The impact of Instagram advertising in the development of brand attitudes amongst millennials coffee consumers in Ireland.

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Contents

1.0 Abstract

Millennials are the new challenge to the market (Newman 2015). According to Newman (2015) traditional marketing does not work any longer amongst millennial consumers. Moreover, according to Serazio, (2015) millennials redesigned the advertising industry with the idea that people are social beings, thus brands have to come up with several innovative promotional strategies to implore self-expression and promote communities within branded spaces online.

The main purpose of this project is to analyse how Instagram advertising has impacted the development of brand attitudes amongst millennial coffee consumers in Ireland. Moreover, for this project three aims were created in the areas of interest according to the literature, they are: to assess the impact of Instagram advertising in the development of brand attitudes; to assess if Instagram advertising develops brand attachment; to assess if Instagram advertising is determinant to impact millennial coffee consumers in Ireland.

Hence, this research shows a number of secondary data in order to critically examine and explore the concepts. Moreover, a primary research carried out through an online questionnaire survey, using a positivist deductive approach, in order to have an in-depth understanding of millennial coffee consumers in Ireland. The finding of this research reveals that millennial coffee consumers in Ireland think that it is important for coffee companies to be engaged with them on the Instagram social media platform. However, the millennial coffee consumers in Ireland that were examined through the online questionnaire survey as source of primary data to this project do not think that social media presence is important when choosing coffee shop to go for coffee, although it justifies the need for further investigation on this matter in the future, in order to compare the results.

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1.2 Introduction

Marketing has changed across centuries (Thorson and Moore,1996). In the era of tough competition and often-changing marketplace, one of the main goals of marketing is to engage and make memorable advertising for customers, however, it consists of an efficient marketing communication. Marketing is all about sending the message to the right target audience in the right and suitable medium. Although, according to Kilian, Hennigs and Langner (2012), who shared that the information and communication have changed with the arrival of new technology and the main driver is digitalisation and social media platforms.

Although, due to the rapid growth in advertising throughout social media platforms, marketers have fought to find a new and innovative way to engage with the younger generation and meet their advertising goals. In fact, Serazio, (2015) found in his research that millennials are hypothesised "digital natives" and they seek for participation on social media, share information, build relationships and are inclined to live in companionship with others, rather than alone. Therefore, the old-style advertising does not work any longer amongst millennial consumers Newman (2015). Brands are changing from the traditional marketing methods to social engagement in order to connect to the younger generation and reach the advertising goals. Moreover, according to Newman (2015), stated that millennials are the new challenge to the market.

Mayfield, (2008) shared that social media is all about openness where there are no barriers where conversation is a two-way communication amongst communities that shares common interests and connectedness and therefore connecting people worldwide. This matched with millennials that have the desire to be connected with others on virtual communities. Thus, one of the relational needs of the young generation is having the online community aspect fulfilled (Yeap Ai Leen et al., 2012).

Therefore, according to comScore (2014) millennials are heavily connected on social media with an average of 96 hours a month, equal four full days online. Social media is clearly an important medium for companies to communicate and connect with millennial consumers.

Therefore, this project seeks to discover and understand throughout primary and secondary research how brands have tried to connect with millennial coffee consumers in Ireland through Instagram social media platform.

Hence, this project has one main objective:

 How Instagram advertising has impacted the development of brand attitudes amongst millennial coffee consumers in Ireland?

Therefore, three aims were created in areas of interest within the literature which are:

1. To assess the impact of Instagram advertising in the development of brand attitudes amongst millennial coffee consumers in Ireland.

2. To assess if Instagram advertising develops brand attachment amongst coffee consumers in Ireland.

3. To assess if the Instagram advertising is determinant to impact millennials coffee consumers in Ireland.

To effectively answer these aims, this project used the quantitative approach through an online survey amongst millennial coffee consumers in Ireland. The quantitative approach through the online questionnaire allowed the researcher of this project create an in-depth understanding of millennial coffee consumers in Ireland.

The findings have given this project a valuable and insightful information for millennial coffee consumers in Ireland as outlined below:

1. Millennial coffee consumers in Ireland are engaging with coffee brands on Instagram because they appreciate offers and deals, as the online questionnaire survey with 49.33% provide the information. therefore, according to Gaber and Wright (2014) stated that the engagement with the brand amongst millennials users on social media can be the key to attract more of them by running games and prizes on Instagram social media platform.

2. Millennial coffee consumers in Ireland think it is important for coffee companies to be present and engaged with them on Instagram according to the survey. With 77.11% agreed with the statement on the survey (see appendix A). Thus, as shared by Shaw (2018), Instagram had 62% usage and is seen in Ireland as the most popular social media platform amongst millennials.

3. 47.56% of Millennial coffee consumers in Ireland have Starbucks as their favourite place to go for coffee. Not surprisingly, In the U.K, for example, in 2016 Starbucks achieved more than £14.9 million of additional profit. Only social media drove 2.5% of Starbuck's revenue through engagement with millennials providing games and prize on Facebook and Instagram (Phillip and Lake 2018).

Therefore, the future of this subject could be studied in different European countries, for example in 2016 in the U.K where the giant Starbucks American coffee chain achieved more than £14.9 million of additional profit. Only social media drove 2.5% of Starbuck's revenue through engagement with millennials providing games and prize on Facebook and Instagram (Phillip and Lake 2018). Thus, it is recommended that this study may be replicated to understand what is important to millennial coffee consumers in Ireland when choosing a coffee shop to go in five years' time in order to observe the

difference between the data collected now to this research from the data collected from millennial coffee consumers in Ireland or in another field in the future.

2. Literature review

Introduction

The reason for this section is to give a review of the literature embedded in several theories and concepts concerned in the topic of this project. This section is a review of the literature to explain the theorical foundation of this project. The main objective of this thesis is to examine how Instagram advertising has impacted the development of brand attitudes amongst millennial coffee consumers in Ireland. Therefore, three aims were created in areas of interest within the literature which are:

1. To assess the impact of Instagram advertising in the development of brand attitudes amongst millennial coffee consumers in Ireland.

2. To assess if Instagram advertising develops brand attachment amongst coffee consumers in Ireland.

3. To assess if the Instagram advertising is determinant to impact millennial coffee consumers in Ireland.

The first section of the literature review will give the project an in-depth understanding of the transformation of marketing communication, thus, it will be followed by the literature of other associated areas, such as millennials, social media, the evolution of the Irish coffee culture and the Instagram social media platform.

2.0 The transformation of marketing communication

In the era of tough competition and often-changing marketplace, one of the main goals of marketing is to engage and make memorable advertising for customers, although it consists in an efficient marketing communication. Marketing is all about sending the message to the right target audience in the right and suitable medium. Marketing has changed across centuries (Thorson and Moore,1996). In the late 1970s and through the 1980s, ad agencies recognized that the marketplace was becoming different and losing the power of advertising. The ways of traditional advertising started losing its effect and ad agencies realised that they must do something different. Kilian, Hennigs and Langner (2012), shared that the information and communication have changed with the arrival of new technology and the main driver is digitalization and social media. Although, at that time ad agencies started the process of combing one ad agency with another, in order to attempt and give to the customers more than just advertising. However, these advertising agencies had little understanding of the integrated marketing communication idea, they teamed up with new agencies because of the

financial magnetism, although they kept having the vision that advertising was the answer, they just wanted to know what was the problem. They were blind or incapable to adjust to the newly developed communication meaning or to talk to the younger generation (Thorson and Moore,1996). The traditional advertising methods did not work to the younger generation anymore, as millennial consumers are on social media daily and seeking for engaging online (knight,2018). With the arrival of millennials to the marketplace old rules and techniques have to be reviewed, once they become ineffective to the new generation (Newman, 2015).

Therefore, to have a better understanding of how brands connect with millennials who demand a higher engagement with the brand and two-way communication, this project attempts to understand how the younger generation has changed advertising in the last decade since the internet became open to the public along with the growth of social media. As stated by Serazio, (2015) Millennials are seeking participation, to share information and build relationships. Moreover, the next section is dedicated to give us an in-depth understanding of the millennial. Therefore, this project aims to asses millennial coffee consumers in Ireland on Instagram social media platform.

Figure 1. Reprinted from *Social engagement spectrum,* retrieved from **https://darmano.typepad.com/logic_emotion/.**

Armano's (2009) shows exactly how advertising has changed since the1990s when the web became open to the public. Therefore, the old-style marketing advertising mix which succeeded over years throughout mass media methods and broadcasting, thus there wasn't any social element in the traditional advertising techniques, however, with web open to the public, it has changed to social engagement in order to reach the new young generation. The old-style advertising has different features from the social engagement which demands human-being participation but not only the technology (Armano's, 2009). Newman (2015), stated that millennials are the new challenge to the market. The old-style advertising does not work any longer. Although, this thesis is examining how new advertising methods are working amongst millennial coffee consumers in Ireland, who are strongly connected on social media, seeking to share information, co-create content and engage with

brands daily. The young generation has changed the way that they buy products, they go to social media to talk to their friends, asking for their opinion about certain product that they want to buy (Newman, 2015). Moreover, since the internet is open to the public, brands must move on from the traditional advertising methods to the new method of engagement with millennial consumers who are the main focus of this project, because they are constantly seeking involvement with brands and the digital two-way communication. Therefore, this project attempts to have an in-depth understanding of how these new methods of advertising on social media amongst millennial consumers has given brands a higher engagement level with the younger generation. Therefore, this project aims to analyse if Instagram advertising develops brand attachment amongst millennial coffee consumers in Ireland.

Constantinides and Fountain (2018), stated that the internet represents an uncontrollable component in the millennials decision-making method also it shows to marketers a big challenge, who watch the falling of the old-style advertising. The growing use of the internet worldwide has impacted these changes. According to the Statista (2019) there are 3.9 billion people using the internet around the globe reported in 2018. Moreover, according to the Central Statistics Office (2018) 89% of Irish people have access to the internet at home. Thus 96% of the people that use the internet every day are millennials (Central Statistics Office, 2018). Therefore, according to (Central Statistics Office, 2018) 34% of Irish enterprises paid to advertise on the internet during the year of 2018. Irish companies reported to have paid to advertise on social media and on search engines and websites. Thus, Ireland is the seventh country in the EU-28 using paid adverting on the internet. Therefore, according to (Mediacom, 2019) 45% of Irish companies have planned to invest more in marketing activities during 2019. Thus, the top five channels for Irish companies investing more money are through digital. Therefore, 56% of the Irish businesses have planned to invest more in social media during 2019 (Mediacom, 2019). To have an in-depth understanding what is leading Irish companies to invest more on social media, we have to understand who is behind the scenes. It will lead us to have a better understanding of the younger generation, that will lead us to the next topic of the literature review. Therefore, to assess if Instagram advertising is determinant to impact millennial coffee consumers in Ireland is one of the main focus points of this project.

2.1 Millennials

According to comScore (2014) millennials are people who were born in the beginning of 1980. Worldometers (2019) detailed that millennials also called Digital Natives are an average age in Ireland of 37. The term Digital Native described the cohort born after 1980, invented by Prensky (Prensky, 2001). The younger generation is also called tech savvy, they were the first generation to use instant messaging, emails and mobile phones (Reisenwitrz and Iyer 2009). Millennials have strong and unique digital media consumption behaviours, which is extremely different from the older

generation. Therefore, millennials are willing to spend a lot of time on the internet researching products online, they are known as online bargain-hunters (Reisenwitrz and Iyer 2009). As time goes on, the different habits of the younger generation have shown with the rapid adaption of the internet that their habits will become the norm. The younger generation have unequal time spent on the internet and provide to marketers an indication what the sort of media consumption will look like in the future. As stated by Pinto et. al; (2012) millennials do not perceive mobile phone and laptop as a luxury's product anymore but as a necessity to their day-to-day life. Thus, comScore (2014) shows their research done in the US that millennials spent more or less 96 hours which is equal to four complete days online on social media. The younger generation uses internet way more than people amongst the aged of 35 to 54. Moreover, millennials are easier to reach online throughout digital advertising on social media because the younger generation prefer video on demand to match to their personal preferences. Moore, (2012) stated that millennials are the generation responsible in accelerating changes in the marketplace since the internet became open to the public along with the explosion use of technology in their daily life, thus, the younger generation is viewed as the digital native with unique digital behaviour. Serazio, (2015) found in his research that millennials are hypothesised "digital natives" and they seek for participation on social media, share information and build relationships and are inclined to live in companionship with others, rather than alone. Therefore, as stated by Mangold and Smith (2011) the younger generation has strongly influenced social media's changes into a vital source of products' information. Millennials have strongly based their buying decisions on evidence from online reviews. The digital connectedness facilitates the seeking behaviour amongst millennials that very often look to peers' purchase-related information. Moreover, millennials redesigned the advertising industry with the idea that people are social beings, therefore brands have to come up with several innovative promotional strategies to implore self-expression and promote communities within branded spaces online (Serazio, 2015). The young generation are active and one-way communications doesn't work any longer used by brands. Though, millennials seek a two-way communication with brands that can permit them to co-create with brands. As stated by (McDougall, 2009) people nowadays are seeking and consuming information in different ways from the past. Therefore, millennials have the desire to be connected with others on virtual communities. One of the relational needs of the young generation is having the online community aspect fulfilled (Yeap Ai Leen et al., 2012). Burhanna et al., (2009) stated that millennials look to be more at ease accepting the second-generation web application also known as web 2.0 that makes easier to share their content on social media, to connect with more people, collaborate better with society and interact with the world on the internet. Hence, the younger generation is more into the online environment, once they were born in the digital age, known as digital native generation, they are involved on social media, podcasting and blogging. Serazio (2015) and Reisenwitz and Iyer (2009) stated that millennials are more satisfied with the web than any other generation, and also, they are a hyper-connectivity generation. WARC Best Practice (2019) shared that Digital Native generation are

trusting more in visual communication, considering that human brain handles images sixty thousand times faster than word and the younger generation was born in the era of less texting and more visual communication.

Therefore, Kilian et al., (2012), have detailed in their exciting research that there are different digital users amongst millennials. The first level of millennials identified by Kilian et al., (2012), is the *restrained millennials*, which the average age group is 23.7 years old, this cohort showed the lowest interesting for blogging and social media use, they still count on old-style media for advertising and are not on social media very often. The second group is the *entertainment-seeking* aged group 25.02, this cohort showed that they combined digital and traditional media such as TV, radio and books and the internet as additional to the old-style media. And the third one is the *highly connected millennials* this cohort showed the highest interesting in social media, this group are active users of social media, they are willing to build connection with other users worldwide, moreover this group has the need for social communication, Kilian et al., (2012). Consequently, marketers and companies must thoroughly take this into consideration in order to establish communication to the younger generation and to accomplish the objective of the advertisements through the new medium. Therefore, this project attempts to analyse how Instagram advertising has impacted the development of brand attitudes amongst Millennial coffee consumers in Ireland. The next section will give to this project an in-depth insight of how Instagram advertising developments brand attitudes amongst millennials.

