marketing', 'social media', 'attraction', 'approach', 'trend', and 'generation': This in order to prevent the various interpretations of the study's phenomena to a large extent. Yet, we are aware of that the participants in the focus groups may have influenced

each other regarding answers and which direction the discussions led without us realizing. This is according to Sekaran and Bougie (2016) both on good and bad terms since it surely has affected the result of this study. Further, we have strived to design the result of the data as detailed as possible in order to make it relatable and transferable to other social contexts. However, this study will never speak for an entire generation, in this, case Generation Y and Generation Z, since the conducted focus groups of 12 individuals of each generation are not accurate. Similarly, the two lifestyle brands will never represent every lifestyle brand using influence marketing and their statements.

Beside of emphasizing our study as reliable by preventing complications and to clarifying our statements, we have reflected on our objectivity as researchers that may have affected the result of the study. Just as our participants, we are interpreting the socially constructed world in different ways. Furthermore, given our academic backgrounds as currently Management students, whereupon one of us has a background within Textile Technology and Business and the other one within Human Resource Management and Development, we tend to comprehend our research from a managerial perspective. Subsequently, we have reflected of our interpretation of the phenomena 'influence marketing in relation to generational differences'. Yet, Bryman and Bell (2011), Patel and Davidson (2010), and Denscombe (2009) states that it is not possible to be entirely accurate or objective within qualitative studies since the ideas, concepts, and theories that are produced are chosen and realized by the authors. The choices of theories are hence vital when it comes to the outcome of the study, and if the result will be generalizable (Yin, 2007). Furthermore, one aspect that is vital when it comes to the objectivity is the researchers' categorizing of the analysis in the result of the study. Then, the way the result or analysis is designed is a product of the researchers' perceptions and interpretations of the data (Starrin & Svensson, 1994; Sekaran & Bougie, 2016). We are thus aware of that our preconceptions might have influenced our study and that our perceptions of the phenomena might differ from the participants. Therefore, we have in this research tried to minimize that the impact of our personal values and beliefs have affected the outcome of the study to the extent that is possible. This was implemented by using the definitions of the theories we have used in this study, and further, make sure that we had a similar understanding with each other regarding the concepts and that we likewise were conscious of our perceptions. Although we are aware of that, it is not possible to

create a qualitative study without unconsciously using one's interpretations (Patel & Davidson, 2010; Starrin & Svensson, 1994; Bryman & Bell, 2011).

3.5.2 Quality Aspects – Ethical Positions

When planning, organizing and executing research, it is important to take into account several ethical aspects (Denscombe, 2009; Bryman & Bell, 2011; Sekaran & Bougie, 2016). Therefore, we have thoroughly used several ethical principles for data collection described by Bryman and Bell (2011). Firstly, the participants were informed regarding the purpose of this research before they participated likewise that an adequate level of confidentiality and privacy would be used. Additionally, they were informed that any deception, exaggeration or misleading information of the result of the research would be avoided. By using these principles, we have made sure that all the participants were well informed about the content of the research before the interviews, and they were informed that they did participate by their own will and that they had the opportunity to end the collaboration whenever. Further, their personal information and details was treated confidential, and we further asked for their approval before recording their interviews, and the collected data have only been used for the purpose of the research. Lastly, the participants got the right information about the character of the study in order to prevent misunderstandings and instead foster an integrated approach to it. Further, we have made sure to protect the identity and wellbeing of the participants by not describing their character in depth and by not mention their names or the names of the two lifestyle brands. As earlier stated, all of the participants had the opportunity to approve and adjust the concerned material.

3.5.3 Methodology Limitations – Search, Selection, and Source Criticism

When searching for literature and other relevant material for our study we mainly used LUBsearch and Lovisa, two search engines at Lund University, and Google Scholar in order to find relevant and high-quality material. We did use keywords as 'Influence Marketing', 'Influencers', 'Social Media', 'Purchasing Behavior', 'Trends', 'Identity', 'Generation Y', and 'Generation Z'. Although, we did also use several articles and web pages that are not qualified as "high-quality material", for the purpose of finding relevant findings on the phenomena influence marketing and, mainly, Generation Z. Due to the fact that Generation Z is a quite new generation and the phenomenon of influence marketing is rather unexplored the research is, consequently,

limited. Hence, we did use several articles, that was mainly produced by newspapers or companies, such as studies from survey companies, in order to find applicable information and that we considered valuable for our study. Yet, we have been careful when selecting the references in order to generate a trustworthy framework of the study. Therefore, we tried to support these “not as high-quality references” with other findings that were peer-reviewed or academic to increase the trustworthiness of the outcome of the thesis. Meanwhile, we find the bibliographies in scientific articles useful to find other peer-reviewed articles or primary sources which contributed to the shaping of our theory. We have further used other master’s thesis, studies, dissertations and additional reviews and journals in order to find inspiration.

During our search and selection of literature and other we had a critical approach since we carefully considered the publishing date of each reference, the authors or scientists backgrounds and further what kind of organization or company that was behind the diverse articles or web pages we used. As earlier stated, the phenomena Generation Z and influence marketing was lacking high-quality material. Thus, we were mostly critical of these different platforms since many of these findings were companies that had ‘the media behaviour of Generation Z’ as a business. Therefore, it was important to find other theories that were consistent, and we did only use these findings as a compliment. Further, we have to a greater extent tried to use several references among each paragraph, and also by using references no older than ten years, to increase the reliability. However, some paragraphs do not have several references for the reason that we did find some specific findings interesting and relevant to our study.

4. Results and Analysis

The chapter that follows will present the results and analysis of this research. In order to answer the research question of this thesis, the perceptions, values, and behaviors towards influence marketing of Generation Y and Generation Z will be analyzed. The outcome of the traits of the stated generations will further be analyzed in relation to the managerial findings and perspective of this research.

4.1 Generation Y

4.1.1 Approach and Behavior Regarding Social Media and Influence Marketing

Just as the theoretical framework is signifying about Generation Y, this study is describing Generation Y as a group of individuals that are driven by self-fulfillment and identity creation (Parment, 2008; Martin & Tulgan, 2001). Everything the generation does is a stand for their identity, which enlightens the significance of promoting one's lifestyle (Johnson, 2015; Parment, 2008). Correspondingly, the statement that Generation Y is a generation that is using computers and other devices in their everyday life (Parment, 2008; Barnes, 2009; Schullery, 2013) was underlined in both focus groups. The use of social media and other social devices, is, therefore, their primary tool of market their identity. Bolton et al. (2013) are emphasizing the cohort's use of social media as a motivator of being a part of something bigger, participate and in order to get inspired. The two focus groups that were conducted did likewise respond to this statement. The participants in each focus group did further describe blogs, Twitter, Instagram, and Facebook as their essential channels of the search for inspiration and to find new brands or products. However, all of the participants did describe the use of social media as a necessary tool in life for finding inspiration and to get updated on both formal and informal activities and events. What is further characterizing the generation's media behavior is their gratitude towards the opportunity of designing their niche or direction of their information induction.

