

Maria Priller

Instagram's impact on Generation Z. Does a professional Instagram account influence the decision-making process?

Master's Thesis

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**ANALYSIS OF INSTAGRAM'S IMPACT ON
GENERATION Z WHEN CHOOSING AN
AUSTRIAN SPA**

MASTER THESIS

submitted at the
IMC Fachhochschule Krems

Master Programme

“Tourism and Leisure Management“

by

Maria PRILLER, BA

for the award of the academic degree

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English Abstract

The main objective of this master thesis is to investigate whether Instagram has an impact on Generation Z's decision-making behaviour when choosing an Austrian spa facility. According to the determined research questions, this thesis aims to examine as well to what extent a professional Instagram account has an impact on the decision-making process, what the motivations are to use Instagram regarding a wellness stay and how Generation Z perceives the Austrian spa industry. In addition, recommendations for an enhanced Instagram performance for Austrian spa's will be given. For the secondary research, relevant books, articles, journals, studies and websites have been used. To answer the research questions properly, a quantitative research method in the form of an online questionnaire according to the expectation, motivation and attitude model was applied. The findings have shown that Instagram has for 41 percent (n=269) of Austria's Generation Z an impact when choosing an Austrian spa facility. The main motivations for using Instagram are to get inspired by beautiful pictures and taking pictures at the spa. Moreover, the majority (99%) perceives that Austria has a comprehensive wellness offer. It is advisable for Austrian spas to upload appealing pictures with high quality and nice colors, to do more lotteries and to provide as much information on Instagram as possible. Through this research process, the author came to the conclusion that Instagram's impact will increase continuously in the future. In addition, Austrian spas should enhance their Instagram performance to attract more potential Generation Z visitors. This collected data can be of practical use for wellness facilities in Austria, e.g. by getting insights into Generation Z's decision-making behaviour.

Key Words: social media, Instagram, Austrian spa industry, Generation Z, decision-making behaviour, motivation and expectation

Deutscher Abstrakt

Das primäre Ziel dieser Masterarbeit besteht darin, den Einfluss von Instagram auf das Entscheidungsverhalten der Generation Z bei der Auswahl einer österreichischen Wellnesseinrichtung herauszufinden. Anhand der vorab definierten Forschungsfragen zielt diese Arbeit darauf ab, das Ausmaß des Einflusses zu erforschen sowie die Motive für die Nutzung der Plattform hinsichtlich eines Wellnessaufenthaltes zu untersuchen. Zudem soll herausgefunden werden, wie Generation Z die österreichische Wellnessbranche wahrnimmt. Auch werden Empfehlungen für den Instagram-Auftritt der Spabetriebe aufgezeigt. Für die Sekundärforschung wurden relevante Bücher, Artikel, Magazine, Studien sowie Websites benutzt. Um die Forschungsfragen ordnungsgemäß zu beantworten, wurde eine quantitative Forschungsmethode in Form eines Online-Fragebogens anhand des Erwartungs-, Motivations- und Einstellungsmodells angewandt. Die Ergebnisse haben gezeigt, dass Instagram einen Einfluss auf 41 Prozent (n=269) der Generation Z bei der Auswahl eines Spas hat. Die wesentlichsten Motive für die Nutzung von Instagram sind die Inspiration von schönen Bildern und das Fotografieren im Spa selbst. Die Mehrheit der Befragten (99%) empfindet das österreichische Wellnessangebot als umfassend. Für Spabetriebe ist es ratsam nur ansprechende und qualitativ gute Bilder in schönen Farben hochzuladen, mehr Gewinnspiele durchzuführen und so viel Information wie möglich auf Instagram zur Verfügung zu stellen. Durch diesen Forschungsprozess kam die Autorin zu der Schlussfolgerung, dass der Einfluss von Instagram in der Zukunft kontinuierlich steigen wird. Darüber hinaus sollten Spaeinrichtungen ihren Instagram-Auftritt verbessern, um mehr potenzielle Besucher und Besucherinnen der Generation Z anzusprechen. Die erhobenen Daten können von praktischem Nutzen für Wellnesseinrichtungen in Österreich sein, um Einblicke in das Entscheidungsverhalten von Generation Z zu erhalten.

Key Words: Social Media, Instagram, österreichische Wellnessbranche, Generation Z, Entscheidungsverhalten, Motivation und Erwartung

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