The Instant Need to Shop

A qualitative study mapping out retailers perception of instant shopping

Authors:

Louise Borg

Siri Lindgren

Supervisor:

Devrim Umut Aslan

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Siri Lindgren

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Louise Borg

Abstract

Title: The Instant need to shop **-** A qualitative study mapping out retailers perception of instant shopping

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Authors: Louise Borg & Siri Lindgren

Supervisor: Devrim Umut Aslan

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Key words: Instant shopping, Instagram, technology adaptation, retailer-consumer encounter, digital shopping channels, social media, retail industry

Aim and research questions: The aim of the study is to examine and get an in-depth understanding of retailers' perception and usage of shopping on social media in relation to consumers and technology adaptation. The research questions for the study is:
- *How do retailers adapt to and use instant shopping?*
- *How do retailers perceive the encounter with consumers through instant shopping?*

Theoretical framework: The theoretical framework that has been applied in the study are technology adaptation, technology acceptance model (TAM) and retailer-consumer interface.

Methodology: A qualitative multiple case study has been conducted with an abductive research approach. The data which the analysis is based on has been collected through semi-structured interviews and netnography.

Empirical results and analysis: The findings show a positive attitude towards the acceptance and adaptation of instant shopping. Its usage is influenced by the preconception of the social media platform and its ease of use. In relation to the retailer-consumer interface, retailers perceive changes in communication regarding instant shopping's possibility to create inspirational content and directly communicate with consumers. Changes in the retailscape have been found and it shows new ways to conduct product presentations and integrate consumers in content production.

Conclusions: As a conclusion, this thesis has shown shopping on social media's impact on retailers and how they adapt to and use new technologies. Furthermore, it is concluded that shopping on social media provides retailers with the possibility of a constant presence during the entire buying process and how it has shortened the consumer journey.

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1. Introduction

This section presents the background and previous research on the subject. A problematisation of the research topic will be presented which will lead to the formulation of aim and research questions.

1.1 Background

In recent years, digitalisation and its impact on retail has been a popular topic for research and discussion. In fact, research indicates that digitalisation causes continuous change in the retail industry, which has influenced the development of shopping technologies and settings. For example, new forms of self-service technology and digital retailscapes has emerged (Hagberg, Sundström & Egels-Zandén, 2016). Moreover, the availability of shopping has been improved by digitalisation and further developed the digital retailscape, as it has contributed to that the retailscape is no longer bound by the physical store (Ballantyne & Nilsson, 2017; Shankar et al., 2021). One of the earliest forms of fully digital retailscape is described as e-commerce. Thus, the evolution of the digital retailscape and the growth of e-commerce has played an important role in influencing and changing the retail sector (Brusch & Rappel, 2020). Furthermore, the growth of e-commerce can be seen in the increase of people purchasing products online. According to Brusch and Rappel (2020), 75 percent of people who are using the internet have purchased a product online. Indeed, digitalisation has increased consumers' purchase options as they have accessibility to a wider selection from more actors (Hagberg, Sundström & Egels-Zandén, 2016).

The buying process and its five stages have been transformed through digitalisation. Traditionally the five stages include need recognition, information search, evaluation of alternatives, purchase, and post-purchase behaviour (Stankevich, 2017). The first three stages occur before the actual purchase. The fourth stage, purchase, indicates the buying of a product. Last and final stage, post-purchase behaviour, implies consumers evaluation of the purchase (Stankevich, 2017). However, new and different ways of searching for information and finding new products have been created through digitalization (Nöjd et al., 2020). Hence, digitalisation and its advancement of the information system has also influenced and changed the buying process and behaviour of consumers both before, during and after the purchase (Nöjd et al., 2020; Brusch & Rappel, 2020). Furthermore, the increase in mobility,

use of mobile internet and the development of social media, has influenced consumer behaviour significantly (Sands et al., 2016; Leong, Jaafar & Ainin, 2018). It is to be noted that the usage of smartphones has extended ways of accessing information in retailscapes (Fuentes, Bäckström & Svingstedt, 2017). According to Sands et al. (2016) retailers that implement various retail settings throughout the buying process will most likely align best with consumers current behaviour.

The integration of digital devices, such as smartphones, in retail has restructured how shopping is conducted (Fuentes, Bäckström & Svingstedt, 2017). Thus, a new sub-form of e-commerce has emerged which can be referred to as mobile commerce. Mobile commerce is the purchase of goods and services through mobile terminals and mobile internet. It also entails the whole buying process, from information search to actual order placement through the mobile device (Brusch & Rappel, 2020). In more recent years social commerce has been a growing phenomenon. Social commerce can be described as shopping activities that occur on social media platforms, i.e. a network of sellers and buyers (Esmaeili & Hashemi, 2019; Brusch & Rappel, 2020). The concept of social commerce implies that the buying process takes place on social media. Yet, there is a major emphasis on information search and interaction with other actors on the platform (Brusch & Rappel, 2020).

One form of social commerce is instant shopping, which is a new way of shopping directly on the social media platform. According to Brusch and Rappel (2020) instant shopping is a form of e-commerce where mobile commerce and social commerce interconnect. It is mostly common that instant shopping occurs through mobile social media apps where consumers can get comprehensive product information and fast interactions with retailers. Often it is also possible to conduct the purchase itself through the app which can speed up buying processes. Hence, consumers get a more seamless shopping experience without leaving the social media app (Brusch & Rappel, 2020).

Grewal and Levy (2007) described how digital development has led to new communication channels through the creation of different social media platforms. One of the most popular social media platforms today is Instagram and the platform has roughly one billion active users each month (Omnicore, 2022). Instagram has an influential role in regards to every step of the consumer's buying process by providing the consumer with inspiration and information about products and brands. Thus, it undertakes an influential role in the actual

step to conduct a purchase. According to a survey conducted by Facebook, 83 percent of Instagram users discovered new products and services through Instagram (Facebook, 2019). This has opened up for Instagram to offer shopping opportunities directly on their platform, i.e. instant shopping.
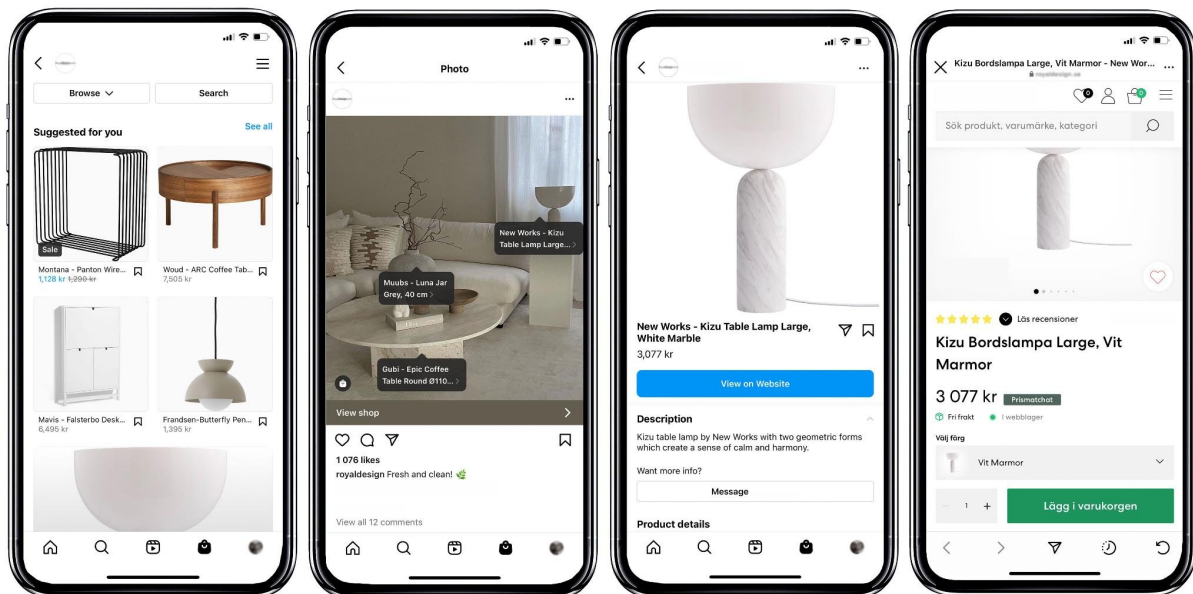
1.2 Instagram Shopping

One example of instant shopping can be found on the social media platform Instagram (Brusch & Rappel, 2020). Instagram themselves refers to this as Instagram shopping and it is one of the latest features offered on the app. Retailers can put up a shop with products, prices and product information which is all directly accessible via Instagram. Each product is provided with a purchase button that will guide consumers to the retailer's website in order to complete the purchase transaction (Instagram, 2022a). It is of importance to point out that consumers do not need to leave Instagram and open another app or browser to reach retailers' websites since Instagram will transfer them directly through the platform. However, in the USA, consumers have the possibility to conduct the purchase transaction directly via Instagram shopping (Instagram, 2022b). Since this aspect is not available in Sweden it will not be further considered in this study.

In figure 1 different aspects of Instagram shopping are highlighted. At the menu in the bottom of the app a shopping bag symbol can be found, this symbol guides consumers to all stores available on Instagram. A retailer's store is like a collection of their product catalogue which consumers can scroll through (Instagram, 2022a). When clicking on a specific product a new product page becomes visible. This page presents consumers with everything from product information, price, interaction options with both the retailer and other Instagram users, and lastly a button that guides them to the retailer's website. In this last step consumers can conduct the purchase transaction. Furthermore, retailers can use their ordinary Instagram posts, for example photos, to tag products which will lead consumers to the Instagram shop. These tags are called product tags and through them consumers can get direct information about products that are used in inspirational posts (Instagram Business, 2019). This is showcased in the second photo of figure 1 Instagram is the only social media that offers all these shopping steps which resonate with the five stages of the traditional buying process. Thus, Instagram makes a good example of instant shopping.

While discussing the buying process it should be pointed out that need recognition, information search and evaluation of alternatives can all be conducted through the activities performed in three first pictures in figure 1 (from the left). The third and fourth picture in figure 1 captures the actual stage of purchase. Lastly, post-purchase behaviour is mostly found as reviews in comment sections, posting content about products or direct interactions with both retailers and other Instagram users. However it should also be mentioned that aspects of Instagram stories and hashtags do exist in this environment as well. Stories being temporary content that will disappear within 24 hours and hashtags can be described as a label that makes it easier to find information or content related to a specific concept or brand.

Figure 1. Screenshots of different aspects of Instagram shopping

1.3 Problematisation

As previously touched upon, digitalisation of retail and its buying process have created new ways of shopping (Brusch & Rappel, 2020; Nöjd et al., 2020). For instance, many retail aspects can be found integrated into social media platforms such as Instagram. Overall social media has become more present in consumers' lives due to its increased acceptance which has influenced the growth of social commerce. Aspects such as perceived trust, entertainment, social pressure, satisfaction and awareness are major influences to why consumers choose to participate in social commerce (Akman & Mishra, 2017). These

aspects, especially trust, often also have an impact on consumers' purchase intentions and can influence if a transaction will be conducted (Aloqool & Alsmairat, 2022).

Although social commerce has been very widely researched in relation to retailer-consumer interactions, advertisement and e-word-of-mouth (Lin, Li & Wang, 2017), its aspect of instant shopping is yet to be fully explored. Few studies have been made regarding instant shopping on social media. These studies mainly focus on consumers' acceptance of instant shopping and it has been discovered that it relies on familiarity (Saprikis & Avlogiaris, 2021) and enjoyment (Brusch & Rappel, 2020), which are similar findings as for research about social commerce. However, neither of the studies covers the retailer perspective and how retailers actually use and is influenced by instant shopping on social media platforms.

The ability to conduct actual purchase transactions on social media platforms such as Instagram open up new possibilities for retailers. Instagram shopping takes on every step of the shopping journey, all from browsing to the purchase moment (Instagram Business, 2021; Facebook Business, 2019). It creates an easy way for retailers to move consumers towards their shop and according to Facebook Business (2019) it helps drive up sales. Yet, there is an insufficient number of research on instant shopping in relation to retailers and Instagram shopping. In fact, retailers are adapting to a new form of organisational technology which possibly has an impact on the existing strategy. There are several reasons why retailers choose to adapt to new technology (Shankar et al., 2021). Nonetheless, why and how retailers accept Instagram shopping is yet to be explored. As Shankar et al. (2021) points out, technology is continuously changing the retail industry as we know it and the future will hold new ways for retailers to sell products and services. By expanding the existing research with retailers perspective it could contribute to a broader understanding of the development of new retail channels and how retailers choose to adapt them, as for example Instagram shopping.

Moreover, since instant shopping compromises all aspects of the buying process into one platform it could be argued that it is of relevance to understand retailers' perception of instant shopping in relation to technology adaptation and the encounter with consumers. Indeed, the lack of research about instant shopping creates a form of knowledge gap regarding the adaptation and usage of shopping on social media, especially from a retailer perspective. Without knowing retailers' perspective it is not possible to understand the

complex relationship between retailers and consumers in the digital development of shopping. Simply put, to overlook retailers' perspectives exclude an important societal understanding of retailers and consumers' coherent progression in the digital world.

1.4 Aim and Research Question

This study is conducted with the interest in expanding the concept of instant shopping. With the development of new retail channels the societal comprehension of retailer-consumer encounters will change and possibly challenge the theoretical understanding of retailing. In view of the foregoing, this study aims to examine and get an in-depth understanding of retailers' perception and usage of shopping on social media in relation to consumers and technology adaptation. Thereupon, discover and grasp what benefits and challenges retailers may face when implementing instant shopping on Instagram. Further, this study will aspire to explore how the digital development of shopping on social media influences the interrelation between retailers and consumers from retailers perspective. To execute this, Instagram shopping will be used as an example throughout this study. The study will consider all features offered by Instagram shopping (Figure 1.) to both explore the technology adaptation and retailer-consumer interface. To be able to examine this the study will be divided into two research questions:

- *How do retailers adapt to and use instant shopping?*

- *How do retailers perceive the encounter with consumers through instant shopping?*

1.5 Thesis Structure

The following part of the paper is divided into four sections beginning with the presentation of the theoretical frameworks entailing the themes technology adaptation and the interrelation between retailers and consumers. This is followed by the presentation of the methodology and data collection. The next section presents the empirical result and analysis of the findings. The paper is then concluded with the discussion and conclusion. Lastly the implications and future studies will be presented.

2. Theoretical Framework

This section presents the theoretical framework based on the chosen themes: technology adaptation and interrelation between retailers and consumers. The two models, Technology Acceptance Model (TAM) and Retailer-Consumer Interface are also described. An application of the theoretical framework concludes the section.