“When we were just kids, we were buying magazines in order to find the new trends and was, therefore, forced to read through it all so we did not miss something important. Today, we can,

instead, decide and control exactly what we want to read or follow, thanks to blogs and influencers on Instagram.” – Focus group Y1

Just as Parment (2008) is describing, Generation Y is mostly driven by the power of deciding among all choice opportunities. Comparatively, the participants in each focus group are arguing for the importance of getting inspired by others and are choosing after what is strengthener or confirming one’s character. The cohort’s way of choosing is, consequently, designed after their need of either have multiple choice options that are motivating them or to follow the trends in order to be fulfilled (Parment, 2008; Martin & Tulgan 2001). Correspondingly, each focus group did clarify that they are “following” inspirational people, influencers or brands on social media according to what phase or period they are in life and what they are interested in. When the two focus groups gained the question about their view of influence marketing, the participants had a unified approach. They are referring to the phenomenon as a profitable strategy for companies within lifestyle for the purpose of broadening their scope and getting seen and heard. Moreover, the participants did clarify influence marketing as suitable for their needs and behaviors, due to their will and searching for inspiration and motivation online (Bolton et al., 2013).

“It would be somehow weird if they were not on social media – since after all, we are communicating and searching for our inspiration in there.” – Focus group Y2

“It feels like a very modern concept and a nice way to get attached to. Since I am following these people on social media, or are overall getting inspired by others, it is a suitable way of getting our attention. If companies are not using it, I am sure that I would not gain knowledge or attention to the brand or product as fast” – Focus group Y1

Consequently, they are finding companies not working with influence marketing as outdated. However, they did confirm that all types of companies are not able to work with influence marketing since it does not fit every style or image. However, they did clarify that the phenomenon should work for every lifestyle brand since it is easy to market and attach to specific lifestyles. Furthermore, as Generation Y is responding to marketing that is influencing and strengthening their characters, they are attached to marketing done by both social media and

word-by-mouth (Ordun, 2015; Valentine & Powers; Williams & Page, 2011). As an identifiable assumption, this makes influence marketing a strategic fit for the generation. Partly since the generation's trait of being affected, influenced, and inspired by others, partly since the generation's will of being a part of something bigger and to be accepted.

“What these influencers do equals rules within the upcoming trends. If you follow these, you know that you will be trendy.” – Focus group Y2

Aside of being profoundly influenced by inspiring people or brands, who are using influence marketing as a marketing tool, the participants of each focus group were not sure from which digital channel they wanted to get the information. As earlier mentioned, they sure want to get reached through social media and digital channels. However, they were indifferently set regarding if they wanted to experience influence marketing within the digital channels of the company or the influencer. This statement does illustrate the assumption that Generation Z is mastering digital devices and information in more considerable extent than Generation Y (NE, 2018; Beall, 2017), which will have an impact of the outcome of this study.

The participants from each focus group are surely finding influence marketing as an attractive marketing tool. However, the participants from each focus group are, just as Schullery (2013) defines the generation, demanding and slightly critical due to their accessibility of multiple options. For instance, they did emphasize that digital content that is bought can be perceived as less worthy or reliable. One of the participants in focus group Y2 did explain:

“Sometimes, it can be hard to navigate in product and service offerings, and what of these actually are good or not since the big number of influencers today” – Focus group Y2

Consequently, many of the participants of each focus group did describe the phenomenon as confusing regarding what is real or not, or what is bought or a genuine thought. This statement is slightly paradoxical, due to the cohort's need of having multiple options as a motivator (Bolton et al., 2013) yet the cohort's trait of being less comfortable in the world of influence marketing. The genuine aspect is, therefore, vital for the generation and they are explaining the importance of

having the right person in the right place in order to make it trustworthy. Hence, both focus groups did agree on that influencers with more well-known brands and scopes are the most reliable since they easily can neglect collaborations variously. This does illustrate the power influence marketing has since influencers are paid to market a product just like any other marketing strategy. Yet, the significance of social acceptance and participation (Bolton et al., 2013) has a decisive stand for the successfulness of influence marketing. Additionally, participants did describe that the new law of having influencers' posts marked with "sponsored post" on social media as damaging, since it makes the collaboration less trustworthy. Yet, at the same time, it enables them to navigate what seems real or not.

4.1.2 The Effects of Social Media and Influence Marketing

The two focus groups of Generation Y did explain their use of social media, and in particular influence marketing, as a meaningful part of their lives. All of the participants did describe the use as an efficient way of finding inspiration and motivation to their everyday actions and decisions and did further explain it as a way of "dream away" from the reality. However, the most significant reason why they are inspired and influenced by influence marketing is in the purpose of capture or foster a certain lifestyle they want to be a part of (Johnson, 2015; Parment, 2008). Further, the participants did emphasize that the kind of influencers that are the most inspiring are those who are not titled or having it as a profession, instead of individuals who are inspirational in their way of living, acting, or promoting themselves.

"Everything I do is because of inspiration, either from my friends or influencers. It is nice to be inspired, try new things and to develop myself." – Focus group Y1

"I like to "dream away" by looking at influencers' social channels and use their way of living as inspiration to my own motivation." – Focus group Y2

Consequently, the two focus groups are using the content of influence marketing to a variety of things, mainly to strengthen their character. Just as Williams and Page (2011) and Parment (2008) do describe Generation Y, the participants from each focus group are using influence marketing in the purpose of fulfilling oneself and to further maintain their identity. Since the participants did

define the importance of belonging to a certain lifestyle or having a specific identity, they are for instance influenced by what to wear, what to eat, what interior to buy, what they want to work with and where they want to be at their spare time. Subsequently, this makes influence marketing a strategic fit to this generation in particular since the cohort is acting after the aspiration of “fit in” or to be trendy. However, both focus groups did clarify that they believe that the market of ‘being inspired of influencers’ is more prominent for women. Yet, they still believe that the same thing attracts the two sexes – influencers with an inspirational lifestyle that they want to be a part of.

“In some way, I am amazed and fascinated by this phenomenon. I like the idea of having influencers as a guide and use their “research” to my life. For me, it is like a motivator to see their perfect life.” – Focus group Y2

Beyond that the generation is being inspired by the content of influence marketing, they are further being affected by their search for inspiration. The participants from each focus group did describe that influence marketing is encouraging the generation to expand their purchasing behavior due to their trait of being influenced by others. For instance, the majority of the two focus groups did state that approximately 50 percent of their purchasing is due to the impact of someone who has influenced them. This behavior is highly correlated with Generation Y’s trait of materialism (Parment, 2008) since they did describe that when something inspires them, they do either buy the same product or service, or something similar. One further aspect that is affecting the participants purchasing behavior is the benefits that come with influence marketing, such as discounts on the company the influencer has collaboration with. One of the participants did state:

“Many of the products I have bought are due to the discounts that are market through some of the influencers digital channels. I mean, if I would not have seen the discount I would never have bought the product on the company’s website.” – Focus group Y2

Consequently, the purchasing behavior of the participants from this research is in line with Ordun’s (2015) description of Generation Y: The generation is rational in their decision of purchasing since they are greatly influenced by inspirational individuals or brands and have,

therefore, numerous of options in which they choose after related trends that are fulfilling one's character (Parment, 2008). Therefore, influence marketing is a successful marketing tool applied on Generation Y since the generation's motivation to follow the trends of influencers and inspiring individuals conversely of being loyal to a specific brand or company. This illustrates the managerial importance of using influence marketing suitably, which will be further analyzed in chapter 4.3.

