

Corporate Identity and Social Media

-A Case Study of a British Organisation and Danish Consumers' Cultural Consumption Patterns



Master's Thesis
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1.0 Summary

This thesis is concerned with the role that social media plays in a British organisation's corporate identity, and how this corporate identity aligns with Danish consumers' cultural consumption patterns. This interest arose as social media is increasingly being applied by organisations to market and brand themselves. To assess this potential alignment, this thesis examines what role social plays in Gymshark's corporate identity, a British fitness apparel brand, and how this corporate identity aligns with Danish female consumers' cultural consumption patterns in relation to fitness apparel. The objective of this thesis is to examine if a successful approach to branding can be applied across nations, or if consumers' cultural consumption patterns differentiate in a manner which would cause a misalignment between an organisation's corporate identity and consumers' cultural consumption patterns.

First, to examine Gymshark's corporate identity, and what role social media plays in this, a qualitative content analysis is conducted. The data for this analysis consists of content from Gymshark's website and Youtube videos published by their founder and CEO, Ben Francis. The content analysis relies on categories of corporate identity, presented by Balmer (1998) and Devereux et al. (2017), and finds that social media is the primary channel through which Gymshark communicates with their consumers. Furthermore, the content analysis finds that Gymshark has a brand community, which includes employees, i.e. influencers and other staff, and consumers. The content analysis discovers that Gymshark's application of influencers on social media is extensive, and these influencers can be separated into ambassadors, athletes and sponsorships. Additionally, Gymshark has teams of influencers which are divided into international teams and regional teams, where the Danish team is identified to be consistent of three influencers, two of which have a background in Danish reality entertainment.

Second, to examine Danish female consumers' cultural consumption patterns, ten respondents were chosen based on pre-set criteria. Based on interviews performed with the respondents and McCracken's (1988) Culture and Consumption Theory, the respondents' cultural consumption patterns are analysed. This analysis finds that among the respondents there is a pattern on relying on social media for inspiration in relation to fitness, both in terms of exercise and apparel choices. The analysis discovers patterns among the respondents to value comfort, appearance and consistency of quality and price in the fitness apparel they acquire. Moreover, all respondents shop or are gifted fitness apparel, which they possess the cultural meaning of by wearing. Lastly, this analysis

determines that the respondents rely on opinion leaders from their personal lives as well as opinion leaders on the social media platform, Instagram, which is both fitness influencers as well as regular people's accounts. The analysis discovers a pattern among the respondents to apply influencers on social media as inspiration and regular people on social media as assurance for the products' legitimacy.

Finally, a discussion of the findings from each analysis concludes that there is an alignment between Gymshark's corporate identity, and the role that social media play in this, and the respondents' cultural consumption patterns. This alignment consists of Gymshark's use of Instagram, influencers and their brand community, as the respondents' cultural consumption patterns are concluded to be reflected in these three aspects. However, one misalignment is identified. Out of the three Danish influencers, who are identified to be sponsored by Gymshark, two have backgrounds in reality entertainment, which is not found to align with who the respondents' state to follow on Instagram for fitness related content. Based on the thesis' discoveries, it is concluded that further research should be conducted into the relationship between organisations and the influencers they employ and how this aligns with consumers' relationships with influencers and consumers' cultural consumption patterns.

2.0 Introduction

Since its foundation in 2012, Gymshark has experienced rapid success, growing with 217% from 2017 to 2018 (Beeketing 2019). A lot of its success has been attributed to its use of social media (Bearne 2018; Retail Insight Network 2018). In 2012, Gymshark was founded by Ben Francis, a 19-year-old student from Birmingham, who wanted to create a fitness apparel brand that sold the type of fitness wear that he and his friends wanted to wear (Bearne 2018). Since then, Gymshark has grown to be a leading supplier of fitness apparel and ships to 131 countries, and many contribute this success to Gymshark's pioneering use of influencer marketing (Retail Network Insight 2018; Bearne 2018).

Due to this rapid growth, Gymshark was chosen for thesis' case study, as an interest arose in examining how a British organisation's corporate identity, and therein the role of social media, aligns with Danish female consumers' cultural consumption patterns in relation to fitness apparel.

To examine how Gymshark's corporate identity, and therein the role social media plays, aligns with potential Danish consumers' cultural consumption patterns, the segment was specified to females between the age of 18-28. The segment was limited to females, because Gymshark has an account on Instagram specifically targeting this gender, additionally to having a joined account for both men and women (Instagram (F) 2019; Instagram (G) 2019; Instagram (H) 2019). The potential consumers' age was specified, as this allows the thesis to focus on a smaller segment and thereby produce conclusions regarding this specific segment's cultural consumption patterns. Additionally, Danish statistics show that 96% of this age segment are active users on social media (Haug 2019).

I will be focussing on Instagram as the primary platform in this thesis. This is motivated by the fact that Gymshark connotes the importance of the female segment on this platform, by creating a separate Instagram account for women, which they have not done on any other platform (Facebook 2019; Pinterest 2019; Spotify 2019; Twitter 2019; Youtube 2019). Furthermore, Instagram is the platform where influencers have the most engaged followers (Casaló et al. 2018, 1), and as Gymshark are known for their use of influencers, this also motivates the focus on Instagram in this thesis. Although Facebook is still the platform with most active users, both in the United Kingdom and Denmark, the average age of users is higher on Facebook than on Instagram (NapoleonCat (B) 2019; NapoleonCat (A) 2019). In April 2019, there was close to 22m active users of Instagram in

the United Kingdom. The age groups with most active users were between 18-24 (26%) and 25-34 (31.9%), and, in both age groups, there were more women than men active. (NapoleonCat (D) 2019) Similarly, the statistics for Denmark show that the age groups between 18-24 and 25-34 account for 50.5% of active users on Instagram, and there are more women than men active (NapoleonCat (C) 2019). Using influencers to market brands has been seen in the United Kingdom as well as in Denmark (Starngage 2019; Influence Marketing 2019), and it is an approach to marketing and branding which is expected to grow (Relatable 2019). Statistics from the UK show that 86% of British women turn to social media before making a purchase, and 57% of beauty and fashion companies use influencers as part of their marketing (Starngage 2019). Similarly, Danish statistics show that 74% of users on social media research a product online before purchasing (Persson 2018). Conclusively, in terms of using social media and influencers, Brits and Danes are both active users. This led me wonder whether it is possible to transfer a successful approach to using social media as part of one's corporate identity from one nation to another, or if the cultural consumption patterns will differentiate among consumers in a manner which could cause a misalignment.

Therefore, this thesis will examine Gymshark's corporate identity, and what role social media plays in this. This will be followed by an analysis of Danish female consumers' cultural consumption patterns in relation to fitness apparel and their use of social media. Lastly, the findings from each analysis will be discussed. This thesis will therefore take departure in the following problem statement:

2.1 Problem Statement

What role does social media play in Gymshark's corporate identity, and how does this application of social media align with potential Danish female consumers' cultural consumption patterns in relation to fitness apparel?

3.0 Theoretical Framework

The theoretical framework used in this thesis will now be accounted for. The theoretical framework is divided into two sections, i.e. corporate identity and cultural consumption. The section on corporate identity consists of Balmer's (1998) and Devereux et al.'s (2017) approaches to corporate identity, and the section on cultural consumption will account for McCracken's (1988) Culture and Consumption Theory.

3.1. Corporate Identity

To illustrate how this thesis views corporate identity, a distinction between corporate identity and organisational identity is made. Thereafter, a literature review of the field of corporate identity is presented, followed by Balmer (1998) and Devereux et al.'s (2017) approaches to corporate identity which constitutes this thesis' categories of corporate identity.

3.1.2 Corporate Identity versus Organisational Identity

Prior to discussing what approach this thesis will take on corporate identity, a distinction between organisational identity and corporate identity is made. This is done as the terms are related in nature, and both are used in different literature to account for the same notion which can cause confusion as to what they refer to (Cornelissen et al. 2007, 1-2; Cornelissen 2017, 88).

This thesis views *organisational identity*, as defined by Cornelissen et al. (2007), to be “*the shared meaning that an organizational entity is understood to have that arises from its members' (and others') awareness that they belong to it*” (Cornelissen et al. 2007, 3). This view is supported by Hatch and Schultz (1997), who state that “*organizational identity refers broadly to what members perceive, feel and think about their organization. It is (...) a collective, commonly-shared understanding of (...) distinctive values and characteristics*” (Hatch and Schultz 1997, 357). Organisational identity is therefore understood to include internal perspectives on what the organisation is.

Contrarily, Cornelissen et al. (2007) state that *corporate identity* is “*fundamentally concerned with 'what an organization is'*” that it is “*anchored in some specific combination of geographical place, nationality, strategy, founding, core business, technology, knowledge base, operating philosophy or organization design*” (*ibid.*, 7). Similarly, Brown et al. (2006) present a view on corporate identity

as “*who are we as an organization?*” (Brown et al. 2006, 102). Cornelissen (2017) define corporate identity as “*the distinctive public image that an organization communicates that influences stakeholders’ image and reputation of that organisation*” (*ibid.*, 90).

Thereby, corporate identity is understood to be the organisation’s external communication, which communicates about the organisation (*ibid.*, 84; van Rekom 1997, 411). This will henceforth be the view of corporate identity in this thesis, and what is meant when the term is applied.

3.1.3 Literature Review

The field of corporate identity has received much attention within the last decades (Melewar and Jenkins 2002, 76; Cornelissen et al. 2007, 1; He 2012, 609; Devereux et al. 2017, 111; Balmer 2017, 1463), however, no exact definition of the term, or what it entails, has been presented and accepted (Melewar and Jenkins 2002, 76-77; Cornelissen et al. 2007, 3). Nevertheless, academics have developed constructs and models for analysing and understanding an organisation’s corporate identity. Many of these approaches to corporate identity differentiate in their definition of the term or what elements should be considered to be part of an organisation’s corporate identity. Therefore, this section of the thesis will account for different approaches to corporate identity, which have contributed to the understanding of the diversity within the field.

Among the more well-known methods for analysing corporate identity is Balmer’s affinity audit (BAA) (van Riel and Balmer 1997, 343). BAA is especially reliant on the amount of data which can be subtracted from the organisation under examination. This could be in the form of “*semi-structured interviews, observation and an examination of organizational documentation*” (van Riel and Balmer 1997, 344). BAA comprises of four stages, i.e. “*(1) establish the corporate mission and strategy (2) reveal the dominant systems of values and beliefs in the organization (3) evaluate such systems of values and beliefs against the corporate mission and strategy; and (4) nurture those values and beliefs which support the corporate mission and strategy*” (*ibid.*, 344).