2.1 Introduction to Theoretical Framework

To research the established aim and research questions a theoretical framework has been developed on the premises to understand and interpret the collected data in relation to shopping on social media. Firstly, the framework presents a technology adaptation and technology acceptance model which will be used to understand how retailers adapt and use new forms of social media technology. The second model, the retailer-consumer interface, ought to be used as a way to understand retailers' perception of the relationship between them and consumers.

2.2 Technology Adaptation

Adaptation of new technology in an organisation often occurs over short periods of time. Yet, complete integration of new technology may take many years until fully complete. This implies that when it comes to technology and organisations it is common to do discrete episodes of adaptive activity over different periods of time. Nonetheless, the initial time of adaptation is of importance when it comes to success and long term usage of a technology (Tyre & Orlikowski, 1994). The decision to use a technology also determines how the user of that technology interacts with it. Hence, the technology may not be used as anticipated by its developers. This occurs both intentionally and unintentionally by the end user and is dependent on the user's goal with the actual usage. For instance, organisations can actively shape or adjust the technology to appropriately fit with their requirements (Orlikowski, 2000).

The willingness to use a technology is influenced by the given user's perception of properties and functionality of that technology. Indeed, aspects such as images, descriptions,

intermediaries or other external sources have a strong impact on how and if an organisation adapts and uses a technology (Orlikowski, 2000). According to Tyre and Orlikowski (1994) the window of opportunity to adapt new technology in an organisation is rather brief. However, when implemented it can be hard to do modifications due to the users having created processes and routines. This may lead to organisations disregarding unresolved technological problems into their practice.

In more specific relation to retail, adaptation of new technology is viewed as a critical element for retailers in order to gain competitive advantages. For instance, it plays an important role when it comes to increasing revenues and decreasing costs. The overall value in adaptation of new technology entails increasing revenue through attracting new consumers, increasing the number of returning consumers or decreasing labour cost due to self-service conducted by consumers (Inman & Nikolova, 2017). Moreover, integration of new technological retail channels is ought to improve retailers efficiency and development of innovation. This often results in improvement in the overall performance at a retail organisation (Oh, Teo & Sambamurthy, 2012).

2.2.1 Technology Acceptance Model

Digitalisation has changed society in many ways and new technology has emerged continuously in recent years. The development of new technology leads to a need for understanding the acceptance and usage of these new information technology systems. Moreover, information technology can change dramatically in a short period of time and companies therefore have a need to be able to adapt to these changes (Davis & Venkatesh, 1996). Davis (1989) developed the technology acceptance model (TAM), a conceptual framework that can be used to analyse the acceptance and usage of technology systems. The model is based on the perceived usefulness and perceived ease of use as these two are important determinants in influencing the use of new information systems (Davis, 1989).
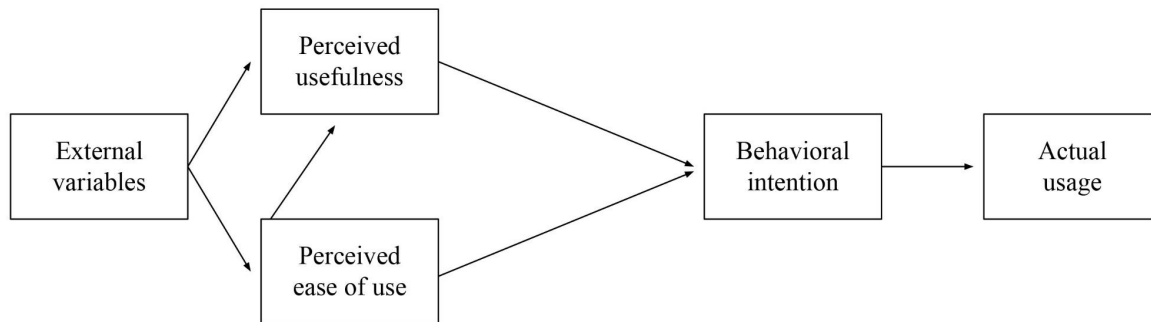
Model 1. Technology Acceptance Model

TAM is initially based on four dimensions, external stimulus, cognitive response, intention and behaviour. It was developed to explain the relationship between external variables, user acceptance and the actual use of the technology in a workplace. It has been developed from the first version of the model to now entail the five aspects of external variables, perceived usefulness, perceived ease of use, behavioural intention and actual usage. Through this development, the model offers a more comprehensive understanding of the acceptance of technology (Davis & Venkatesh, 1996). The technology acceptance model can be used to analyse the acceptance and usage of information technology systems. Further, the model can be applied to see how retailers are adapting to new technology such as instant shopping (Brusch & Rappel, 2020). Since this version was presented in 1996 the model has been further developed (Venkatesh & Davis, 2000; Venkatesh & Bala, 2008). However, that continued development will not be considered due to the presented steps of TAM are the ones relevant for this study.

The five aspects of the models are all important components in explaining the acceptance and usage of new technology. The first aspect of the model, external variables implies aspects such as system design characteristics, the involvement of users in design, educating and the implementation process are affecting the perceived usefulness and perceived ease of use. The influence on the perceived ease of usefulness and perceived ease of use makes the external variables influence the behavioural intention to use the new technology and the actual usage. Moreover, the external variables are related to the user's preconception of the new technology and their previous usage of similar technology (Davis & Venkatesh, 1996). The next step of the model is the perceived usefulness which describes a user's apprehension that the technology and its usage will improve their accomplishments. As shown in the model the perceived usefulness influences the behavioural intention and the

actual system usage (Davis & Venkatesh, 1996). The third step perceived ease of use entails a user's view on the extent of the simplicity of the usage of the information system which is an important aspect of the TAM. The perceived ease of use describes a person's apprehension of to what extent the system will be free of or low effort to use and the amount of training the new system will require to be able to use (Davis & Venkatesh, 1996). The perceived ease of use also influences the perceived usefulness as the simplicity of using the new technology will affect the users perception of its usefulness. An information system that is easy to use, or easier to use than others has a bigger probability to be accepted by the users (Davis, 1989).

The behavioural intention of usage is the fourth aspect and one of the most important aspects to predict actual system usage of new technology systems. A user's attitude towards usage of the new technology determines the behavioural intention and the attitude can be both positive and negative. The user's attitude is influenced by the perceived usefulness and perceived ease of use (Davis & Venkatesh, 1996). The four initial aspects in the TAM, external variables, perceived usefulness, perceived ease of use and behavioural intention all influence and impact the fifth and last aspect of the model, the actual usage of technology systems. If the user views the perceived usefulness and perceived ease of use as positive they will develop a positive attitude and intention to use which will lead to an actual usage of the system. If the user has a negative intention to use they will more likely not use the new technology (Davis & Venkatesh, 1996).

2.3 Retailer-Consumer Interface

The digital transformation of the retail industry is an on-going process where many of its aspects are changing. Hagberg, Sundström and Egels-Zandén (2016) developed a conceptual framework called the retailer-consumer interface model which can be used to outline current digital transformations of retailing. All aspects of the model are interconnected and impact each other.
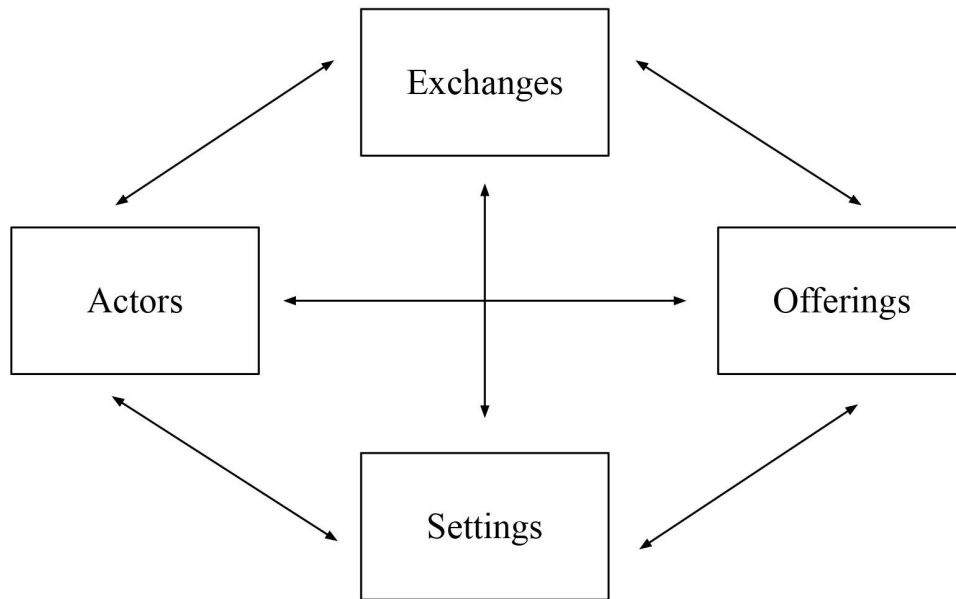
Model 2. Retailer-Consumer Interface

As a result of digitalisation, new forms of retail channels have emerged which has influenced the exchange between retailers and consumers. This has created the ability for consumers to move more seamlessly between various channels at once. Overall the digital transformation of the exchange can be found in communication, transaction and distribution (Hagberg, Sundström & Egels-Zandén, 2016).

The communication exchange in the retailer-consumer interface has been majorly influenced by the digitalisation of retailing. Primarily it refers to how information is being accessed and exchanged between retailers and consumers (Hagberg, Sundström & Egels-Zandén, 2016). Direct retailer-consumer communication is more digitalised due to third party platforms such as social media. Communication through social media has increased the accessibility of product and price information. Hence, the digitalised communication exchange opens up for more transparency in the commodity flow (Grewal, Roggeveen & Runyan, 2013; Hagberg , Sundström & Egels-Zandén, 2016). According to Rohm, Kaltcheva and Milne (2013) social media set retailers to be more proactive in communication with consumers. Digitalisation can help retailers decrease information overload and adjust their communication in relation to consumers' own preference. For instance, it contributes to how retailers can simplify and improve consumers' decision making (Yadav & Pavlou, 2014). Moreover, interactions on social media offer consumers the possibility to communicate with retailers and other

consumers through comments or their own generated posts (Grewal & Levy, 2007). This clearly indicates that content on social media can be created by various types of users on the platform (Andersson, 2017).

There is a proliferation of digital transactions in the retail industry. The digitalisation of transactions implies the transfer of ownership, which includes both the actual purchase and transfer of payment. Digitalisation has made it possible for retailers to offer the full buying process online. For instance, this type of environment cash payments are replaced with digital solutions, which makes the transaction exchange between retailers and consumers fully digital. Similarly, digitalisation adds a digital aspect to physical products distributed to consumers. It makes the physical and digital intertwine in the buying process (Hagberg, Sundström & Egels-Zandén, 2016).

The usage of digital technology in retail has changed how the retailer-consumer relationship is understood. Due to digitalisation various actors in retailing have become more intermixed with digital technology. Adaptation of new forms of technology enables new forms of opportunities in the context of retailing, which applies both for retailers and consumers. For example, the intermixing of actors and smartphones have created new types of retail settings that generated new ways of shopping (Hagberg, Sundström & Egels-Zandén, 2016).

The intermixing of actors and technology creates a greater blurring of boundaries between retailers and consumers. This increases the changing of roles in retail and different actors gain more importance. As the clarity of both retailers and consumers positions continues to blur, the interrelationship between production and consumption becomes closer. This means that consumers may conduct tasks that retailers usually perform in other settings. The consumers become more involved in the process of shopping which enables activities such as social commerce. As a result consumers are growing more power in their relationship to retailers (Hagberg, Sundström & Egels-Zandén, 2016). In addition, consumers put a greater emphasis and value on other consumers' opinions than advertisements communicated by organisations (De Veirman, Cauberghe & Hudders, 2017). Thus, there has been a growing advantage of marketing consumers' experiences of a product. Indeed, by seeing other consumers using a product on social media can to some extent influence a consumer to feel that they are actually experiencing a product (Eroğlu, 2019).

As previously touched upon, digitalisation has made new retail settings and capabilities emerge, especially through smartphones (Hagberg, Sundström & Egels-Zandén, 2016). With the growth of new digital retail settings the relevance of time and place have become somewhat diminished. Indeed, retail settings become accessible at any time and from anywhere (Ballentyne & Nilsson, 2017; Hagberg, Sundström & Egels-Zandén, 2016). The digital development of settings makes retailing less restricted and enhances new experiences that embrace multi- or omni-channel approaches (Hagberg, Sundström & Egels-Zandén, 2016).

The term offerings allows for the blurring between products and services. Digitalisation of offerings creates an integration of technologies into what is offered by retailers. It enhances the possible extensions and development of offerings and how pricing and payments are conducted. For instance, digital technology enables new ways of presenting prices and how pricing techniques are applied. In addition, digitalisation has given retailers the opportunity to have different product selection in different retail settings. One common example of this is how a specific retailer may have one product selection in its physical store and yet another in their online store (Hagberg, Sundström & Egels-Zandén, 2016).

2.4 Application of Theoretical Framework

The chosen theories will provide a good foundation for the analysis of the empirical data. By applying the theories to the collected data from both interviews and netnography, the authors will analyse how retailers use instant shopping and how they interact with consumers to be able to answer the research questions.

The concept of technology adaptation describes the whole process of how companies adapt to new technology in the form of initial time of adaptation and how it can be an important aspect of gaining competitive advantages. By applying the concept to the interviewed companies' adaptation to Instagram shopping, the researchers will get an understanding of the adaptation process of Instagram shopping and how the interviewed companies might have adjusted the technology to fit their needs. This will provide an understanding of how companies use instant shopping.

Technology acceptance model describes companies acceptance and usage of new technology and can be used to analyse how retailers accept and use new technology as instant shopping. The model will be applied to data collected from both interviews and netnography to analyse how retailers use Instagram shopping as a new channel for shopping and tool for presenting their products. Additionally, the model will also be used to analyse how companies accept new technology through their attitude and behavioural intention towards Instagram shopping.

The retailer-consumer interface will be used in the study to be able to understand the interaction between retailers and consumers on Instagram shopping. The theory describes the effects digital transformation has had on retailers through the four aspects: exchanges, actors, settings and offerings (Hagberg, Sundström & Egels-Zandén, 2016). By applying the theory to the collected data from both interviews and netnography, the researchers will analyse how retailers perceive the encounter with the consumers through instant shopping. From the interviews, the researchers will get an understanding for the retailers perspective on the encounter and the netnography will be used to confirm and add to the information provided in interviews.

3. Methodology

Throughout this section the methodological choices of the study will be discussed. The approach of how to reach an answer to the research questions and fulfil the aim will be presented. Firstly, the research method and approach is introduced followed by the research philosophy and design. This continues with a description of the data collection and data analysis. Lastly, a reflection of the methodological choices will be brought forward.