2.2 Social Media

Social media states to "a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content "(Kaplan & Haenlein, 2010, p. 61).

According to Yuki (2016) Social media is a form of electronic communication that millennials can create online communities to connect and share ideas, videos, photos and messages. According to Statista (2019) there is more than 1.6 billion network users globally, 64% are on social media. Social media also called Web 2.0, the new term was introduced by O'Reilly (2005) has as the main characteristics such as user-generated inspired content, encouraging user's participation, socialising, collaboration and sharing. Mayfield, (2008) shared that social media is all about openness where there are no barriers, conversation as two-way communication, communities that shares common interests and connectedness which social media through making use of links and sites connecting people worldwide. Koçak and Oyman (2012) shared that many people can be content producers. Therefore, according to comScore (2014) millennials are heavily connected on social media with an average of 96 hours a month, equal four full days online. Social media is clearly an important medium for companies to communicate and connect with millennials. Statista (2019), forecasted the expansion in social media users in Ireland between the period of 2015 to 2022, by 2022 online social

media users are expected to reach 4.89 million people. It means a growth of more than 1,550,000 new users from 3.34 million people in the year of 2016. It proves how important social media is for businesses in the country.

As detailed by IAB Ireland (2018) the digital adspend is becoming more and more important to Irish companies, in 2018 social media online advertising drove €250m, with 18% of growth. Moreover, the survey conducted by IAB Ireland (2018) to analyse Irish consumers in a digital world detailed that the Irish younger generation are seeking more contact with brands online throughout their online customer service and social media, thus the survey shared that is expected to raise amongst millennial consumers at a higher rate in 2019 (IAB Ireland 2018). According to Shaw (2018) Instagram with 62% in 2018 has risen in Ireland as the most popular social media platform amongst millennials on a daily basis. Instagram has been perceived as an appealing platform and also as photo-friendly, connecting to people in real time facilitated by live streaming Instagram Stories (Shaw 2018), considering that WARC Best Practice (2019) stated that millennials are likely to trust more in visual online communication and less texting. According to (Central Statistics Office, 2017) 93% of the Irish millennials are expected to be on social media more than any other Irish generation. Voorveld, Noort, Muntinga and Bronner (2018), stated in their research that Instagram has a higher score to build connection amongst millennials, entertainment and social interaction than any other social media platform, it just confirmed what Yeap Ai Leen et al., (2012) stated in their research that the younger generation has a need to have the social interaction online community aspect fulfilled. Hamill (2018) stated that Instagram is a powerful social media platform because of its visual content and the high rate of engagement amongst millennial consumers. Clarke (2019) shared interesting statistics about Instagram social media platform such as 1.1 billion people actively use Instagram monthly worldwide, thus 32% of Instagram users are millennials. Moreover, According to Weckler (2018), Instagram has become stronger than ever amongst Irish people, with 1.8 million Instagram users in Ireland, with a significant number of users 25 years old, thus, the Irish millennials are changing their social media platform preference, from young to old on Facebook, nowadays the Irish younger generation has the preference for Instagram social media platform to engage, connect, create their own content and share their ideas worldwide . Therefore, millennials coffee consumers on Instagram social media platform in Ireland will be the main focus of this study, although it is necessary to understand the evolution of Irish coffee culture, which lead us to the next section dedicated to have understand how Irish coffee culture has evolved.

2.3 The Evolution of Irish Coffee Culture

According to O'Connell (2018) there is a 10% growth of coffee consumers in Ireland compared to 2007, one in three Irish consumers buy coffee daily, also 70% of Irish people drink more than one cup of coffee daily. Winter (2016) highlights that Ireland was known as tea-drinking nation, although it has changed with the rapidly growth of the café sector in the country and with the arrival of giant

American coffee chains all over the country. Ireland has Karl Purdy as the forefather of the coffee first wave in the country, owner of Coffee Angel, operating around Dublin city for over fourteen years (O'Connor, 2018). The coffee culture in Ireland has changed a lot, especially from twenty years to today, when Irish people just had the opportunity to order one cup of cappuccino when they had been on holidays to Italy. Although thus, the second wave of coffee culture in Ireland has been represented for big chains such as, Costa café and Starbucks, changing Irish culture from Maxwell house instant coffee to gourmet and fancy coffee, (O'Connell 2018). Although the American coffee chain Starbucks with stores all over the country has led the millennials consumers on social media to engage to the brand not only in Ireland but worldwide. The main cities and towns in Ireland have independent coffee stores and big chains such as Starbucks, letting people have their coffee with friends and a place to work on their laptop, which Starbucks has emphasized to customers worldwide the "third place"; half-public, half-private to them between home and work as part of its culture, a place for chatting with friends which gave birth to the new ideas with a fresh cup of coffee (Starbucks official website, 2019). According to O'Connor (2018), nowadays, Irish people live in the age of a great cup of coffee. The wave of the coffee culture and the arrival of coffee chains in the country has brought a lot of benefits to Irish people, especially the younger generation who have switched from the old Ireland's pub culture to the new coffee culture as another alternative to keep the conversation and interactions in the coffee shop which in the past only the pub used to facilitate this interaction (O'Connor, 2018).

Moreover, O'Connor (2018), believes that the coffee culture in Ireland has grown rapidly because of the changes to the economy of the country giving to Irish people the opportunity of accessible flight tickets allowing Irish people to travel more around the world and discover new coffee flavours and bring it to their own country, although this culture only seen before through social media and internet. Therefore O'Connor (2018) highlights that the Irish coffee culture is due an increase of social media usage amongst the Irish younger generation. Bielenber (2017) shared that Irish millennials are seeking for another way to socialise with friends, also he analyses that there is a change in behaviour patterns between millennials in Ireland, which has dropped the alcohol consumption between 15 to 16 years old since the last decade, thus, he highlighted that it coincided with the rise of social media, in particular with arrival of giant American coffee chain Starbucks which has engaged with millennials through the Instagram social media advertising worldwide and is benefiting through massive profits. Therefore, one of the objectives of this research is to analyse if Instagram advertising impacts brand attachment amongst millennial coffee consumers in Ireland.

For instance, Starbucks an American coffee chain has built up 73 outlets in Ireland, with its first store opened in 2005, the country has more Starbucks coffee shop per head of population than any other country in Europe (Reddan, 2017), it means that the giant American coffee chain has impacted the Irish coffee culture amongst millennial consumers, which this project is examining . Analysing

Starbucks coffee chain and its investments on social media, we can see how the advertising and engagement with millennials on social media has been vital to developing brand attachment amongst millennials consumers worldwide. Therefore, Philip and Lake (2018) shared that Starbucks only lead the first place to have coffee and socialise with friends in the consumer's mind because the company understand that coffee houses has a vital role as a social environment. The main idea of communication was to invite people in the stores, the revolution of the information allowed Starbucks create social capital throughout the arrival of social media platforms such as Instagram, Twitter and Facebook, where new opinions and ideas, art and images, and information suddenly could be shared worldwide (Philip and Lake 2018), that according Yeap Ai Leen et al., (2012) it coincides with one of the relational needs of the young generation in having the online community aspect fulfilled. For instance, the company reached an additional profit more than £14.9 million between 2010 and 2016. In the UK alone social media drove more than 2.5% of Starbucks revenue (Philip and Lake 2018). The company in the beginning of its investment on social media drove people from millennial Facebook users to the store through events and seasonal beverages released on social media, deals online giving to anyone who checked in a free drink. With the rapid growth of Instagram on social media from the less texting and more visual medium amongst millennials, it helped the company establish the cup as an iconic asset on social media with an increasingly visual social feed between millennials. Thus, Starbucks wasn't a first a favourite coffee shop in the UK for example, but through social media engaging with millennials the company achieved over £14.9 million of additional profit, only social media drove over 2.5% of Starbuck's revenue. Therefore, Starbucks' story on how the company made a massive additional profit through social media, it shows us how brands can learn from millennials on social media to create a sustainable business growth. Therefore, this project attempts to investigate if Instagram advertising is determinant to impact millennials coffee consumers in Ireland, which lead us to the next section dedicated to understand the powerful of Instagram platform amongst millennials (Phillip and Lake 2018).

2.4 Instagram

Instagram is one of the social media platforms that has gained more attention of marketers. Instagram social media platform is a mobile app that allows people to share video and photos. Instagram filters permits to users to edit their images or videos applying a diversity of digital filters, enabling users personalise their profile. Instagram Stories enables marketers and users share their moments daily via photos and videos, although it is been used by brands to allow them to create engagement campaigns at low cost. Millennials on Instagram can use drawing tools and text to make unique stories, videos and photos shared on the Stories disappear after 24 hours. Face Filter is the use of augmented reality technology to change the user's appearance. Although companies that have presence on Instagram social media can choose the business profile that allows brands to show all details about the business in one platform, such as location and contact information, thus, this business profile allows consumers

online contact with the brand straight through its profile, moreover, business profiles give to the brand a number of tools and insights about their target audience and analytics on content performance (WARC Best Practice 2019). According to WARC Best Practice (2019), Instagram gives to brands the opportunity to show their products and services worldwide in a premium environment, thus Instagram is considered the largest mobile advertising platform. Instagram has over one billion users strongly engaged and more than never, young - as a Pew Research Center report from March 2018 stated that 71% American millennials use Instagram aged 18 to 24, moreover, more than 80% of Instagram users follow at least one business (WARC Best Practice 2019). In the era of less texting and a visual world, plus the fact that the human brain process sixty thousand times more images, it has justified the strong growth of Instagram as an appealing platform with editing tools allowing people create more personalise content, also it allows people to share their personalised content worldwide, and indicative of the shift to a more visual world. Thus, millennials are relying more on visual communication than ever before (Gadsby, 2017). Therefore, Allem, Escobedo, Chu, Cruz, and Unger, (2017) shared that Instagram has as its main focus on visual content, images on the platform are strong to engage with users and they might be even stronger than words from any other social media by itself such as Twitter.

2.4.0 Advertising on Instagram

The notion of consumers attitudes towards advertisements' can be well-defined as "a predisposition to respond in a favourable or unfavourable manner to a particular advertising stimulus during a particular exposure occasion" (MacKenzie & Lutz, 1989, p. 49). Mehta (2000) shared that one of the vital predictors for advertising efficiency is the purchasers' attitudes towards advertising and also consumer behaviour. Therefore, Mitchell and Olson (1981) and Shimp (1981) they emphasized in the marketing literature the idea of consumers attitudes toward advertising, thus, they shared that consumers can change their attitudes towards a brand by their attitudes towards advertisements, in another words, consumer can change the way that they perceive the brand because of the brand's advertisements, it means that advertising can better reach the target audience if the adverting actually engages with the purchasers, therefore the advertising has the power to affect the consumers behaviour towards brand advertising. Research done supported the idea that negative attitudes toward advertisement can lead to a negative attitude toward the brand that is advertising (Speck and Elliott, 1997). Moreover, Gardner (1985) The positive attitude toward the advertisement can enhance the attitude toward the brand choice, therefore, the role of building brand-related belief. As social media has grown it has become an integral part of most businesses advertising strategy. Recognising the success of social media advertising has become more interesting for marketers and marketing scholars (Luo and Jiang, 2012). As many marketers have shifted from traditional media to digital media. One of the reasons of changing promotional channels is the increasing price of old-style media, it allows

marketers reach the right target audience at the right place and the positive level of engagement with brand amongst millennials users.

Hence, this literature attempts to assess the impact of Instagram advertising in the development of brand attitudes, amongst millennials coffee consumers and also brand attachment.

2.4.1 Instagram as an entertainment platform

Brackett and Carr (2001) model will help to have better understanding the advertisement role on Instagram amongst millennials based on their studies done on purchasers' attitudes towards advertising on the internet. Brackket and Carr (2001) created this model suggesting how purchasers perceive the entertainment, informativeness, lack of irritation and credibility of the advertisement on the internet and the impact of how purchasers assess them.
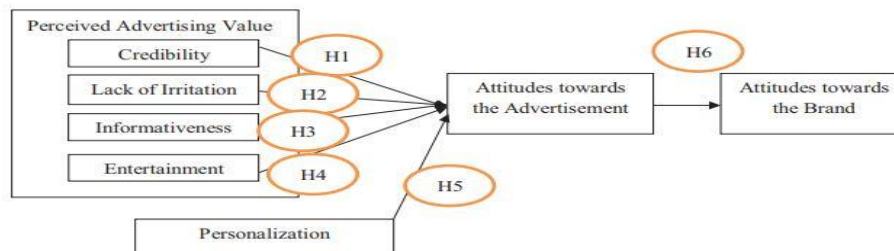

Figure 2. Reprinted from Gaber, H., Wright, L. and Kooli, K. (2019) 'Consumer attitudes towards Instagram advertisements in Egypt: The role of the perceived advertising value and personalization,' *Cogent Business & Management*, 6(1).

However, for this study the entertainment is the main pillar to explain how millennials judge the value of advertising on Instagram platform, that is stated by Mitchell and Olson (1981) that interesting and enjoyable advertisement will result in positive attitudes towards it and towards the brand, (Mitchell and Olson, 1981) amongst millennials on the Instagram.

Ducoffe (1996) stated that entertainment in the advertising context means the facility to satisfy the audience's needs for relaxation, diversion, aesthetic enjoyment, or emotional enjoyment. Mitchell and Olson (1981) highlighted that it is important the entertaining advertising to develop brand attitude on the internet amongst millennials users. Thus, Alwitt and Prabhaker (1992) stated that the enjoyable advertising can improve the experience with the advertisement amongst purchasers.

Stern and Zaichonwsky (1991) stated that entertaining advertising on social media platform leads to a better purchase intention, thus more loyalty to the brand. Thus, Ling, Piew and Chai (2010) found in their research that entertaining content on social media impacts positive attitude, therefore the

curiosity for advertisement on the internet amongst millennials. Hence, Ducoffe (1996) states that the use and gratification theory explain better why millennials on the social media prefer entertaining content, which give to them the escape from everyday problems, there is a natural playfulness amongst them on social media. Moreover, as stated by Keshtgary and Khajehpour (2011) enjoyable advertisement is a helpful tool to attract purchasers' attention. Therefore, the engagement with the brand amongst millennials users on social media can be the key to attract more of them by running games and prizes on Instagram social media platform (Gaber and Wright 2014). It can explain better why that the giant Starbucks American coffee chain drove in 2016 more than over £14.9 million of additional profit, only social media drove over 2.5% of Starbuck's revenue through engagement with millennials providing games and prize on Facebook and Instagram (Phillip and Lake 2018).

Therefore, based on previous literature the researcher concurs that millennials' The Instagram entertaining advertisement impacts positively the millennials attitudes toward this advertisement on the platform.