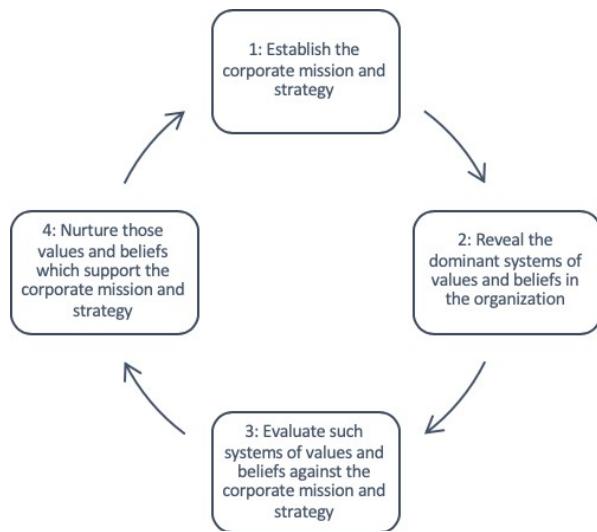


Figure 1: Balmer's Affinity Audit (BAA)

It is evident that BAA includes elements which aligns with the view that this thesis has taken on corporate identity, e.g. that it includes an organisation's corporate mission and strategy. However, as the method is reliant on full access to an organisation, to conduct observations and gather internal documents, it is not applicable to analyse corporate identity in this thesis as this data is not available.

Another approach to examining an organisation's corporate identity is Melewar and Jenkins' (2002) Corporate Identity Construct, which is based on four subconstructs, i.e. “*– communication/visual identity – behaviour – corporate culture – market conditions*” (ibid., 86).

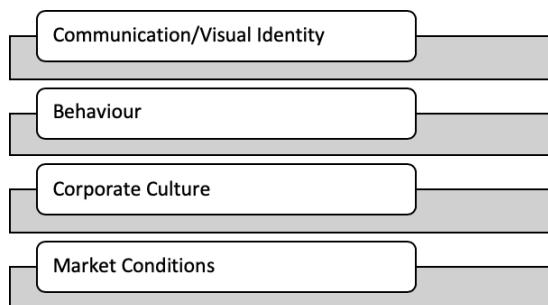


Figure 2: Melewar and Jenkins' (2002) Corporate Identity Construct

Each of these subconstructs then contain several other elements, e.g. employee behaviour, nationality of the firm, etc. Melewar and Jenkins' (2002) Corporate Identity Construct is developed using academic work from the field of corporate identity, but as it, similarly to BAA, relies on information from e.g. employees, this approach to corporate identity is not applied in this thesis, as

corporate identity is viewed as an organisation's external communication about itself (cf. 3.1.2 Corporate Identity versus Organisational Identity). However, the Corporate Identity Construct could have been applied to this thesis, as the selected content includes descriptions of the characteristics which are valued among employees and what types of behaviour are accepted (see also 5.1.4 Philosophy). Nevertheless, this approach has been deselected as it does not elaborate on what specific characteristics, beyond the four subconstructs, express corporate identity.

Similarly, to Melewar and Jenkins (2002), Hatch and Schultz (2001) have also contributed to the field of corporate identity, when they proposed The Corporate Branding Toolkit which revolves around creating consensus between the vision (managers), image (stakeholder) and culture (employee) of an organisation (*ibid.*, 131).

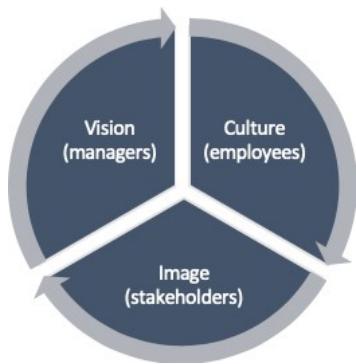


Figure 3: Hatch and Schultz' (2001) The Corporate Branding Toolkit

Like Melewar and Jenkins (2002), Hatch and Schultz's (2001) construct includes the employees of an organisation and requires internal knowledge of the organisation which was not attainable for this thesis. Hatch and Schultz (2001) discuss the importance of aligning manager, employee and stakeholder's perceptions and expectations of the organisation, and their construct can be applied to identify where potential problems within the organisation occurs which may hinder this alignment (*ibid.*, 130).

Although BAA, the Corporate Identity Construct and the Corporate Branding Toolkit will not be applied in this thesis, these constructs have contributed to the understanding of corporate identity as a field which lacks consensus in what it concerns (He and Balmer 2007, 768). To illustrate exactly how complex the field of corporate identity is, Balmer and Greyser (2003), using the AC3ID test, categorise corporate identity into six different types, i.e. actual identity, communicated identity,

conceived identity, ideal identity, desired identity and the corporate brand identity (He and Balmer 2007, 769). As Balmer and Greyser's (2003) study concludes, identity is a multidisciplinary field, and it is therefore essential to define what is meant by the term when it is used, as to avoid confusion. Contrarily to Balmer and Greyser (2003), Devereux et al. (2017) proclaim that corporate identity should not be separated into different identities. Instead, it should be considered one whole corporate identity, which can be expressed through different elements (*ibid.*, 114).

As established earlier, this thesis views corporate identity as what an organisation chooses to communicate externally about itself (cf. 3.1.2 Corporate Identity versus Organisational Identity). Therefore, Balmer's (1998) approach to corporate identity will be applied to examine Gymshark's corporate identity, as this approach allows for the thesis to examine several categories, which, according to Balmer (1998), all express elements of the organisation's corporate identity when communicated to an external audience. Balmer's (1998) approach to corporate identity, and how it will be applied, is further elaborated in the following section.

3.1.4 Corporate Identity Categories

As this thesis takes the view that corporate identity is what an organisation chooses to communicate about itself and what characteristics this communication entails (cf. 3.1.2 Corporate Identity versus Organisational Identity), it will rely on Balmer's (1998) definition of what a corporate identity is consistent of and expressed through. Balmer's (1998) approach has been selected for this purpose, as he gathered these characteristics based on what consensus could be found within the field (at the time of writing) (Melewar and Jenkins 2002, 77). Balmer (1998) outlines that there are areas of corporate identity which to a degree share consensus within the field. This is "*what an organisation is, that is, its strategy, philosophy, history, business scope, and its communication (...)*" (*ibid.*, 979). This thesis therefore departs its apprehension of corporate identity categories from Balmer's (1998), as these are found to be agreed upon within the field of corporate identity (Melewar and Jenkins 2002, 77). Several of these categories are also in consensus with what Devereux et al. (2017) state expresses corporate identity, i.e. "*what makes an organization unique and can incorporate the organization's communication, design (...) structure, industry identity, and strategy*" (Devereux et al. 2017, 111). Although, Devereux et al. (2017) present characteristics in the quotations above which Balmer (1998) does not, these are deemed to be covered by the five categories presented by Balmer (1998).

These five categories will therefore be examined in relation to Gymshark's corporate identity, i.e. communication, history, business scope, philosophy and strategy. Furthermore, Devereux et al.'s (2017) approach to examine how social media is integrated into an organisation's corporate identity will be presented after Balmer's (1998) five categories (see also 3.1.5 Corporate Identity and Social Media). As Balmer (1998) does not define these five categories, additional scholars are drawn upon to clarify what each category encompasses and how it is expressed. To illustrate this, Figure 4 below shows what scholars have been applied to account for each category. Below the figure, each category is defined and accounted for.

Category	Literature
Communication	Melewar and Jenkins. 2002. "Defining the Corporate Identity Construct". Blombäck and Brunninge. 2009. "Corporate Identity Manifested Through Historical References". Cornelissen. 2017. <i>Corporate Communication – A Guide to Theory and Practice</i> .
History	Brunninge. 2009. "Using History in Organizations: How Managers Make Purposeful References to History in Strategy Processes". Blombäck and Brunninge. 2009. "Corporate Identity Manifested Through Historical References".
Business Scope	Groening et al. 2016. "Cross-Validation of Customer and Employee Signals and Firm Valuation". Varadarajan and Clark. 1994. "Delineating the Scope of Corporate, Business and Marketing Strategy".
Philosophy	Campbell and Tawadey. 1990. "Mission and Business Philosophy". Ledford Jr. et al. 1995. "Realizing a Corporate Philosophy". Schein. 2015. "Corporate Culture". Boyatzis. 2008. "Values".
Strategy	He and Balmer. 2013. "A Grounded Theory of the Corporate Identity and Corporate Strategy Dynamic". Andrews. 1997. "The Concept of Corporate Strategy".

Figure 4: Balmer's Corporate Identity Categories

3.1.4.1 Communication

To understand how Gymshark make use of their corporate communication, and what this entails, a definition of the term is presented. Cornelissen (2017) define corporate communication as “*the tactics and media that are used to communicate with internal and external groups*” (ibid., 7). Melewar and Jenkins (2002) and Blombäck and Brunninge (2009) elaborate further on how distinctions can be made within corporate communication, when they state that it includes three types of communication, i.e. management communication, marketing communication and organisational communication (Melewar and Jenkins 2002, 82; Blombäck and Brunninge 2009, 407). First, *management communication* refers to internal communication from the top of the organisation, and how this is filtered down to lower levels (Melewar and Jenkins 2002, 82), and has the aim of creating a loyal business environment among employees (Blombäck and Brunninge 2009, 408). Secondly, *marketing communication* refers to the communication an organisation produces to market itself to its external environment (ibid., 408). This level of communication receives “*the most attention and certainly the highest proportion of the budget*” (Melewar and Jenkins 2002, 82). Additionally, Blombäck and Brunninge (2009) state that marketing communication “*is focused on obtaining end-users' attention (...)*” and that it includes “*advertising, sponsorships, packaging, homepages, personal sales, and sales promotion*” (ibid., 408). Finally, *organisational communication* refers to communication that is related to human resources or investors (Melewar and Jenkins 2002, 82). This type of communication is applied to maintain and manage the relationship an organisation may have with these stakeholders (Blombäck and Brunninge 2009, 408).