3.1 Research Method and Approach

As this study aims to understand retailers' perception of shopping on social media in relation to technology adaptation and the digitalised encounter with consumers, the interpretation of retailers point of view was given towards answering the research questions. The study intended to be of an explorative nature to create a more nuanced picture of the development of instant shopping. With this in mind, a qualitative research strategy has been implemented. According to Bryman (2012) this type of research strategy emphasises the possibility to interpret and analyse the subjective meaning of words, which arguably made it suitable for this study. The usage of qualitative research is of relevance while studying social relations and development in the social world (Flick, 2018). Indeed, instant shopping is an ongoing development in the digital world that has established new shopping channels for retailers which need to be more thoroughly understood.

This study has its stance in an abductive approach, which means that the inductive and deductive approach is combined. The research approach of a study implies the distinct relationship between theory and research (Bryman, 2012). The deductive approach is based on existing theory that will be tested empirically according to given premises. On the contrary, the inductive approach is focused on generating new theories based on empirical data collection (Bryman & Bell, 2017). However, this particular study oscillates between an empirical and theoretical understanding which makes neither the inductive or deductive approach suitable. Hence, the researcher has chosen an abductive approach. This approach emphasises the usage of existing theory and new empirical understandings to find adequate explanations to certain research issues (Bryman & Bell, 2017). For instance, this study is relying on various empirical findings and a selected theoretical framework, which makes the researchers argue for an abductive research approach.

3.2 Research Philosophy

This study applies interpretivism and constructivism as its research philosophy. The research philosophy captures the epistemology and ontology of this study. The implementation of a research philosophy determines the perspective of the data collection, and how this data is used and understood. While discussing epistemology, interpretivism has been applied throughout this specific study. More specifically, the epistemological choice relates to the reflection of acceptance of knowledge and how the social world should be studied (Bryman, 2012). The researchers aimed to understand rather than explain why retailers participate in instant shopping, which deemed the interpretivist perspective to be appropriate (Fay, 1996). Especially since interpretivism focuses on apprehending the subjective interpretations of social actions (Bryman, 2012; Fay 1996). Indeed, the researchers needed to understand particular actions expressed by the participating retailers from their own point of view in order to fulfil the formulated research questions (Fay, 1996).

The ontological position, constructivism has been applied to the study. The ontological choice describes the view on what it means for something to exist and the nature of reality (Bell, Bryman & Harley, 2022). Constructivism entails that social phenomena and categories are viewed as socially constructed entities and produced by social interactions and understandings of humans. This means that social phenomena and constructions are in a constant change and accomplished by social actors (Bryman, 2012). The researchers aimed to understand the researched social phenomena as constructed by social interactions and continuously changing. The researchers and the interviewee's view of the social world are also considered constructions, leading to a specific version of a social reality being presented in the research (Bryman, 2012).

3.3 Research Design

To be able to examine the chosen retailers further, a multiple case-study was chosen as research design for the thesis. A multiple case study provides the opportunity to compare the different retailers in terms of similarities and differences (Bryman & Bell, 2017). According to Yin (2003), a multiple case study gives the opportunity to understand and analyse the data in the certain context of each case and also compare across the different contexts. The thesis

uses and focuses on the specific cases to be able to answer the research question, which makes a multiple case study suitable as research design (Bryman & Bell, 2017).

3.4 Data Collection

The study chose a triangulation of qualitative methods in order to grasp retailers' perception and to understand the actual functionality of instant shopping. The relevance of triangulation is set in the expansion of various data collection and confirmation of findings (Flick, 2018). The methods applied were interviews and netnography, which both will be further discussed in the following sections.

3.4.1 Semi-Structured Interviews

Semi-structured interviews were used as one of the methods for collecting primary data. Throughout the study there has been an emphasis on collecting data that entail an expanded understanding of shopping on social media from retailers' perspective. To achieve that type of understanding through empirical data, interviews were a highly suitable choice. Especially since qualitative interviewing puts a great interest in participants' point of view (Bryman, 2012). According to Flick (2018) qualitative interviews provide the possibility to collect rich and detailed data. This study needed data that let retailers speak from their own experiences with Instagram shopping in order for the researchers of this study to analyse retailers perception of it.

As stated earlier, the interviews had a semi-structured format which allowed the researchers to explore the understanding of instant shopping more flexibly and engage with different directions depending on the participants answers (Bryman, 2012). However, the method provided the possibility of implementing a structure throughout the interviews due to the creation of an interview guide. The interview guide contained a structure of specific topics and questions related to different aspects that needed to be covered (Appendix 1). While forming the interview guide all questions resonated from the theoretical framework. Moreover, this method offered the researchers to give coherent interviews with all participants, yet further explore particular interests expressed by the participants (Bryman, 2012).

3.4.1.1 Sampling

In this study a purposive sampling strategy was carried out. It implies a non-probability form of sampling where the aim of the study is in focus during the whole sampling process. This means that the chosen sample was not on a random basis (Bryman, 2012). The purposive sampling focus on concrete cases within the field which can advance the knowledgeable understanding of this study (Flick, 2018). However, it is of importance to point out that the purposive sampling strategy makes it not possible to generalise the results (Bryman, 2012). Even so, this study has more of a focus on creating an understanding of the current perception of shopping on social media rather than generalising in an overall perspective.

While exploring the research topic it became apparent that the potential participants needed to actively use Instagram shopping and its features in order to contribute with valuable data. Hence, a criterion was formed within the purposive sampling strategy. When applying criterion sampling the participants need to meet a particular set up criterion with the purpose of being considered as a good fit for the study (Bryman, 2012). In this case, the only criterion applied was if a retailer was using Instagram shopping. Therefore, all retailers were looked up on Instagram beforehand.

The sample included nine retailers which all were using Instagram shopping (Table 1.). Each retailer contributed one interview with an employee that worked with social media and Instagram shopping. By interviewing employees that work directly with social media and Instagram shopping, the study was able to gain specialised knowledge about the subject. In three of the interviews, two employees participated as requested from the retailers. Moreover, there was a difference in company size between the retailers. The sample contained everything from bigger retailers to smaller more niched retailers. The broad variation in company size relied on the fact that Instagram shopping is still a rather new feature which limited the number of retailers that had a possibility to share information about their work.

Date of interview	Retailer	Category	Role	Country	Recruitment method
2022-03-17	Retailer 1	Fashion	Social media manager	Sweden	Contact via email
2022-03-31	Retailer 2	Outdoor wear	Social media & content manager	Sweden	Contact via email
2022-04-05	Retailer 3	Jewellery	Marketing coordinator/ Creative project manager	Sweden	Contact via email
2022-04-05	Retailer 4	Sport	Marketing & Sale	Sweden	Contact via phone call
2022-04-07	Retailer 5	Furniture	Graphic & content producer	Sweden	Contact via Linkedin
2022-04-13	Retailer 6	Sport	Social media manager	Sweden	Contact via email
2022-04-13	Retailer 7	Home decor	Social media manager/ E-commerce manager	Sweden	Contact via email
2022-04-19	Retailer 8	Fashion	Social media lead/ Digital visual merchandiser	Sweden	Contact via email
2022-04-20	Retailer 9	Fashion	E-commerce manager	Sweden	Contact via email

Table 1. Overview of respondents

3.4.1.2 Conducting Interviews

All of the nine interviews were conducted in a digital manner and lasted approximately between 40-60 minutes. It was a conscious decision to conduct the interviews digitally due to the location of both the retailers and researchers. According to Flick (2018), digital interviews are a good tool to be able to interview people across the country that otherwise might not be easily accessible for the researchers, and by that get a wider sample. Due to the placement of the interviewed companies being all over Sweden, digital interviews were conducted for all the interviewed retailers. The interviews have been conducted with both Microsoft Teams, Zoom and phone calls. Interviews performed face to face provide the

strength of both verbal and non-verbal communication (Flick 2018). To obtain these strengths through digital interviewing, cameras were used to be able to both hear and see the interviewees. All interviews but one was performed face to face with the use of a camera in order to see the interviewees and their reactions during the interview.

Each interview started with a short presentation of the study and practical information regarding the usage of company name and recording of the interview. Considering that not all respondents accepted the request for the study to use company names, all participating retailers have been made anonymous. Furthermore, through all interviews one of the researchers asked the questions and one took notes of the answers. The interviews were conducted in Swedish since both the researchers and respondents were native to the Swedish language. Thereupon, the interview guide was formed in Swedish as well. According to May (2011) there is a great importance to language, and to use one common to both parties may prevent misunderstandings.

The interview guide had 22 open-ended questions prepared which were divided into four areas of topic (Appendix 1). All topics were covered in each interview, however, at times the questions changed place depending on the answers from the respondent. In addition, follow-up questions were present in all interviews. Before the interviews ended it was confirmed with each respondent that the answers were allowed to be used in this study. Lastly, the interviews were transcribed based on the recordings. To transcribe is viewed to be a necessary step in qualitative research. It creates a more thorough outline of the collected data, which can occur helpful while interpreting and analysing the findings (Flick, 2014). In total the interviews contained 104 pages of transcribed material. The transcription of all interviews were continuously compared and analysed together with the recordings and notes from the interviews.

3.4.2 Netnography

Netnography was performed to get an understanding of the actual functionality of instant shopping on Instagram. Instagram is seen as a place and netnography is used to study the context of and communications on this specific place (Flick, 2014). This method was used to observe the interaction online between the retailers and consumers during Instagram shopping. The researcher's presence in the field is a fundamental base for the method of

netnography (Flick, 2018). With the use of netnography, researchers can observe and collect an extensive amount of data without their presence being apparent, making it a less invasive method than traditional ethnography (Kozinets, Dolbec & Earley, 2014). As Instagram shopping is performed on a digital device, netnography is a suitable method for collecting data as the internet is used as a tool to improve the research. (Flick, 2014). With this method, the researchers could observe a large amount of examples of Instagram shopping to contribute to the data collected by interviews.

3.4.2.1 Sampling

Netnogrpahy was performed on six Instagram shops (Table 2) similar in size and product collection to the interviewed companies to verify, further understand and make comparisons to the answers provided during the interviews. The six Instagram shops observed in netnography were also selected through a purposive sampling strategy. With a purposive sampling strategy the sampling is based and focused on the aim and research questions of the study (Bryman & Bell, 2017). All six Instagram shops were Swedish and used both the shop and product tags in their posts.

Number of netnography	Category	Country
Instagram shop 1	Fashion	Sweden
Instagram shop 2	Sport	Sweden
Instagram shop 3	Jewellery	Sweden
Instagram shop 4	Fashion	Sweden
Instagram shop 5	Fashion	Sweden
Instagram shop 6	Home decor	Sweden

Table 2. Overview of netnography

3.4.2.2 Conducting Netnography

The netnography was performed from the consumers perspective to get a better understanding of the functionality and visuals of Instagram shop and product tags. By participating in the netnography as consumers the researchers can view and understand how the retailers interact and communicate with consumers through Instagram shopping. The netnography was performed on the six selected Instagram shops and posts on their Instagram page. The netnography was structured and followed the observation sheet (Appendix 2) to ensure that the netnography was performed in the same way for all six Instagram shops (Flick, 2014). To collect data during netnography it is of importance to take notes of what is being observed and pictures of the screen (Kozinets, Dolbec & Earley, 2014). Accordingly, the researchers took notes and screen pictures of what was observed during the whole process. The method of netnography is established by a longer presence in the field of research to collect an extensive amount of data and generate insights (Flick, 2018). For this study, netnography was performed over a period of four weeks to get a vast amount of data from a longer period of time. As social media is a platform with updates and posts several times a week or even several times a day, this four weeks provides the authors with a vast amount of data including all the previous posts and the new ones posted during this period of time. Three hours of netnography were conducted on each Instagram shop, leading to a total of 18 hours of netnography.

The netnography started with observing the selected Instagram shop to understand how it is structured and how consumers can view and navigate their product catalogue. The process continued with looking at selected products to see the amount of information provided about each product and the simplicity of completing the purchase on the website. Further, the retailers Instagram account and their posts were observed to analyse the use of product tags and how they present their products in posts. This was observed to get an understanding of how they lead consumers to their products and purchase through the use of product tags. Furthermore, the possibility of interacting with the consumers through direct message and comments were observed. The comments were observed to see both if consumers comment and what the comments are about and if the retailers reply and interact with consumers in the comment section.

3.5 Data Analysis

To analyse the collected data a thematic process was selected for the study. The thematic process consists of discovering themes in the empirical material that will provide a foundation for the analysis (Bryman, 2012). According to Rennstam and Wästerfors (2017), there are three important aspects to consider when analysing the collected data. These aspects entail sorting, reducing and arguing and should all be conducted when analysing the data. Sorting encompasses the structuring of the collected data to provide a clear overview (Rennstam & Wästerfors, 2017). During the sorting process the notes conducted during each interview and the recording from each interview were transcribed. These transcriptions were then used to structure the answers collected. The process started with every retailer's provided answers and then a comparison of all the collected data. The same process of sorting was conducted for the data collected through netnography. The notes from the netnography of each Instagram shop was structured to make a clear overview of all the cases. This made it possible to see similarities and differences in each case and between all the cases.

By going through the data several times, common and recurring themes could be noticed and put in context (Rennstam & Wästerfors, 2017). Two main themes were discovered which were closely connected to the two research questions. The first theme addresses technology adaptation and acceptance of Instagram shopping, while the second theme focuses on the encounter between retailers and consumers. The data collected from both the interviews and the netnography was sorted and analysed according to the themes discovered in the previous part of the sorting process. Next step in the process of analysing data is the reduction of data not relevant to the study (Rennstam & Wästerfors, 2017). The sorting of data presented a clear overview of the data collected and facilitated the reduction of data not relevant to the study. The final step arguing entails the process of arguing the collected data in relation to previous research (Rennstam & Wästerfors, 2017). This was done by applying the theoretical framework on the empirical collected data.

3.6 Methodological Reflection

When conducting research it is important to reflect over the methodological choices that have been made and how these choices may affect the result of the research. Methodological reflection is done to assess the qualitative research and the legitimacy of the research with use of aspects of criteria relevant for a qualitative study (Bryman & Bell, 2017). This was done by reflecting over the aspects that can have affected the process and the result such as subjectivity, authenticity and trustworthiness. The ethical considerations of the study was also explored in relation to the two methods of interviews and netnography.

3.6.1 Subjectivity

One critical aspect of the qualitative method is the lack of ability to generalise the result from the research due to the profound research in a specific field and subject. The data collected from the interviews are the interviewees' subjective opinions leading to the research partly being based on these subjective opinions (Bryman & Bell, 2017). The triangulation of methods with both interviews and netnography provides the research with both data from the retailers through interviews and data not directly influenced by the retailers subjective opinions through netnography. Furthermore, the thesis is researching the specific topic through a multiple case study and does not have to be able to generalise to every situation, making a qualitative method suitable for the research.