2.5 Conclusion

The literature review was designed to give to an in-depth review of the available literature in the topic of the impact of Instagram advertising in the development of brand attitudes amongst millennial coffee consumers in Ireland. Therefore, the main objective of this project was to examine how Instagram advertising has impacted the development of brand attitudes amongst millennial coffee consumers in Ireland. The researcher of this project created three aims in order to answer the main objective of this thesis through the literature, although, once completed the examination of the literature the researcher of this project felt that the objectives and the aims were adequately reached.

Therefore, after had set out the objectives and aims of this project and had discussed between qualitative and quantitative approach, the researcher found the best suitable methodology for this project. Moreover, after reviewing several research philosophies, the researcher chose a quantitative approach for this project as the measurement is valid, consistent and able to take a broad view. Therefore, the advantage of using the quantitative research approach in this thesis are: it makes clear the dependent and independent variables that is being investigated. According to Kealey and Protheroe (1996) it eliminates any bias of belief; therefore, it stablishes the causality, it reaches more neutral conclusions, testing the theories and the study's problem is precise and has set terms.

Thus, considering the findings, the researcher of this project carried out an online questionnaire survey which was sent out online through Instagram and Facebook social media platform. For this particular thesis the questionnaire came from an online survey provider on www.surveymonkey.com. Therefore, whilst the main objective and the three aims of this project were happily reached, the researcher of this project did know that the approach chosen presented some limitation, such as the

information given from the responders if they were honest, in order to have a precise data for this thesis.

Therefore, this project sought to have an in-depth understanding of how Instagram advertising has impacted the development of brand attitudes amongst millennial coffee consumers in Ireland, thus, brand attachment.

The data collected from an online survey (see appendix A) provider on www.surveymonkey.com and analysed through Excel, gave this project a better understanding of millennial coffee consumers in Ireland, as such:

Millennial coffee consumers in Ireland are engaging with coffee brands on Instagram because they appreciate offers and deals, as the online questionnaire survey with 49.33% provide the information. therefore, according to Gaber and Wright (2014) stated that the engagement with the brand amongst millennials users on social media can be the key to attract more of them by running games and prizes on Instagram social media platform.

Millennial coffee consumers in Ireland think it is important for coffee companies to be present and engaged with them on Instagram according to the survey. With 77.11% agreed with the statement on the survey (see appendix A). Thus, as shared by Shaw (2018), Instagram had 62% usage and is seen in Ireland as the most popular social media platform amongst millennials.

47.56% of Millennial coffee consumers in Ireland have Starbucks as their favourite place to go for coffee. Not surprisingly, In the U.K, for example, in 2016 Starbucks achieved more than £14.9 million of additional profit. Only social media drove 2.5% of Starbuck's revenue through engagement with millennials providing games and prize on Facebook and Instagram (Phillip and Lake 2018).

Therefore, the future of this subject could be studied in different European countries, for example in 2016 in the U.K where the giant Starbucks American coffee chain achieved more than £14.9 million of additional profit. Only social media drove 2.5% of Starbuck's revenue through engagement with millennials providing games and prize on Facebook and Instagram (Phillip and Lake 2018). Thus, it is recommended that this study may be replicated to understand what is important to millennial coffee consumers in Ireland when choosing a coffee shop to go in five years' time in order to observe the difference between the data collected now to this research from the data collected from millennial coffee consumers in Ireland or in another field in the future.

3.0 Research objectives and Methodology

3.1 Introduction

Mark (1996) stated that the main idea of any research is to find out what the answers are to a particular subject and to have the knowledge about the matter. Drew (1980) shared that research is a consistent and efficient way of asking questions, a logical examination. Although Graziano and Raulin (2010) stated that scientific research is a more reliable, precise and formalised way of daily thoughts and thinking.

This section is dedicated to describing the methods that were used in collecting and analysing the data for this project.

3.2 Research objectives and aims

This project's aim is to assess the impact of Instagram advertising in the development of brand attitudes amongst coffee consumers in Ireland. Hence, this study has as its main aim to assess if Instagram advertising develops brand attachment and therefore to assess if Instagram advertising is determinant to impact millennials coffee consumers in Ireland. The Literature review presented in the earlier section gives to this project the foundation to the objectives of this thesis. Consequently, the aims outlined below have as their main objective answered the arch-question of this project; The impact of Instagram advertising in the development of brand attitudes amongst millennial coffee consumers in Ireland.

This project has one main question; How Instagram advertising has impacted the development of brand attitudes amongst millennial coffee consumers in Ireland?

Therefore, three aims were created in areas of interest within the literature which are:

4. To assess the impact of Instagram advertising in the development of brand attitudes amongst millennial coffee consumers in Ireland.

5. To assess if Instagram advertising develops brand attachment amongst coffee consumers in Ireland.

6. To assess if the Instagram advertising is determinant to impact millennials coffee consumers in Ireland.
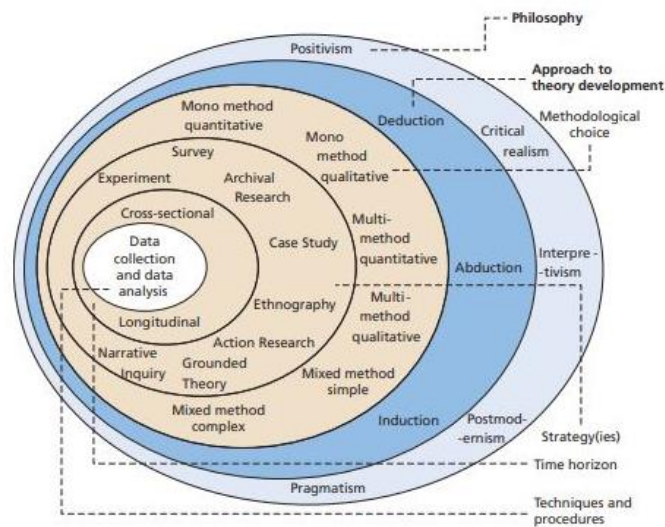
3.3 Research Philosophy

Figure 3 Reprinted from Saunders, M.K., Lewis, P. and Thornhill, A. (2019) Research methods for business students. 8th ed. U.K: Pearson education limited.

"There is a long history of discussion, debate, and publication regarding research methods" (Venable and Baskerville, p. 141, 2012).

As shared by Saunders, Lewis and Thornhill (2019) the stages that are important to the methodology of this academical project. Therefore, the research to this project perspective will be explored throughout Saunders, Lewis and Thornhill (2019) as depicted in image 3. Hence, Saunders et al., (2016, p. 124) shared that a research perspective is about "developing knowledge around a particular field", which is what the research of this project has aimed to accomplish. They also explained that for business research projects there is no perfect philosophical perspective, however there are indications of a suitable philosophical method, although it depends of the area that is been studied.

Saunders et al., (2016) shared two types of models: Ontological and Epistemological.

Ontology: "Relates to the study of being, the nature of being and our ways of being in the world "(Quilan, 2011 p. 95), as well as sees the world throughout a number of events.

Epistemology: "Represents scientific knowledge focused on different areas of thought, in order to appreciate the relevance of the human being" (Mejias, 2018, p. 362), therefore, it is vital to this project because it is all about knowing and learning about social reality, which the researcher of this thesis has expected to accomplish.

Hence, epistemology is related with the learning of knowledge. Therefore, this project paradigm is epistemological because the researcher in this project pursues to have an in-depth understanding of how Instagram advertising has impacted the development of brand attitudes amongst millennials

consumers by creating "acceptable knowledge" (Bryman and Bell 2011, p. 15) throughout a quantitative online survey research. Although, there are two important approaches in the epistemology, which are important to this project, they are: positivist or interpretivist that can be value-free or value-laden.

Positivism: "advocates the application of the methods of the natural sciences to the study of social reality and beyond" (Bryman and Bell 2011, p. 15), taking consideration here both sides: humans and the effect of normal sciences. Hunt (1991, p. 33) shared that German philosophers where the concept came from stated that their positivist' beliefs is *"inductive reasoning is impermissible"* consequently, that science should stay away from depending on observables only. Therefore, for the purpose of this project a positivist epistemology method will be used as this project has intended to study social reality. Although, the main rationale behind selecting this above declared philosophy is because of the high level of precision and certainty with the positivism epistemology approach for a quantitative research. Moreover, quantitative research is fitted to the basic foundations of the positivism paradigm such as: Causality and Variation, this is a perfect match for this project as it gives foundation to the researcher's objectives for this thesis examining and learning about social reality.

There are four important theoretical perspectives stated by Saunders et al, (2019): Positivism, Realism, Interpretivism and Pragmatism, as depicted though the Research Onion's outer layer image 3. They are vital to any research, as they reinforce the objectives of the research and creates the knowledge for any research project. Therefore, for this particular project will not be used four theoretical perspectives but positivism only.

Interpretivism: It argues that the definitive truth does not exist or just one objective reality that can be found out in research. There is a difference in the epistemology to positivism, as stated by Bryman (2008) he argues that researchers who do an interpretivist approach, they do so to share a point that the studies of the social world demand a sense that replicates the *"distinctiveness of human as against the natural orders"* (Bryman, 2008, p.15). Denzin and Lincoln (2008) shared the difference amongst the interpretivism and positivism approach, saying that positivist can be certain of the reality and can be calculated to some level, although against that interpretivist argues that reality can never be completely understood. Johari (2009) shared that the interpretivist is a popular research as it inspires academics to be more inductive instead seeking to approve or disapprove a number of theories.

3.4 Quantitative VS Qualitative Research

The term quantitative research is defined by Bryman (2008, p. 697) *"as a research strategy it is deductivist and objectivist and incorporates a natural science model of the research process"*. Johari (2009) shared that quantitative research approach has been used in the social research field more than

ever before, even though with the growing use of qualitative research, nowadays. Scholars have adapted a quantitative method using research approaches as such data analysis, questionnaires and practical experiments. Therefore, quantitative research is a method used for testing hypotheses through analysing the connection among measurable variables. Although the result of this project creates data entailing numbers and can be examined through using statistical system. Thus, this method creates hypotheses in a deductive way by researchers that use this approach. Although, this is decisive to this project as using this research approach the researcher tries to reject bias, control substitute accounts and try to make widely and replicable conclusions.

On the other hand, as stated by Creswell (2014) qualitative research is all about understanding the meaning of human phenomenon or problems, different to quantitative research, in the qualitative approach the data is collected non-numerically, although in words, observed through interviews and focus groups. Academics who indicate to approve an interpretivist paradigm often use qualitative grounded research approach. Denzin and Lincoln (2005, p. 3) shared that qualitative research as *"an interpretive, naturalistic approach to the world"*, moreover, he stated that academics who choose to use qualitative research approach examine things in their ordinary situations "*attempting to make sense of, or interpret, phenomena in terms of the meanings people bring to them"*. Hence, Quinlan (2011, p. 105) states qualitative data as *"data that represents feelings, thoughts, ideas, understanding – non-numeric data."*

In qualitative research scholars have some of their own theorical perceptions with themselves which can bias the project and control how they comprehend what they are trying to find out. Thus, they are not watching what is happening around them, however, they are involved in the entire process as they are an important part of the research. Moreover, the investigators analyse the data in the way that demands their own interpretation of the results. People and situations are very often the main point of a qualitative research. Although, the researcher can adjust or expand remaining theorical frameworks, when the main objective the research might have been to support or analyse prior hypotheses. Therefore, the scholars' thought on their own project turns out to be fundamental to the research project.

3.5 Selecting Quantitative Research

As stated by Firestone (1987) quantitative research is used to depict the whys and wherefores for changes in social evidences, although, mostly through quantitative examination and objective measurement. Thus, quantitative approach is found in the positivist method as social phenomenon is believed to appear neutrally. Hence, this research approach can be seen as simple as collecting data

from a great number of people. But also, this approach can be time consuming. Therefore, this project will be led on the footing of questionnaires, consequently this project will be based on quantitative approach. The reason for this research approach choice comes from the literature and discussed in the previous section and the researchers own personal option.

Therefore, quantitative method can give to this project data that can be taken in numbers. Consequently, in creating reports, that can be useful by statistical tests as the data collected is numerical. Statistical examination gives to the researches a better picture of important facts that comes from the data collected, it includes preferences trends, demographics and disparities between groups. According to Burns (1992) quantitative research is an important objective approach of any research because the scholars are unexpected to impact the project as a result of their own principles. Morgan and Smircich (1980), shared that positivist paradigm which drives the quantitative research approach has its foundation on the hypothesis that social reality has an idea ontological disposition, and people are responding to these ideas. Therefore, Smith (1988) shared that quantitative research requires the calculating, measuring and conducting of the statistical examination of the numerical data collected.

Therefore, the researcher chose the quantitative approach for this project because the measurement is valid, consistent and able to take a broad view.

The advantage of using the quantitative research approach in this thesis are: it makes clear the dependent and independent variables that is being investigated, according to Kealey and Protheroe (1996) it eliminates any bias of belief, thus, it stablishes the causality, it reaches more neutral conclusions, testing the theories and the study's problem is precise and has set terms. However, the disadvantages of using quantitative research are: the researcher of this project cannot control the environment that the participants are answering the online survey for this thesis, the research of this project are very restricted due to the structured questionnaire format and closed questions, the research in this project does not have any information given when it comes to the context of the situation of a matter which is a particular respondent's concern where the phenomenon occurs.

3.6 Questionnaires

According to Sekaran and Bougie (2009) primary data is information reached though the scholar on the variables of interests for a particular objective of the project. The primary data can be reached by the academics throughout interviews, observations and questionnaires. Therefore, for this project the primary data is coming from the quantitative research approach through the questionnaire. Hence, Cameron and Price (2009) stated that a questionnaire is a set of questions that the researcher gives to people without changing the order. In another words, questionnaires are an approach to gather primary data, seeking people's thoughts and actions.

Therefore, for this particular thesis the questionnaire (see appendix A) came from an online survey provider on www.surveymonkey.com. The survey was sent out online through Instagram and Facebook social media platforms. The questionnaire was made to keep the responder interested in the survey and keep answering the questions giving to the research reliable answers, so with that in mind the questionnaire was short and to the point, with only seventeen multiple choice questions and giving them the opportunity to elaborate should one of the questions not suit their answer and was stated as "other specific". This gave them a chance to express themselves in writing a different answer to the question. For this project, the survey was done based on the main foundation of any quantitative research approach that contains several multiple choices, giving to the participants an alternative to select the best answer to them, the questions have a ranking scale ranging from "Agree, disagree and extremely effective to not at all effective". For this research project the questionnaire started with questions about where they live as this question is vital to this project that is aiming to examine the impact of Instagram advertising in the development of brand attitudes amongst millennial coffee consumers in Ireland which disqualified who are not currently living in the country. Following questions about gender – Female, Male or Other (specify). Next is the age that is vital to this project as it is focused on millennials. Thus, questions about behaviours, in order to have in-depth understanding of millennials coffee consumers in Ireland, such as when they usually drink coffee, how often they drink coffee, their preferences, where they usually go to have coffee. Therefore, asking them about the relationship that they have with the brand, if they are loyal to a particular coffee brand, what is important to them as millennials when choosing a coffee shop. Following with questions about the online social life on the Instagram social media platform, if they are on Instagram or on another social media, if they actually follow coffee brand on Instagram and if so why they do so, if there is a particular interest in following coffee brand on Instagram, following the next section with questions about how they perceive coffee brand on social media platform, if the level of engagement impacts how they perceive the brand on Instagram or if it does not change anything at all, following with questions about if they as millennials see it as an important element whether coffee companies are present and engaging on Instagram with them or not, and the last questions was to have a better understanding of how effective millennial consumers think that the advertising or (online presence) of coffee brands on Instagram is.