3.1.4.2 History

There is consensus within the field of corporate identity that history plays a role in how an organisation chooses to communicate and that history is part of corporate identity (Melewar and Jenkins 2002, 85; Cornelissen et al. 2007, 7; Blombäck and Brunninge 2009, 404). Blombäck and Brunninge (2009) propose that all organisations have a history, whether short or long. For younger organisations, history may be expressed through the development of the idea for the organisation, the founder's personal history or other ventures prior to creating the organisation. As all organisations have a history, it is an important aspect of creating a corporate identity, and depending on the organisation, history can be presented in a multitude of ways. (Blombäck and Brunninge 2009, 405) How the history of an organisation is presented through marketing efforts

thereby has commercial value, and it can be applied to reference “*to tradition in the company name, statements of age, or tradition on product packages and in commercials, to the sections of history on corporate web sites (...)*” (Blombäck and Brunninge 2009, 405). Moreover, an organisation’s history can be shaped to promote the strategy and goals of the organisation. This is dependent on what the organisation chooses to accentuate or downplay which may change over time. Some historical elements may fit certain objectives at one point in time and be downplayed in another. (ibid., 410; Brunninge 2009, 9)

3.1.4.3 Business Scope

An organisation’s business scope is part of their corporate identity, and Groening et al. (2016) state that this concerns “*the number of segments in which a firm competes*” (ibid., 62), which can be either narrow or broad, depending on the number of product types and business segments the organisation targets (ibid., 64). Varadarajan and Clark (1994) offer a broader definition of what an organisation’s business scope entails. In agreement with Groening et al. (2016), Varadarajan and Clark (1994) state that business scope is “*what businesses to be in (...) customer functions to satisfy (and) customer groups to serve (...)*” (ibid., 96). Business scope thereby refers to these three aspects. The line of business the organisation operates within is the industry. What customer functions they seek to satisfy concern what needs or wants the organisation aims to fulfil among their customers. Finally, what customer groups to satisfy is the segment the organisation is aiming to sell to. (ibid., 96)

3.1.4.4 Philosophy

Campbell and Tawadey (1990) define philosophy as the purpose of the organisation, “*why the company exists?*” (ibid., 2), and therein they link it to who are benefitting from the organisation. This could for instance be stakeholders, employees or customers. The purpose of the organisation is also referred to by some academics as mission. An organisation’s mission should be able to answer questions such as “*who are you as an organization? why do you exist?*” (Niven 2014, 95). Additionally, Ledford Jr. et al. (1995) state that philosophy is concerned with the “*underlying values*” of the organisation, and these are expressed through statements knowns as “*philosophy, credo, (...) aspiration (...) or set of principles*” (ibid., 5). A link between philosophy and values is drawn, and when examining an organisation’s philosophy, it is relevant to examine how they express their values. Values within a corporate setting are defined by Schein (2015) as “*the*

espoused reasons for why things should be as they are, e.g. charters, goal statements, norms, codes of ethics, and company value statements” (Schein 2015, 924). Values are considered to be expressed through these factors, which Schein (2015) highlights, and include what an organisation expresses to be good versus bad behaviour (Boyatzis 2008, 1608). When examining content produced by an organisation, the intended beneficiaries, the aspirations and the values of the organisation will be considered an expression of philosophy.

3.1.4.5 Strategy

Within corporate identity, it is essential to include corporate strategy as these terms have been stated to be interrelated (He and Balmer 2013, 402). Andrews (1997) proposes a definition as to what a corporate strategy entails, and as he has been attributed to be one of the most influential authors of strategy literature (Chamberlain 2010, 31), this thesis will consider strategy to be defined as:

“(...) a pattern of decisions in a company that determines and reveals its objectives, purposes, or goals (...) defines the range of business the company is to pursue, the kind of economic and human organization it is or intends to be, and the nature of the economic and noneconomic contribution it intends to make to its shareholders, employees, customers, and communities”
(Andrews 1997, 52).

As becomes evident in the quotation, strategy concerns an organisation’s objectives, purposes and goals. As the purpose of the organisation was previously ascribed to the definition of philosophy, the organisation’s mission, it is evident that there is an overlay between the categories of corporate identity. This is not seen as a hinderance to the examination of the categories, but a confirmation that corporate identity as a whole is connected between the elements it is presented to include (cf. 3.1.3 Literature Review). However, according to Niven (2014), it is possible to make a distinction between mission, which concerns the organisation’s philosophy, and vision, which is the strategic measures an organisation engages in to achieve its mission. Niven (2014) states that the vision “*provides everyone in the organization with a shared mental framework (...) Vision always follows mission (purpose)*” (ibid., 107).

Andrews (1997) states that this definition of strategy, presented above, concerns corporate strategy, as it aims to include the entire enterprise, and it is not to be confused with business strategy, as

business strategies are less comprehensive and often restricted to specific product ranges or markets. This thesis refers to strategy as defined by Andrews (1997) as corporate strategy. Moreover, Cornelissen (2017) agrees with Andrews' (1997) definition, as he defines strategy as the “*ways or means in which the corporate objectives are to be achieved and put into effect*” (Cornelissen 2017, 6). These corporate objectives are defined as “*statements of overall aims in line with the overall purpose*” (ibid., 6).

This thesis thereby views strategy as communication which is concerned with how the organisation will reach its objectives, what these objectives are, what kind of organisation it aims to be and what contributions, economic or noneconomic, it will aim to provide stakeholders with.

3.1.5 Corporate Identity and Social Media

Organisations are faced with new challenges when communicating their corporate identity to stakeholders. These challenges are formed in a turbulent environment which changes and develops at high speed, i.e. through social media. (Devereux et al. 2017, 110; Dreher 2014, 344; Bruce and Solomon 2013, 308) If an organisation has chosen to add social media platforms to its external communication, this must be examined along with corporate identity, as it is considered a central element of their corporate identity (Devereux et al. 2017, 114). Academics have suggested separating an organisation's identity on social media, which would then be labelled e-corporate identity, however, Devereux et al. (2017) state that this would create an unnecessary separation between what should be considered one whole identity (ibid., 114). An organisation's corporate identity expressed on social media is therefore considered as much part of the entire corporate identity, as any of the categories described previously (cf. 3.1.4 Corporate Identity Categories).

The rise of social media is undeniable, and the impact that it has come to hold in relation to marketing makes is an area that cannot be overlooked by organisations (Devereux et al. 2017, 113; Bruce and Solomon 2013, 307-308). Consumers have the power to create or destroy brands through social media, as there is always an audience for complaints or praise (Devereux et al. 2017, 114). Devereux et al. (2017) stress the importance of organisations recognising that social media is the arena of the consumers and that their motivations for using these platforms should be to co-create with their stakeholders, and hopefully, be able to create a foundation for the consumers to create communities, which may then benefit the organisation (ibid., 113). This means that organisations

have less control of their corporate identity, as it is formed in a collaborative space with consumers, when they make use of social media. However, the possibility of consumers turning on organisations, and using the power they have been given through this media, is also important for organisations to acknowledge. As organisations are no longer solely in charge of the conversation, as social media permits for a dialogic exchange, control of what is said about an organisation is limited. (Hudson et al. 2016, 28; Fournier and Avery 2011, 193-194; Kietzmann et al. 2011, 242) However, it is possible to steer the conversation about the organisation on social media, by for instance using influencers which are opinion leaders on these platforms, who have large followings. Their opinions are viewed by regular consumers as trustworthy, and they are looked to for advice, and as they are not seen as part of the organisation, they are not met with the same apprehension as ordinary advertisements on social media or posts made by the organisation themselves. (Casaló et al. 2018, 1; Backaler 2018, 9-11; Dreher 2014, 345)

If an organisation chooses to be present on social media, it should therefore be included in an examination of their corporate identity, as everything an organisation chooses to communicate to an external audience is considered part of their corporate identity (cf. 3.1.2 Corporate Identity versus Organisational Identity). As Balmer (1998) developed his approach to corporate identity prior to the rise of social media, Devereux et al.'s (2017) approach to how social media plays a role in corporate identity will be applied to add an additional five categories to the examination of corporate identity in this thesis, i.e. social media adoption, choice of platform(s), choice of content, level of engagement, level of organisational interaction (*ibid.*, 115).

The examination of corporate identity will therefore include ten categories in this thesis. These are illustrated in the figure below, and Devereux et al.'s (2017) five categories will be explored in the following.

Corporate Identity Categories	
Balmer (1998)	Devereux et al. (2017)
Communication	Social Media Adoption
History	Choice of Platform(s)
Business Scope	Choice of Content
Philosophy	Level of Engagement
Strategy	Level of Organisational Interaction

Figure 5: The Selected Corporate Identity Categories

3.1.5.1 Social Media Adoption

Social media adoption refers to the choice an organisation makes to be present and communicate through social media, and thereby make it an extension of the organisation (Devereux et al. 2017, 115). If an organisation chooses to be on social media, it allows its stakeholders easier access to its history, as everything the organisation chooses to publish online is out there for anyone to find (ibid., 115). Moreover, choosing to be present online is part of an organisation's strategy, and this could be motivated by six reasons, i.e. "*social media growth and popularity, its viral capabilities, the presence of competitors on social media, headquarters' social media strategy, and cost reduction pressure*" (ibid., 116). Moreover, an organisation can exist in different ways on social media. It could be through official accounts, including corporate and employee, consumer accounts, parody accounts or in online discussion (ibid., 116). How an organisation chooses to apply social media is furthermore influenced by whether it is for internal or external use. Internal use could concern improving corporate culture, and external use could aid in reaching a wider audience, creating meaningful relationships, increasing discussion or enhancing SEO initiatives (ibid., 117-118). Conclusively, social media adoption concerns examining what motivations the organisation has for being present on social media and what type of ways it exists on these media.

3.1.5.2 Choice of Platform(s)

Choice of platform(s) involves examining what type of platform(s) and what actual platform(s) an organisation is present on, and how these can affect corporate identity (Devereux et al. 2017, 118). The purpose of examining what platform types an organisation makes use of is to decipher what each platform contributes with. Devereux et al. (2017) draw on Kaplan and Haenlein's (2010) proposition that there can be made distinctions between six types of platforms, i.e. "*collaborative projects (e.g., Wikipedia), (...) blogs, content communities (e.g., Youtube), social networking sites (e.g., Facebook), virtual game worlds (e.g., World of Warcraft), virtual social worlds (e.g., Second Life)*" (Devereux et al. 2017, 118; Kaplan and Haenlein 2010, 62). The choice of platform type and specific platforms thereby communicates something about an organisation's corporate identity, as it presents to the external world what type of communities the organisation identifies with and participates in (Devereux et al. 2017, 119; Kietzmann et al. 2011, 250).

3.1.5.3 Choice of Content

Choice of content refers to “*why content is created, who should create content, what form of content, what it contains and when it is published*” (Devereux et al. 2017, 120). Examining why content is created relates to the strategy (cf. 3.1.5.1 Social Media Adoption), i.e. the purpose of being present on social media which could be to “*build relationships or promote values*” (Devereux et al. 2017, 121). In terms of who is creating the content, it is possible to make distinctions between three different types of content, i.e. created, curated and co-created (*ibid.*, 121). *Created content* refers to content produced by the organisation. *Curated content* is when an organisation for instance re-posts content from a user not employed at the organisation. Finally, *co-created content* is a mix of the two previous. (*ibid.*, 121) An example could be solicited Instagram pictures, using hashtags promoted by the organisation. Moreover, content can signify characteristics of the organisation and what groups it belongs to. For instance, through choice of language accompanying the content, the organisation can express traits about itself (*ibid.*, 122; Kaplan and Haenlein 2010, 66).