4.1.3 Peer Acceptance and Association

The primary trait this study of Generation Y has generated is the cohort's motivation of belonging to something bigger and to sense some fellowship or community with others. Besides, their motivation of being accepted as an individual and, therefore, their will of associate oneself with the trends of certain lifestyles. This outcome is correlated with Sias and Cahill's (2009) description of "peer influence" likewise the generation's trait, identified by Ordun (2015), of being social influenced. The act Generation Y performs is, consequently, a response to the trends, groups, or lifestyles the cohort want to be a part of. Thus, the generations will of fulfill oneself and by meaning something to others (Martin & Tulgan, 2001; Lindgren et al., 2005).

"Why I buy things, and why I am even attracted by influencers who collaborates with different companies, is because I want to be trendy. What these influencers do is, therefore, what is trendy and accepted by others in my surroundings" – Focus group Y1

In addition to the statement above, the two focus groups did discuss how they further are influenced and affected by each other. For instance, the participants did explain that they are more likely to buy a product if both influencers, or inspirational or well-known individuals, and individuals in their surroundings are using that certain product. In that way, the product in question is accepted by their peers, and the individual from Generation Y is socially accepted. Thus, the use of influence marketing is mainly for the purpose of find inspiration that might lead to a purchase decision. Yet, the cohort's use of influence marketing is moreover for the reason of social association. For instance, both focus groups did explain that the generation's find of inspiration and choice of products must be in line with the identity or lifestyle they want to be a part of and, yet again, to be accepted by their surroundings. Consequently, Generation Y's

purchasing behavior can additionally be considered as emotional loaded, just as it can be considered rational, due to their eager of belonging to something and since the social risk is the main driver (Ordun, 2015).

Beyond that influence marketing is a successful marketing tool in order to attract Generation Y, influence marketing can further be deceptive due to the cohort's motivation of self-fulfillment. The two focus groups did discuss the paradox of being stimulated by the phenomenon, yet the participants did emphasize that influence marketing could be something that is discouraging the relationship. For instance, focus group Y2 did explain the paradox as they were too attached to certain influencers, brands, or companies:

“If there is an influencer that I am not being inspired by who is having a collaboration with a brand I like, I feel like that influencer is destroying “my brand” since I do not want to be associated with that person.” – Focus group Y2

Consequently, this does illustrate the cohort's importance of communicating their self in order to be perceived as they want to be looked at. Everything the generation does is a stand for their identity (Parment, 2008; Johnson, 2015), and the two focus groups did clarify it by their need of attention and interaction in order to get feedback and acceptance on what they do. Therefore, this makes the phenomenon influence marketing suitable for the generation due to their trait of being easily influenced by other and their need to expose their self.

4.2 Generation Z

4.2.1 Approach and Behavior Regarding Social Media and Influence Marketing

As Carlsson (2010) stated, people use social media for communication, information sharing and connecting. Generation Z is highly skilled at using computers, tablets, smartphones as they are born in a digitalized world (Beall, 2017). Consequently, it is identified by this research that Generation Z is much more comfortable using social devices and social media than Generation Y, which will have an essential outcome of this research. All of the participants in each focus

group agreed on that they mainly never buy a magazine in a store or watch traditional TV, why they consume all their content online. Additionally, the generation is using social media channels in order to remain and create relationships, and further to get information and to discover new products and phenomenon's (NE, 2018; Forbes, 2017; Beall, 2017). This was also showed in the focus groups as they talked about how influencers and social media in general motivates and inspires them in their everyday life.

"I only follow accounts that inspire me, in my case fashion. But my brother, for example, only follows fitness profiles as that is his motivation and inspiration. So it depends on my interests whom I am following." - Focus group Z1

Generation Z is not a generation that likes to be advertised to (Dada, 2017). All the participants in the focus groups made it clear that they want to search, for instance on YouTube, for special promos when it is on their terms. In this way the cohort can decide what type of advertising or promos they want to see, and when and how they want to see it. This is also something the CEO of YouTube, Susan Wojcicki, argues on - this generation loves excellent TV content online (Hayes, 2017). While referring to Lauterborn (1990) 4 C's model it is essential to analyze how the customer segment works and acts, where they would like to shop and how they are reached with information to understand and attract customers. In this case, it is crucial to adapt to the customer in order to reach out. Through the focus groups, it was understood that YouTube is a social media channel that is especially popular among Generation Z, and they spend much time watching famous vloggers, inspiring promos or clips from tv-shows. Instagram and Snapchat are additional channels that are popular among the generation, but on average they spend the most time on YouTube.

"It is sometimes scary how much time I spend on social media channels every day, especially on YouTube. I can watch videos for hours. Everything I do happens on social media. I am basically always online and available on my phone." - Focus group Z2

"I only watch content online that is interesting or inspiring." - Focus group Z2

The participants from each focus groups believe it is outdated and a waste if companies do not take advantage or work with influence marketing. They think it is such a profitable marketing tool which includes spread and reach. However, at the same time, this generation have high expectations and are craving flexibility, freedom and opportunities in order to thrive (Beall, 2017), which was noticed while the participants were discussing the value and reliability in influence marketing. They are a group of well informed, engaged and selective people which makes it hard for companies to fool them, but also to get their attention. As Beall (2017) stated, Generation Z has a need of being in constant stimulation and want to have recognition for what they do, which was obvious among the participants in both focus groups due to their activity online. The participants argued that they are used with marketing campaigns and its influence and is additionally used with constant updates since it is in front of them every day. Therefore, Generation Z is a generation that is better to process information and decide what they think is relevant or interesting.

”Influence marketing feels very fake in some cases. Companies should have a clear strategy before investing in influence marketing. It was better some years ago; then it felt more genuine and trustworthy. But now it is everywhere, and we are not as easy to fool anymore. But at the same time, influencers reach out to such a large audience and if a company does it right and successfully - it is very profitable. If one wants to reach my generation, we are on social media channels. Nowhere else. Therefore, companies need to be there as well but in a strategic and trustworthy way.” - Focus group Z1

One of the questions each discussion of the two focus groups started with was *”what are your current thoughts and opinions about influence marketing?”* All the answers among the participants of Generation Z were highly similar to each other, and they all had a common approach to the phenomena.