3.7 Secondary data

According to Sekaran and Bougie (2009) secondary data is all the material collected from sources that are already done by someone else. The secondary data can be unpublished or published. Although, the

unpublished information came from articles used for academic purposes, thus, published information is everything that have been issued previously as such books and census information.

3.8 Population and Sampling

"A sample is the segment of the population that is selected for investigation" (Bryman and Bell, 2011, p.176). Therefore, Blumberg et al., (2008) shared that the population is the foundation from where the sample comes from. For this project analysing millennial coffee consumers in Ireland, is important that the list should be accurate and just involving population members. Sampling is important to this research because there is no another way for this thesis to collect data from the entire population.

Therefore, having that in mind, a sample had to be created through an online survey to collect the essential data for this thesis. The sample frame for this project has its main focus on millennial coffee consumers in Ireland. In order to collect all the information, the online survey was distributed on the social media platform Instagram and a few through Facebook. For this project, the researcher spent three weeks sending the online survey on social media as a result eighty-three millennials coffee consumers answered the online survey.

However, the research sample just shows a small portion of the millennial consumers in Ireland, although, the data collected enough information to what this project required. Therefore, this project will not show exactly one hundred percent of millennial coffee consumers in Ireland.

3.9 Ethical Matters and Limitation

The ethical issues are extremely important to this research in getting a trustable sample that was used for the enquiry data in this project. To guarantee that the data is confidential and anonymous, the ethical values must be obeyed, therefore all the information that the participants have given to this project. Thus, an online survey with seventeen questions were distributed through social media. This online survey started with an introduction about the aim of this research, thus, that it is a voluntary process and they have the right not to respond to any question in the online survey if they do not feel comfortable answering it, however the researcher of this project has no aim at all to embarrass any responder asking uncomfortable questions in this online survey. Moreover, to ensure the secrecy of the participants and all the data given, this project will be kept confidential and anonymous.

Although, with the ethical matters, there are some limitations as such all the information given from the responders were honest, in order to have a precise data for this thesis. Moreover, untruthful answers can be given by participants, which the researcher of this project cannot control. Thus, the

online questionnaire survey might also show some limitation as they are fixed questions and answers, it gives the participants less space to answers what they would like to say and how they justly feel about the matter.

4.1 Findings

4.2 Introduction

This section is dedicated to reveal the findings from the methodology section and gather visual evidence of the result from the online survey research required for this project. This research was carried out using a quantitative research approach, throughout an online survey questionnaire in order to have primary data which is essential for this thesis. The online questionnaire survey has seventeen questions which was sent out through online social media platform such as Instagram and Facebook. As mentioned on the previous section, the online survey questionnaire was conducted from an online survey provider on www.surveymonkey.com (see Appendix A   ).Moreover, the online questionnaire survey received 83 responses, however, as the researcher of this project has aimed to analyse how Instagram advertising has impacted the development of brand attitudes amongst millennials coffee consumers in Ireland, only 80 responses were valid for this project as 2 responder were not currently living in Ireland and 1 responder skipped the question, consequently they are disqualified for the analyses of the data .

Therefore, this online survey was carried out carefully asking questions connected to the main idea of this research. The survey began with questions about demographics, which is important to this project as it is aimed to examine millennials. Thus, questions about habits in order to have in-depth understanding of coffee millennials' consumptions in Ireland. Following questions about millennials' preferences and when they have coffee and where and which coffee shop they go to. Hence, asking questions about their relationship that they have with coffee brands on Instagram, questions such as if they are loyal to a particular coffee brand. Thus, asking questions about what is important as a millennial when choosing a coffee shop to go. Following with questions about the online social life on the Instagram social media platform, such as if they are on Instagram or on any other social media platform. Therefore, asking questions about their interests, such as if they have a particular interest in following coffee brand on Instagram. Hence, questions such as how they perceive coffee brands on social media platform, if the level of engagement impacts how they perceive the brand on Instagram or if it does not change anything at all. Following with questions about if they think if it is important to them whether coffee companies are present and engaging on Instagram with them or if it is not

important at all. The last questions were to have a better understanding of how effective millennial coffee consumers think advertising or (online presence) of coffee brands on Instagram is.

Therefore, in this section the investigation of the online questionnaire survey will be presented throughout graphs and diagrams that were created using Excel and PDF collected from an online survey provider on www.surveymonkey.com. Moreover, all the questions from the online survey data collected will be presented and analysed though graphs and written, one by one, in order to have a better understanding of them.

Hence, in order to gather and carry out an effective analysis of this project, that is vital to the researchers' aims, that were created to start off this project, also mentioned in the research's objects section, throughout the literature of this thesis, that they are connected and interrelated through the analysis section of this project.

Therefore, the research question and aims of this project as set out in the beginning of this project are:

How Instagram advertising has impacted the development of brand attitudes amongst millennial coffee consumers in Ireland?

And three aims were created in areas of interest within the literature, that they are:

1. To assess the impact of Instagram advertising in the development of brand attitudes amongst millennial coffee consumers in Ireland.

2. To assess if Instagram advertising develops brand attachment amongst coffee consumers in Ireland.

3. To assess if the Instagram advertising is determinant to impact millennial coffee consumers in Ireland.

4.3 Data Analysis

Demographics

Question 1 – Living
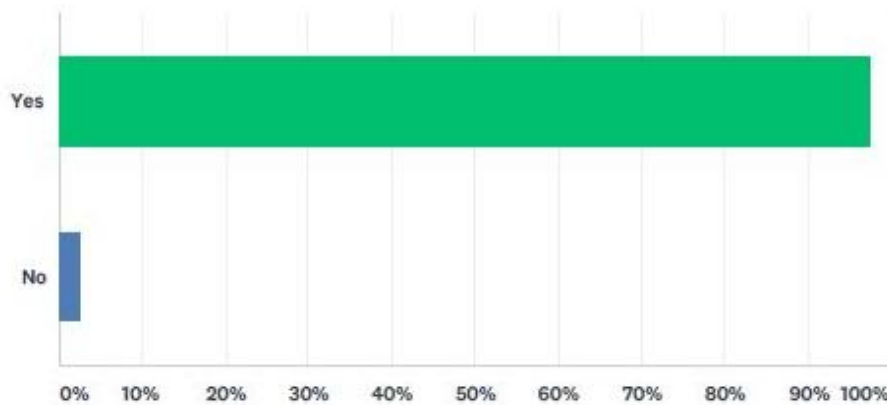
The first question was asked on the online questionnaire survey to know if the participants are currently living in Ireland. Thus, it is an important question to this project, because the main objective of this project is to analysis millennial coffee consumers in Ireland. Although as the chart shows 97.56% of the responders said Yes and 2.44% said No and one participant skipped the question. Therefore, 3 responses were consequently disqualified for this analysis, as a result 80 participants left to be analysed. Although, 82 answered this question and 1 skipped it.

Question 2 – Gender
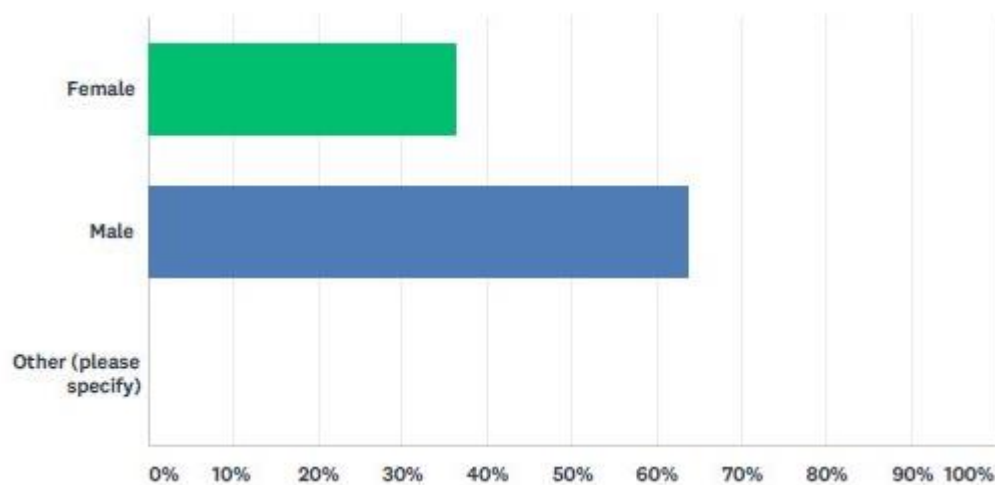
This particular project welcomes all genders, therefore the researcher of this thesis left "other" (please specify) option to the participants to feel free to fill it in and be part of this research. Although, the second question can be seen though the chart as a high level of male millennial coffee consumers in Ireland in this research.

Question 3 – Age
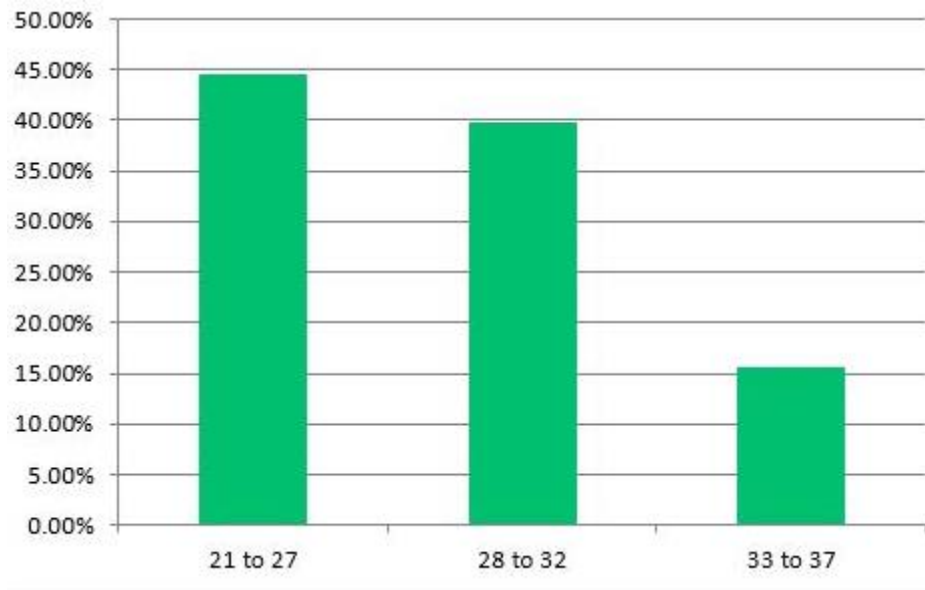
Strauss and Howe (1991) stated that millennials are individuals born amongst 1982 and 2003. According to comScore (2014) millennials are people who were born in the beginning of 1980. The age is a crucial information in this research, as the aim of this project is to analyse millennials consumers. With 44,58% in the group aged amongst 21 to 27, thus, 39,76% in the age group of 28 to 32 and 15,66% of the responders are in the 33 to 37 aged group. In this question there were a total of 83 responders.

Consequently, the graph above can be seen as all the participants are millennials. Moreover, it is extremely important to this project as it is aimed to examine millennial coffee consumers in Ireland.

For this question there were a total of 83 responders.

Habits

Question 4 – Coffee consumption
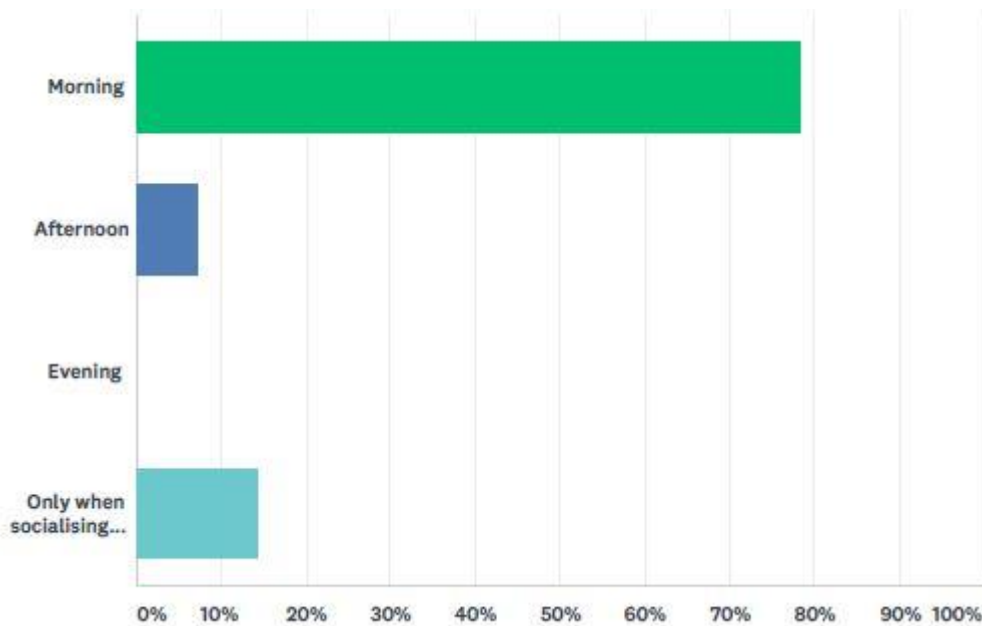
Question 4 was asked in order to have a better understanding about millennial coffee consumers in Ireland and their habits. To know, what time they drink coffee, if it is in the morning, afternoon, evening or if it is only when millennials are socialising with friends. Thus, the graphic depicted above shows the researcher that 78.31% of the millennials drink coffee in Ireland in the morning time, following of 7.23% in the afternoon, thus, none of the millennials examined in this research drink coffee in the evening as the graphic shows 0.0%, although 14.46 % of the millennials in this online survey answered that they drink coffee when they are socialising with friends.

For this question there were a total of 83 responders.