For the interviews, some of the retailers got the questions beforehand and others did not. This might lead to that they can think about answers before the interview and also discuss it with their colleagues which might have affected the answers. Even though it might have affected the answers it made the interviewees more comfortable in the interview. The researchers could not detect a noticeable difference in the answers provided by the interviewees who received the questions beforehand and the ones who did not, leading to that it probably did not have an effect on the data collected. All of the interviews were recorded to give the researchers the ability to transcribe the data to give a more thorough and accurate outline of the data and be a help with the interpretation and analysis. The researchers saw a potential risk in that the recording would influence and restrict the answers in a negative way. To reduce this risk every respondent was asked to approve the use of the answers in the thesis at the end of the interview and was provided with the opportunity to add to and retract from their answers. This was done in an attempt to make

the respondent comfortable with being recorded and reduce the risk of limitations of their answers. All the participating retailers were anonymous in the thesis which possibly made them feel more comfortable with providing information and reducing the risk of limited answers.

Furthermore, it is not to forget the subjectivity of the researchers, which interpreted the collected data. However, the analysis had its stance in the theoretical framework which urged the researchers to find explanations beyond their own subjectivity.

3.6.2 Authenticity

While conducting a study there should be an emphasis on the quality of results and how it contributes to the process of reaching the research aim. Hence, criteria of quality has been implemented to evaluate that the study upholds its required quality. One of the criteria applied is authenticity, which refers to ensuring that an accurate image of the social world is portrayed (Bryman & Bell 2017). Authenticity has five sub-criteria which all were discussed throughout the process of this study. The first criteria relates to fairness and how the study represents different viewpoints within the research topic (Bryman, 2012). To achieve fairness, different forms of opinions and perceptions were collected and analysed. This was accomplished by interviewing various retailers with different focus areas and company sizes. In addition, the netnography carried out showcased another perspective of how Instagram shopping operates and created a better understanding of the answers provided by the interviewees.

The second criteria focuses on the ontological authenticity which can be described as how the study creates a better understanding for retailers within the given social setting (Bryman, 2012). Thereupon, respondents were chosen which themselves could gain a deeper understanding of instant shopping with the help of the results. Likewise create a more evident perception of the current usage of instant shopping to other retailers. Which also in this case can be related to what can be referred to as educational authenticity (Bryman, 2012). The fourth criteria refers to catalytic authenticity which emphasises the study's possibilities to engage actions of change. Similarly, the fifth criteria, tactical authenticity, lifted how the study should empower actors in this field to take necessary steps to engage in these actions (Bryman, 2012). Through this study these criteria became somewhat

intertwined. Based on this, the study considered the findings as a map out of instant shopping which could help retailers further pursue this form of shopping channel best suited to their aspirations. This was achieved by presenting real life examples from the retail industry both through interviews and netnography.

3.6.3 Trustworthiness

The concept of trustworthiness was also applied to secure the quality of the study. To achieve trustworthiness the researchers needed to conduct the study in an open and accessible manner (Yin, 2011). Further, trustworthiness consists of four criteria which are credibility, transferability, dependability and confirmability (Bryman, 2012). Each criteria was evaluated through the whole research process.

Credibility refers to how well the study links its findings to the given social reality (Bryman, 2012). To comprehend this the study applied a triangulation of methods where the data collection occurred through real life cases. For instance, retailers who used Instagram shopping were interviewed and observed through netnography. The usage of triangulation was a way to ensure that the findings of both methods reflected the social world. Additionally, to create further credibility, all forms of data collection was rooted in the theoretical framework. According to Bryman (2012) there needs to be a proper connection between the findings and the theoretical ideas formed to enhance the credibility. All questions in the interviews were developed based on the topics presented in the theoretical framework and similar structure was maintained in the netnography scheme.

As mentioned by Bryman (2012), transferability describes a study's possibility to be generalised or transferred to other social settings. Since this study did not aim to be generalisable there has been a greater focus on making the results transferrable into different types of retail categories. To achieve this the researchers have attempted to make thick descriptions of its findings. Thick description refers to in-depth accounts of details about the studied social setting (Bryman, 2012). By presenting the results in this manner there is a great possibility that the concluding findings may be applicable to other categories of retail than the ones interviewed.

Dependability refers to which degree the study can be replicated. In qualitative research this means that external parties should be able to adopt similar social roles as the researchers of this study (Bryman, 2012). To fulfil this criteria a comprehensive methodology chapter has been presented. Through this a detailed description of the whole research process can be found. This is also related to the study's desire to achieve transparency toward external actors. The last criteria refers to confirmability which stresses the researchers awareness of how complete objectivity cannot be achieved in social science research (Bryman, 2012). However, there has been an emphasis on critically reviewing all forms of data collection and not examining it as the only possible truth. More about the reflection of possible biases has been discussed more in depth during the section of subjectivity.

3.6.4 Ethical Consideration

The means of ethical considerations emphasises informed reasons for action and to protect participants integrity (May, 2011). The study ensured anonymity for all participating retailers in the interviews. It was at first requested by the researchers to use company names in the study. Since not all retailers wanted to enclose their names the answers from all retailers were made anonymous. Additionally, the study valued informed consent through its verbal data collection. To secure the informed consent the researchers provided participants with a description of the study and how the data was planned to be used. Further, the retailers' approval to record the interviews were also a prior aspect in the sense of informed consent. Moreover, the participants were made aware of the possibility to decline any given question that invaded their privacy.

During the netnography no major ethical considerations were made. Instagram is a social media app which makes all published content and comments accessible to the general public. Through the netnography, content related to Instagram shopping was analysed as they seemingly were intended as the possible interface between retailers and consumers. Specifically, there was no direct contact with any of the retailers while conducting the netography. Although, it is of importance to point out that no company names or logos of the sampled retailers were made visible in this study to secure any possible desire for anonymity.

4. Empirical Results and Analysis

In this section the findings of the data collection will be presented and analysed. Throughout the analysis the findings of the interviews and netnography will be presented intertwined. The analysis is divided into two themes where firstly the adaptation and acceptance of technology is examined, and the second theme focuses on aspects of the retailer-consumer interface.

4.1 The Adaptation and Usage of New Technology

This theme will explore how retailers adapt, accept and use the new technology Instagram shopping as a shopping channel on social media. It will discuss aspects that have influenced retailers' perception of Instagram shopping and how it has impacted their decision to adapt and develop its usage.

4.1.1 Adaptation of Instagram Shopping

In this section retailers motivation of technology adaptation will be examined and analysed. All interviewees stated that Instagram in general was used frequently as a strategy to interact and inspire consumers online. For instance, Retailer 1, a fashion retailer, mentioned that they used Instagram as a way to inspire their consumers through pictures and videos. Through this it became clear that the adaptation of Instagram shopping emerged as a development from their existing usage of Instagram. The vast majority of the interviewees described it as a natural step to take as an active user of Instagram. Especially considering that the retailers found Instagram to be a well-established platform where they for long have been able to meet consumers and help sales growth through increased product exposure in marketing content. This resonates well with how the image of something or an intermediary can have a significant impact on technology adaptation (Orlikowski, 2000). It unfolds how the existing image of Instagram has influenced how retailers further adapt Instagram features. As Orlikowski (2000) further points out, the perception of a technology impacts the willingness of its usage and adaptation. This appears to be the case even in this relation between adaptation and Instagram shopping. Besides, whereas the retailers already were users of Instagram there was no major step to take in order to adapt Instagram shopping. In fact,

Instagram shopping was viewed as an addition to their existing Instagram feed and its adaptation expected to increase existing aspects further.

4.1.1.1 Adaptation and the Consumer Journey

The interviews disclosed another perspective of it as well. The retailers expressed how the adaptation of Instagram shopping could possibly facilitate what was expressed as the consumer journey or buying process. This may interrelate to the desire to gain competitive advantages as a retailer with the aid of technology (Inman & Nikolova, 2017). Observed through the netnography, with Instagram shopping the retailers are able to present consumers with product information, simpler customer service and fewer steps to conclude a purchase, all by using one social media app. The interviewees described it as making shopping more accessible and easy for consumers, which they all put a great emphasis on as motivation for adaptation. According to Retailer 4 Instagram shopping made the product search easier for their consumers and provided consumers with direct information before conducting a purchase. Borrowing from Oh, Teo and Sambamurthy (2012), the adaptation of new retail channels can help increase efficiency of retailing. For instance, based on the answers given in the interviews, retailers express that the adaptation of Instagram shopping can improve the seamless experience between retail channels, which decreases the amount of steps needed when shopping. It can also be described as a way to innovate the connection of retail channels. This can be related to what Oh, Teo and Sambamurthy (2012) describes as how technology improves innovation. In this case innovation being the interrelation between different retail channels. While discussing it Retailer 3 described it as the following:

> *"Because no one really wants to go from platform to platform in order to search and to remember what the product's name was and so on. You want everything as easily accessible as possible to generate purchases. So it feels essential to have up and running given that we put so much focus on it (Instagram)."*
> (Retailer 3, translation from Swedish)

According to Retailer 8, a fashion retailer, it often occurs to be beneficial to integrate new features such as Instagram shopping since Instagram algorithms boost users that adapt these new features. Retailer 8 continues to express how adaptation of Instagram's own features

improves the chances of consumers to find them. As Inman and Nikolova (2017) argues, attracting consumers and making them return to the retailer is one of the greater values of technology adaptation. Hence, to adapt Instagram shopping may seem favourable for retailers based on this understanding of Instagram. However, it also means that the adaptation is somewhat on Instagram's terms in relation to advancing on their platform. Due to this a couple of the retailers reflected over how it may affect the uniqueness of their own brand and the owning of the consumers. By means of this they expressed a worry that Instagram is the one owning the consumer when conducting a purchase and giving retailers limited access to consumer data and statistics.

4.1.1.2 External Factors and the Adaptation of Instagram Shopping

During the interviews it was asked if the retailers thought there were any external factors influencing the choice to adapt Instagram shopping. The question got rather split answers where approximately half of the interviewees viewed it as there were no external factors and their choice were merely based on their own desire to further explore social commerce. While other interviewees described it as a combination between exploring social commerce and adjusting to what other retailers are doing and implementing. According to Retailer 3, a jewellery retailer, it is important to keep up with trends in the retail industry. They continued to discuss how being quick to try new tools or technology is a must. If a retailer falls behind current trends there is a possibility that consumers lack interest when it is later adapted. As Tyre and Orlikowski (1994) mentions, the initial time of technology adaptation is crucial when it comes to it being successful. This arguably seems to be the case in relation to Instagram shopping as a shopping channel on social media. Additionally, another aspect was brought up by Retailer 6 which mentioned that several social media platforms are trying to capture the whole buying process on their app. It is not something that is unique for Instagram. Retailer 6 said the following:

"All social media platforms are always working on capturing the whole consumer journey in the platform. Instagram has for example in the USA that you can do the whole purchase on the app. This function is not available in Sweden yet. If you look on other platforms, such as Pinterest and TikTok, they all look for ways to complete the buying process on their platform. If not Instagram releases this feature in Sweden soon then another platform will."
(Retailer 6, translation from Swedish)

Although it was discussed by the majority of retailers how Instagram at the moment is the one platform that most easily can show inspiration, products catalogues and price intertwined. This statement demonstrates how the initial time of adaptation is not only reliant on retailers' integration of technology, but interrelated to external factors such as developments brought forward by social media platforms.

4.1.2 The Acceptance of Instagram Shopping

While discussing the adaptation and usage of Instagram shopping it is difficult to separate it from the acceptance of the technology. Therefore, the findings have been further analysed in relation to the Technology acceptance model (TAM) to disclose the actual acceptance of Instagram shopping as an organisational technology. As Davis and Venkatesh (1996) mentions, technology changes fast, especially information technology which Instagram is considered to be. Hence, the changes in acceptance may depend on the direction of technological development. In the context of Instagram shopping the retailers expressed an overall strong acceptance of the new technology. As previously discussed, retailers saw the adaptation as given which indicates the positive acceptance of Instagram shopping and its features as a technology system and digital shopping channel.

4.1.2.1 The Influence of External Variables on the Acceptance of New Technology

Firstly, external variables were discussed and it became apparent that this step was highly influential in the decision of adapting and using Instagram shopping. The external variables are referring to the first step of the TAM, how it influences technology acceptance. To specify there was a differentiation between external variables and external factors. In this

case, external factors were more related to trends on social media and external variables prior knowledge of the platform and their impression of Instagram as technological advancement of shopping. Before adapting the technology the retailers had a preconception of Instagram and its contribution to social commerce. The interviews explored how retailers use Instagram in a more general term excluding Instagram shopping. This type of usage was a strong indicator for retailers' perception and acceptance of the new technology of Instagram. For instance, the retailers described the appearance to be similar to existing features of Instagram which created a form of recognition. This resonates with Davis and Venkatesh (1996) and how system design characteristics can impact the perception ahead of adaptation. Although, an external variable that concerned the interviewees was the lack of involvement on altering the design of Instagram shopping. Instagram provides the retailers with a standard that they are rather limited in when it comes to changes and developments. This was also discovered by the netnography where a clear similarity between retailers' shops could be found. Although, this made the implementation quite easy and Instagram provided guides and direction of how to possibly succeed with the adaptation.

4.1.2.2 The Impact of Usefulness and Behavioural Intentions
The external variables will then influence the perceived usefulness and perceived ease of use (Davis & Venkatesh, 1996). According to Davis and Venkatesh (1996) perceived ease of use refers to perception of how easy the technology is to use. With the similarities to Instagram in general and Instagram shopping, the retailers mentioned that there was an overall ease in initially adapting Instagram shopping. It was discussed as an addition to the existing usage and thereupon an exception of low effort to use. However, during the process of implementation smaller difficulties arose for a few of the interviewees which may have affected their willingness in developing Instagram shopping further. For example, Retailer 7, a home decor retailer, mentions how the technical interface is quite complex and not always user friendly. They continue to discuss how their impression is that Instagram expects you as a company to have prior knowledge and understanding of the system and its functions. As Davis and Venkatesh (1996) mentions, the perceived ease of use influences the perceived usefulness of a technology. The example provided by Retailer 7 shows a perspective that may cause a negative influence on the ease of use and the perception of Instagram shopping's usefulness. On the contrary, Davis and Venkatesh (1996) statement also applies in the context where retailers saw a usefulness in adapting Instagram shopping due to its similarities to other Instagram features. By this the analysis demonstrates that both positive

and negative aspects influence the perceived usefulness and perceived ease of use in relation to Instagram shopping. Yet, in this case where retailers chose to adapt Instagram shopping it indicates a predominant positive perception in the ease of use and its usefulness. According to Retailer 1, Instagram shopping is adding to what priors have been conducted on Instagram. One example brought forward was its usefulness in clarifying product information. During the interview they said:

> *"It shortens the step from seeing a picture of a product to finding the product in a shop. It is not only about making them buy but helping them find the product in one of our shops so they can read more about it, read about materials, sizes, other colours or if it is in stock in any store[...] So for us it was a way to shorten the step from showing a picture of a product to making consumers actually buy it or reading more about it[...] Before you were not able to link a product in the picture feed. It was only a picture. And that created a long step from seeing a picture to actually having the motivation to sit down and search for the product in a browser."*
> (Retailer 1, translation from Swedish)

Yet, the retailers experiencing some difficulties in the adaptation had some repercussions toward the perceived usefulness. This was explained by technological limitations where, for example, the product catalogue on Instagram had difficulties with presentations of products that could be customised. Nonetheless, it should be mentioned that these retailers still saw some usefulness in the usage of Instagram shopping mostly due to social media trends and the awareness it can create towards consumers. Overall the technology was still easy to use and together with its contribution to a shorter consumer journey retailers saw it as useful in their social media strategy. Based on this, retailers saw Instagram shopping as a technology that they will continue to use. Admittedly, with a few alterations in accordance with their own perception of its usefulness. This can be described as their behavioural intention of the technology acceptance and how a positive attitude has been formed towards the usage of Instagram shopping. According to Davis and Venkatesh (1996) the behavioural intention is much reliant on the perceived usefulness and perceived ease of use. Similar indicators could be found in the answers given by the interviewees. Much of their intended use was based on

what they saw as beneficial for their business and how easy it was to implement in regards to limited resources.