”I am aware of it while scrolling my Instagram feed or searching on Youtube; it is part of our daily life. It can often be too much if it is done in a fake way.” - Focus group Z2

“I am critical about it, and I have a distance to it, but it still inspires and motivates me.” - Focus group Z1

”It is a clever marketing strategy for companies. Influencers get paid for it, and often it results in generous discount codes for us as customers, therefore I believe it is a win-win situation.” -

Focus group Z2

By this research, it was undoubtedly noticed that the participants from Generation Z are critical to the usage and the purpose of influence marketing, but they are still daily users of influence marketing and social media. This statement makes the cohort rather complex, in which they are producing different shapes that surely will make it more difficult for managers to please them as the generation will develop. Generation Z is, as Williams and Page (2011) describe it, a generation that is attracted to advertisement if it is done properly, in this case by authenticity and realness. As mentioned before, this generation is very selective and well-aware when it comes to social media and advertising, which makes it hard for companies to attract them. Nowadays the cohort is aware of how influence marketing works, and the participants did explain during each focus group how they have nearly stopped reading all posts on Instagram that start with “in collaboration with” or all YouTube videos that is hauls, which means a video where an influencers tries on or shows clothes in collaboration with a company. They argue that it is not attractive if an influencer only shows products or collaborations, it needs to be clear that there is effort behind it. Additionally, it is essential for them that the influencer and company represent each other, that they both share the same values, thoughts, and opinions in order to make the collaboration authentic. The influencer and the company need to match each others image and brand; otherwise, it is not reliable or real. This will be essential for the outcome of this research regarding satisfyingly reaching Generation Z.

4.2.2 Purchase Behavior and Requirements Regarding Influence Marketing

As the theoretical framework is stating, Generation Z uses social media, i.e. influence marketing, for inspiration and motivation likewise as they want to make a difference or social change (Beall, 2017). Both focus groups did clarify that they believe it is important as an influencer to talk about mental health, environmental issues or feminism on their social media channels. Otherwise, they

described that they are not interested to ‘follow’ the person since they are not inspiring them. Instead, they want to follow influencers that they feel associated with. It is not reliable or realistic to just see a perfect world all the time on social media, which will make the effort behind influence marketing much challenging in the future. Partly since the generation is craving for realness that is contradictory against advertising, partly since it will put pressure on choosing a suitable influencer that is pleasing the generation. As the generation is motivated by global changes, social, political, economic and environmental matters (Kanter, 2015; Perlstein, 2017; Forbes, 2017; Williams & Page, 2011; Ernst & Young, 2015), the participants stated that if an influencer have thousands or millions of followers they should take advantage of it and raise their voice in important questions and not only inspire to depthless and unrealistic values. Consequently, the managerial use of influence marketing could become more complex to use, since the growing audience is more demanding than before.

“It is more about quality than quantity. If a company invests in an influencer that is big, it will get immediately better. Then you know there is a lot of work behind it, and it feels more real and genuine. When a company adheres to a person and does a suitable cooperation, it ends in a better effect. We believe in it more!” - Focus group, Z1

“They should take social responsibility. They have so many followers so they should utilize that by raising their voice in important questions.” - Focus group, Z2

When the participants started to discuss the influence of influence marketing or social media in general, all participants in each focus group agreed on that it affected their purchase decision, whether they wanted it or not. Even though one is critical and conscious, it still inspires. It could be expressed in two steps; either one follows the trend of a unique or inspirational influencer or one try to be unique and inspired by influencers but do their own thing out of it. As earlier stated, this generation wants to feel special and unique, and, therefore, they usually get inspired by social media but they never want to copy a trend or a person, they instead want to stand out from the crowd and do their own thing. Consequently, the trend of individualism of Generation Z will generate consequences of how companies are using the phenomenon, due to the cohorts trait of breaking trends. This will, probably, make the use of influence marketing more challenging and

managers will need to find a way to reach the generation's need for feeling unique. Furthermore, the participants did mention that it is easy nowadays to purchase online as one usually gets inspired by an influencer that gives out proper discount codes. Hence, it is easy to end up with purchase as it is so easy, quick and profitable to buy online.

“What influencers wear or buys are becoming norms for trends. If it is a lot of flowery that is exposed on influencers social media channels, then flowery it is for the “followers” as well. But maybe, I would buy another garment just to make it more special.” - Focus group Z1

4.2.3 Uniqueness and Personality

For this generation authenticity is key. This is a generation where the surface is not important nor relevant; it is not natural for everything to be perfect all the time. As Google (2016) mention in their survey coolness and uniqueness is two essential traits in their choice of action. While discussing the two dominant traits in the focus groups, the participants describe it as they do not want to look, act or be like anyone else. They want to be considered unique and to feel special in everything they do, why they think it is crucial with an influencer they can identify themselves with: An influencer that can talk about everything from clothes to mental health. It should feel like a friendly relationship between the influencer and the followers, which creates the pressure for companies of choosing an influencer with consideration and effort. However, influencers may inspire Generation Z, but the cohort does not want to copy their looks. Instead they want to stand out of the crowd – something might inspire them, but in the end, they always put their personal touch on it. Conversely, the cohort's need of feeling unique and authentic has generated in the trend of having a cool personality that is standing out. Consequently, Generation Z is driven by image creation (Forbes, 2017) which companies should take advantage of and utilize in their work with influence marketing. The generation's desire of having a special image was sustained during the focus groups and is likewise their main driver of the search for inspiration.

“I am selective and picky. I do not like the “surface”; everyone strives for perfection. Why is perfection better than imperfection? There is nothing personal in being perfect.” - Focus group

Z2

“Influencers should be more personal because that affects me more. I want it to feel that I am their friend, that we have a personal relationship. And it is important that they are transparent, show stretch marks, unfiltered pictures. That is more attractive and have a bigger impact.” -

Focus group Z2

This generation wants brands to be more personalized based on their preferences. They do not like to be like everybody else, and it is for sure cooler to find a brand that no one knows about than buying something from a brand that is all over social media channels. They want influence marketing to be entertained, new, innovative, cool and life-enhancing. Consequently, Generation Z's trait of their need of standing out as an individual will put new challenges for managers within marketing. Likewise, since the cohort is feeling the need of not following trends that are the main idea of influence marketing.

4.3 The Managerial Perspective

4.3.1 The Phenomenon of Influence Marketing

Despite that the two companies of this research were slightly dissimilar, with only the tool of influence marketing within lifestyle markets as a common denominator, all respondents from each company still acted similarly regarding this survey. The managers believed that influence marketing is a profitable and effective tool to reach out to present and future customers, mainly in the sense that individuals of today do search for inspiration on social media. The use of influence marketing on their social channels does hence illustrate an attractive and engaging content and an expositive image, which both Generation Y and Generation Z are responding to in their search of identity alternatively image creation (Influencer Hub, 2016; Google Report, 2016). Why both Company 1 and Company 2 did glorify the phenomenon was for the reason that they easily could control and adjust their use of influence marketing based on needs and target groups. They did also clarify the importance for a company to stay trendy in order to remain attractive and competitive.