Question 5 – Frequency of millennial coffee consumption in Ireland
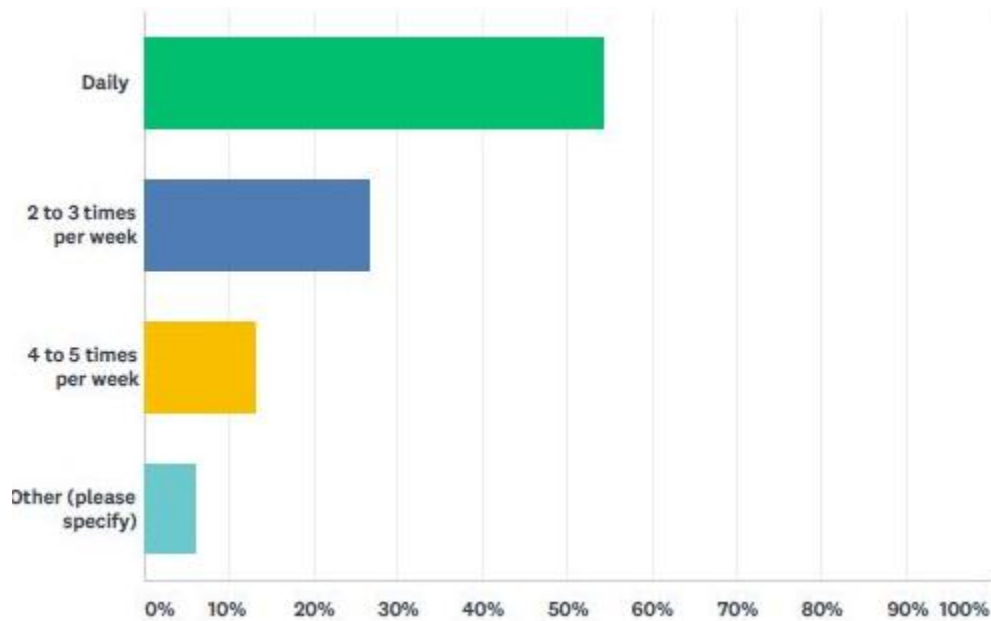
Question 5, was designed to understand the habits of millennial coffee consumers in Ireland. Thus, have a better insight into the behaviours of millennial coffee consumers in Ireland. With 54.22% of millennial coffee consumers responses for daily coffee consumption in Ireland. Therefore, it gives to this project an important insight into millennials coffee consumers habits. Moreover, it can be seen with a changing behaviour patterns with the arrival of American coffee giant Starbucks in the Ireland and with the growth of Instagram social media platform amongst millennial. Which Starbucks coffee chain has engaged with millennials through social media platform. Therefore, 26.51% of millennials said they drink coffee 2 to 3 times per week. Following 13.25% said to drink coffee 4 to 5 times per week. Although 6.02% answered the "other" (please specify) option and some of the responses were: once in a while, 10 to 14 times a week, twice a day and once a week.
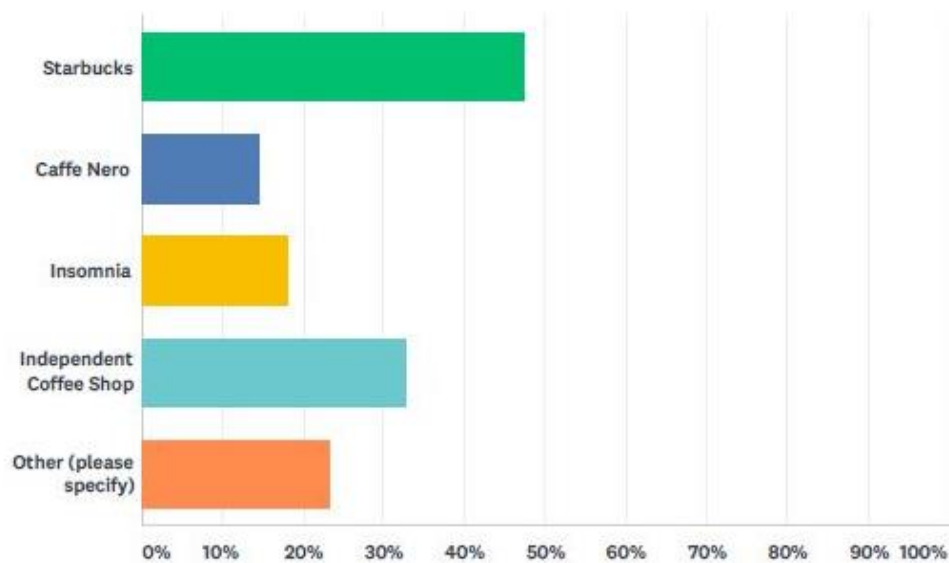
Question 6 - Preferences
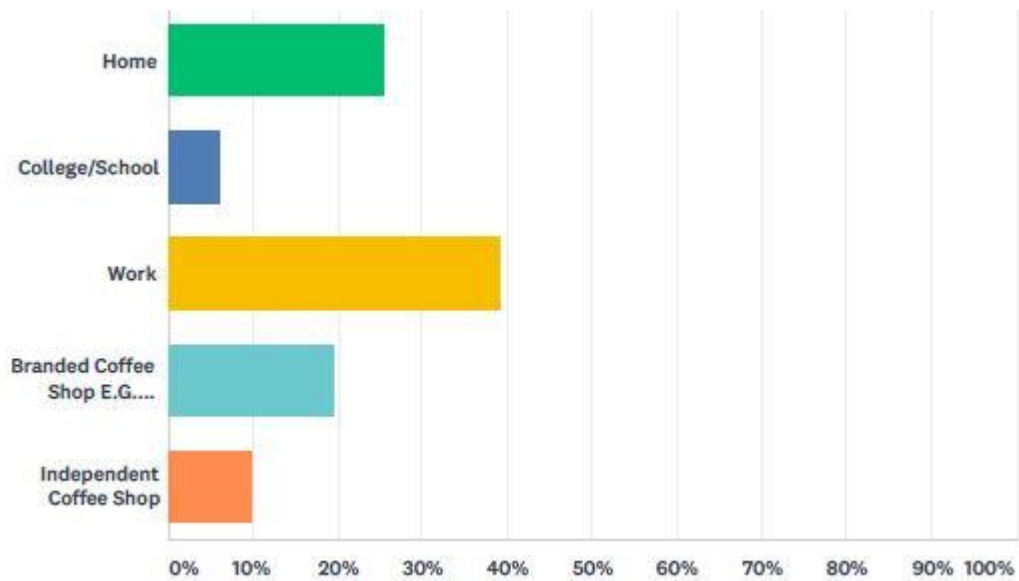
Question 6 and 7 they were designed to analyse millennials "preferences". They are important to this project as its attempt to analyse why millennial coffee consumers have these preferences in Ireland. Therefore, these questions are important for this project, because they attempt to assess the impact of Instagram advertising in the development of brand attitudes, to assess if Instagram advertising develops brand attachment. Therefore, to assess if Instagram advertising is determinant to impact millennials coffee consumers in Ireland.

Although, analysing question 6, with 25. 61% millennials answered that they usually drink coffee at home, 6.10% said that they drink coffee at college/School, following 39.02% in work. Thus, 19.51% millennials said that they drink coffee from a branded coffee shop such as Starbucks, and 9.76% said that they drink coffee from Independent coffee shop. Moreover, 82 millennials answered this question and 1 skipped it.

Question 7 - Preferences

Question 7 was designed to understand millennial coffee consumers in Ireland preferences and can be seen as an important insight for this project. This question was created in order to have an in-depth understanding of why millennials choose the places they go for coffee.

Moreover, the reason why Starbucks was the preferred coffee shop to go amongst millennial coffee consumers in Ireland is due to the high level of engagement that the brand has with millennials though social media, explained by Philip and Lake (2018) that the revolution of the information permitted Starbucks create social capital throughout the arrival of social media platforms such as Instagram. Furthermore, as stated by Keshtgary and Khajehpour (2011) enjoyable advertisement is a helpful tool to attract purchasers' attention. Consequently, the engagement with the brand amongst millennials users on social media can be the key to attract more of them by running games and prizes on Instagram social media platform (Gaber and Wright 2014). It can explain better why that the giant Starbucks American coffee chain drove in 2016 more than over £14.9 million of additional profit, only social media drove over 2.5% of Starbuck's revenue through engagement with millennials providing games and prize on Facebook and Instagram (Phillip and Lake 2018).

Thus, the aim of this thesis is to understand how Instagram advertising has impacted the development of brand attitudes amongst millennial coffee consumers in Ireland. Therefore, brand attachment.

Although, with 47.56% of the millennials said that they go to Starbucks to have coffee, it is almost 50% of the millennials in this research saying that they have Starbucks as their preferred place to go. Café Nero followed with 14.63% then Insomnia with 18.29% and Independent coffee shops with 23.17%. The "Other" (please specify) space was left to them enter their preferences which had not been listed before with answers such as Nescafe, McDonalds, Butlers, Seven Wonders, Café Sol, Costa Café, Marks & Spencers and any coffee shop which is convenient or closest to them. In this question there were a total of 82 responders and 1 skipped.

Question 8 – Brand attitudes
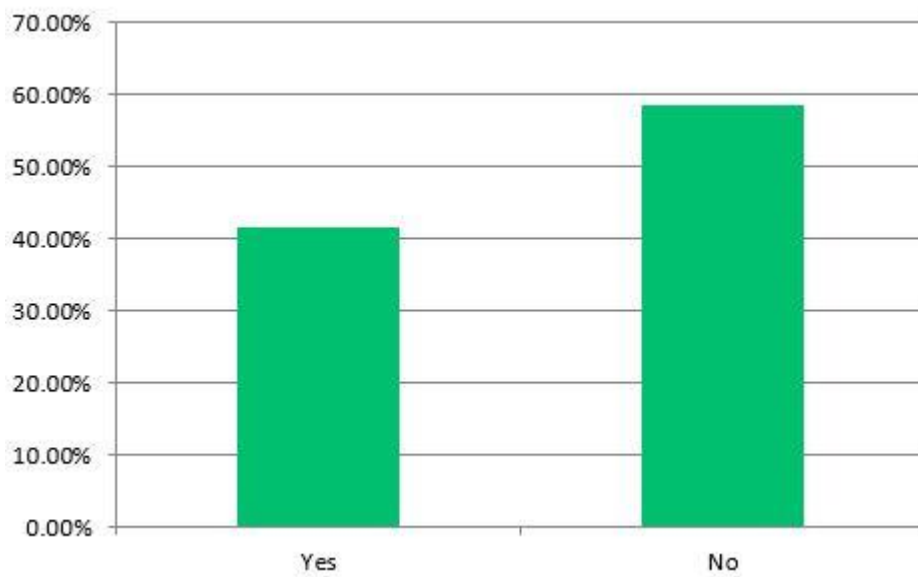
Questions 8 was designed to have a better understanding of the relationship amongst millennial coffee consumers in Ireland with coffee brands. With 58.54% of millennials responders said No, they do not have a coffee shop loyalty card, and 41.46% said Yes, they do have coffee shop loyalty card. For this question there were a total of 82 responders and 1 skipped it.

Questions 9 – Brand attitudes (Loyalty card)
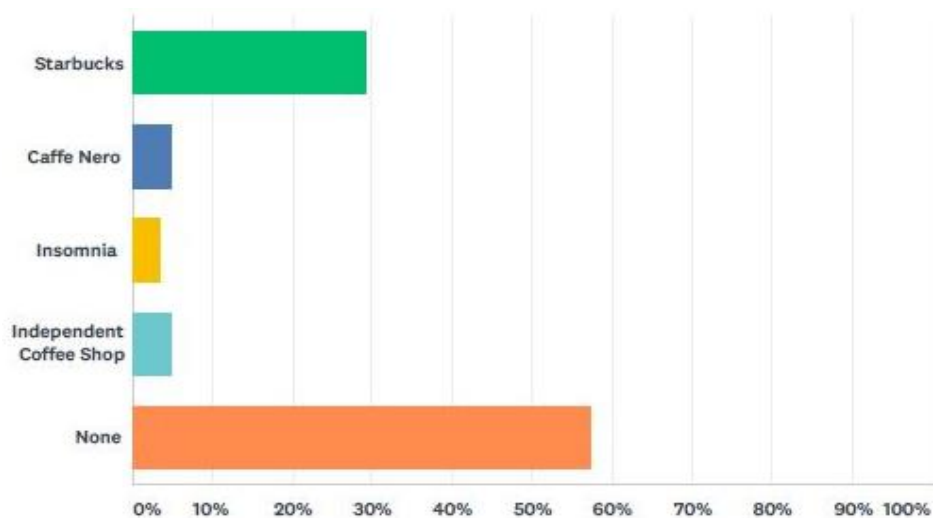
Question 9 was designed in order to have a better understanding if the coffee brand that has good social media presence has impacted the development of brand attitude amongst millennial coffee

consumers in Ireland. Therefore, the graphic shows that advertising has significant impact amongst millennial coffee consumers in Ireland. Whilst, 57.32% of millennial coffee consumers said they do not have any loyalty card, out of those that do Starbucks ranks the highest. As Starbucks has shown as the higher level of millennial coffee consumers loyalty card, between the others coffee shop analysed in this research, which does not have a significant social media presence on Instagram.

Moreover, analysing, Starbucks coffee company with 29.27% that has the highest level of responders that have the loyalty card from the brand. It is related with the high engagement level that Starbucks has with millennials on Instagram social media platform. The American coffee chain, wasn't at first a favourite coffee shop in the UK for example, nonetheless, through social media engagement with millennial coffee consumers, the company achieved over £14.9 million of additional profit, only social media drove over 2.5% of Starbuck's revenue (Phillip and Lake 2018). It can be seen as the positive impact of Instagram advertising amongst millennial coffee consumers by Starbucks American coffee chain.

With 4.88% of participants answered Caffe Nero, following Insomnia with 3.66%. Thus, independent coffee shop with 4.88% and 57.32% answered that they do not have any loyalty card. In this question there were a total of 82 responders and 1 skipped it.