4.1.2.3 The Actual Usage of Instagram Shopping

The totality of the TAM's four first steps leads to the actual usage of the technology (Davis & Venkatesh, 1996). Which in this case demonstrates retailers actual usage of Instagram shopping, and it will be explored further in this section. According to Tyre and Orlikowski (1994) adaptations often occur during short periods of time. This was also the case in regards to Instagram shopping. As the interviews mentioned, the retailers adapted Instagram shopping rather quickly and had it up and running after a rather short period of time. Through this it could be argued that even for social media adaptations the period of adaptation takes place throughout a short time period. There were no recollection of any longer decision-making processes related to the adaptation of Instagram shopping. As previously mentioned by Retailer 3, it is important to quickly adjust to new trends to not fall behind the competition. This motivates that the adaptation took place during a short period of time. Thus, the retailers were able to try out the technology and integrate it into their existing social media usage quickly. However, as both Orlikowski (2000) and Davis and Venkatesh (1996) refer, the decision why a retailer chooses to adapt a technology may influence how the actual usage will be carried out. Both the interviews and netnography revealed that retailers mainly use Instagram shopping features such as the product catalogue which is accessible through the shopping bag symbol and product tags in photos and videos displayed in their regular feed and stories (Picture 1, 2 & 3). Since the retailers were not available to see statistics of how many consumers that were redirected from Instagram to the webshop this step was not in the greater focus. Another reason for this was how it is only possible to integrate one market to Instagram shopping. The majority of the interviewed retailers were active on various markets around the world which lead to that international consumer might be redirected to the wrong webshop.
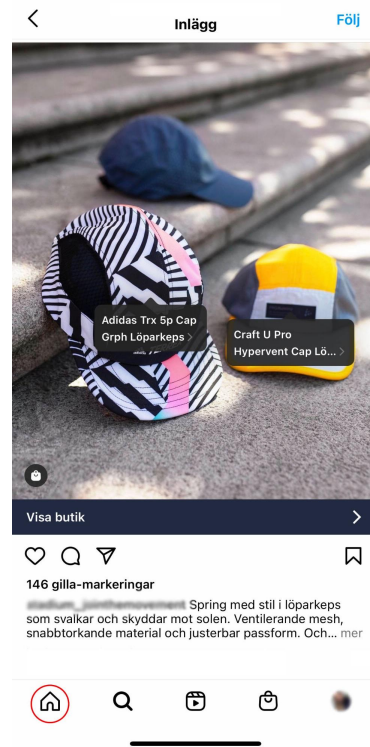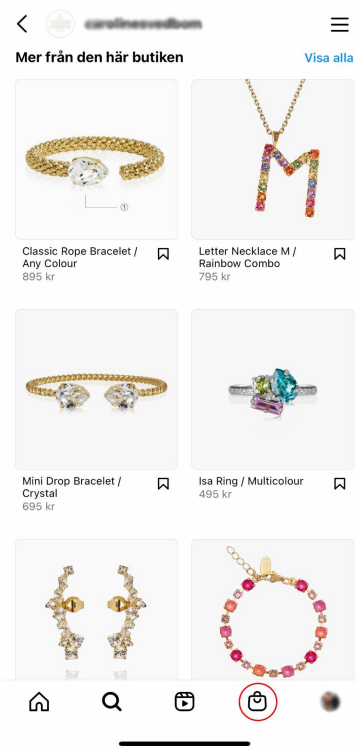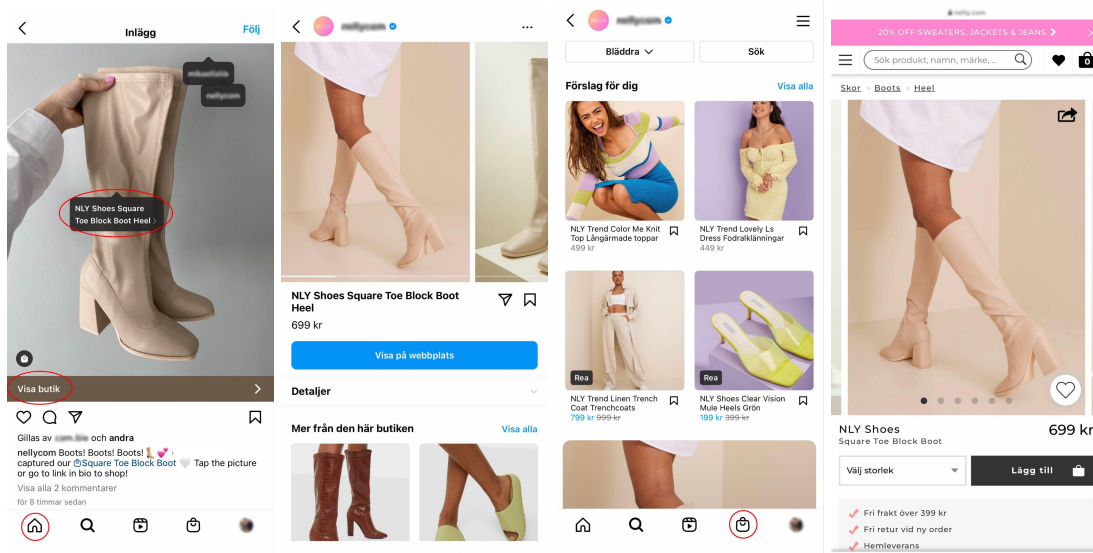
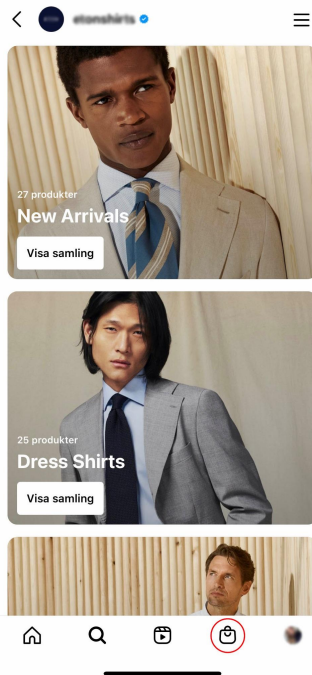(Picture 1, Instagram shop 3, netnography)   (Picture 2, Instagram shop 2, netnography)

(Picture 3, Instagram shop 1, netnography)

Although, the interviews specified how differences occurred within its usage between various retailers. On a more intentional level, there was a variety in the extent of how much these features were used. For instance, retailers that offered products within a higher price range or more custom made products were not able to use Instagram shopping to its fullest since these types of products could not be as easily included in the product catalogue. To exemplify, Retailer 5, a furniture retailer, chose not to include their high price furniture to Instagram shopping since according to them consumers do not purchase these types of products via social media. It can be described as an intentional decision which was influenced by consumers' previous shopping behaviour. In contrast, interviewees related to retail companies that offered more standardised goods were more eager to use these features to the fullest as a way to simplify the consumer journey as much as possible. For example, the simplification involved consumers being able to click on a product tag that led them to the Instagram shop and then transfer them to the website to complete the purchase (Picture 4, 5, 6 & 7). During netnography, the research found that the consumer journey from viewing product to fulfilment of purchase was quick and seamless. Furthermore, highly involved retailers created categories in the product catalogue to create resemblance between their Instagram shop and webshop (Picture 8).

(Picture 4, 5, 6 & 7, Instagram shop 5, netnography)

(Picture 8, Instagram shop 4, netnography)

Additionally, through the interviews it could be understood that there were also differences in how retailers imported products to their Instagram shop. As Orlikowski (2000) mentions, retailers often adjust the technology to better meet their requirements. Thereupon, many of the retailers used external systems that imported the products available in the webshop to their Instagram shop. This means that these retailers were able to offer their full product range on Instagram shop as well. Whereas some retailers did this work manually on Instagram. They described this as time consuming which led to that the full product range was not offered on Instagram. This can be connected to how Instagram shopping as a system has its complexity which not all its users know how to operate. To deal with this system complexity a majority of the retailers uses an external system to be able to include their full product catalogue which implies that there is a need for an external system to efficiently reach the full capacity of Instagram shopping.

As Orlikowski (2000) mentions, the usage is much related to the intended goal of the technology and thereupon shaped after the requirements of the user. The findings show how retailers adapt and use features of Instagram shopping to accommodate their target audience. However, restrictions and guidelines put forward by Instagram may cause unintentional adjustments for the retailers. Retailer 9 discussed how Instagram shopping and Instagram may be limited to them as an underwear company. With this they signified, for example,

how it was not possible to use certain product images in their feed and product catalogue due to guideline restrictions of the platform. Consequently, other features of Instagram shopping lost a bit of interest and the adaption was not particularly in focus. Yet, there was still a positive attitude towards Instagram shopping but guideline restrictions in combination with limited time and resources halted their adaptation. In further relation, a broader majority of the interviewees expressed an overall good relationship between them and Instagram when it came to the development of Instagram shopping. Yet, some retailers described the collaboration with Instagram to be a bit difficult while needing help in general and when developing their shop. Retailer 7 expressed the following:

> *"I think it is quite difficult to have contact with all the big platforms. They are such big companies and we, all the actors, are so small in comparison to them[…] We collaborate with a company that does paid advertisements on Instagram and Facebook. Then we have to ask them or a web developer for help to be able to understand why we cannot do some parts. So I think they (Instagram) put a lot of responsibility on the consumer (retailers) in this case and we do not get as much from them as you might expect."*
>
> (Retailer 7, translation from Swedish)

Retailers that expressed a more difficult relationship and felt like they did not get the help needed mentioned how they may not be able to use, for example, the product catalogue as intended. This means that the technology may not be used as Instagram mainly intended and an unintentional adjustment has been made. Unintentional adjustments were also described by the majority of interviewees as a consequence of limited resources. Due to limited resources retailers create processes in how they operate on Instagram which can lead to them choosing not to do any major changes to the Instagram shop, especially in relation to the product catalogue. Often time was described as one of the main reasons to not conduct changes. This resonates with what Tyre and Orlikowski (1994) mentions how creation of processes can make it more difficult for the retailers to do modifications in the system. As Tyre and Orlikowski (1994) further discuss, these processes can make the retailers disregard these unresolved technological problems. With the limited time retailers possibly overlook solutions that may help solve these technological problems, which in this case can be related

to product importations. In the instance of Instagram shopping this can lead to the fact that some retailers do not implement external systems for product importations.

Regarding the foregoing, it could be argued that both intentional and unintentional adjustments are made during the usage and adaptation of Instagram shopping. This resonates with Orlikowski (2000) arguments regarding technology adaptations and how retailers make intentional and unintentional adjustments to the technology. Additionally, it should be mentioned that all retailers described themselves to be in an experimental phase when it comes to Instagram shopping. The retailers demonstrated that intentional and unintentional adjustments were inevitable in this stage of adaptation. It is a time where this new form of shopping channel is tested and evaluated in order to make the most suitable for retailers and their consumers. Overall there was a positive attitude towards testing new features that are not yet available outside of the US, features such as shopping carts and payment solutions performed directly on Instagram. This applies if the retailers were able to access consumer data and statistics from Instagram regarding shopping behaviours. Retailers willingness to adapt further features related to Instagram shopping show how there is generally a positive attitude towards further usage and development of Instagram shopping. All the retailers showed interest in improvements and new features that can improve Instagram shopping overall and further aid the shopping experience for the consumers.

Moreover, according to Inman and Nikolova (2017) increasing revenues and decreasing costs are one of the main reasons for technology adaptation. However, in the matter of adaptation of Instagram shopping no claims regarding this were able to be made. The retailers recall that this is something that will be considered henceforth when more data is available. Further, the interviewed retailers mentioned that even if Instagram shopping may not generate any major revenue today they still saw it as beneficial both regarding exposure and easing the consumer journey.

4.2 The Interface of Instagram Shopping

In the adaptation of new technology changes can occur in other aspects such as the encounter with consumers. Therefore, this section will analyse the retailer-consumer interface in relation to retailers perception of Instagram shopping.

4.2.1 The Exchange Between Retailers and Consumers

During the interviews and netnography it became apparent that changes have happened to the exchange between retailers and consumers. It will be further explored through the impact of inspirational content, the buying process and retailer-consumer communication.

4.2.1.1 The Creation of Inspirational Shopping

All interviewed retailers mentioned that Instagram shopping influenced the exchange between retailer and consumer. The communication on Instagram is of a more inspiring style and is a way to show products in different ways compared to other shopping channels. Retailer 1, a fashion retailer, mentions that Instagram is allowing them to show products in different ways both through Instagram shop and with the use of product tags. During the interview they described:

> *"We want our Instagram to be a representation of our world where*
> *you can both see the products of course, what we sell. But then we*
> *also want to show the products in different ways of styling and*
> *inspire how to wear it."*
> (Retailer 1, translation from Swedish)

This provides the opportunity to show products in different contexts and different styles to give the consumer a more inspirational presentation of products. Retailer 9, a fashion retailer, mentioned that the exchange on Instagram is more related to the consumers feelings and mood. Retailers can use a picture in a specific setting, for example a summer holiday, to induce a specific feeling from the consumers that can evoke a purchase. This corresponds with the view that social media allows for more proactive (Rohm, Kaltcheva & Milne, 2013) and adjusted communication to reach consumers in their preferred way of communication (Yadav & Pavlou, 2014). Throughout the netnography, the researchers discovered that retailers present the products in different settings and contexts which shows the consumer different ways of styling and using the products. While observing this the researchers took notice of how pictures of a more inspirational nature got more engagement through comments from consumers. With reference to this, Retailer 5 mentioned how they have

developed a strategy regarding where they restrain the usage of product tags in inspirational posts. For instance, Retailer 5 felt that product tags could disturb the feeling they were trying to convey. Thereupon, Retailer 5 used product tags more frequently on simple product images where the item is in focus and not for posts aiming to create an overall experience. In relation to this more inspirational content on Instagram, Retailer 9 mentions that Instagram shop is not adaptable in many aspects and that every shop has a similar aesthetic. The retailers can choose the pictures that are shown and use categories to show certain products, but other than that the program is quite fixed and affects the retailers ability to adjust their communication to be more inspirational and aligned with the brand image. Retailer 5 also mentions that the desire to make Instagram shops inspirational and have a varied selection is one of the challenges they view with Instagram shopping.