“It gives so much more to promote a recognized face that people do recognize and feel a connection to, rather than a handsome model with nice pictures. Today, it is the recognition factor and the personal connection that counts.” – Marketing Coordinator, Company 2

“It is all about social association!” – Social Media Coordinator, Company 1

The three managers believe that influence marketing has become successful since the phenomenon creates a win-win effect: The lifestyle brand sells their products, and at the same time the customers get closer to their inspiration or role model. While the generation is searching for their inspiration online, the two companies want to inspire and motivate their customers in order to get them engaged and to create acquisitiveness. Just as the theoretical framework is describing the two generations, the cohorts are profoundly affected and influenced by each other in their acts (Tomoson, 2015), which makes influence marketing a suitable strategy for them (Brown & Hayes, 2008). Partly since the cohorts are influenced consciously by each other, partly since the cohorts are influenced unconsciously by each other. Their daily usage of influence marketing and search for inspiration has, thus, generated in their demand of maintaining one’s identity or image and have, therefore, affected the behavior of the generations. Mainly, why influence marketing is an excellent fit with the two generations is since the cohorts want to interpret and perceive opinions of others, which social media completes today. Consequently, the three managers have identified a pattern of the generations buying process concerning the phenomenon.

“Quotes are more credible than just saying it is so” – PR Coordinator, Company 2

What the two companies further have in common is how they choose their influencers. Since an influencer is a personal sender, there must be an influencer with a personal touch in order to create natural and well-composed ambassadors. Hence, the two companies do choose influencers after their uniqueness and how they could contribute to their fit with the company for the purpose of sell products and to expand the brand. The use of influence marketing is hence highly relevant today since the majority of today’s customers want to have a dialogue with potential companies or brands in order to make an impact and to get inspired (Lauterborn, 1990).

4.3.2 External Challenges

4.3.2.1 External Challenges Identified by the Managers

The first challenge all of the three managers did emphasize was how conscious, aware, and skeptical people of today are. At the beginning of influence marketing's expansion, people did not know it was advertising, which made it perceived as real. Today, with the new law of sponsors and collaborations, there is hence not as easy to have an impact on potential customers. Additionally, since the phenomenon has grown coupled with social media, the managers emphasized that one need to take both the influencers and their followers into account. Since the followers of each influencer are the target groups of influence marketing, the choice of each influencer has today become more critical. In order to make influence marketing profitable today, companies need to find influencers that people do recognize or have significant influence on others. To find an influencer that both have that capacity and additionally fits with the brand of the company has become another big challenge for managers within marketing.

“It is easier that the outcome is bad rather than good. If the outcome is bad, by having an influencer people do not feel a connection or association with, there can be consequences for our brand perception and target groups. One needs to feel associated with the product, the brand or the influencer.” – Social Media Coordinator, Company 1

A further challenge identified by the managers was the danger of having an influencer that is too niched, which makes it hard to attract a broader target group. Another aspect was if the influencer would be too looked up with the company by changing its style or lifestyle type, which would affect the company by changing target group that would not be in line with the brand of the company.

The primary challenge the three managers did identify is the inflation in the industry of influence marketing, which further does illustrate that the marketing tool is well established on the market (Brännström, 2018). They did mainly emphasize the ability to stand out as a company since the majority of lifestyle brands do work in similar ways. Furthermore, the managers did explain the challenge to capture people's attention due to the fast moving and expanding content of social

media. Additionally, the work of influence marketing has become more complex since “an influencer” can be considered as a profession today. Consequently, the method has become and will become, more expensive in both time and money, which makes it more essential to choose the most appropriate influencer and to sense new trends.

“What is the value of pay these prizes when the potential customers are that skeptical?” – Social Media Coordinator, Company 1

“The big challenge for us is to stay unique within this niched branch, but at the same time create relationships that creates realness. The way of using influence marketing is not wrong; one just need to know how to use it to make it right” – PR Coordinator, Company 2

The final challenge the managers of the two companies identified was the importance of establishing trustworthiness and relationships. A daily challenge for the managers is, apparently, to create a trustworthy and inspirational strategy that the customers need to admit. Therefore, the companies need to find an influencer that is perceived as genuine, which is made by finding an influencer that is related to the image of the product and the company. Otherwise, the concept of influence marketing can be seemed as fake or bought. This makes, consequently, relationship creation a vital part for the managers. All of the managers did emphasize the importance of finding influencers that actually care about the brand and likes the product. Hence, the managers need to retain, build, and be attentive in order to create strong long-term relationships that are promoting their collaboration.

4.3.2.2 Managerial Challenges to Attract the Two Generations

Likewise, as Stelzner’s (2016) statement influence marketing or marketing through social media has become more challenging to manage the two last years. The younger generation is the biggest challenge due to their trait of being experts, picky, and aware. Primarily, this generation does not only care about the product itself but also by what influencer who is marketing the product and in what digital channel the product is marketing trough. Comparatively does Generation Y mostly cares about by what influencer who is marketing the product.

The primary challenge all of the managers in this research did emphasize was to attract new generations and above all to connect these with already existing generations and their marketing preferences. According to Lauterborn's (1990) model the 4C's in the perspective of influence marketing, the company need to adjust after the wants and needs of the consumers. The stated managerial challenge is hence to attract and reach the generations at the same time since they have different wants and needs. In this case, the young individuals of Generation Z have new demands and needs; mainly by what tools and digital channels the generation is communicating and finding inspiration with. YouTube is, for instance, the core digital channel Generation Z is using, which is demonstrated both in this report's research of the cohort and by the theoretical framework. The managers from both of the companies exemplified this by explaining the importance of being receptive and adaptable to trends, such as start to use influencers on YouTube. The challenge is hence to adjust to both of the generational trends and at the same time attract them both, since Generation Y does not use YouTube as a digital tool of finding inspiration. Today this is done by adjusting certain products after a certain target group and correspondingly uses digital channels and influencers that are associated with the target group. However, the challenge is still to remain a strong image that is attracting the two segments, since influence marketing is such a robust identity creation of the company, despite their dissimilarities of social media preferences.

“In near future, we really need to launch a YouTube account and start to promote our products done be videos. Vloggers, influencers on YouTube, is the big happening for the kids – and we need to respond to that.” – Marketing Coordinator, Company 2

Beyond the difficulty of target the two generations with different influencers and digital channel preferences, the cohorts have additionally two different views on quality. The managers describe the problem as two generations with different wants and needs. Firstly, they describe Generation Y as a generation that is asking for a carefully chosen content, and an influencer with photos of high quality with a perfect image. Instead, they do describe Generation Z as a generation that requires many updates and a personal touch. Therefore, quality equals availability for Generation Z and not perfection. Additionally, they are influenced by virtual content and are further asking for a unique relationship with the influencer and the company, which results in the importance of

putting effort behind the work. Yet again, the challenge prevails in the issue that a company within lifestyle cannot please everyone at the same time, due to the diverse preferences of the generations.