Question 8 and 9 were designed to:

1. assess the impact of Instagram advertising in the development of brand attitude,

2. assess if the Instagram advertising develops brand attachment.
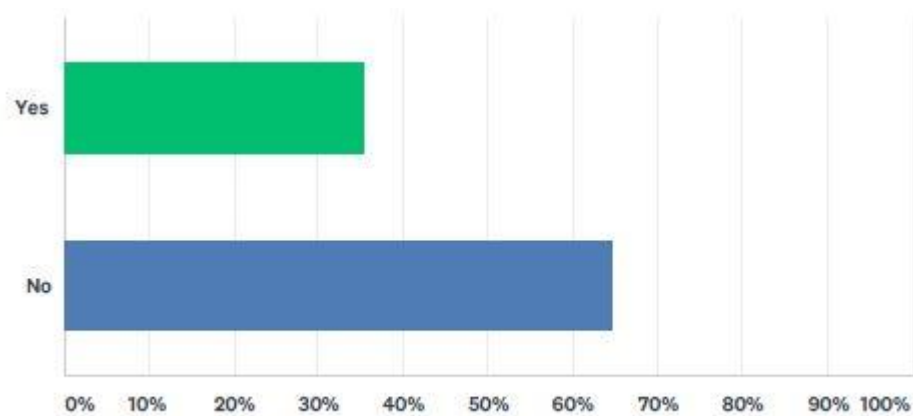

Question 10 – Social Media
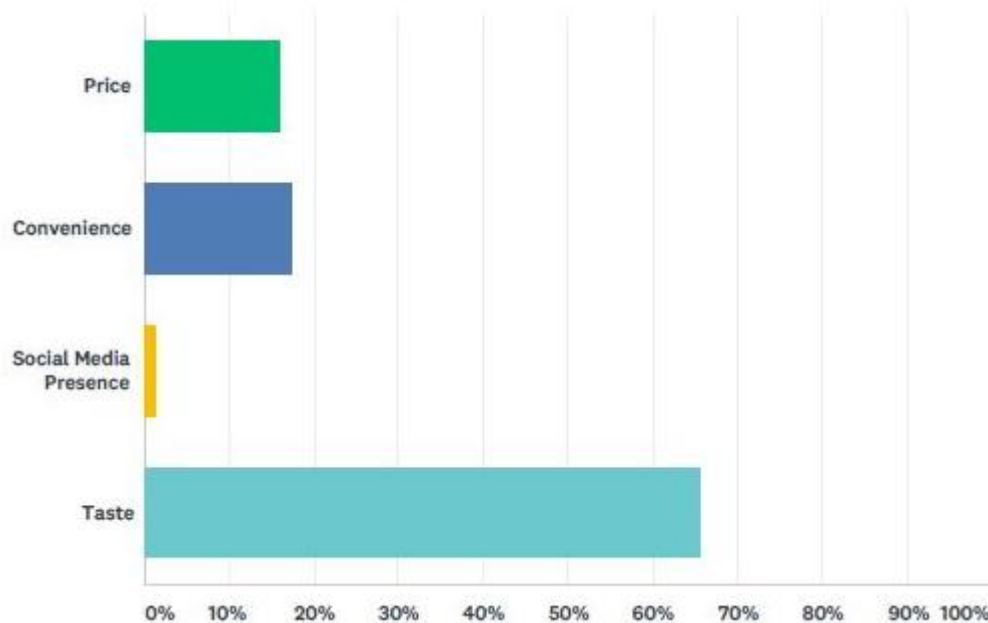
Questions 10 was designed to have a better understanding of what millennial coffee consumers in Ireland consider important when choosing a coffee shop to go. With 16.05% of millennials said that they consider the price when choosing a coffee shop to go to. Thus, with 17.28% saying convenience is important when choosing a coffee shop. With 1.23% of the millennials in Ireland said that social media presence is not very important when choosing a coffee shop. Although, 65.43 of the millennials said that taste is important when choosing a coffee shop. In this question there were a total of 81 responders and 2 skipped it.

This question aims to:

1. Assess if Instagram advertising is determinant to impact millennial coffee consumers in Ireland.

2. Assess if the Instagram advertising develops brand attachment.

Although, the results collected from this question does not match with what the question attempted to analyse. It means that for millennial coffee consumers in Ireland in this particular sample does not perceive social media presence as an important aspect to the coffee brands in Ireland, yet. Therefore, would be interest to see studies about what is important to millennials in Ireland when choosing coffee shop or in another field, in 5 years away, or even less as the internet and the communication amongst millennials are constantly changing. As stated by (McDougall, 2009) millennials are seeking and consuming information in different ways from the past. Therefore, millennials have the desire to be connected with others on virtual communities. Thus, one of the relational needs of the young generation is having the online community aspect fulfilled (Yeap Ai Leen et al., 2012).

Question 11- Social Media

In order to have a better understanding of millennial coffee consumers in Ireland on social media platforms, questions 11 to 17 is all about social media and their preferences online. Thus, to discover how important it is to them that coffee brands should be on social media engaging with them. Although, analysing question number 11, with 35.37% of millennials coffee consumers in Ireland said Yes that they do follow a coffee brand on social media, thus, with 64.63% said No, they do not follow any coffee brand on social media. In this question there were a total of 82 responders and 1 skipped it.

Questions 12 – Social Media
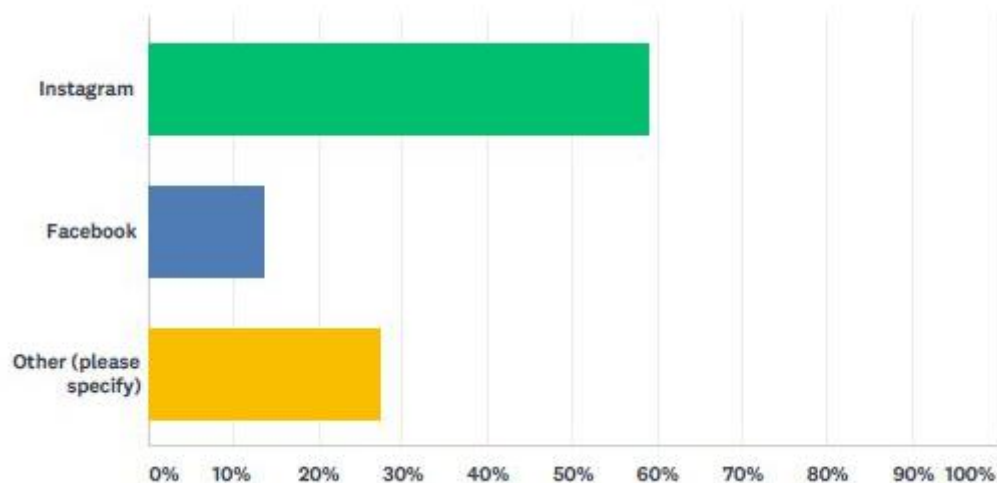
Question 12 was designed to detail which social media platform millennial coffee consumers in Ireland are on. With 58.90% of the millennial coffee consumers in Ireland said that they are on Instagram social media platform. The data collected from this question perfectly agreed with Shaw (2018) shared that Instagram with 62% in 2018 has risen in Ireland as the most popular social media platform amongst millennials on a daily basis. Therefore, according to Gadsby (2017), in the era of

less texting and a visual world, plus the fact that the human brain process sixty thousand times more images, it has justified the strong growth of Instagram as an appealing platform allowing people create more personalise content, also it allows people to share their personalised content worldwide, and indicative of the shift to a more visual world. Therefore, millennials are relying more on visual communication than ever before.

With 13.70% of millennial coffee consumers in Ireland said that they are on Facebook. Therefore, the remaining 27.40% answered "Other" (please specify). The answer was No they do no follow either. In this question there were a total of 73 responders and 10 skipped it.

Question 13- Social Media
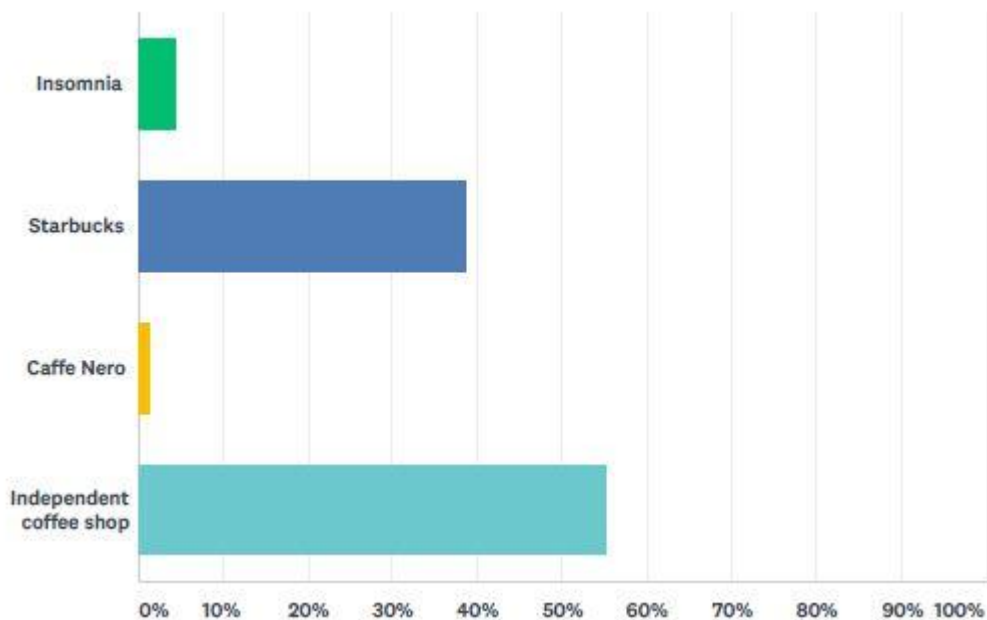
Question 13, was asked to have a better understanding of which brands the millennial coffee consumers in Ireland are engaged with. .48% saying that they follow Insomnia on Instagram. Following, Starbucks with the highest level between branded coffee shop in the Ireland, with 38.81% responders saying that they follow this particular company on Instagram. It does make sense when analysing Starbucks, because as stated by Philip and Lake (2018) that Starbucks only lead the first place to have coffee and socialise with friends in the consumer's mind because the company understand that coffee houses has a vital role as a social environment. This question also can be seen what explains the questions number 15, that according to this online survey millennials coffee consumers in Ireland are following coffee companies on Instagram because of offers and deals, and Starbucks knows how to do it very well. As Starbucks has the main idea of communication through social media entertainment advertising and to invite millennials in their stores, therefore, developing brand attachment.

Caffe Nero has only 1.49%, and Independent Coffee Shop with 55.22% of the answers. However, this question can be seen with limitations, because the researcher of this project did not leave the "Other" (please specify) space to the participants to feel free to write their own answers. For this question there were a total of 67 responders and 16 skipped it.

Although, this question shows limitations as the researcher did not leave "Other" (please, specify) to participants to leave their own answers. Consequently, participants that do not follow any brand on Instagram, answered Independent coffee shop.

This question aims:

1. To assess if Instagram advertising is determinant to impact millennial coffee consumers in Ireland.

Question 14 – Millennials' perception of coffee brands on Social Media
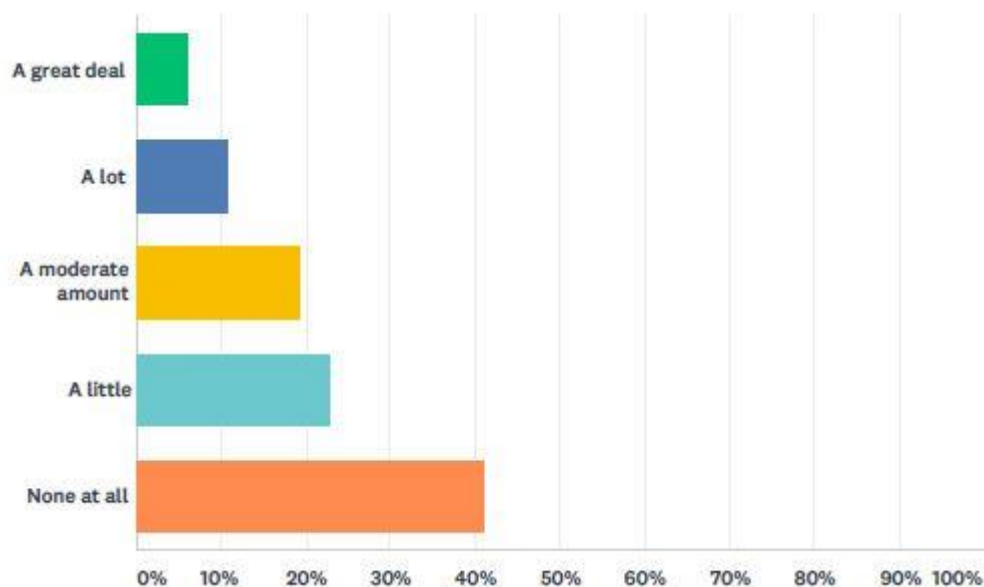

Question 14, was intended to have a better insight if social media impacts how millennials coffee consumers in Ireland perceive coffee brands. With 6.02% of the millennial coffee consumers in Ireland saying that it is a big deal, that it does impact how they perceive the brand. Following with 10.84% who said a lot, it does impact how millennials perceive the coffee brand. With 19.28% said a

moderate amount. 22.89% said a little and 40.96% said none at all, it does not impact how millennial coffee consumers perceive the brand on social media.

Therefore, as 40.96% of the millennial coffee consumers in Ireland said No, that social media does not impact how they perceive a coffee brand. Although, analysing question 15 millennial coffee consumers in Ireland said that social media presence is important to them because of the offers and deals. Consequently, we can see that millennial coffee consumers in Ireland are interested in the offers and deals that a coffee brands can offer to them on the Instagram social media platform. For instance, Starbucks which does entertainment advertising really well on Instagram has the highest percentage in question 13 of millennials saying that they follow this particular brand on Instagram between the other coffee shops in Ireland that have been analysed in this research.

For this question there were a total of 83 responders and 0 skipped it.

Question 15 – Instagram, Social media presence
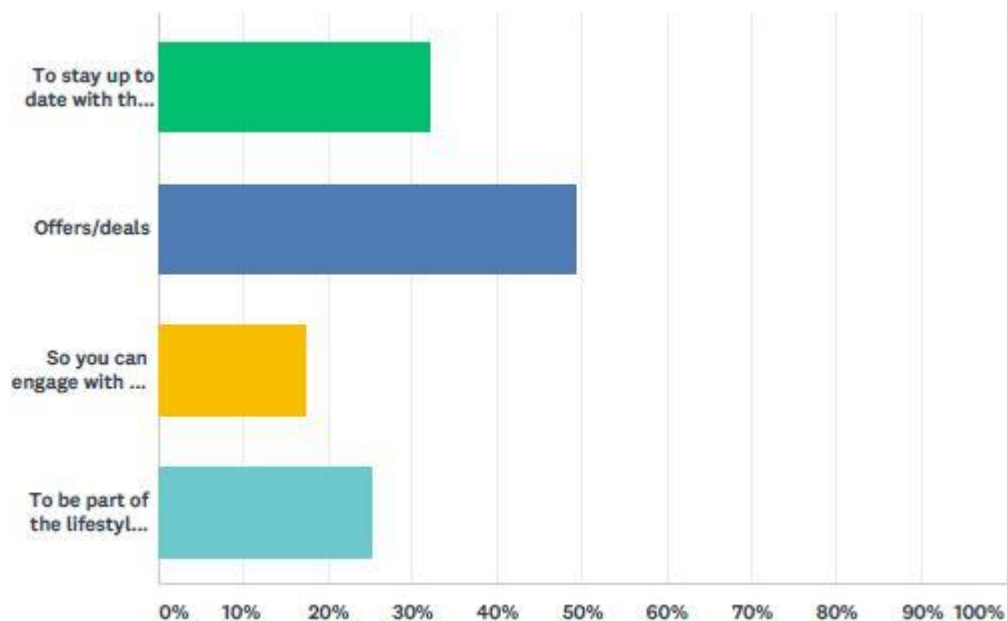
The graphic above shows that 49.33% of millennial coffee consumers in Ireland perceive that Instagram social media presence of a coffee company is important to them because of Offers/Deals. Which is aligned with the literature of this project, because, according to Mitchell and Olson (1981) emphasised that it is important the entertaining advertising to develop brand attitude on social media platform amongst millennials users. Moreover, as stated by Keshtgary and Khajehpour (2011) enjoyable advertisement is a helpful tool to attract purchasers' attention amongst millennials on social

media. Therefore, Gaber and Wright (2014) shared that engagement with the brand amongst millennials users on social media can be the key to attract more of them by running games and prizes on Instagram social media platform.