4.2.1.2 Instagram Shopping and the Buying Process

Digitalisation has influenced the exchange between retailers and consumers in many ways through the development of new retail formats and the possibility for seamless movement between these shopping channels (Hagberg Sundström & Egels-Zandén, 2016). All retailers agree that Instagram shop and the use of product tags helps the consumer in the decision making process. The retailers thought that the product information became more easily obtained and created a possibility for a purchase directly in the app. This linkage between Instagram and the website where the purchase is conducted is contributing to the seamless buying experience for the consumers. Instagram also facilitates the consumer in the aspect of finding the right product with the use of product tags. When consumers see a product in a post or story, they can click on the product tag and be transferred directly to the product in question and buy the product in the app without needing to go to other channels such as e-commerce. This is one of the benefits with Instagram shop, that it makes the consumer buying process shorter, according to all the interviewed companies. This is aligned with the view presented by Yadav and Pavlou (2014), that digitalisation can help retailers adjust their communication to aid the consumer in their decision making process.

Retailer 8, a fashion retailer, describes how Instagram shops are an important part of the consumer buying process through the providing of inspiration and information. They describe how their buying process for their target group might be a bit longer and not many consumers buy products at first sight. The consumers might view the product on Instagram,

save it, read some more about it and then complete the purchase. The role of Instagram therefore becomes important in the aspect of presenting the brand to the consumer and showing the products. Since the buying process might be longer, they describe how they think it is important to be a part of every step in the process to remind the consumer about the brand and be visible. Even though the purchase might not be made through Instagram, the shop and the product tags are part of the consumer's buying process in the aspect of showcasing products and providing the consumer with inspiration and information.

> *"For our consumers, the consumer journey is not completely straight from picture to purchase. Maybe you look, you get inspired, you save the post, and then you come back later. You might be exposed, like what you see and then go to the website and read a bit more about the brand, do some comparison, and then buy. It is not that many that see our brand for the first time and buy directly. It is a longer consumer journey compared to other products and brands. I think that is quite typical for our consumer, they have a longer decision-making process. It is important to be present during the journey and remind them (consumer) that we exist."*
> (Retailer 8, translation from Swedish)

Retailer 5, a furniture retailer, also mentions how there might be a difference in the purchase behaviour depending on type of products and price and Instagram shopping can therefore get a different role depending on these aspects. Additionally, Retailer 8 mentions that they believe the price has an important aspect in the more spontaneous purchases, it might be easier for the consumer to make a spontaneous and impulsive purchase when the product is cheaper versus when the product is more expensive. A more expensive product might have a longer buying process for the consumer. Instagram shopping can in that case take part in the search process in showing products in an inspirational way that might eventually lead to a purchase, even though the purchase might not be through Instagram. Retailer 9, a fashion retailer, agrees and describes that Instagram shopping might be good for quick and more spontaneous purchases. This shows the different roles Instagram shopping can have as both a support in the decision making process and the actual fulfilment of the process through purchase.

According to Grewal, Roggeveen and Runyan (2013), communication on social media has made product and price information more accessible for consumers. The interviewed companies are all in agreement with this view, that Instagram shopping has increased the product information accessibility for the consumer. With the use of product tags in pictures in the organic posts, which means posts that are not a paid advertisement, it is possible for the consumer to directly access information about what product it is and its price. The product tags also lead the consumer to the retailer's Instagram shop where the consumer can view information about the product and more pictures. From the shop it is then possible for the consumer to view the product on the retailer's website and also complete the purchase. During the netnography, the researchers could observe the product information accessible in all the different aspects of Instagram and how the product tags provide aid in finding the right product and more information. A majority of the retailers agree that the shop acts like an extension of the organic posts and stories and is simplifying and facilitating the buying process for the consumers. Some of the retailers do experience some problems with the presentation of products in the shop and think it can be difficult with the structure to view all products in a clear way. Retailer 9 mentions that limitations in adaptation of the shop makes it difficult to get an overview of what products that are in focus and all the products in the shop.

During the netnography, the researchers discovered that the shop can in some cases be difficult to navigate as it entails a lot of products. This complicates the products search since the products are not filtered in a specific order or category. Retailer 2 mentioned during the interview:

> *"We have a very big product catalogue, if you start structuring the product it might get better but as of now it is like you walk into a messy store and you can scroll, scroll and scroll and it might be products you are interested in and products you are not interested in. But it becomes an incoherent mixture. It is not searchable."*
> (Retailer 2, translation from Swedish)

From the netnography it was discovered that there is a search function where it is possible to search if you are looking for a special product or category which can improve navigation if the consumer knows what they are looking for. Some retailers also have categories in the

shop which allows them to both sort the products according to product categories and design categories with products they want to showcase, such as new arrivals. The use of categories was discussed by Retailer 8 during the interview. They design categories with a selection of products that they want to showcase to make the shop more structured and provide an overview for the consumer. To make the presentation of products even better, Retailer 8 would like to be able to choose the order of products in these categories to be able to decide what products are at the top and get the most exposure. This is a function that is not possible today but is something that they would consider to be beneficial to make the communication towards consumers even better. These navigation difficulties were as mentioned earlier observed in the netnography. This created an understanding of the importance of product tags and how they act as an extension of the shop to facilitate the buying process for the consumer.

4.2.1.3 Instagram Shopping's Influence on Communication

Digitalisation has influenced communication between retailer and consumer in many ways and has led to a more direct retailer-consumer communication on social media platforms (Grewal, Roggeveen & Runyan, 2013; Hagberg, Sundström & Egels-Zandén, 2016). This is a view that all interviewed companies agree with and they describe how communication on Instagram has provided an opportunity for more direct contact between themselves and consumers. Consumers can comment questions about products on posts and also write direct messages to the retailers (Picture 9 & 10). This provides an opportunity for the retailers to have a direct communication with the consumers and also help them in their buying process. All retailers agree that the direct retailer-consumer communication on Instagram is important and they want to interact with the consumers as much as possible. Retailer 6, a sports retailer, discussed their view on the retailer-consumer communication on Instagram and said:
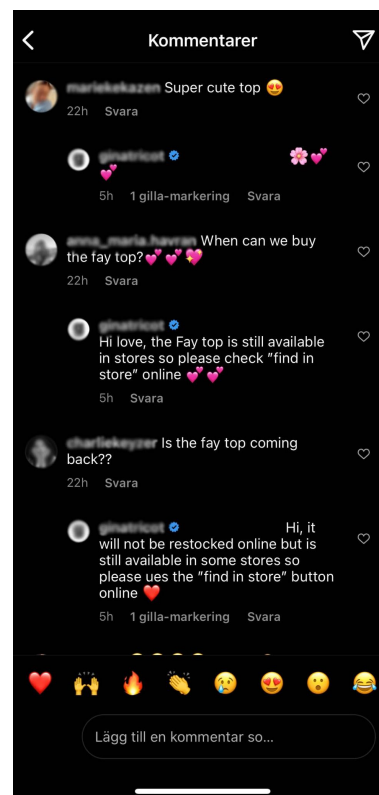
"We love when people have two-way communication with us, and we want to have that. We have a fantastic customer service who helps with answering questions on a daily basis, also direct messages. We want people to reach out to us and we take care of the questions and answers. It is incredibly important that people can write to us and receive answers. Social media is available for communication and we want to utilise that "

(Retailer 6, translation from Swedish)

Retailer 5 also views direct communication as an important aspect as it can help develop a personal relationship between the retailer and the consumer. A majority of the retailers respond to each question consumers ask through comments and direct messages and want to acknowledge all engagement from consumers as fast as possible. Even though all retailers view the direct communication to consumers as important it might be difficult to be able to answer all. Both retailers 9 and 2 mention that they do not have the resources to reply to everything at the moment, but it is something they view as important and want to improve in the future if they have the time and resources.
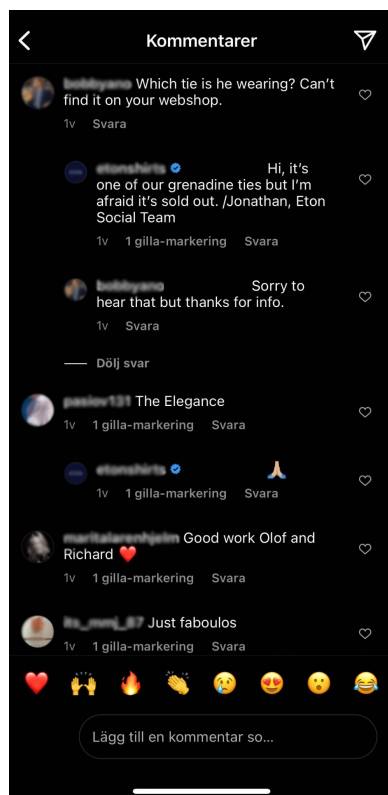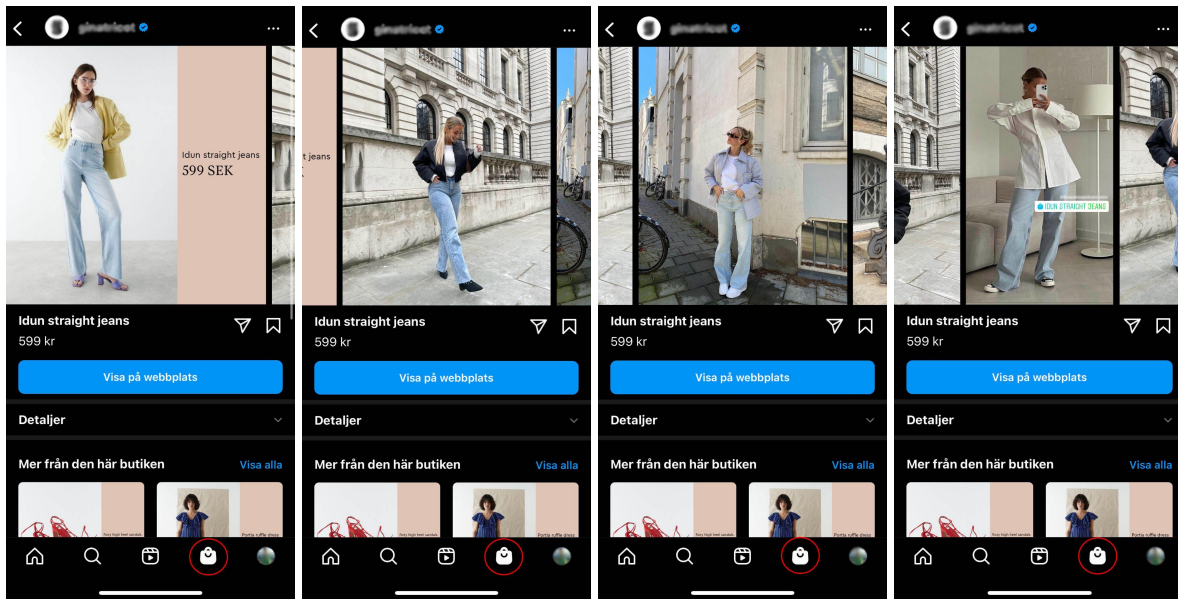

(Picture 9, Instagram shop 4, netnography)   (Picture 10, Instagram shop 1, netnography)
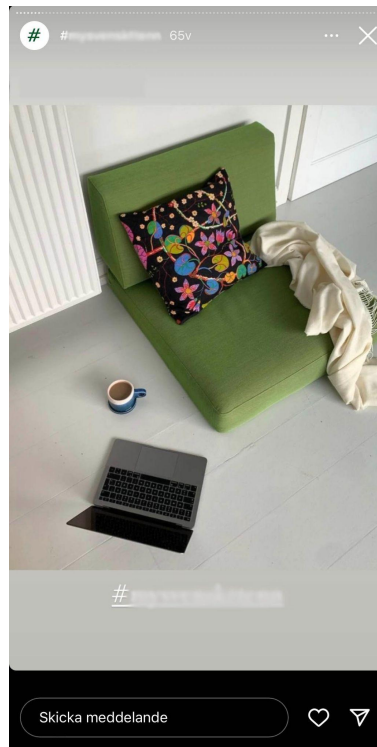
Digitalisation has led to an intermixing of actors that leads to a blurring of boundaries between retailers and consumers. Consumers can therefore become more involved in the process of shopping and take on new roles (Hagberg Sundström & Egels-Zandén, 2016). During the interview the retailers were asked how they view the consumer's role when shopping on Instagram and a majority of the retailers had not analysed this aspect in specific but many of them view Instagram shopping as a place for inspiration. Retailer 4, a sports retailer, pointed out how the usage of Instagram shopping also was a strategy to increase traffic to their website. Additionally, another aspect was mentioned by Retailer 6, which mentioned that they use the consumers' views and opinions when deciding how to develop Instagram shopping. They analyse the consumers behaviour and decisions on Instagram to see what they like in order to develop the communication and shop according to the consumers preferences. Retailer 1, a fashion retailer, also described how they can receive feedback from consumers regarding products on Instagram which can help them in the development of products. This shows examples of how the consumer can take on new roles and be more influential and involved in the process of shopping. The changing of roles reconciles with the opinion presented by Hagberg, Sundström and Egels-Zandén (2016), that describes how the changing of roles makes the relationship between production and consumption intertwine and gives the consumer more power.

The consumers can take part in the content creation and Retailer 8 mentions how they apply user generated content in their communication where they show people wearing the products. This is today only in their organic feed with the use of product tags but they see a possibility that it could be developed over time to also be used in the shop. During netnography, the researchers discovered that several retailers used both their own product pictures and user generated content in their Instagram shopping. This was used both in posts with product tags and also in the shop under the shopping bag symbol (Picture 11, 12, 13 & 14). With the user generated content products can be shown in different styles and environments in order to develop the presentation of products to inspire and influence the consumers. This resonates with Eroğlu (2019), opinions that marketing of consumers experiences of a product has been of growing advantages as consumers feel like they are experiencing the product through the showing of other consumers usage.