An additional interesting aspect one of the managers did emphasize was the fact that the community is becoming more individualized. The manager described that individuals from Generation Z is asking for an individual style and not to be like others, unlike Generation Y that is asking to be a part of something bigger (Bolton et al., 2013; Beall, 2017). Consequently, the manager explained that she believed this new trend could result in difficulties to find and to further build a relationship with these individualized individuals as influencers. Alternatively, she explained that it could have the opposite effect since these individualized influencers are managing their own decisions. However, the target group of Generation Z will still be harder to attract since they likewise want to be unique and have an individualized identity, unlike Generation Y that is seeking for a bigger unit.

4.3.3 Internal Challenges

To conduct to the chapter above, the main challenge within the two companies is the complexity to adjust each strategy after each target group. The issue that was discussed by each manager was how the company should change its way of working to reach the different generations at the same time. The main topic they did emphasize was Generation Z's trait of using new digital channels, and that they already do expect companies to use virtual content, such as YouTube. The identified problem is hence that the new way of using social media is not in line with the companies' images. However, this is not referring to all types of lifestyle brands, since they obviously have different segments and target groups. Consequently, a further identified managerial challenge is to know what to prioritize, decide and dare to be innovative. Further, the managers did explain that the expansion of influence marketing has generated in new work assignments due to the complexity of the method. Just as Saravanakumar and SuganthaLakshmi (2012) are stating, social media will take new shapes, and marketing managers will need to respond to these.

“The current conflict in the marketing department is if we should start using YouTube or not. If we do, we will please the younger but at the same time irritate the older. The managerial

challenge is hence to take the right direction. How can we find our spot in these new channels in a natural way without changing our brand?” – PR Coordinator, Company 2

Beyond the challenge of choosing an influencer and using the method in a way that is satisfying the two generations at the same time, two of the managers emphasized the importance of following other trends. Firstly, the phenomenon influence marketing is mainly responding to women rather than men, which makes the method fairly selective. Next, it is essential that a company use influencers that are responding to social matters that is required today, especially by Generation Z. The managerial challenge is, therefore, to know what actions will benefit both customer values, in terms of profitability, and at the same time ethical statements.

The final managerial challenge that was identified is the organizational point of view. In order to make successful decisions, one needs to have a united organization that is adaptable to the new ways of working. Therefore, the managerial role within marketing has become crucial while the whole marketing department needs to understand why the changes are done and how, especially since the trends of social media is changing faster than before.

“To be able to get the department, and the whole organization, align with the new mindsets is a big thing. If we do not understand the generations, how can we then attract them? Here, the manager’s plays a vital role in which communication is key to prevent resistance. And when it is about digital changes, one does not simply have time for resistance.” – Marketing Coordinator, Company 2

5. Discussion

In the following section, a discussion of relevant and interesting findings on the topic 'Managerial challenges towards influence marketing concerning Generation Y and Generation Z' will be presented. Firstly, the identified generational differences regarding social aspects will be discussed. Secondly, the flourishing Generation Z as an identified important managerial challenge will be reviewed and, lastly, the cohorts' diverse preferences on digital quality will be discussed.

5.1 Generational Differences in Relation to Trends and Social Features

One of the main characteristics of Generation Y and Generation Z this research has generated is Generation Y's trait of being driven by one's peers and surroundings and the most important to belong to a certain lifestyle, whereas Generation Z's trait of being driven by uniqueness and to be considered as "cool". Social acceptance for Generation Y is, consequently, their main driver meanwhile the ability to stand out is for Generation Z. One can, therefore, consider these two last qualities as contrasts to each other, which makes the managerial grasp of influence marketing challenging to interpret. However, both generations do appreciate the act of associate oneself with a particular product, brand, or image that still make influence marketing applicable to both cohorts. Nevertheless, the two generations have dissimilar preferences on what products, brands, and images that are considered pleasing for them. Thus, this research has identified the managerial complexity on how to attract and please the two generations by using the same tool of influence marketing. Although, Generation Y and Generation Z still respond to influence marketing in a similar way regarding their way of searching for inspiration on social media. Likewise Generation Y's need of self-fulfillment coupled with identity creation and Generation Z's need of image creation that makes their integration with influence marketing proper. Correspondingly, the managerial challenge is not to attract the cohorts by using influence marketing since they can adjust the tool after chosen target group. Instead, the managerial challenge is to attract the generations at the same time due to their diverse characteristics and preferences, yet to incorporate the new trends and demands of influence marketing with the brand of the company. However, the challenge to attract different generations with different ages has always been difficult despite marketing tool. Yet, the dilemma still remains which makes it

crucial for managers to be responsive and aware of new generations preferences and characteristics, especially of the fast-growing Generation Z.

One further contrast between the two cohorts that have been identified by this research is the perceiving of their social environment. While Generation Y is highly conducted of trends, the value of opinions of others and the motivation to belonging to something bigger, Generation Z is conducted by the opposite. Instead, Generation Z is motivated by individualization, in which *“imperfect has become the new perfect”* (Focus group Z1, 2018), and is thus longing to diverge the trends of being like others. This statement made this research questioning influence marketing as the most suitable way of reaching Generation Z. However, the eager to stand out as an individual has, correspondingly, become a trend for the generation. Therefore, influence marketing is an appropriate way of reaching Generation Z due to their motivation of being inspired by individualists and influencers with a unique image. Yet, Generation Z is a group of selective people which will make it challenging for managers due to the cohorts trait to diverge trends. Consequently, the central dilemma remains – how to reach both generations at the same time since it is clear that the use of influence marketing is successful to attract each generation just in different ways? One identified challenge is, hence, to choose an influencer that is both inspiring individualists as Generation Z, yet to inspire people collectively, Generation Y. This dilemma is recurrent in this research since it was revived in several aspects and situations. What this research has, nevertheless, generated is the managerial complexity in the near future. The work behind influence marketing might be different from how it is managed today. Particularly since the approach to the phenomenon is revealing as individualized, what could be challenging for managers of today. Especially since the growth of influence marketing is based on the point of view of Generation Y: To create trends that are affecting one other on a group level. In the near future the role of the manager is going to grasp the balance of Generation Z’s trait of still being affected by each other, yet to perceive it as an individual.

It is obvious that influence marketing affect both generation, which have come to affect their consuming patterns as well. Generation Y does follow trends in order to maintain their identity and to fit in, while Generation Z is making the trend personal. As our study is revealing, the use of influence marketing is encouraging the cohorts’ acquisitiveness. In the perspective of

Generation Y, the desire to buy is founded in their will to uphold their lifestyle that is approved by others, as the perspective of Generation Z is to create a unique image. As a conclusion, influence marketing is, after all, suited for both generations despite Generation Z's trait of individualization. The outcome of this research regarding the effects of influence marketing can thus be summarized: The customer of the stated generations is either 1) buying the product the influencer is marketing or 2a) Generation Y gets inspired to buy something similar to achieve what is considering trendy or to complete a certain lifestyle or standard or 2b) Generation Z get inspired to buy something similar, but with a personal or unique approach.