Although, the data collected from this question is really interesting, when studying the giant American coffee chain by literature, it coincides with what Starbucks has done to engage with millennials on social media. According to Philip and Lake (2018) the company in the beginning of its investment on social media drove people from millennial Facebook users to the store through events and seasonal beverages released on social media, offers and deals online giving to anyone who checked in a free drink. Engaging with millennials Starbucks achieved over £14.9 million of additional profit, only social media drove over 2.5% of Starbuck's profits Philip and Lake (2018)

Therefore, as stated by Stern and Zaichonwsky (1991) that entertaining advertising on social media platform leads to a better purchase intention, thus more loyalty to the brand. The researcher of this project can concur that Instagram advertising is determinant to impact millennial coffee consumers in Ireland.

With 32.00% of the millennial coffee consumers in Ireland said that is important to them to stay up to date with the brand. Following with 49.33% of the millennial's participants said that is important to them because of the offers/deals, which has the highest level of answers. With 17.33% said that is important to them because they can engage with the brand. And 25.33% of the millennial coffee consumers in Ireland said that is important to them just to be part of the lifestyle associated with the brand. In this question there were a total of 75 responders and 8 skipped it.

This question was designed to asses how Instagram advertising has impacted the development of brand attitudes amongst millennial coffee consumers in Ireland. Thus, the aim of this question is:

1. To assess if Instagram advertising is determinant to impact millennial coffee consumers in Ireland.

Question 16- Social Media presence
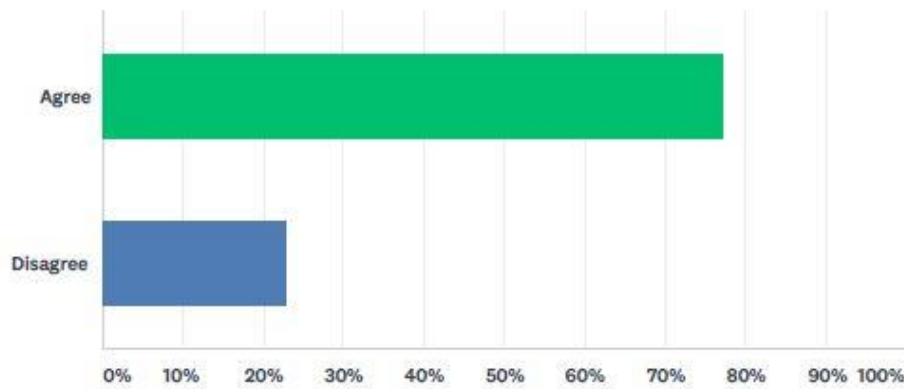
Question 16 was asked to know if millennial coffee consumers in Ireland think it is important for coffee companies to be present and engaged on Instagram. With 77.11% answered Agree, millennial coffee consumers in Ireland think that it is important that the brand are engaged on Instagram social media platform. And only 22.89% said Disagree, they do not think that it is important for coffee companies to be present and engaged on Instagram. For this question there were a total of 83 responders and 0 skipped it.

Question 17 - Advertising on Instagram
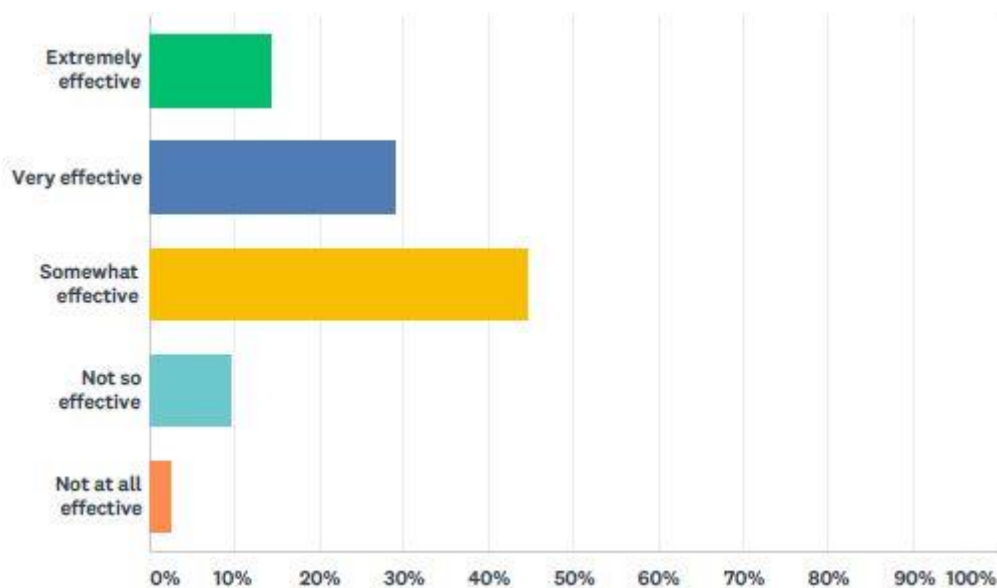
Question 17 the final question, was asked to have a better understanding of how millennials perceive the effective of advertising (Online presence) of coffee brands on Instagram is. 14.46% of millennial coffee consumers in Ireland said that it is extremely effective. 28.92% said that they think that advertising of coffee brands on Instagram is very effective. Following 44.58% of the millennial coffee consumers in Ireland said that is somewhat effective. With 9.64% of the millennial coffee

consumers said that it is not so effective. Moreover, only 2.41% of millennial coffee consumers said that the advertising of coffee brands on Instagram is not at all effective.

Therefore, this question was designed in order to have a better understanding of what millennial coffee consumers in Ireland think how effective the advertising (social media presence) of coffee brands on Instagram is. Not very surprisingly that coffee consumers in Ireland think that is very effective and most of them think somewhat effective, because with 49.33% of them said previously in question 15 that the social media presence is important to them because of offers and deals. It totally agreed with the literature of this research according to Reisenwitrz and Iyer (2009) millennials have strong and unique digital media consumption behaviours, which is extremely different from the older generation. Thus, millennials are willing to spend a lot of time on the internet researching products online, they are known as online bargain-hunters (Reisenwitrz and Iyer 2009).

For this question there were a total of 83 responders and 0 skipped it.

5.0 Discussion of findings

This section is designed to discuss the findings that were explored in the previous section. Relating and interpreting to the previous literature already studied on the topic of this project. Therefore, this section will be based on the objectives and aims of this thesis.

The main research question of this project is:

1. How Instagram advertising has impacted the development of brand attitudes amongst millennial coffee consumers in Ireland.

Therefore, three aims were created in areas of interest within the literature which are:

1. To assess the impact of Instagram advertising in the development of brand attitudes amongst millennial coffee consumers in Ireland.

2. To assess if Instagram advertising develops brand attachment amongst coffee consumers in Ireland.

3. To assess if the Instagram advertising is determinant to impact millennial coffee consumers in Ireland.

Demographics

According to the data collected from this online survey questionnaire show that for this particular research, there are 97.56% of participants currently living in Ireland, which is an important question to this project, because the main objective of this project is to analyse millennial coffee consumers in Ireland. Hence, this particular project welcomes all genders, consequently the researcher of this thesis left "other" (please specify) option to the participants to feel free to fill it in and be part of this research. Although, according to the data collected, there is a high level of male millennial coffee consumers participants in this research.

Therefore, Strauss and Howe (1991) stated that millennials are individuals born amongst 1982 and 2003. According to comScore (2014) millennials are people who were born in the beginning of 1980. The age is crucial information in this research, as the aim of this project is to analyse millennial consumers. With 44,58% in the group aged amongst 21 to 27, thus, 39,76% in the age group of 28 to 32 and 15,66% of the responders are in the 33 to 37 aged group. Consequently, according to the data collected all the participants of this online survey are millennials. Moreover, it is extremely important to this project as it is aimed to examine millennial coffee consumers in Ireland.

Behaviours

In order to have a better understanding about millennial coffee consumers in Ireland and their habits. To know, what time they drink coffee, if it is in the morning, afternoon, evening or if it is only when millennials are socialising with friends. Thus, according to the data collected shows the researcher that 78.31% of the millennials drink coffee in Ireland in the morning time, following of 7.23% in the afternoon, thus, none of the millennials examined in this research drink coffee in the evening with 0.0%. Although 14.46 % of the millennials in this online survey answered that they drink coffee when they are socialising with friends

Thus, to have a better insight into the behaviours of millennial coffee consumers in Ireland. With 54.22% of millennial coffee consumers responses for daily coffee consumption in Ireland. Therefore, it gives this project an important insight into millennial coffee consumers habits. Moreover, it can be seen with changing behavioural patterns with the arrival of American coffee giant Starbucks in Ireland and with the growth of the Instagram social media platform amongst millennials. According to O'Connor (2018), nowadays, Irish people live in the age of a great cup of coffee. The wave of the coffee culture and the arrival of coffee chains in the country has brought a lot of benefits to Irish people, especially the younger generation who have switched from the old Ireland's pub culture to the new coffee culture as another alternative to keep the conversation and interactions in the coffee shop which in the past only the pub used to facilitate this interaction (O'Connor, 2018).

Therefore, 26.51% of millennials said they drink coffee 2 to 3 times per week. Following 13.25% said to drink coffee 4 to 5 times per week. Although 6.02% answered the "other" (please specify)

option and some of the responses were: once in a while, 10 to 14 times a week, twice a day and once a week.

Preferences

Question 6 and 7 were designed to analyse millennials "preferences". They are important to this project as it attempts to analyse why millennial coffee consumers have these preferences in Ireland. Therefore, these questions are important to this project, because they attempt to assess the impact of Instagram advertising in the development of brand attitudes, to assess if Instagram advertising develops brand attachment. Therefore, to assess if Instagram advertising is determinant to impact millennials coffee consumers in Ireland.

Although, analysing question 6, with 25. 61% millennials answered that they usually drink coffee at home, 6.10% said that they drink coffee at college/school, following 39.02% in work. Thus, 19.51% millennials said that they drink coffee from a branded coffee shop such as Starbucks, and 9.76% said that they drink coffee from Independent coffee shop. Moreover, 82 millennials answered this question and 1 skipped it.

Question 7 was designed to understand millennial coffee consumers in Ireland preferences and can be seen as an important insight for this project. This question was created in order to have an in-depth understanding of why millennials choose the places they go for coffee.

Moreover, the reason why Starbucks was the preferred coffee shop to go to amongst millennial coffee consumers in Ireland is due to the high level of engagement that the brand has with millennials through social media, explained by Philip and Lake (2018) that the revolution of the information allowed Starbucks to create social capital throughout the arrival of social media platforms such as Instagram. Furthermore, as stated by Keshtgary and Khajehpour (2011) enjoyable advertisement is a helpful tool to attract purchasers' attention. Consequently, the engagement with the brand amongst millennial users on social media can be the key to attract more of them by running games and prizes on Instagram social media platform (Gaber and Wright 2014). It can explain better why the giant Starbucks American coffee chain drove in 2016 more than over £14.9 million of additional profit, only social media drove over 2.5% of Starbuck's revenue through engagement with millennials providing games and prize on Facebook and Instagram (Phillip and Lake 2018).

Thus, the aim of this thesis is to understand how Instagram advertising has impacted the development of brand attitudes amongst millennial coffee consumers in Ireland. Therefore, brand attachment.

Although, with 47.56% of the millennials said that they go to Starbucks to have coffee, it is almost 50% of the millennials in this research saying that they have Starbucks as their preferred place to go. Café Nero followed with 14.63% then Insomnia with 18.29% and Independent coffee shops with 23.17%. The "Other" (please specify) space was left for them to enter their preferences which had not

been listed before with answers such as Nescafe, McDonalds, Butlers, Seven Wonders, Café Sol, Costa Café, Marks & Spencers and any other coffee shop which is convenient or closest to them.

Brand attitudes

Questions 8 was designed to have a better understanding of the relationship amongst millennial coffee consumers in Ireland with coffee brands. With 58.54% of millennial responders said No, they do not have a coffee shop loyalty card, and 41.46% said Yes, they do have coffee shop loyalty card.

Question 9 was designed in order to have a better understanding if the coffee brand that has good social media presence has impacted the development of brand attitude amongst millennial coffee consumers in Ireland. Therefore, the graphic shows that advertising has a significant impact amongst millennial coffee consumers in Ireland. Whilst, 57.32% of millennial coffee consumers said they do not have any loyalty card, although, out of those that do Starbucks ranks the highest. As Starbucks has shown as the higher level of millennial coffee consumers loyalty card, between the others coffee shop analysed in this research, which does not have a significant social media presence on Instagram.

Moreover, analysing, Starbucks coffee company with 29.27% that has the highest level of responders that have the loyalty card from the brand. It is related with the high engagement level that Starbucks has with millennials on Instagram social media platform. The American coffee chain, wasn't at first a favourite coffee shop in the UK for example, nonetheless, through social media engagement with millennial coffee consumers, the company achieved over £14.9 million of additional profit, only social media drove over 2.5% of Starbuck's revenue (Phillip and Lake 2018). It can be seen as the positive impact of Instagram advertising amongst millennial coffee consumers by Starbucks American coffee chain.

Moreover, O'Connor (2018), believes that the coffee culture in Ireland has grown rapidly because of the changes in the economy of the country giving Irish people the opportunity of accessible flight tickets allowing Irish people to travel more around the world and discover new coffee flavours and bring it to their own country, although this culture only seen before through social media and internet. Therefore O'Connor (2018) highlights that the Irish coffee culture is due an increase of social media usage amongst the Irish younger generation.

Bielenber (2017) shared that Irish millennials are seeking for another way to socialise with friends, also he analyses that there is a change in behaviour patterns between millennials in Ireland, which has dropped the alcohol consumption between 15 to 16 years old since the last decade, thus, he highlighted that it coincided with the rise of social media, in particular with arrival of giant American coffee chain Starbucks which has engaged with millennials through the Instagram social media advertising worldwide and is benefiting through massive profits. Therefore, one of the objectives of

this research is to analyse if Instagram advertising impacts brand attachment amongst millennial coffee consumers in Ireland.