3.1.5.4 Level of Engagement

Traditionally, stakeholder’s level of engagement towards the organisation may be considered to concern the corporate image or reputation of the organisation. However, if an organisation chooses to view its stakeholders as part of their corporate identity, their engagement on social media would directly be related to corporate identity. In this view, the stakeholders are considered to be part of the organisation, and the organisation is identified by the number of followers, likes, comments and tags it receives on social media. (Devereux et al. 2017, 124) Additionally, this approach to stakeholder engagement relies on the notion of co-creation, as there would be no co-creation if stakeholders do not engage with the organisation (*ibid.*, 124; Bruce and Solomon 2013, 312). The notion of co-creation is elaborated further in 3.1.6 Co-Creation.

3.1.5.5 Level of Organisational Interaction

The final category to examine how social media is part of corporate identity is level of organisational interaction which can be divided into two themes, i.e. “*how does the organisation react to engagement?*” and “*how does the organisation interact with other users?*” (Devereux et al. 2017, 124). The organisation’s reaction to stakeholder engagement is visible through publishing additional content and responding to comments on social media (*ibid.*, 124). An organisation’s interaction with others also impacts its identity, as shown through the number of users it follows

and comments it responds to. Additionally, co-creation has an impact on this stage, as Devereux et al. (2017) propose that corporate identity is developed in collaboration with stakeholders (ibid., 125) (see also 3.1.6 Co-Creation).

3.1.6 Co-Creation

Essamri et al. (2019) define co-creation as “*the process by which firms and consumers collaborate and participate in value creation*” (Essamri et al. 2019, 366). This is essential to address in relation to discussing how social media affects corporate identity, as this type of platform gives external stakeholders more power in their relationship with organisations (Devereux et al. 2017, 114). The formation of communities on online platforms further contribute to the importance of co-creation, as “*members can play an active role, both as providers and beneficiaries, resulting in value for individuals, brand communities, and for companies*” (Essamri et al. 2019, 367). Muniz, Jr. and O’Guinn (2001) define brand communities as “*a specialized, non-geographically bound community, based on a structured set of social relationships among admirers of a brand. It is specialized because at its center is a branded good or service (...)*” (ibid., 412). As Muniz, Jr. and O’Guinn (2001) explain, brand communities are connected around a specific brand, and its members share a sense of moral responsibility towards the brand. Co-creation is a necessity for brand communities to exist, as it is engaged consumers that will constitute brand communities.

The benefits an organisation can achieve from co-creation vary from boosting brand value, increase loyalty, brand communities, enhancing creativity and innovation (Fournier and Avery 2011, 195; Hudson et al. 2016, 28; Essamri et al. 2019, 366). However, it is important that the organisation is attentive to their relationship with stakeholders in order to achieve successful use of co-creation (Essamri et al. 2019, 368). Fournier and Avery (2011) suggest that organisations need to stand back and let the process of consumers engaging in their brand happen naturally, because inserting themselves too heavily in online communities and conversations can make consumers loose interest, as they come to view this insertion as a form of advertising (ibid., 194). Furthermore, Ind et al. (2013) state that there are factors which are important to ensure that the co-creation process is successful. First, participants need to be intrinsically motivated to participate, i.e. wanting to meet like-minded people, share opinions, express themselves and/or provide brands with input (ibid., 14). Second, participants need to feel that the organisation is listening to them and that their opinions are valued (ibid., 16). Although this aspect contradicts with what Fournier and Avery (2011) state, it is

argued that the organisation needs to balance between not inserting itself in its brand community too heavily while still listening to what its community members are saying. Lastly, Ind et al. (2013) state that it is through “*co-creation activities, such as events and online communities, organizations can now engage with consumers and explore together with them their emotions, feelings, and memories while generating important insights*” (ibid., 5).

As this thesis is concerned with how social media is applied to express corporate identity, co-creation is considered in relation to this, and how it is encouraged and applied by Gymshark in this thesis.

3.2 Cultural Consumption

The following section consists of a literature review of cultural branding and consumption and a presentation of McCracken’s (1988) Culture and Consumption Theory.

3.2.1 Literature review

The importance of managing brands came to the surface in the 1980’s and is a field of research which has undergone continuous development since (Heding et al. 2008, 7; Andersen 2006, 4). According to Heding et al. (2008), it is possible to distinguish between seven different approaches to branding. While there may be some overlay between the approaches, each consists of its own characteristics, which will separate it from the others. To understand, and examine, how an organisation applies branding and how this branding is perceived by consumers, it is necessary to understand how all the approaches are applied in theory, as they may well be intertwined in practice. (ibid., 1) The seven approaches to branding consist of:



Figure 6: Heding et al.'s (2008) Seven Approaches to Branding

Through these seven approaches to branding, it is evident that the focus among brand managers has moved from the organisation as the sole communicators to focusing more on consumers, for then to finally be concerned with the context and cultural setting of the brand, as the most important factor in developing an organisation's branding (Heding et al. 2008, 22).

The economic approach to branding is characterised by marketing mix models, which are numerous, e.g. Ansoff's growth matrix, Porter's five forces, the four P's (product, placement, price and promotion) (Strong 2014, 13, 133, 140). This approach centralises the organisation as the brand, who may then communicate to consumers, who function as receivers of this communication (Heding et al. 2008, 22-23).

The identity approach has many similarities to the economic approach in that it is steered by the organisation as the creator of value, which is then passed onto the consumer. This approach aims to integrate the brand in all levels of the organisation, e.g. in employee culture. (ibid., 23; Kavaratzis and Hatch 2013, 74)

The consumer-based approach presents the brand as something which lives in the consumers, which results in a power shift. The focus is no longer on what the organisation deems most important, but instead consumers become the focus of the brand managers. Whereas the two

previous approaches relied on quantitative data for analysis, qualitative data is now drawn into analysis. Nevertheless, communication is still one-way, as managers regard consumers as elements they can control. (Keller 1993, 2; Heding et al. 2008, 24)

The personality approach presents the organisation as “*human-like personalities*” (ibid., 24). This approach is influenced by psychology, and organisations are ascribed more value by consumers, who are able to identify with specific personality traits of the organisations, and a more dialogue-like approach to communication between the organisation and consumer is adopted (ibid., 24).

The *relational approach* suggests that a relationship may exist between organisations and consumers, and the dialogic communication between organisation and consumer continuous (ibid., 24). This approach is exemplified by academics such as Fournier (1998), who propose that consumers view different brands through different relationship metaphors, e.g. “*arranged marriages, (...) casual friends, (...) best friendships, (...) rebounds, (...) childhood friends, (...) secret affairs*” (ibid., 362).

The final two approaches to branding have been affected by the changes in technology and culture which happened around year 2000, changes have which since developed even more and caused for the environment of branding to change again. The speed with which environments change (at the time of writing) have made it impossible for academic work to keep up (Casaló et al. 2018, 2; Devereux et al. 2017, 114). New terms and subcultures arise with the speed of the internet, and every time a new phenomenon arises, it calls for new theory to understand it (Heding et al. 2008, 25).

First, *the community approach* creates brand value through communities, which are gathered around the organisation. The internet, and social media, have aided in creating environments, where the exchange of information and connecting with like-minded people is easier. This approach to branding relies on communication between the organisation and the consumers, but also between consumer and consumer. (ibid., 25) The community approach thereby relies on co-creation in that it aims to create an environment where consumers are able to exchange opinions and experiences regarding the brand, which affects the way it is perceived among other consumers (Lee and Dolen 2015, 951; Essamri et al. 2019, 367).

Finally, Heding et al. (2008) identifies the seventh approach to branding, *the cultural approach*. This approach relies on the cultural context in which the brand exists. Literature regarding cultural branding describes how organisations aim to become iconic brands, and how they at the same time become the object of “*anti-brand movements*” (ibid., 208). Brands are built through consumer culture, and this approach emphasises how brands can apply cultural contexts to succeed on a global scale. Differentiating from the relational approach, the cultural approach to branding views consumers as a collective, and their identity is viewed as intertwined, not individual. (ibid., 210) Co-creation is therefore at play again, as consumers are seen as sharing opinions and preferences, which in the cultural context of today’s modern society is often realised online (Essamri et al. 2019, 366-367). Consumers and their cultures are divided into three levels in the cultural approach, and all the levels are equally relevant to examine, i.e. “*a subcultural level, a national level and a global level*” (Heding et al. 2008, 211). Heding et al. (2008) state that the cultural approach to branding consists of two central “*building blocks*” (ibid., 213), a core theme, brand icons, and a supporting theme, cultural consumption. Where the supporting theme is concerned with the consumers of the brands, the core theme revolves around “*the management of brands*” (ibid., 213).

The core theme of cultural branding is reflected in Holt’s (2004) theory of cultural branding, which aims to explain how culture is applied to create value for brands. Similar to McCracken (1988), whose Culture and Consumption Theory is the supporting theme of cultural branding, Holt (2004) assigns cultural meaning to products and brands (ibid., 3-4), and he provides a more specific approach to how brands may become successful icons (Heding et al. 2008, 217). According to Holt (2004), it is possible to distinguish between three types of identity value, i.e. cultural icons, iconic brands and identity brands.

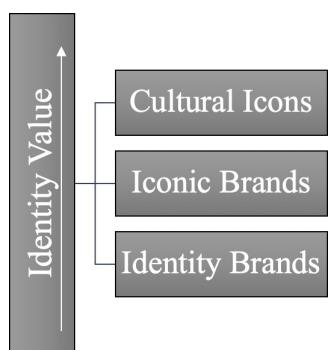


Figure 7: Holt’s (2004) Identity Value

An identity brand creates value for consumers, which is drawn from its identity (Holt 2004, 11; Heding et al. 2008, 217), and a “*brand icon is an identity brand approaching the identity value of a cultural icon*” (*ibid.*, 217). Lastly, cultural icons are able to signify exemplary and admirable symbols, which are related to the cultural scene of the time (*ibid.*, 217). Achieving iconic status is possible through advertising, cultural industries (product placement) and populist worlds (viral branding), however, the decisive factor will ultimately be the quality of the product (Heding et al. 2008, 218; Holt 2004, 225). Central to Holt’s (2004) theory is that brands are able to create an identity myth, a myth they have to develop and maintain during their entire lifespan to remain successful and relevant. The core theme of cultural branding is therefore the management of brands, and how to achieve specific status by using cultural contexts.