5.2 Authenticity is Key for Successful Influence Marketing

Overall it clearly showed in the analysis of this research that Generation Z is a more selective and conscious group regarding social media in general. The cohort is aware and informed in a larger extent regarding the digitalization and technology and, therefore, it is subsequently more difficult for companies and managers to get the younger ones' attention today. However, Generation Y is likewise a selective and conscious group, but not as much as generation Z. The analysis proved that Generation Y does not have as much knowledge, experience or habit regarding the digitalized world since they did not grow up with smartphones, tablets and computers as Generation Z did. Therefore, Generation Y's act of being selective must be due to the large amount of choices they have, and not due to their awareness in the same way as Generation Z. Since the later generation is digital natives, they are more natural in the digital landscape. Hence, a managerial challenge will be to tackle this new group of digital natives since one cannot fool this group, which results in the managerial importance of authenticity and transparency.

For Generation Z it highly essential with authenticity and transparency. Therefore, in order for a company to get their attention and time, the company need to be carefully prepared, well-thought-out and unique in their marketing strategies. Yet, Generation Y do likewise prefer companies that work with transparency and that additionally have acceptable values, but Generation Z is even more obsessed with brands transparency and authenticity. Today it is, consequently, more critical of showing content that does not feel too fake or staged. It is clear that this generation knows what they want and how they want it, while it is not easy for companies to fool them what can be considered the ambition of influence marketing. Hence, when companies are advertising,

Generation Z wants them to put effort into it. Influence marketing campaigns need to suit the companies values, brand and perception; otherwise, the cohort would not be affected or attracted to the products. Hence, it will become highly crucial to for managers to find an influencer that is responding to the demands of Generation Z. Due to their digital mindset, this generation knows when an advertisement is carefully prepared or not. Consequently, in future when Generation Z will expand companies must act after their requirements in order to retain them as customers. Further, Generation Z does also set requirements for companies regarding social matters. The cohort is much involved in environmental, political and social issues and they think it is essential that influencers on social media channels to talk as much about mental illness or feminism as they do about clothes and interior design. It is important for this generation that companies show support and care for worthy causes. Consequently, the managerial choice of influencers is much more vital in order to attract Generation Z since they must please a more selective audience. Thus, a challenge for managers is to balance social matters and issues with requirements from customers. The managerial complexity is hence that one cannot please everyone at the same time. Although, since Generation Y is likewise crucial to the phenomenon, they are contradictorily driven by trends of influencers in order to be accepted or to fit in. This finding is significant in this research since it does illustrate the importance for managers to follow the trends of Generation Z: If the trends of Generation Z becomes influential on social media, Generation Y will surely follow them due to their traits of being affected by the trends of influencers.

5.3 The Correlation Between Social Media Channels and Quality with Generational Preferences

As stated before, it is a challenge for managers to understand and satisfy each generation at the same time. In the near future, it can be more crucial for companies to choose their digital identity in order to perceive as trustworthy and reliable. However, if managers understand each audience, it will help them create the right message on the right channels at the right time. Generation Y and Generation Z respond to messages and marketing campaign differently, and they prefer different content on social media channels, which instantly makes it difficult for lifestyle brands to decide what content or direction to choose. Generation Z represents a group of people with high expectations, and they clearly know what they want, how they want it and when they want it. Further, they like the idea of influence marketing as they adore engaged and impressive

advertisement, but when it is on their terms. If companies want to attract Generation Z, they must create an engaging and “cool” experience that is unique and special, while Generation Y is asking for a trendy and peer-accepted content. The upcoming challenge for managers within marketing will hence be to balance the diverse preferences if they want to respond to the cohort’s traits, yet to stand out as a brand in this expanding branch of influence marketing in which every company is following the same trends.

What differs Generation Y with Generation Z is that they spend most of their time on different social media channels, which consequently makes it difficult for managers to decide what direction they should take. Managers must tomorrow dare to take chances or risks to invest where their potential customers exist, yet balance the risk with the brand of the company. For instance, Generation Z is large consumers of Youtube, while Generation Y is users of Instagram and Facebook. Therefore, it is essential to adapt to the customers’ digital habits in order to get their attention. Additionally, Generation Z spends more time on social media than Generation Y, which consequently is a further challenge for managers regarding getting their attention as they have a shorter attention span than Generation Y. Due to their different preferences on social media channels, a managerial challenge might be what channels the company should target on and still remain the brand and image of the company. Identified by this research, it does not matter for Generation Y what social media channels managers decide to promote their company on. However, it was clearly shown that Generation Z did care about what channels the marketing was market on since it is a stand for the image of the company. The fact that Generation Z is big users of YouTube might, consequently, be the next step managers must take in order to attract the generation and keep them as future customers. Especially since the generation is the upcoming big generation on the market, in which companies need to adapt with. However, the dilemma of balance the preferences of both generations does remain, particularly since Generation Y does not consume content on YouTube. Managers should, therefore, attract each generation based on which social media platform they spend most of their time on and not treat them as equal, which, consequently, would generate in further consumption of time, money and resources for managers. For instance, one should advertise to Generation Z on YouTube and to reach Generation Y advertisement should be done on Instagram or Facebook. Although, the image of a company

might be seemed as old-fashioned in the eyes of Generation Z since an add on Facebook is not that innovative.

The same assumption applies to the two generations' approach to quality. Both Generation Y and Generation Z are very selective and believe it is important with quality. However, according to this research, they do perceive quality in different ways. Generation Z is asking for many updates continuously from both influencers and companies and is further asking for a content that is not perfect or overly polished; they want it to be seemed as real. Consequently, the "perfect surface" does not work on Generation Z in the same way it does on Generation Y. This is undoubtedly problematic for managers since the idea of influence marketing is to influence people with a promoting surface that often seem to appear as perfect. Generation Z does hence have a new and different way of looking at quality, which will come to affect every marketing department and manager regarding how they will keep up with the speed of Generation Z likewise respond to the selected and exclusive approach Generation Y is responding to.

6. Conclusion

In this chapter, the conclusion of this research will be explained. The conclusion is conducted by the result and analysis of this study and is answering the purpose and research question of this thesis. In brief, the conclusion is completed with a clarification of the generational differences regarding Generation Y and Generation Z towards influence marketing combined with two integrated categories of managerial challenges.

Generation Y and Generation Z are two complex generations, whom both have similarities and differences. This research clearly states that the relationship influence marketing together with Generation Y and Generation Z is undoubtedly a managerial challenge since both generations are active and proficient users on social media and they expect highly personalized interactions in order to be attracted. However, the generational differences play a vital role for managers since it is decisive of how the result of the influence marketing campaign will be. Partly, since the cohorts are responding to the phenomenon differently, partly since they are using the phenomenon for different purposes. Therefore, it is essential for managers to understand that Generation Y and Generation Z should be treated differently as their habits, preferences and values are not equal. Generation Y is known for wanting various options, feeling belongingness in a group and to feel accepted by others by following trends. The study clearly shows that Generation Y is driven by self-fulfillment and identity creation as well as they use social media for inspiration and motivation. Further, Generation Y does not want to stand out as much as Generation Z does. Instead, Generation Z is driven by authenticity and to be considered unique and cool. In contrast, Generation Z is driven by image creation. The digital natives are more selective and aware than any other generation because they grew up with the digitalization and is, therefore, seeking for transparency and realness. The generation is, furthermore, motivated to diverge trends and are, additionally, engaged with social matters.