Following, 4.88% of participants answered Caffe Nero, following Insomnia with 3.66%. Thus, independent coffee shop with 4.88% and 57.32% answered that they do not have any loyalty card.

Question 8 and 9 were designed to:

1. assess the impact of Instagram advertising in the development of brand attitude,

2. assess if the Instagram advertising develops brand attachment.

Social Media

Questions 10 to 17 were created to study millennials behaviour on social media, therefore, to reach the objective and aims of this project.

This project has one main question; How Instagram advertising has impacted the development of brand attitudes amongst millennial coffee consumers in Ireland?

Therefore, three aims were created in areas of interest within the literature which are:

1. To assess the impact of Instagram advertising in the development of brand attitudes amongst millennial coffee consumers in Ireland.

2. To assess if Instagram advertising develops brand attachment amongst coffee consumers in Ireland.

3. To assess if the Instagram advertising is determinant to impact millennials coffee consumers in Ireland.

Question 10 was designed to have a better understanding of what millennial coffee consumers in Ireland consider important when choosing a coffee shop to go. With 16.05% of millennials said that they consider the price when choosing a coffee shop to go to. Thus, with 17.28% saying convenience is important when choosing a coffee shop. With 1.23% of the millennials in Ireland said that social media presence is not very important when choosing a coffee shop. Although, 65.43 of the millennials said that taste is important when choosing a coffee shop.

Although, the results collected from this question does not match with what the question attempted to analyse. It means that for millennial coffee consumers in Ireland in this particular example, does not perceive social media presence as an important aspect to the coffee brands in Ireland, yet. Therefore, would be interested to see studies about what is important to millennials in Ireland when choosing coffee shop or in another field, in 5 years' time, or even less as the internet and communication amongst millennials are constantly changing. As stated by Serazio, (2015) Millennials are seeking participation, to share information and build relationships. Therefore, As stated by (McDougall, 2009)

millennials are seeking and consuming information in different ways from the past. Consequently, millennials have the desire to be connected with others on virtual communities. Thus, one of the relation needs of the young generation is having the online community aspect fulfilled (Yeap Ai Leen et al., 2012).

Thus, to discover how important it is to them that coffee brands should be on social media engaging with them. With 35.37% of millennial coffee consumers in Ireland saying Yes that they do follow a coffee brand on social media, thus, with 64.63% saying No, they do not follow any coffee brand on social media. Out of those that do Instagram social media platform ranks the highest.

Therefore, analysing the Instagram social media platform, according to Yuki (2016) social media is a form of electronic communication that millennials can create online communities to connect and share ideas, videos, photos and messages. According to Statista (2019) there is more than 1.6 billion network users globally, 64% are on social media.

Hence, according to comScore (2014) millennials are heavily connected on social media with an average of 96 hours a month, equalling four full days online. Social media is clearly an important medium for companies to communicate and connect with millennials. Statista (2019), forecasted the expansion in social media users in Ireland between the period of 2015 to 2022, by 2022 online social media users are expected to reach 4.89 million people. Thus, Instagram has been perceived as an appealing platform and also as photo-friendly, connecting to people in real time facilitated by live streaming Instagram Stories (Shaw 2018), considering that WARC Best Practice (2019) stated that millennials are likely to trust more in visual online communication and less texting. According to (Central Statistics Office, 2017) 93% of the Irish millennials are expected to be on social media more than any other Irish generation. Voorveld, Noort, Muntinga and Bronner (2018), stated in their research that Instagram has a higher score to build connection amongst millennials, entertainment and social interaction than any other social media platform, it just confirmed what Yeap Ai Leen et al., (2012) stated in their research that the younger generation has a need to have the social interaction online community aspect fulfilled. Hamill (2018) stated that Instagram is a powerful social media platform because of its visual content and the high rate of engagement amongst millennial consumers.

Therefore, having a better understanding of which brands the millennial coffee consumers in Ireland are engaged with. 48% saying that they follow Insomnia on Instagram. Following, Starbucks with the highest level between branded coffee shop in the Ireland, with 38.81% responders saying that they follow this particular company on Instagram. It does make sense when analysing Starbucks, because as stated by Philip and Lake (2018) that Starbucks only lead the first place to have coffee and socialise with friends in the consumer's mind because the company understand that coffee houses has a vital role as a social environment. This question also can be seen what explains the questions number 15, that according to this online survey millennials coffee consumers in Ireland are following

coffee companies on Instagram because of offers and deals, and Starbucks knows how to do it very well. As Starbucks has the main idea of communication through social media entertainment advertising and to invite millennials in their stores, therefore, developing brand attachment.

Caffe Nero has only 1.49%, and Independent Coffee Shop with 55.22% of the answers. However, this question can be seen with limitations, because the researcher of this project did not leave the "Other" (please specify) space to the participants to feel free to write their own answers.

Although, this question shows limitations as the researcher did not leave "Other" (please, specify) to participants to leave their own answers. Consequently, participants that do not follow any brand on Instagram, answered Independent coffee shop.

Hence, to have a better insight if social media impacts how millennials coffee consumers in Ireland perceive coffee brands. With 6.02% of the millennial coffee consumers in Ireland saying that it is a big deal, that it does impact how they perceive the brand. Following with 10.84% who said a lot, it does impact how millennials perceive the coffee brand. With 19.28% said a moderate amount. 22.89% said a little and 40.96% said none at all, it does not impact how millennial coffee consumers perceive the brand on social media.

Therefore, as 40.96% of the millennial coffee consumers in Ireland said No, that social media does not impact how they perceive a coffee brand. Although, analysing question 15 millennial coffee consumers in Ireland said that social media presence is important to them because of the offers and deals. Consequently, we can see that millennial coffee consumers in Ireland are interested in the offers and deals that a coffee brand can offer to them on the Instagram social media platform. For instance, Starbucks which does entertainment advertising really well on Instagram has the highest percentage in question 13 of millennials saying that they follow this particular brand on Instagram amongst the others coffee shops in Ireland that have been analysed in this research.

Entertaining advertising on Instagram

49.33% of millennial coffee consumers in Ireland perceive that Instagram social media presence of a coffee company is important to them because of Offers/Deals. Which is aligned with the literature of this project, because, according to Mitchell and Olson (1981) shared that it is important that the entertaining advertising to develop brand attitude on social media platform amongst millennials users. Moreover, as stated by Keshtgary and Khajehpour (2011) enjoyable advertisement is a helpful tool to attract purchasers' attention amongst millennials on social media. Therefore, Gaber and Wright (2014) shared that engagement with the brand amongst millennials users on social media can be the key to attract more of them by running games and prizes on Instagram social media platform.

Although, the data collected from the online questionnaire survey is really interesting, when studying the giant American coffee chain by literature, it coincides with what Starbucks has done to engage

with millennials on social media. According to Philip and Lake (2018) the company in the beginning of its investment on social media drove people from millennial Facebook users to the store through events and seasonal beverages released on social media, offers and deals online giving to anyone who checked in a free drink. Engaging with millennials Starbucks achieved over £14.9 million of additional profit, only social media drove over 2.5% of Starbuck's profits Philip and Lake (2018)

Therefore, as stated by Stern and Zaichonwsky (1991) that entertaining advertising on social media platform leads to a better purchase intention, thus more loyalty to the brand. The researcher of this project can concur that Instagram advertising is determinant to impact millennial coffee consumers in Ireland.

With 32.00% of the millennial coffee consumers in Ireland who said that it is important to them to stay up to date with the brand. Following with 49.33% of the millennial's participants who said that is important to them because of the offers/deals, which has the highest level of answers. With 17.33% saying that is important to them because they can engage with the brand. And 25.33% of the millennial coffee consumers in Ireland who said that is important to them just to be part of the lifestyle associated with the brand.

Social media presence of coffee company

In order to conclude the online questionnaire survey, question 16 was designed to understand if millennial coffee consumers in Ireland think it is important for coffee companies to be present and engaged on Instagram. With 77.11% answered Agree, millennial coffee consumers in Ireland think that it is important that the brand is engaged on the Instagram social media platform. And only 22.89% said Disagree, they do not think that it is important for coffee companies to be present and engaged on Instagram.

Thus, question 17 was designed to have a better understanding of how millennials perceive the effective of advertising (Online presence) of coffee brands on Instagram is. 14.46% of millennial coffee consumers in Ireland said that it is extremely effective. 28.92% said that they think that advertising of coffee brands on Instagram is very effective. Following 44.58% of the millennial coffee consumers in Ireland said that is somewhat effective. With 9.64% of the millennial coffee consumers said that it is not so effective. Moreover, only 2.41% of millennial coffee consumers said that the advertising of coffee brands on Instagram is not at all effective.

Although, not very surprisingly that coffee consumers in Ireland think that is very effective and most of them think somewhat effective, because with 49.33% of them said previously in question 15 that the social media presence is important to them because of offers and deals. It agrees with the research of this literature as shared by Reisenwitrz and Iyer (2009) millennials have strong and unique digital media consumption behaviours, which is extremely different from the older generation. Thus,

millennials are willing to spend a lot of time on the internet researching products online, they are known as online bargain-hunters (Reisenwitrz and Iyer 2009).

Therefore, according to Stern and Zaichonwsky (1991) stated that entertaining advertising on social media platform leads to a better purchase intention, thus more loyalty to the brand. Thus, Ling, Piew and Chai (2010) found in their research that entertaining content on social media impacts positive attitude, therefore the curiosity for advertisement on the internet amongst millennials. Hence, Ducoffe (1996) states that the use and gratification theory explain better why millennials on social media prefer entertaining content, which gives them an escape from everyday problems, there is a natural playfulness amongst them on social media. Moreover, as stated by Keshtgary and Khajehpour (2011) enjoyable advertisement is a helpful tool to attract purchasers' attention. Consequently, the engagement with the brand amongst millennials users on social media can be the key to attracting more of them by running games and prizes on the Instagram social media platform (Gaber and Wright 2014)

Therefore, according to the data collected with almost 50% of millennials coffee consumers in Ireland saying that Instagram social media presence is important to them because of offers and deals, which perfectly matches with the literature examined, and stated by Keshtgary and Khajehpour (2011) enjoyable advertisement is a helpful tool to attract purchasers' attention. Consequently, the engagement with the brand amongst millennials users on social media can be the key to attracting more of them by running games and prizes on the Instagram social media platform (Gaber and Wright 2014).

So, based on previous literature and with the data collected through the online survey questionnaire amongst millennial coffee consumers in Ireland, the researcher concurs that Instagram entertaining advertisement impacts positively with millennial coffee consumers in Ireland.

Conclusion

The primary data of this project was collected through an online questionnaire survey provider www.surveymonkey.com. The online questionnaire survey done by the researcher of this project received 83 responses, all of the participants males and females were millennials, 97.56% of them currently living in Ireland. The quantitative online questionnaire survey was used in order to have an in-depth understanding of how Instagram advertising has impacted the development of brand attitudes amongst millennial coffee consumers in Ireland.

Whilst conducting this research it gave the researcher an in-depth understanding of how Instagram advertising has impacted the development of brand attitudes amongst millennials coffee consumers in Ireland. Therefore, thankfully all responses received for the research aims and objectives were

reached through the primary data therefore the researcher of this project could analyse how Instagram advertising has impacted millennial coffee consumers in Ireland.

Recommendations for future academic research:

1. This topic could be studied in different European countries, for example in the U.K where the giant Starbucks American coffee chain drove in 2016 more than over £14.9 million of additional profit. Only social media drove over 2.5% of Starbuck's revenue through engagement with millennials providing games and prize on Facebook and Instagram (Phillip and Lake 2018).

2. It is recommended that this study may be replicated to understand what is important to millennial coffee consumers in Ireland when choosing a coffee shop to go to in five years' time, in order to observe the difference between the data collected now in this research from the data collected from millennials coffee consumers in Ireland or in another field in the future.

3. This project measured three types of millennials, the *restrained millennials*, *entertainment-seeking* age and *highly connected millennials*. However, there is a limitation to this project as the different cohort of millennials was not studied further. Therefore, it would be interesting for future studies to focus on any one of the cohorts, in order to understand how important, the millennials' levels of engagement with brands, specially in the coffee industry in Ireland is.

4. Therefore, a future study could focus on just one gender, for example, "The impact of Instagram advertising in the development of brand attitudes amongst millennial male coffee consumers in Ireland.

Personal learning

This project has been such a great learning experience for the author, it is absolutely satisfactory to carry out a literature review and apply to the primary research collected from the online questionnaire survey in order to reach the main objective and aims of this project.

Although, a mixed approach would be interesting, combining quantitative with qualitative research. The mixed approach would have given to the researcher the opportunity to examine the topic in both methods, therefore, it would have given to the researcher an in-depth insight into the topic.

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Appendix A - Questionnaire

The questionnaire created on www.surveymonkey.com for this project.

1. Are you currently Living in Ireland?

○ Yes

○ No

2. What is your gender?

○ Female

○ Male

○ Other (please specify)

3. What is your age?

○ 21 to 27

○ 28 to 32

○ 33 to 37

4. When do you drink coffee?

○ Morning

○ Afternoon

○ Evening

○ Only when socialising with friends

5. How often do you drink coffee?

○ Daily

○ 2 to 3 times per week

○ 4 to 6 times per week

○ Other (please specify)

6. Where do you usually drink coffee?

○ Home

○ Branded Coffee Shop E.G. (Starbucks)

○ College/School

○ Independent Coffee Shop

○ Work

7. Which coffee shop do you frequent to?

☐ Starbucks

☐ Caffe Nero

☐ Insomnia

☐ Independent Coffee Shop

☐ Other (please specify)

8. Do you have a coffee shop loyalty card?

○ Yes

○ No

9. Which coffee shop do you have the loyalty card from?

○ Starbucks   ○ Independent Coffee Shop

○ Caffe Nero   ○ None

○ Insomnia

10. What is important to you when choosing a coffee shop?

○ Price

○ Convenience

○ Social Media Presence

○ Taste

11. Do you follow a coffee brand on social media?

○ Yes

○ No

12. If so, which social media platform?

○ Instagram

○ Facebook

○ Other (please specify)

13. Which coffee brand do you follow on Instagram?

○ Insomnia

○ Starbucks

○ Caffe Nero

○ Independent coffee shop

14. Does social media impact how you perceive a coffee brand?

○ A great deal   ○ A little

○ A lot   ○ None at all

○ A moderate amount

15. Why is Instagram social media presence of a coffee company important to you?

☐ To stay up to date with the brand

☐ Offers/deals

☐ So you can engage with the brand

☐ To be part of the lifestyle associated with the brand

16. It is important for coffee companies to be present and engaged on Instagram

○ Agree

○ Disagree

17. How effective do you think the advertising (online presence) of coffee brands is on Instagram?

○ Extremely effective   ○ Not so effective

○ Very effective   ○ Not at all effective

○ Somewhat effective