However, as this thesis seeks to understand Danish female consumers’ cultural consumption patterns in relation to fitness apparel, it will apply the supporting theme of the cultural approach, cultural consumption. The core theme, cultural branding, will be replaced by the analysis of Gymshark’s corporate identity, as the objective is to understand the entirety of Gymshark’s corporate identity, how they portray themselves externally, not only what cultural and global phenomena they have chosen to use in order to achieve this success (Holt 2016, 46). McCracken’s (1988) Culture and Consumption Theory will thereafter be applied to investigate how Danish female consumers’ consumption patterns align or differentiate from Gymshark’s approach to communicating. Even though, the cultural approach focuses on macrolevel structures, it is possible to apply microlevel data to shed light on a macrolevel. Holt (2002) states that:

“To study how consumer culture operates, I examine the phenomena that it structures, people’s everyday consumption practices. In methodological terms, I will use microlevel data – people’s stories about their consumption – to investigate macrolevel constructs” (Holt 2002, 73).

Similarly to Holt (2002), this thesis will apply micro-level data in the form of interviews with ten respondents, which is able, according to Holt (2002), to reveal patterns within the segment on a broader level than limited to the respondents interviewed. To analyse these patterns among the respondents, the supporting theme of the cultural approach, cultural consumption, will now be accounted for.

3.2.2 Culture and Consumption Theory

McCracken's (1988) Culture and Consumption Theory describes how meaning is transferred between the “*culturally constituted world* (...) *consumer goods* (...) (and) *individual consumers*” (ibid., 71-72). Meaning is transferred between these levels by using “*instruments of meaning transfer*”, i.e. advertising, the fashion system and rituals (ibid., 71-72). Because of the time it was developed, the Culture and Consumption Theory presents how meaning is transferred in a linear approach to the consumer, however, due to the knowledge and development the field of marketing and branding has undergone, it is this thesis' view that meaning is transferred in a dialogical approach, as is illustrated by the figure below. An arrow has been added from the individual consumer pointing upwards in the figure, back to the culturally constituted world, to illustrate this dialogic exchange. Furthermore, social media is not classified as an instrument of meaning transfer in McCracken's (1988) theory. However, it is included in this thesis, as the importance of social media today is argued to rival both advertising and the fashion system (Devereux 2017, 113).

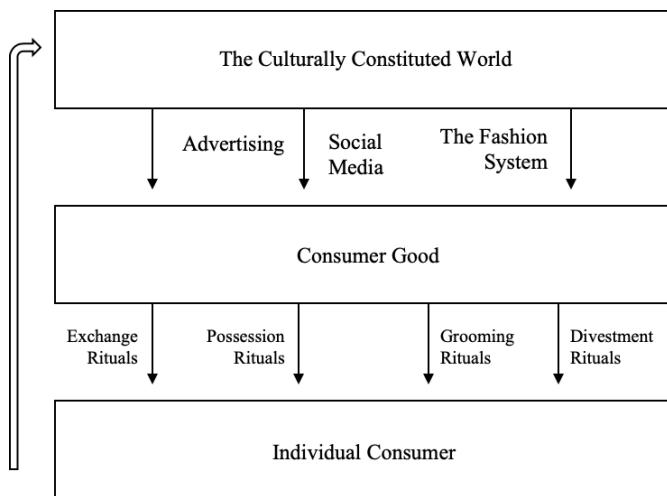
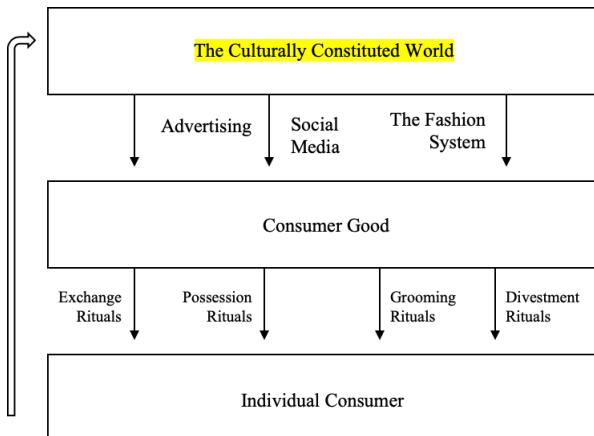


Figure 8: McCracken's (1988) Culture and Consumption Model

McCracken's (1998) theory is based on commodities having greater value than simply their assigned price or function, as they are able to transfer elements of cultural meaning (ibid., 71). Although McCracken (1988) developed his theory years ago, it is reflected in the development within branding, as cultural branding is the newest of the seven approaches to branding (cf. 3.2.1 Literature Review). The use of the Culture and Consumption Theory in this thesis is based on its proven relevance in the field of cultural branding, and as its application is relevant to answer the problem statement.

3.2.2.1 Locations of Cultural Meaning: The Culturally Constituted World



McCracken describes the culturally constituted world as the “*original location of cultural meaning that ultimately resides in consumer goods*” (McCracken 1988, 73). This is where meaning comes to matter for the individual on a daily basis, as it is shaped by his or her individually constructed world. At this location of cultural meaning, it is possible to distinguish between two ways of apprehending the world, i.e. through a lens and a blueprint. *Lens* refers to the manner in which an individual will comprehend a given event, how they may view or feel about a specific incident. (McCracken 1988, 73) An example could be two different nationalities experiencing the same event. One may consider the event as something positive, whereas the other sees it as a misfortune. The manner in which each nationality experiences the event will be determined based on the lens they possess. *Blueprint* refers to how culture is shaped by human activities, such as how the world will evolve based on human contribution and action (ibid., 73). In summation, the lens and the blueprint illustrate how culture influences and creates the world through meaning, which can then be divided into two aspects, i.e. cultural categories and cultural principles (ibid., 74).

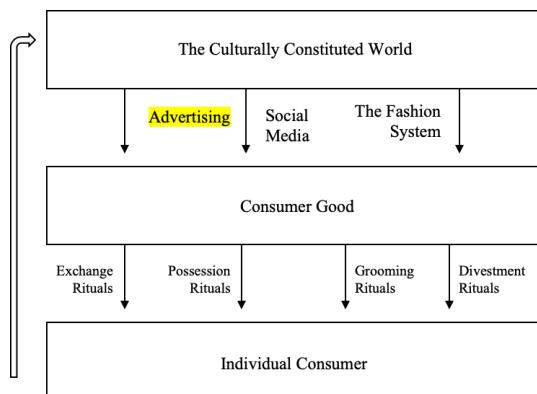
McCracken (1988) states that *cultural categories* are present in every culture and are signified by the rules and distinctions that separate one culture from another. For instance, measuring time is the same around the world, as everyone agrees that 60 seconds constitutes a minute. Contrarily, the perception of democracy or equal rights differentiate between cultures, and the shared perception within each culture aids in defining their culturally constituted world. (ibid., 73-74) *Cultural principles* represent the meaning which allows for a culture to distinguish between phenomena, and order them in a desired manner, based on what its principles dictates (ibid., 75). For instance, clothing for men and women can be inspected at a glance and ascribed to one of the sexes. However, it is the principles of a culture that allow it to make this distinction. Consumer goods are not able to signify cultural categories without also signifying cultural principles, and as these are

formed by the culturally constituted world, consumer goods are the result and creation of the culturally constituted world (ibid., 76-77).

3.2.2.2 Instruments of Meaning Transfer: World to Good

McCracken (1988) states that for meaning to be transferred to consumer goods from the culturally constituted world where it originates, it must go through one of the instruments of meaning transfer, i.e. *advertising* or *the fashion system* (ibid., 77). However, this thesis will include a third instrument of meaning transfer, i.e. *social media*. These three instruments of meaning transfer will be accounted for in the following sections.

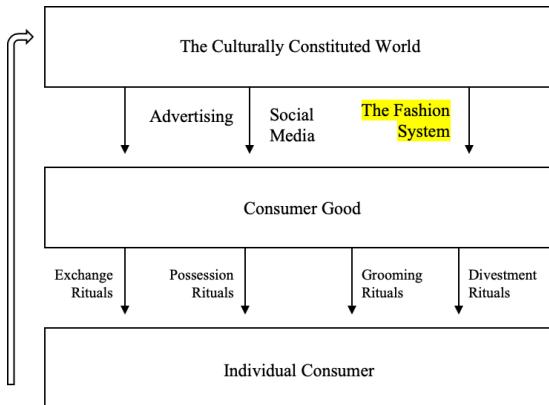
3.2.2.2.1 Advertising



Advertising is an instrument of meaning transfer, as it is able to connect a consumer good and elements of the culturally constituted world to assign meaning to the consumer good. Any type of advertisement is able to do this, if the creator of the advertisement is successful in connecting elements from the culturally constituted world to the consumer good. (McCracken 1988, 77)

Additionally to being aware of the many criteria that affect the outcome of an advertisement, the creator must be attentive to the desired consumers of the consumer good. The consumers have to be able to connote the desired meaning that the creator aims to transfer to the consumer good through the advertisement for it to be successful. (ibid., 77-78)

3.2.2.2 The Fashion System

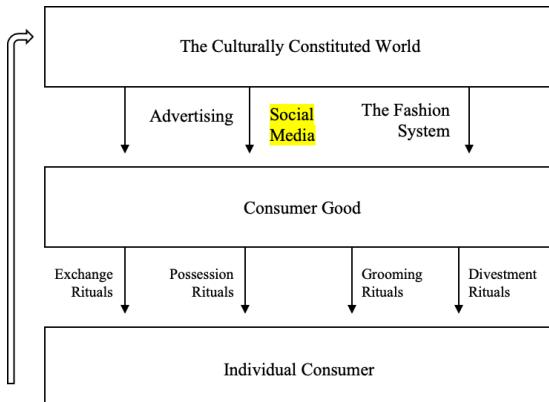


McCracken (1988) presents the fashion system as an instrument of meaning transfer, which consists of three different ways of transferring meaning, i.e. through magazines or newspapers, opinion leaders and groups responsible for radical reform of cultural meaning (ibid., 80).

First, meaning transferred through *magazines or newspapers* resembles advertising the most, and it seeks to create similarities between goods and the culturally constituted world. However, the fashion system allows for new trends or styles to emerge and connects these with the culturally constituted world. (ibid., 80) Second, *opinion leaders* permit the fashion system to create new cultural meaning as opinion leaders “*shape and refine existing cultural meaning, encouraging the reform of cultural categories and principles*” (ibid., 80). Opinion leaders are held in high esteem based on achievements, beauty or birth right, which causes others to follow their lead on matters they may be considered experts on (ibid., 80). Lastly, cultural meaning can be reformed and changed by *groups responsible for radical reform of cultural meaning*. This is especially evident in western societies as these are classified by McCracken (1988) as being ‘hot societies’ which means that culture and norms are changed with acceptance from the people and that traditions are less valued than in for instance eastern cultures (ibid., 81). McCracken (1988) elaborates and contests that for Western societies to flourish and evolve, they are dependent upon a shift in trends and cultural meaning (ibid., 80). The groups responsible for radical reform of cultural meaning are those who differentiate from the ‘standard’ society norms, and they push the boundaries of what is considered right or wrong. For instance, veganism has grown tremendously in popularity through the past few years. There has even been named a day a year, November 1, as the official vegan day. This surge in development is caused by the smaller groups of vegans, who have promoted the lifestyle for many decades prior to this popularisation, and they have thereby pushed the boundaries of society. (Suddath 2008) Through promoting norms and values, which are not yet accepted by

society, groups responsible for radical reform of cultural meaning create new meaning which in turn is popularised and made mainstream with time (McCracken 1988, 81).