This research generated two integrated categories of managerial challenges within lifestyle brands. The first identified challenge is to attract both generations at the same time due to their different preferences, and, the second challenge is to adapt one's brand and marketing strategy

after the growing and demanding Generation Z. The two generations are well suited to the phenomenon, since they are daily users on social media, and most importantly are searching for inspiration and motivation on social media which affects their actions and acquisitiveness. Further, both generations appreciate the idea of associate oneself with the influencer in order to get inspired. However, generations have different preferences regarding influence marketing. Firstly, both generations have different ideas of from whom they want to get inspired by and by which social media channels. While Generation Y is using influence marketing to be socially accepted; Generation Z is using influence marketing in order to stand out. This challenge is central for managers to conquer since it illustrates the difficulty of pleasing both generations regarding their different preferences of the marketing tool. Secondly, the two cohorts have different views on quality, uppermost regarding what type of content and to what extent. Generation Y is seeking a polished and perfect content that is coherent, while Generation Z is longing for a content that is transparent and genuine with high frequents of updates. This stated challenge is vital for managers, since it may threaten the image of the brand depending on their digital position as the cohorts prefer different social media channels.

The second identified managerial challenge, regarding the fast-growing Generation Z, will be highly relevant in the near future. Since the modern use of influence marketing is mainly suited for Generation Y, it will automatically be challenging to adapt the phenomenon to Generation Z who are well informed and selective - one cannot fool this group. Therefore, the managerial use of influence marketing will create both opportunities and challenges, yet new managerial work tasks. The work behind influence marketing will, in general, require more work and effort, especially since the market of influence marketing is receiving more criticism and competition, yet a new generation that has new demands. A further managerial challenge will, subsequently, be to engage the new mindset of Generation Z throughout the whole organization in order to achieve successful decisions and actions yet to remain the image of the brand. Consequently, the managerial effort behind influence marketing will be crucial, since the choice and act of the influencers is decisive for how the outcome will be. Especially since Generation Z has high expectations of social responsibilities and that the chosen influencer must be considered cool and unique in order to remain Generation Z as customers.

7. Further Research

In the last section of this thesis, the ability and suggestions for further research and investigation of the topic influence marketing towards generational differences will be emphasized.

All of the participants in the managerial interviews and focus groups in this study believe that influence marketing will only grow and become more prominent in the future. Society is getting more and more digital and social media is just getting bigger. Thus, there is room for further research in this area. We as researchers would wish for more depth in this study, but due to time limitations, it was not possible. It could have helped with more observations and surveys, for instance through more focus groups with a broader age range within each generation to observe an even more diverse group of people. Besides, it would be interesting to investigate other companies beyond lifestyle brands that we chose in this thesis, and how they work to engage and attract both generations and if there is any difference regarding influence marketing within different industries? Another interesting aspect is to compare companies' perspective and approach towards influence marketing instead of generations' or to investigate what differs each company's actions towards each generation. Lastly, it would be interesting to do further research regarding the expansion of Generation Z. Manifestly, this research is tending to focus on the future of Generation Z and how companies must act to respond to their new approach, behavior and attitude on the market. However, what will happen to Generation Y? How must companies act to remain and retain their preferences when the domination of the market is shifting towards Generation Z? Most importantly, how will the future new generation, the ones who are younger than Generation Z, be like and what will that mean for existing companies?

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Templates

Template 1: Generational and Managerial respondents –Template made by the authors of this thesis

Appendix 1.

Focus groups with Generation Y and Generation Z

1. What are your current thoughts and opinions about influence marketing?
2. What kind of influencers do you follow and through which channels?
3. When and how do you use it?
 - a. How important is influence marketing to your purchasing decisions?
 - b. How important is influence marketing, i.e. influencers, for you and your being?
 - c. How much impact does influencers have on you?
4. How do you perceive lifestyle brands or companies with and without influencers?
5. Do you think influencers add or subtract value?
 - a. How to rate influence marketing versus traditional marketing?
 - b. What benefits do you believe you get from purchasing the product recommended by an influencer?
6. How selective are you when it comes to influencers and companies?
 - a. What challenges and/or difficulties comes with influence marketing?
 - b. What other effects does influence marketing have?

Appendix 2.

Managerial interview with lifestyle brands

1. Why do you work with influence marketing and how does it benefit you?
2. How do you work with influencers?
 - a. How does the “process” look like?
3. What are the difficulties and/or challenges with influence marketing today?
4. Why is influence marketing successful within lifestyle brands?
 - a. Why do you think influence marketing has been such an impact?
5. What are the challenges to attract a certain generation?
6. Do you work with influence marketing depending on the generation you are aiming for?
7. How do you look at reliability about influence marketing?
8. Which characteristics and changes within influence marketing have been the biggest the recent years?
9. Which upcoming characteristics and changes within influence marketing have you identified?
 - a. What will be the challenges with these?
10. Do you see any differences regarding influence marketing between the two generations?

Appendix 3.

Focus group 1 and 2 of Generation Y and Generation Z – Templates made by the authors of this thesis

Focus group 1 of Generation Y (Y1)	Gender:	Born:	Occupation:
	Female	1985	Working professional
	Female	1986	Working professional
	Male	1986	Working professional
	Male	1988	Working professional
	Male	1990	Working professional
	Female	1990	Working professional

Template 2: Focus group 1 of Generation Y

Focus group 2 of Generation Y (Y2)	Gender:	Born:	Occupation:
	Male	1988	Working professional
	Female	1990	Working professional
	Female	1991	Student, faculty of Law
	Male	1992	Student, faculty of Business and Economics
	Female	1993	Faculty of Business and Economics
	Male	1993	Student, faculty of Humanities and Theology

Template 3: Focus group 2 of Generation Y

Focus group 1 of Generation Z (Z1)	Gender:	Born:	Occupation:
	Male	1997	Student at Lund University (Faculty of Business and Economics)

	Female	1997	Student at Lund University (Faculty of Engineering)
	Male	1998	Student at Lund University (Faculty of Social Science)
	Female	1998	Student at Lund University (Faculty of Business and Economics)
	Male	1998	Student at Lund University (Faculty of Law)
	Female	1999	Student at Lund University (Faculty of Social Science)

Template 4: Focus group 1 of Generation Z

Focus group 2 of Generation Z (Z2)	Gender:	Born:	Occupation:
	Male	2001	Student at ProCivitas Privata Gymnasium (Natural Science)
	Male	2001	Student at ProCivitas Privata Gymnasium (Economics)
	Female	2001	Student at ProCivitas Privata Gymnasium (Social Science)
	Female	2002	Student at ProCivitas Privata Gymnasium (Social Science)
	Male	2002	Student at ProCivitas Privata Gymnasium (Natural Science)
	Female	2002	Student at ProCivitas Privata Gymnasium (Economics)

Template 5: Focus group 2 of Generation Z