(Picture 11 product picture, 12, 13 & 14 user-generated, Instagram shop 1, netnography)

Another aspect of user generated content was brought up by Retailer 7, a home decor retailer, which mentions that they have a hashtag where consumers can post their own pictures with the retailer's products (Picture 15). On that hashtag consumers can find several pictures of products posted by other consumers to be inspired and see other people use and styling the products. The retailer also shares pictures from the hashtag on their stories to inspire and show consumers how other consumers style the products. As De Veirman, Cauberghe and Hudders (2017) points out, other consumers' opinions are of more value for consumers than advertisements communicated by the retailer making it valuable for the retailers to apply user generated content in their communication on Instagram.

(Picture 15, Instagram shop 6, netnography)

4.2.2 The Retailscape on Instagram Shopping

Digitalisation and adaptation of new technology has developed new types of retail settings through the intermixing of actors and the use of smartphones that leads to new ways of shopping (Hagberg, Sundström & Egels-Zandén, 2016). From all the interviewees the researchers can understand that Instagram shopping is a fairly new concept and many retailers are still trying to figure out how to adapt to this new setting and retailscape. A couple of retailers describe that the setting of Instagram shopping can lead to another type of shopping based on inspiration with more quick purchases. According to Retailer 9, a fashion retailer, the setting offers the opportunity to show pictures in a special setting that leads to a quicker purchase based on the inspiration and feelings the picture evokes. With the help of product tags, consumers can be transferred to the product in the picture directly which facilitates this quick buying process. This was tested during the netnography and the researchers discovered that Instagram shopping had few steps and shortened the buying process compared to going between shopping channels.

All of the interviewees agree that the new retail setting of Instagram shopping leads to new capabilities as it allows for both communicating products through marketing and purchase in the same retailscape. This demonstrates how digital forms of transaction can occur in this type of retailscape. According to Hagberg, Sundström and Egels-Zandén (2016) digitalisation in retail provides retailers with the opportunity to offer digital transactions and a fully digital buying process, which this type of retailscape can be described to do. As Instagram is a popular platform, retailers find it important to be represented and have a shop to allow for purchase directly in the app. All retailers mention that Instagram might not be their biggest channel in regards to sales but it is an important addition to their other channels to create an omnichannel approach and facilitate a seamless buying process for the consumer. Several of the retailers also mention that they think it is good that the consumer is redirected to their website to complete the purchase as the website contains more information and is more aligned with the brand's image. This reconciles with the image presented by Hagberg, Sundström and Egels-Zandén (2016), which says that digitalisation has developed new retail settings with new capabilities. That in combination with the increased use of smartphones makes retail settings accessible everywhere at any time and allows for omni-channel approaches (Ballentyne & Nilsson, 2017; Hagberg, Sundström & Egels-Zandén, 2016). During netnography, it was observed that the setting of Instagram facilitated a seamless shopping experience. It was simple and seamless to go from viewing a post, clicking on the product tag that leads to the shop and then being transferred to the website to complete the purchase.

The retailer's offerings have also been influenced by digitalisation and it allows for a development and change of how pricing and payments are performed (Hagberg, Sundström & Egels-Zandén, 2016). In the interviews, the retailers mentioned that Instagram shopping has helped them present prices of products through the use of product tags. This helps the consumer get a clear view of the product and its price directly which can influence the decision-making process and buying process in a positive manner. From netnography it was observed that the product tags makes product information and prices easily available for the consumer which can have a positive influence on the consumer journey as it makes the buying process shorter. According to Hageberg, Sundström and Egels-Zandén (2016), digitalisation can provide the opportunity to have different selections of products in various retail settings. When asked during the interviews whether the retailers have the same selection on Instagram as other channels, the researchers learned that some of the retailers

have exactly the same product selection in all their retail settings. Their Instagram shop is connected to their e-commerce making the product selection update automatically to always have the right and the same selection of products.

Two of the interviewees mentioned that they have custom made items where the consumer can take part in the designing of these products. These custom made products are not available through Instagram as it is not possible to adjust the setting to include those capabilities where the consumer designs the products in regards to design aspects such as fabrics and colours. Retailer 6, a sports retailer, also mentioned that products like gift cards are not possible to include in the product selection which in combination with the custom made items makes that there is quite a big part of the product selection missing on Instagram shop. Additionally, a few of the interviewees explained that based on how the setting is constructed today it is not possible to show several variants of the same product under the same product site. For example, Retailer 6 mentions that it is not possible to see if a product is available in different colours in an Instagram shop. During the netnography, the researchers found out that the consumer was not able to see the different variants of the product on Instagram shop. The availability of different variants of the product was not evident until the redirection to the website. When asked about what they would want to change with Instagram shopping Retailer 5, a furniture retailer, discusses the previously mentioned limitation of adjustment of the product selection. They described it as:

> *"Well, it is that it (Instagram shopping) should be more adjustable and we also have a configurator on our website where the consumers can build their own bed and choose what fabrics they want and see how it will look. That is something I think would have been helpful if you could adjust this shopping tool to be able to get the right colour or fabric on your bed or see the bed in its right size and so on. So if you would have been able to have it more detailed and adjustable to be as clear as possible for the consumers sake."*
> (Retailer 5, translation from Swedish)

Furthermore, a couple of the retailers have to add their products manually to Instagram shops which leads to that the product selection will not always be the same as their e-commerce. Retailer 6 adds their products manually and explains that it takes a lot of time

which leads to them not having their full product selection on Instagram shop today. Several retailers, both the ones who have an automatic update of products and the ones that add products manually, agree that they could spend more time on developing the setting and structure of the shop. This to make it more structured in regards to product categories and what products that are showcased at the top and get the most exposure but it is something that some of the retailers cannot prioritise at the moment due to limited resources. Another aspect is brought up by a few of the interviewees, mentioning that the setting of Instagram shop is in some aspects limited and not adjustable. Even with accessible time and resources retailers may not be able to change it in every aspect desirable. Retailer 9 also describes that the limitations of adjustment to the shop makes every shop become quite similar with the only thing differentiating retailers apart is what pictures of products they choose. This makes it more difficult to communicate the brand's image and build the brand recognition through the shop itself. During netnography, the researchers observed that the different Instagram shops have a similar aesthetics and structure which makes the shops become not that differentiated. Even though some of the Instagram shops have categories where they showcase certain products, the structure of all shops is quite similar and the biggest difference is the product pictures. It seemed that Instagram had one visual identity that all retailers needed to adapt to the Instagram shop.

5. Discussion and Conclusion

In this concluding chapter, the aim and possible answers to the research questions will be discussed. The concluding statements are founded on the premises of empirical and theoretical analysis. Lastly, practical and theoretical implications will be presented as well as suggestions for future research.

5.1 Discussion

The aim of this study was to examine retailers' perception and usage of shopping on social media in relation to consumers and technology adaptation. Through this discussion possible answers to the aim and research questions will be further explored and discussed.

5.1.1 Instant Shopping and Technology Adaptation

One of the major themes of this study was to examine retailers adaptation and usage of instant shopping on social media. In the duration of this study Instagram shopping was used to exemplify how these aspects can occur and lead to possible adaptations of social media as a shopping channel. What became apparent early on was how the adaptation and usage of instant shopping can be described to be in an experimental phase for the majority of participating retailers. Many retailers are still trying to figure out how to adjust instant shopping to best fit them as a shopping channel. Instant shopping can arguably be interpreted as a current trend on social media that retailers are observing while exploring in order to quickly evaluate its development and relevance. Through the aspect of trends it could be stated that there is an importance of initial time of adaptation when it comes to instant shopping. This also resonates with previous research by Tyre and Orlikowski (1994) which mentions how time of adaptation impacts the successfulness of the technology usage. Following technological trends on social media may further be discussed as a way to gain competitive advantages or rather not fall behind on digital development.

Further, the study demonstrates how the acceptance and adaptation of new technology such as instant shopping is much linked together. Overall the interviews expressed a positive attitude towards the acceptance of Instagram shopping, which may glance at retailers' general attitude towards instant shopping on various social media platforms. As mentioned by interviewees, the adaptation of instant shopping is to some extent reliant on social media platforms' ability to capture the whole buying process. Retailers then become reliant on

social media platforms technological development and it should be considered an intertwined process between actors. Moreover, by the means of this study it illustrates how preconceptions of a technology influences how and when retailers decide to adapt it. For instance, in relation to Instagram shopping the perception of platform properties was highly influential in regards to the adaptation.

The similarities of how Instagram operates in general impacted the retailers willingness to adapt Instagram shopping. The similarities to the average use of the platform creates an estimated impression that the effort of technology use should be low. It demonstrates how the ease of use is an influential factor in the process of accepting technology. Additionally, this strengthens the statement of how an image or impression of a technology may influence technology adaptation (Orlikowski, 2000) even in the case of social media technology. This is coherent with external variables of technology acceptance and how it affects retailers perception of usefulness and behavioural intentions (Davis & Venkatesh, 1996). While discussing usefulness, the study showcases how usefulness of instant shopping is found in its ability to simplify the consumer journey and create seamless shopping experiences. To exemplify, retailers perceive the usefulness of Instagram shopping to be its addition to the existing usage of the platform and how it makes shopping opportunities more accessible. The behavioural intentions is influenced by this perception and it will arguably influence retailers to continue to adapt instant shopping on social media.

While discussing the usage of instant shopping it became evident that there are differences in how retailers use it. The usage is directly related to the acceptance and adaptation of instant shopping. Retailers' perception of the technology will further impact how it will be used (Davis & Venkatesh, 1996; Orlikowski, 2000). As in relation to Instagram shopping, aspects such as product catalogues and product tags are primarily used. The differences in usage can be motivated by making the technology more adjustable to the retailers requirements. Similar findings have been discussed by Orlikowski (2000) and how this may relate to the intended goal of the adaptation. In this case, the goal of instant shopping was in general, as previously discussed, to ease the consumer journey. Yet, still intentional differences could occur which mainly were related to variation in retail category or knowledge about the technology.

Many retailers mentioned how limitations in the technological design of Instagram shopping decrease its usage. By this it could be argued that retailers may not fully adapt instant shopping if the technology does not match their needs. For instance, it is common that retailers adapt external systems to their usage of instant shopping as a way to ease its usage. Although, this is not universal knowledge for all retailers and implies an additional technology adaptation or expansion of existing usage of an organisational technology. In this case it may limit a number of retailers' possibility to use instant shopping to its fullest. Moreover, limitations can also be related to limited internal resources. Regarding Instagram shopping, this led to retailers not doing any major changes or developing their shop due to lack of time. However, it could be a question of priority. In research by Inman and Nikolova (2017) it has been stated that revenue is one of the main motives for technology adaptation. The interviews mentioned how Instagram shopping may not be one of the bigger shopping channels in terms of revenue and the technology as it is today makes it hard to measure revenue. This is raising the concern that the limited resources may be a consequence of priority due to limits in accessible revenue and data.

All things considered, the perception of instant shopping in general is positive and retailers have a strong willingness to use it as a shopping channel. Retailers usage will then influence how they encounter consumers through this shopping channel, and this will be further explored in the following section.

5.1.2 The Perception of the Encounter through Instant Shopping

The empirically collected data has shown that instant shopping does influence the retail-consumer interface in terms of all the four aspects mentioned in the framework by Hagberg, Sundström and Egels-Zandén (2016). The first aspect, the exchange between retailer and consumer has been impacted by instant shopping in several ways. It has created the opportunity for more inspirational shopping with the creation of more intriguing content that shows the products in different perspectives and styles. Based on Instagram shopping, this inspirational content is used in the exchange and provides the possibility to adapt the content in specific settings that is drawing more on the consumers feelings and mood as a way to evoke a purchase. Instant shopping can also influence the consumer journey and decision making process by providing the consumer with easily accessible product information (Yadav and Pavlou, 2014). In the case of Instagram shopping, the use of product

tags presents product information in a clear and accessible way for the consumer and facilitates the process from seeing product in a picture, to being transferred to the shop to an eventual fulfilment of the purchase.

The improvement of accessible product information through Instagram shopping shows instant shopping's impact on the buying process as it makes it a shorter process for the consumer. Furthermore, instant shopping influences the communication between retailers and consumers (Grewal, Roggeveen & Runyan, 2013; Hagberg, Sundström & Egels-Zandén., 2016). Through the case of Instagram shopping it became apparent for the researchers that instant shopping allows for a more direct communication between retailers and consumers. For instance, due to instant shopping a part of customer service takes a bigger place on social media. In the usage of instant shopping the roles of the actors can also change (Hagberg, Sundström & Egels-Zandén, 2016), in regards to Instagram shopping the consumers can take part in the creation of content and thus taking on a role usually performed by the retailers. The blurring of boundaries between actors leads to user generated content that the retailers can use in their communication and exchange with consumers. This exemplifies how the two aspects of the retailer-consumer interface, actors and exchange are connected and influences each other.

Another aspect of the model by Hagberg, Sundström and Egels-Zandén (2016) is the settings, and from the study it is visible that the settings of Instagram shopping influences the communication between retailers and consumers. The setting of Instagram shopping leads to the opportunity of both marketing and purchase in the same platform, and through the use of inspirational content it allows for a shorter buying process. This indicates how the setting of an instant shopping platform influences the exchange between retailers and consumers. Furthermore, instant shopping influences the retailer's offerings as it allows for new ways to perform pricing and payments (Hagberg, Sundström & Egels-Zandén, 2016). From the example of Instagram shopping it was discovered that the setting of the platform allows for a clear presentation of product information through the use of product tags. This presentation makes the product information easily accessible for the consumer which improves the exchange between the retailer and consumer and can positively influence the buying process. This shows examples of how the settings of instant shopping allows for a more clear offering which influences the exchange and communication between retailers and consumers. Even though the settings of Instagram shopping provides an opportunity of

making product information easily accessible, the retailers also mentions how the structure of the shop is not optimal. It is an aspect that can make instant shopping a lacking feature to use when trying to engage consumers to browse products through social media. This may challenge instant shopping to become more than a channel for impulse purchases. It may lack characteristics that support retailers to offer a shopping channel where it is possible for consumers to find products beyond specific product exposure through, for example, product tags.

Through this it is visible that instant shopping influences the encounter with the consumer through all four aspects of the retailer-consumer interface. Additionally, it shows that these aspects are connected and influence each other through the process of instant shopping. In relation to instant shopping's influence on the retailer consumer interface, the challenge regarding the system's limited adaptation was discovered both from the netnography and mentioned in the interviews. This affects the retailers ability to adjust the communication on Instagram shop to be able to make it more inspirational and aligned with their brand image. The limitation of adjustment makes every Instagram shop have a similar visible aesthetic and maybe it is more Instagram and Instagram shops image that is highlighted rather than the retailer in question. It may be difficult for retailers to work with image building communication when the settings of the platform are limited in terms of adjustments. This can impact the retailers will and focus on developing Instagram shops to become one of their bigger shopping channels. Instead, the shop may be used as an extension of the organic posts in order to provide the consumer with product information and facilitate the buying process. If the retailscape on Instagram shopping was more adjustable, it may influence more retailers to focus on building the shop and making it one of their primary channels for shopping.