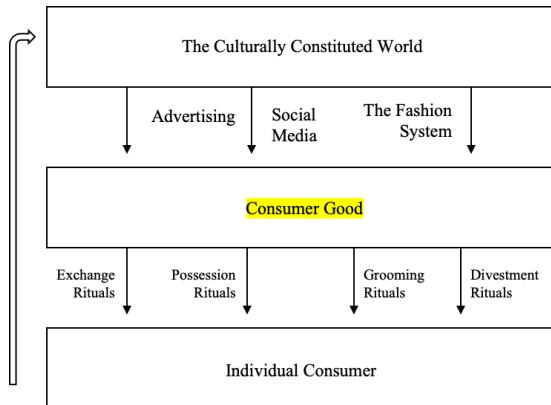
3.2.2.2.3 Social Media



Due to the time of developing his theory, McCracken (1988) understandably did not include social media as an instrument of meaning transfer. However, since the invention of the internet, and later social media, its importance in relation to marketing is unavoidable (Casaló et al. 2018, 1; Devereux et al. 2017, 113). Today, organisations need to consider social media as a tool for branding, and for most, it is a necessity to apply to be successful (Iankova et al. 2018, 1-2). Social media is the fastest moving and evolving tool for branding, and organisations are able to achieve communication closer to their consumers than ever before (Ungerman and Myslicová 2014, 167; Devereux et al. 2017, 113; Casaló et al. 2018, 1-2). The advantages of social media are numerous, e.g. the number of consumers that can be reached and value-creation through dialogs with consumers. Another advantage is the application of influencers, who are regular consumers that have large followings on social media, i.e. online opinion leaders. Organisations make use of these individuals to promote their brands, an area of marketing which is still new and relatively unexplored within the academic world (Devereux et al. 2017, 113; Casaló et al. 2018, 7). However, the interest surrounding influencers is growing, and there can be made distinctions between micro-influencers and influencers. Micro-influencers have between 1,000 and 3,000 followers and generate 4% more engagement from these followers, compared to influencers with larger followings. Micro-influencers may be the newest discovery in relation to branding on social media. (Dinesh 2017, 14) In relation to McCracken's (1988) instruments of meaning transfer, influencers are viewed as opinion leaders, as they are held in high esteem by the people who follow them. Conclusively, social media is considered an instrument of meaning transfer in this thesis, as it is a powerful

marketing tool which can move meaning from the culturally constituted world to consumer goods and onwards to the consumer themselves. Social media differentiates from the other two instruments of meaning transfer in that consumers are able to shape the culturally constituted world and consumer goods through their own application of social media.

3.2.2.3 Locations of Cultural Meaning: Consumer Good

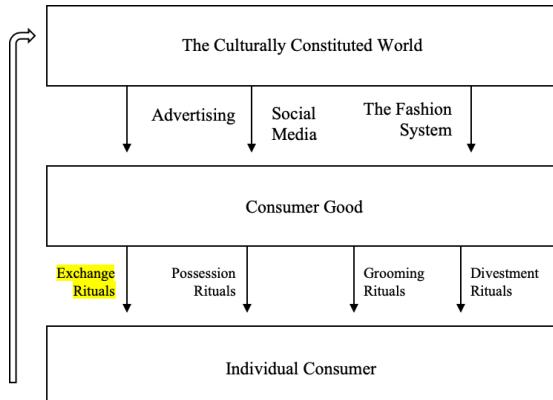


It has been established that consumer goods can be filled with and carry cultural meaning and what instruments can assign them with meaning. With some consumer goods, the cultural meaning is evident and potentially common knowledge among consumers. Contrarily, the cultural meaning may be hidden in other goods, as the consumers are not aware of the significance of a given good. (McCracken 1988, 83)

3.2.2.4 Instruments of Meaning Transfer: Good to Consumer

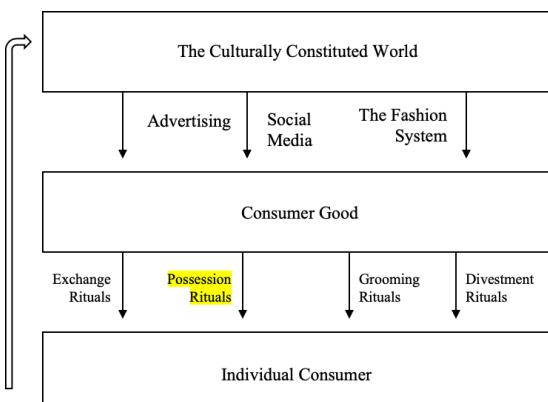
When the cultural meaning resides within the consumer good, it can be transferred to the individual consumer through four types of rituals, i.e. *exchange*, *possession*, *grooming* and *divestment* (*ibid.*, 84). According to McCracken (1988), these rituals function as instruments of meaning transfer from the consumer good to the individual consumer who comes to own it (*ibid.* 84). These four rituals will now be explained.

3.2.2.4.1 Exchange Ritual



The exchange ritual is activated when a consumer purchases and gives another consumer a good. This type of ritual is common in relation to celebrations, e.g. birthdays, weddings, Christmas. Essentially, the receiving consumer is presented with a good that contains cultural meaning. The giver of the good is the decision maker in the process of selecting what meaning he or she wishes to give the receiver of the good, and thereby, presents the receiver with meaning they may not otherwise have been exposed to. (McCracken 1988, 84-85)

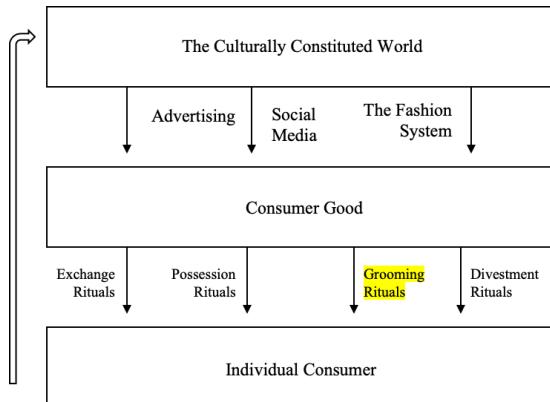
3.2.2.4.2 Possession Ritual



What defines the possession ritual is the consumers' willingness to claim the good as his or hers. However, it goes beyond simply claiming ownership. The consumers try to move the meaning from the good and onto themselves. Thereby, the cultural meaning, which resides in the good, will transfer to the individual consumer. (McCracken 1988, 85) Consumers may try to transfer meaning to themselves through “*discussing, comparing, reflecting, showing off, and even photographing*” their goods to show other consumers that they carry the same meaning as the good (McCracken 1988, 85). If a consumer is successful in transferring the meaning of the good to themselves, it comes to signify a reference of time, space or occasion. Moreover, the cultural meaning of goods is

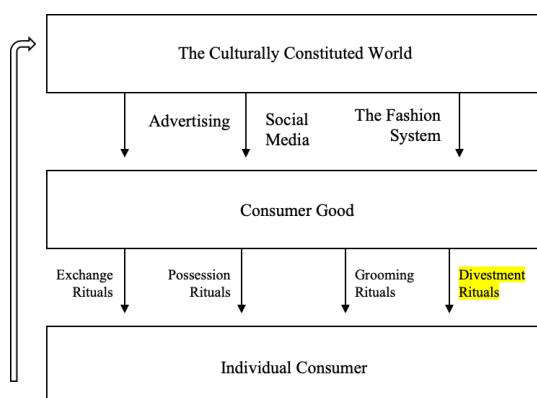
used by consumers to connote their gender, status, political affiliation, music taste, etc. The possession ritual allows for cultural meaning assigned to the consumer good to be transferred to the individual consumer. (McCracken 1988, 85)

3.2.2.4.3 Grooming Ritual



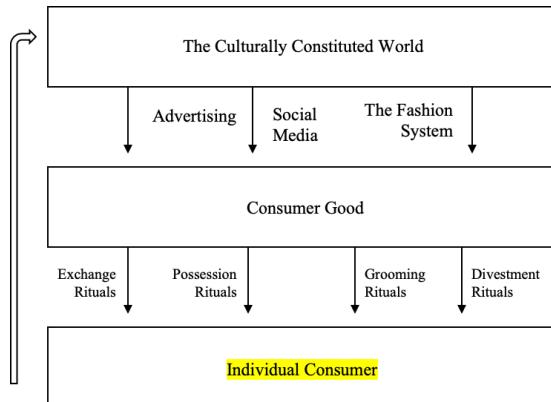
The grooming ritual is used by consumers who own goods of a perishable nature. This means that the cultural meaning assigned to the good is not permanent and must be reapplied for it to connote meaning. (McCracken 1988, 86) An example is a particular hairstyle, such as curls. If the consumer naturally has straight hair, a curling wand will allow them to change their hair and thereby, any cultural meaning associated with curly hair will be moved to the individual. However, after a bath, the curls will have gone, and the consumer will need to groom once more in order to achieve the desired cultural meaning of having curly hair. The grooming ritual is also applied when consumers assemble an outfit or otherwise style their appearance.

3.2.2.4.4 Divestment Ritual



Last of McCracken's (1988) rituals is divestment. The divestment ritual differentiates from the others in that it does not regard moving meaning onto the consumer. The divestment ritual can be applied under two different circumstances. First, should a purchased consumer good have had a previous owner, the consumer may seek to cleanse the good from any evidence of the previous owner. (ibid., 87) An example could be purchasing a boat. The previous owner may have decorated the boat in a particular way to signify his or her ownership of the boat. The consumer will then try to erase these decorations and replace them with new ones which allows for the consumer to claim the boat as their own. The second type of divestment ritual is when a consumer parts with a consumer good and tries to erase all evidence of their identity from the good (ibid., 87). An example could be when vacating a living space. The consumer will remove all the furniture, paint and clean the space. These steps are taken to ensure that the consumer will not leave any of their identity in the space upon departure. The divestment ritual is relevant in terms of larger consumer goods, such as cars and houses.

3.2.2.5 Locations of Cultural Meaning: Individual Consumer



The individual consumer relies on consumer goods to signify parts of their identity and the culture they are a part of. Moreover, consumer goods may come to function as extensions of self for the consumer, and this is partly due to the advertising behind the consumer good (Dittmar 2011, 746). Industries portray certain consumer goods as necessities to achieving a certain lifestyle, and in relation to this, consumer goods are occasionally used as an extension of identity, as it is believed by the individual consumer, and portrayed by the media, as the way to achieve a certain lifestyle. (ibid., 746) If either of the rituals is applied successfully, the cultural meaning from the good will be transferred to the individual consumer (McCracken 1988, 88).

Through determining what instruments of meaning transfer consumers are affected by, i.e. advertising, the fashion system and social media, and which instruments of meaning transfer are successfully applied by consumers, i.e. exchange, possession, grooming and divestment rituals, the consumers' cultural consumption patterns may be revealed.

4.0 Methodology

The following section will account for the methodological considerations in this thesis. First, the philosophy of science will be presented, followed by the research design, the content analysis method and the approach to collecting data.

4.1 Philosophy of Science

Philosophy of science can be divided into three different approaches, i.e. natural sciences, the humanities and social sciences. Philosophies and theories of science function as tools for researchers to ensure that what is being investigated, and how this investigation is performed, is relatable to the surrounding world. The objective of any of the sciences is to produce knowledge, whether it is about current or future events. (Sonne-Ragans 2012, 17) This thesis applies the humanities as its philosophy of science, which is defined by Sonne-Ragans (2012) as being concerned with understanding and interpreting meaning. Moreover, the humanities generally use a qualitative approach to research and “*aims to understand human-created products as well as the subject's/individual's understanding*” (*ibid.*, 111 – translated from Danish). Finally, humanities regard human beings as creators of culture and as being created by culture (*ibid.*, 111).

Additionally, this thesis has a social constructivist approach to processing and examining the problem area and the data. The social constructivist approach is defined by Collin and Køppe (2014) as:

“*the position that human acknowledgement and science is not a reflection of reality but is instead shaped by social forces; in a more radical sense, it is the position that reality itself, or aspects of it, is created in the connection through which humans acknowledge it*” (*ibid.*, 624 – translated from Danish).

As this quotation illustrates, the social constructivist approach allows for researchers to view reality as a different phenomenon for each individual, who is a part of it, and furthermore, accept that each individual will interpret their reality differently based on their culture and background. This approach affects the thesis, as I view phenomena as “*created by humans and carry impressions of this human origin*” (Collin 2014, 419 – translated from Danish). Furthermore, within the social constructivist approach, human beings and the social environment which they are a part of contribute to creating their identity. This creation of identity is then transferred back into the social

environments, as human beings are able to change and shape the culture, they are part of. (Risse 2004, 146) The influence of the social constructivist approach on this thesis will be elaborated in the following sections.

First, the social constructivist approach is evident throughout this thesis, as I interpret the data and perform the analysis based on my perception and understanding of it. For instance, Gymshark's corporate identity will be investigated based on my perception of what corporate identity is. Although this is based on the theoretical framework presented, my own perception of what each of the categories includes will be present, and I will determine what elements from the selected content is highlighted to support the linkage to the theory. The understanding that I have as the researcher is formed based on the background knowledge that I have obtained through examining the field of corporate identity, and it is affected by both conscious and unconscious decisions. However, as this understanding is based on academic material within the field of corporate identity, it is not seen as a significant bias, as I will refrain from using categories which are not documented in the theoretical framework. Additionally, the selected content for the corporate identity analysis is socially constructed, as it was created by Gymshark in a specific context to promote their brand. Finally, my own view of Gymshark, as I possessed knowledge of the organisation prior to this thesis, construed assumptions about what their corporate identity would be. However, I was aware of this bias, and aimed to limit the influence of my previous understanding of Gymshark, when analysing the selected content.

The interview data, gathered from the respondents, is also viewed as socially constructed, as the questions were based on this thesis' desire to unveil the respondents' cultural consumption patterns. Furthermore, when examining the data, meaning is sought after and enhanced when evaluated to be relevant. This selection of relevance is affected by me, as I am searching the data for elements which support or decline the alignment between Gymshark's corporate identity and the respondents' cultural consumption patterns. Furthermore, the data is affected by my assumptions regarding the respondents, which were formed before the interviews were conducted. The social constructivist approach is also evident in this thesis, as I created the interviews in collaboration with the respondents, and our different perceptions of the problem area resulted in the creation of the data. Through examining Gymshark and their corporate identity, my understanding regarding what the respondents would or would not know developed. One assumption was that the respondents

would express that social media affected their purchases in relation fitness apparel. This assumption was additionally based on the fact that I am within the selected segment of respondents, which means that we are part of the same socially constructed group of people.

Finally, this thesis is developed based on a curiosity regarding the likeness between markets in this global culture that has developed in the western world, and specifically, how Gymshark's success is based on a global model of branding, and whether or not Danish female consumers would be a susceptible audience for this global model of branding. It is based on this curiosity that the presented theories and methods in this thesis were chosen, as it was estimated that they would be sufficient to investigate the selected problem area. Although, for instance McCracken's (1988) Culture and Consumption Theory was developed with a functionalistic mindset, it will be applied as an interpretive tool for analysing the respondents' cultural consumption patterns. This further illustrates the social constructivist approach that this thesis applies, as my interpretations, and reality, will influence every facet of this thesis.

4.2 Research Design

A case study can be defined as "*an in-depth examination of a single social unit (individual, group or beyond)*" (Dick 2014, 2). To elaborate further, the most cited author within research on case studies (*ibid.*, 3), Yin (2009) states that the case study method allows researchers to:

"to retain the holistic and meaningful characteristics of real-life events – such as individual life cycles, small group behavior, organizational and managerial processes, neighborhood change, school performance, international relations, and the maturation of industries" (Yin 2009, 4).

As the quotation above clarifies, case studies permit the investigator to observe and explain a phenomenon which takes place in a real-life context. A case study is relevant to perform when "*a "how" or "why" question is being asked*" (*ibid.*, 13), and as this thesis intends to explain how Gymshark's corporate identity, and therein the role of social media, aligns with Danish female consumers' cultural consumption patterns in relation to fitness apparel, it is applying the case study method. Furthermore, this is supported by the fact that a single organisation has been chosen for investigation, which further classifies this thesis as a single case study (Bailey 2010, 2). The single case study allows for an in-depth investigation of one organisation or phenomenon, as opposed to a

multiple case study, where several organisations or events are included (Bailey 2010, 2; Yin 2009, 47). The single case study approach thereby allows me to investigate the chosen area more thoroughly as presented in this thesis, as opposed to if several organisations had been selected and investigated.

Furthermore, a case study may be defined as either descriptive or explanatory. Where a descriptive case study “*seeks to describe a unit or phenomenon without explanation*”, the explanatory case study “*explores a research area not previously researched*” (Dick 2014, 3). As this thesis is examining the alignment between British Gymshark’s corporate identity and Danish female consumers’ cultural consumption patterns in relation to fitness apparel, it is an explanatory single case study.

4.3 Content Analysis Method

Content analysis is a method for analysing texts and literary material. It seeks to categorise text, whether it be novels, articles, interviews, into themes. Content analysis is a popular method within academic research, and there are two main approaches, i.e. quantitative and qualitative (Oleinik 2011, 860). Quantitative content analysis, also referred to by Bryman (2012) as simply content analysis, has the objective of quantifying content based of predetermined categories (*ibid.*, 291). This can be words or phrases, which are then counted and presented using statistics. Contrarily, qualitative content analysis seeks to uncover the meaning of content and can be applied on text, visual images, speeches, songs. (*ibid.*, 290; 714). Bryman defines qualitative content analysis as:

“*An approach to documents that emphasizes the role of the investigator in the construction of the meaning of and in the texts. There is an emphasis (...) on recognizing the significance for understanding the meaning of the context in which an item being analysed (and the categories derived from it) appeared*” (*ibid.*, 714).

Qualitative content analysis allows for the content to be examined with focus on the meaning of the text and the context in which it is presented. Although this thesis applies the presented categories of corporate identity (cf. Figure 5: The Selected Corporate Identity Categories) to examine the content, a qualitative approach to content analysis is still applied as the focus in the analysis of the chosen texts is the meaning, i.e. how Gymshark expresses their corporate identity, and what role social media plays in their corporate identity, and the analysis will make no efforts to quantify the content.

The coding of the content will be performed based on the aforementioned predetermined categories (cf. 3.1.4 Corporate Identity Categories). These categories therefore function as a coding manual which is defined by Bryman (2012) as “*the statement of instructions to coders that outlines all the possible categories (...)*” (ibid., 710). The content will be ascribed to these categories, and if any content does not relate to any of the categories, additional categories will not be added, as the content analysis will be guided by this coding manual.

The purpose of applying qualitative content analysis is to understand Gymshark’s corporate identity, and this objective is supported by Krippendorff’s (2013) approach to qualitative content analysis, which he states to be interpretive and rely on smaller amounts of text than for instance quantitative content analysis (ibid., 23). Furthermore, the thesis will apply quotations from the content to support the analysis and interpretation of the content (ibid., 89).

According to Bryman (2012), there are two qualities which are specifically important to possess while conducting a content analysis, i.e. “*objectivity and being systematic*” (ibid., 289). The objectivity is demonstrated through this thesis, as specific categories have been presented and accounted for with the objective of applying them to the chosen content. Bryman (2012) states that this creates transparency for potential readers of this thesis, as it will eliminate any potential bias I have as the researcher, because it discourages my own perception of what each category entails (ibid., 289). However, I am aware that being completely objective in this sense is impossible, as I have chosen the research used to define each of the categories, and these choices are affected by my own perception of the categories. Nevertheless, these categories will act as a means to create transparency for readers of this thesis, as the application of the categories and their characteristics are presented clearly (cf. 3.1.4 Corporate Identity Categories; 3.1.5 Corporate Identity and Social Media). This aids in preventing a personal bias, as the categories are substantiated by academic literature, to prevent a personal bias from influencing the categories.

Bryman (2012) additionally states that the researcher must proceed in a systematic manner when examining the content, as this will further suppress a personal bias. If successfully achieved, this would essentially enable another researcher to apply the same steps as this thesis has, as the steps should be documented and explained to a standard, which would be replicable. (ibid., 289) What is achieved, when applying these two qualities correctly, is a process of analysis which could be

replicated by anyone should they use the same approach. However, I am aware that researchers will interpret and analyse data differently based on their perceptions of the world, which in turn means that no one would be able to replicate this thesis to the exact analysis and conclusions which will be presented. Nevertheless, if Bryman's (2012) qualities of being objective and systematic are achieved, another researcher would be able to apply the same exact approach to analyse a similar phenomenon.

4.3.1 Data Collection

The content chosen for this content analysis is from Gymshark's website, www.gymshark.co.uk, and Youtube videos produced by the founder and CEO, Ben Francis. The analysis is supplemented with information found on Gymshark's profiles on different social media platforms, as well as influencers' profiles on these platforms, who are sponsored by Gymshark, as these sponsored influencers are considered to be employees of Gymshark (see also 5.1.6 Social Media Adoption).