Lastly, instant shopping has made some changes to the retailer-consumer interface. The biggest difference is how instant shopping merges social commerce and e-commerce in becoming one seamless experience. This study's findings show similarities in the digital shopping behaviour, however, since instant shopping occurs via social media it takes on characteristics from social commerce. As a retailer that uses instant shopping they take advantage of features that are already apparent on social media and fuse it with the webshop. To exemplify, retailers can enhance inspirational content to highlight products which may influence different forms of feeling and experiences for consumers that has not been

possible by only using one of the channels. Additionally, according to retailers instant shopping emphasises a greater direct communication between retailers and consumers throughout the whole consumer journey.

5.2 Conclusion

Shopping on social media is an upcoming phenomenon in the context of retail. Many retailers are adapting this type of shopping channel where all aspects of the buying process can be conducted on one platform. Regarding the first research question, retailers in general have a positive perception towards the acceptance and adaptation of shopping on social media. Often the preconception of a platform can influence how the retailers adapt shopping on social media. For instance, one of retailers main reasons for adaptation is how instant shopping possibly can shorten the consumer journey and innovate the omni-channel presence. Further, the adaptation and usage of instant shopping allows retailers to conduct marketing and engage consumers in purchase opportunities all at once at one social media platform. The adaptation of instant shopping consists of a short integration period and retailers perceive this as a way to quickly engage in social media trends. While discussing the technological adaptation of instant shopping it should be noticed that it comes with a few limitations. The technology is limited to Instagram's technical interface. By the means of this it may halter retailers' possibility to develop instant shopping to their own image and brand.

In relation to the second research question, retailers perceive an increased closeness to consumers in relation to direct communication via shopping on social media. Also, the usage of instant shopping eases the presentation of products since it can be incorporated into regular posts and inspirational content. Shopping on social media enhances retailers' possibility to expose consumers to their products considering that it can often be found both in organic social media posts and through the integration of product catalogues. For example, instant shopping creates a joint effort in meeting the consumer throughout one shopping channel. Through the perception of retailers, there is an opportunity to meet the consumers in several steps during the consumer journey, which is considered an advantage with shopping on social media. The findings further indicate how retailers open up for consumers to contribute with content which can be used in relation to instant shopping.

Retailers can use consumers' user-generated content to show products in different styles and settings. Moreover, with the design of the retailscape retailers can provide a more seamless experience since they offer consumers the possibility to conduct every step of the buying process without leaving the platform. In relation to Instagram, retailers describe instant shopping to have a simple set up where product presentation is simplified towards the consumer.

To conclude, while discussing the two research questions it became apparent that there is a connection between how retailers chose to adapt and encounter consumers through instant shopping. In relation to the aim, the findings have provided an in-depth understanding of retailers' perception of shopping on social media when it comes to the possibility of implementing the concept of instant shopping. For instance, retailers greatly emphasise the consumer journey both when it comes to adaptation, usage and the encounter with consumers while engaging in shopping on social media. Moreover, how and why retailers adapt features such as instant shopping will influence how retailers meet the consumer. The features are perceived as a way to assist consumers while shopping on social media rather than minimise the workload for retailers. Lastly, the study has shown shopping on social media is an up and coming phenomena in the retail industry which probably will continue to influence how shopping will be conducted and developed. The study has shown shopping on social media's quick establishment when it comes to technological adaptation and how it has created an opportunity for retailers to shorten the consumer journey. It is a phenomenon that can be developed through usage and the future possibilities are still unknown.

5.3 Implications

The thesis has contributed with both a theoretical and practical view on how retailers adapt to and use instant shopping, and its influence on their perception of the encounter with consumers. The findings in this thesis provides an insightful knowledge and understanding for retailers in regards to how they can use instant shopping and the benefits they can obtain from the usage. This thesis shows a guide of possible steps for retailers to implement while using Instagram shopping. For example, it shows how retailers can structure their product catalogue through the use of categories and how they can use product tags in organic posts and user generated content to lead consumers to the products and the shop. Furthermore, the

study has contributed with knowledge regarding the limitations of instant shopping and solutions how to deal with some of these limitations. Additionally, since the participating retailers use instant shopping in different ways it shows the broad use of instant shopping and possible developments. Moreover, the findings present insightful knowledge in how instant shopping can be used in the encounter with the consumer and how it can facilitate the consumer buying process. Strategies for how retailers can utilise this is presented in the thesis. For example, they can have a direct interaction with consumers in comments and through the use of Instagram shopping be present in all steps of the buying process to influence the consumer decision making process. Yet, with a special emphasis on the first steps of the buying process that will hopefully lead consumers towards a purchase. Since the study is based on data from interviews and netnography, it will be an easy process to implement the findings in similar organisations.

Further regarding practical implications, the study has also shown possible development possibilities for Instagram itself. Although this study has a focus on retailers perspective it has continuously been highlighted issues relating to practical adjustments of Instagram shopping. Therefore, this study wants to provide Instagram with implications of how their feature can be developed to accommodate retailers in a greater manner to enhance the willingness for further usage. For instance, make Instagram shopping more adjustable according to retailers' own needs and ability to connect to brand image.

In relation to previous research, the thesis contributes with extended knowledge and use of the theoretical framework. Both the concept of technology adaptation and the technology adaptation model has through the research been applied on new technology in the form of social media and instant shopping which extends the use of the model. Thus, the application of these theoretical frameworks on new aspects can extend the theoretical understanding of how retailers adapt new technology such as social media and instant shopping. Moreover, since the retailscape and retail industry is in constant change, there is a need for a developed understanding of the retailer-consumer interface when new digital phenomena such as instant shopping emerges. Through the thesis, the interface has been applied to instant shopping on social media which contributes with an extended theoretical understanding of the framework.

5.4 Future Research

This thesis has studied retailers' perception of shopping on social media by the use of the example Instagram shopping. The research has focused both on their adaptation and usage of instant shopping and also their perception of the encounter with consumers through instant shopping. This has added to the pre-existing research regarding the consumers experience and perception of instant shopping. To get an even broader understanding of the concept of Instagram shopping, it would be beneficial to do research from Instagram's perspective to understand their idea behind the shopping channel and their plan for development moving forward. This in relation to the challenges retailers face with Instagram shopping would present an interesting view on how Instagram as a shopping channel should develop in the future to benefit both Instagram, retailers and consumers. Instagram shopping was used as an example in this thesis, making it focusing on one social media platform. As Instagram is one of the most used social media platforms it provided the thesis with suitable examples of how instant shopping can be carried out. As mentioned in the interviews, other social media platforms are also working on including and facilitating completion of the purchase in the app. Therefore, the researchers think it would be of interest to include other social media platforms to compare how instant shopping is conducted on the different platforms.

From the study, the researchers have learned that many retailers are in an early and experimental phase in terms of adaptation to instant shopping. To get a continuous understanding of the long term change and adaptation of instant shopping, a longitudinal study would be interesting as future research. The longitudinal study could provide an overview of the long-term change and an understanding of instant shopping's impact on companies revenue. Since many retailers are in an early stage of the adaptation and development of instant shopping, the researchers think it would be interesting to see the changes over time. Furthermore, shopping on social media is a retail channel under development that develops and changes continuously. From previous studies, the researchers understood that there are features and functions of Instagram shopping that are not available in Sweden, as of now. One example of this is the function of payment directly in the Instagram app, where the whole buying process is fulfilled without the consumer being transferred to the retailer's website. This is a function that is only available in the U.S today but could potentially become available in Sweden in the future. When this or other new

features becomes available in Sweden, the researchers think it would be beneficial to make a new study to see how these applications and features establish themselves in the Swedish market and context.

The thesis has contributed with knowledge about the retailers technological adaptation and perception of the encounter with consumers in relation to shopping on social media. To develop the subject of social commerce and instant shopping further, the researchers think it would be beneficial to perform future studies regarding the issues and subjects mentioned above.

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Appendix 1 - Interview Guide

Original in Swedish

INFORMERA OM

- Introducera oss själva.
- Informera om att de kommer var anonyma
- Berätta att uppsatsen skrivs på engelska
- Är det ok att vi spelar in?

BAKGRUND

Analytiskt syfte: Grundläggande fakta om den intervjuade personen och företaget.

1. Kan du berätta lite om företaget?
2. Vad är din roll på företag och vad innebär den?
3. Hur jobbar ni med Instagram i allmänhet?
4. Kan du berätta lite om er Instagram "shop" och hur ni arbetar med denna?
   - Hur arbetar ni med produkttaggar på instagram?
5. Vilken tänker ni är eran målgrupp generellt och också på Instagram shop?

ADAPTATION

Analytiskt syfte: Få förståelse för hur företag har anpassat sig till den nya teknologin instant shopping samt hur de använder det.

6. Hur många arbetar med Instagram och Instagram Shopping hos er?
   - Vilka roller ingår i teamet/avdelningen? Samt vilken kompetens eftersöker ni i dessa roller?
7. Varför valde ni att skapa en Instagram shop?
   - Fanns det en extern påverkan som fick er att ta detta beslut?
8. Hur är företagets generella inställning till att använda sig av Instagram shop som en shopping kanal?
9. På vilket sätt upplever ni att Instagram shopping har underlättat eller försvårat köpprocessen för kunderna?
   - Hur har ni isåfall arbetat för att ta tillvara på eller hanterat detta?
10. På vilket sätt har Instagram shop underlättat eller försvårat presentationen av eran produktkatalog?

- Hur arbetar ni med att ta tillvara på eller hanterat detta?

11. Hur är er upplevelse av att få in nya kunder tack vare Instagram shop?

12. Upplever ni att Instagram shop har bidragit till ökad lönsamhet till ert företag?

- Om ja på vilket sätt?

- Om nej, vad ser ni för fördelar med Instagram shop?

INTERFACE

Analytiskt syfte: Få förståelse för hur mötet med kunden sker vid instant shopping.

13. Ser ni någon skillnad i konsumentbeteende vid shopping på Instagram?

- Isåfall hur hanterar ni (arbetar med) detta?

14. Hur ser ni på kundens roll när de besöker er Instagram shop?

15. Hur fungerar samarbetet med Instagram med att utveckla er Instagram shop?

- Vad hade ni velat utveckla/förändra med Instagram shop?

(ex. funktioner som inte finns, betalningsmöjligheter etc.)

16. Hur arbetar ni med er butiksmiljö och produktpresentation på Instagram shop jämfört med andra kanaler?

17. På vilket sätt har Instagram shop påverkat ert erbjudande till kunden? (presentation av produkter, seamless upplevelse kring hemsidan direkt i Instagram)

18. Har ni samma erbjudande i instagram shop som i andra kanaler?

19. Hur fungerar er kommunikation till kunder via Instagram shop?

20. Hur ser ni på att kunden kan slutföra hela köpet utan att behöva lämna hela appen? -

- Fördelar/nackdelar.

BENEFITS/CHALLENGES

Analytiskt syfte: Få förståelse för de utmaningar och fördelar som företagen har upptäckt vid implementerandet av instant shopping samt hur de hanterar dessa.

21. Vad ser ni för utmaningar med Instagram shop?

- Påverkade dessa utmaningar erat beslut att utveckla en Instagram shop?

22. Vad ser ni för fördelar med Instagram shop?

AVSLUTNING

● Är det något vi har missat? Något ytterligare som du skulle vilja lyfta fram eller utveckla?

- Är det ok att vi tar kontakt om vi har några funderingar/behöver tydliggöra något?

- Är det ok att vi använder de svaren ni har gett i vår uppsats?

Translated to English

INFORMATION

- Introduction of the subject and ourselves

- Inform them that they will be anonymous

- Tell them that the thesis is written in English

- Is it ok if we record the interview?

BACKGROUND

Analytical purpose: Basic fact about the interviewee and the company

1. Can you tell us about the company?

2. What is your role and what does it entail?

3. How do you work with Instagram in general?

4. Can you tell us about your Instagram "shop" and how you work with it?
   - How do you work with product tags on Instagram?

5. Which is your general target group and also on Instagram shop?

ADAPTATION

Analytical purpose: Provide an understanding of how companies have adapted to the new technology instant shopping and also how they use it.

6. How many people work with Instagram and Instagram shopping at your company?
   - What roles are part of the department? And also what competence are you seeking in these roles?

7. Why did you choose to create an Instagram shop?
   - Was there any external influence that impacted this decision?

8. How is the company's general attitude towards the usage of Instagram shop as a shopping channel?

9. In your opinion, in which way has Instagram shopping facilitated or aggravated the buying process for the consumers?
   - In that case, how have you worked to take advantage or handled this?

10. In your opinion, in which way has Instagram shopping facilitated or aggravated the presentation of your product catalogue?

- In that case, how have you worked to take advantage or handled this?

11. How is your experience of receiving new consumers through Instagram shop?

12. Do you think Instagram shop have contributed to an increased revenue to your company?
    - If yes, in what way?
    - If not, what benefits do you think Instagram shop have?

INTERFACE

Analytical purpose: Provide an understanding of how the encounter with the consumer occurs through instant shopping?

13. Do you notice any difference in the consumer behaviour when shopping occurs on Instagram?
    - In that case, how have you worked to take advantage or handled this?

14. How do you view the consumer's role when they visit your Instagram shop?

15. How do the collaboration with Instagram work in regards to developing your Instagram shop?
    - If you could change or develop anything with Instagram shop, what would it be? (ex. new functions, opportunity to pay in the app, etc.)

16. How do you work with your store environment and presentation of products on Instagram shop compared to other channels?

17. In what way has Instagram shop influenced your offering to the consumer? (presentation of products, seamless experience in regards of the redirecting to the website directly in the app)

18. Do you have the same offer in Instagram shop as in other channels?

19. How do you communicate with consumers through Instagram shop?

20. What do you think about the fact that the consumer can fulfil the whole purchase without having to leave the app? Advantages/disadvantages

BENEFITS/CHALLENGES

Analytical purpose: Provide an understanding of the challenges and benefits that the companies have discovered through the implementation of Instant shopping and how they deal with these.

21. What challenges do you recognize with Instagram shop?
    - Did these challenges influence your decision to develop an Instagram shop?

22. What benefits do you recognize with Instagram shop?

COMPLETION

- Is there anything that we have missed? Anything you want to say or develop?

- Is it ok that we reach out if we have any questions or if there is something we need to clarify?

- Is it ok that we use the answers you have provided in our thesis?

Appendix 2 - Netnography Sheet

Instagram Shop X	Category
Structure	
Navigation	
Product Presentation	
Product information	
Buying process from Instagram to website	
Communication	
Use of product tags	
Use of user created content	