The content chosen from Gymshark's website and Francis' Youtube channel is regarding Gymshark and produced by Gymshark. This makes the content applicable to examine their corporate identity, as this is defined as communication an organisation chooses to publish about itself (cf. 3.1.2 Corporate Identity versus Organisational Identity).

Prior to selecting the content, Gymshark's entire website was thoroughly examined. As the website is an online store, it is not vast or contains much text regarding the organisation. The selected content was chosen, as it is content which concerns Gymshark as a cooperation, as opposed to their products or other store functions. This resulted in six pages being selected from the website, which have been attached as Appendices 1, 2, 3, 4, 5 and 6. Furthermore, three videos from the founder and CEO's Youtube channel were selected. These were chosen as they are more extensive than the texts found on the website and provide more content to examine. These videos have been transcribed and are attached as Appendices 7, 8 and 9.

All of the chosen content is publicly available and have been produced by Gymshark for the purpose of communicating about Gymshark towards an external audience. This means that the content is not objective but influenced by what Gymshark desires to communicate. As the purpose is to examine what Gymshark's corporate identity consists of, the content is deemed satisfactory to

perform this analysis. Screenshots were taken of the content from the Gymshark website on March 18, 2019 and the videos were transcribed March 20, 2019.

4.3.2 Data Processing

The content will be coded using on Balmer (1998) and Devereux et al.'s (2017) categories of corporate identity (cf. Figure 5: The Selected Corporate Identity Categories). These categories will therefore function as the coding manual of this content analysis, as the objective is to code what meaning Gymshark expresses in relation to each of the categories. All the content will be handled in printed form, and a thorough examination of the content will be performed. The coding process will be illustrated in the appendices, where all the categories will be underlined with different colours, i.e. history – yellow, business scope – green, philosophy – light blue, strategy – orange, social media adoption – red, choice of platform(s) – black, choice of content – purple, level of engagement – light green and level of organisational interaction – grey.

4.3.3 Content Analysis Validity

With any type of investigation into a problem area or subject, the researcher must question their own work and try to assess the validity of their analysis and findings (Bryman 2012, 32). This could for instance concern whether or not the researcher is able to generalise on a specific area based on a study conducted within a similar framework. This thesis makes no claims to generalise the area of investigation, as only a small amount of text has been selected for analysis. However, it is the intention of this thesis to examine and conclude what constitutes Gymshark's corporate identity (at the time of writing), based on the materials included in this thesis. The amount of content could potentially have been larger, it is, however, argued to be sufficient for the analysis of Gymshark's corporate identity, as it is their current display of information regarding their organisation on their website and on Francis' Youtube channel. I am aware that if different content had been included, e.g. fiscal reports or employee statements, it would have produced a different conclusion as to what constitutes Gymshark's corporate identity, but as this content was not available for this thesis, the analysis will be performed based on the content which is accessible. The content chosen, along with the categories (cf. Figure 5: The Selected Corporate Identity Categories), are considered sufficient to analyse Gymshark's corporate identity in relation to this thesis problem area.

4.4 Data Collection – Interviews

To examine the cultural consumption patterns among Danish female consumers, this thesis will apply qualitative research interviews. To collect this data, I was inspired by Kvæle and Brinkmann's (2015) Seven Stages of the Interview Study. This thesis applies the qualitative research interview method, as opposed to, for instance, surveys, as interviews are assessed to provide more detailed answers from the respondents. As the objective of this thesis is to investigate if there is an alignment between Gymshark's application of social media to express their corporate identity and Danish female consumers' cultural consumption patterns in relation to fitness apparel (*ibid.*, 171), the qualitative research interview method was chosen to discover the relevant aspects of the respondents' behaviour and use of social media in relation to purchasing fitness apparel (*ibid.*, 159).

The Seven Stages of the Interview Study, i.e. *theme, design, interview, transcription, analysis, verification* and *reporting* (*ibid.*, 151), will now be accounted for in relation to this thesis' application of them. I aspired to conduct the interviews as semi-structured, as the respondents were encouraged to speak freely and ask questions, if any were to arise during the interviews (Gilham 2005, 70). However, I was aware that some of the respondents were not as open to dialogue as others, which resulted in some of the interviews being more structured.

4.4.1 Theme

Kvæle and Brinkmann (2015) define theme as the purpose of the study, *why* is it being conducted (*ibid.*, 157-158). First, a clarification of the purpose of the investigation has to be made. The purpose for conducting interviews in this thesis was to discover how Danish female consumers buy fitness apparel and how they use social media in their daily lives, especially, in relation to fitness and influencers. Gymshark was chosen as the organisation for this case study, as I was familiar with the organisation and their current success rate prior to this thesis. I became interested in examining whether the successful application of social media in the UK would be equally applicable on a Danish segment (cf. 2.0 Introduction).

4.4.2 Design

To achieve the purpose of the interviews, the seven stages that Kvæle and Brinkmann (2015) put forth should all be conducted in order to ensure that the desired data is collected (Kvæle &

Brinkmann 2009, 122). To ensure this, an interview guide was created which is attached as Appendix 10.

Prior to designing the interview guide, the potential consumer segment in Denmark was specified. I decided to limit the respondents to females, as Gymshark has an Instagram account specified to females, and as the founder and CEO, Francis, describes the huge success Gymshark has achieved within the female segment (App. 7, p. 114, l. 30). Furthermore, this decision was motivated by Danish statistics which show that female users on Instagram are more active than men (Keilberg 2018). Additionally, the age range of the respondents was limited to between 18-28 years old, as within this age segment, 96% are active users of social media in Denmark (Haug 2019). Furthermore, I determined that the respondents must be members of a fitness centre to be eligible for the interview, as the topic of the conversation is based on knowledge relating to being active in this type of environment. (cf. 2.0 Introduction)

I decided that these criteria must be met by the respondents in order for them to be relevant to answer the problem statement, and thereby I used purposive sampling. Purposive sampling means that the respondents were selected based on the criteria listed above and therefore not chosen at random (Bryman 2012, 418). Furthermore, the sampling can be classified as criterion sampling, a prominent type of purposive sampling, where respondents are chosen based on pre-set criteria (ibid., 419), which was done in this thesis. As I can be placed within the segment that is being investigated, I chose to take advantage of my personal network and search for the respondents there. This meant that the respondents are currently living in Aalborg, a consequence of using my personal network and of applying the sampling criteria which placed myself within the desired group of respondents. However, the fact that all the respondents are citizens of Aalborg is not seen as a bias, as they fulfil the criteria listed above.

The chosen segment was considered in the design of the interview guide, e.g. the phrasing was adjusted to be understandable and relatable for the respondents. Moreover, the purpose of having an interview guide was to ensure that the interviews would follow the same structure and direct the topic of the dialogue. Another advantage of having the interview guide is that the answers are comparable across the interviews, as the interview guide ensures that all the respondents answer the same questions. Additionally, prompts were added to the interview guide. This was done to

ensure that the respondents would be able to understand and answer the questions. The interview guide was created with inspiration from the chosen theories of this thesis. (Kvale & Brinkmann 2015, 185) This was done to ensure that the problem area could be examined based on the interview data and that the data would suffice to cover the entire problem area (Gilham 2005, 18-19). Furthermore, the interview guide was designed to start with simpler, easier questions and thereafter increase the complexity. Czaja and Blair (2005) state that this motivates the respondents to answer the more complex questions in depth (*ibid.*, 94).

4.4.3 Interview

After the interview guide was designed and reviewed, two pilot interviews were conducted. This was done to assess the interview guide's formulation and structure. Slight changes were made, and the interview guide was then deemed satisfactory, and the ten interviews were conducted. I was attentive to ask questions not written on the interview guide, to follow up on what the respondents expressed. This is important as it allows the respondents to elaborate on the area, apart from what is mentioned in the interview guide (Kvale and Brinkmann 2015, 193-194). As stated, the respondents were selected from my personal network, based on the segmentation for this thesis. The respondents agreed to participate, and the interviews were conducted via telephone. Although, face-to-face interviews generally provide more security and trust between interviewer and respondent (Malhotra and Birks 2005, 181), a telephone connection was deemed sufficient, as the respondents are all from my personal network. Furthermore, all the interviews were conducted in Danish, as this is the respondents' and my own first language. This approach was chosen to ease the respondents, and as it was assessed that they would be more willing to answer and elaborate on the questions if asked in their mother tongue.

4.4.4 Transcription

The interviews were recorded, and afterwards transcribed into written text (Apps. 11-20). The interviews were conducted in Danish and therefore transcribed in Danish as well. However, all applied quotations in this thesis have been translated to English. The interviews have been transcribed to validate their application in this thesis but also to store the recordings in a manageable way (Kvale & Brinkmann 2015, 236-237). In larger research studies, it is often not the researcher, who transcribes the interviews, but most likely a secretary or assistant. However, transcribing the interviews myself provides several advantages. As I have conducted the interviews,

I am attentive to the details, which may otherwise be lost to someone, who has not experienced the conversation but is merely listening to it via a recording. (Kvale & Brinkmann 2015, 239) These details include tone, tempo and the social interaction of the conversation. (*ibid.*, 235) However, I am aware that many of these details cannot be transcribed into written text. Being aware that they are present in the interviews allows me to consider them when transcribing the interviews, and thereby, they are not overlooked.

4.4.5 Analysis

After transcribing the interviews, they will be applied as data for the analysis of the respondents' cultural consumption patterns in relation to fitness apparel. This analysis will be based on McCracken's (1988) Culture and Consumption Theory (cf. 3.2.2 Culture and Consumption Theory). This approach to analysing the data was chosen as the purpose of this thesis is to discover if the respondents' cultural consumption patterns in relation to fitness apparel aligns with the role social media plays in Gymshark corporate identity (cf. 2.1 Problem Statement).

4.4.6 Verification

According to Kvale and Brinkmann (2015), it is important to consider the validity and reliability of the interviews and the transcriptions thereof (*ibid.*, 243). First, *the reliability* of the transcriptions is considered. As the recordings are of sound quality and the transcriptions were conducted in a silent environment, the data is considered to be reliable. Furthermore, the interviews were played twice post transcription to ensure that all details were included in the data transcripts. However, all gambits were left out, as the application of the interviews does not demand for hesitation marks or pauses when answering the questions. Second, *the validity* of the obtained data must be considered. I am aware that having a personal relationship with the respondents could be perceived as a bias, which could decrease the validity of the answers from the interviews, as some respondents may attempt to withhold information. However, the subject of the thesis, being their use of social media and purchasing habits in relation to fitness apparel is not an intimate subject, and the familiarity with the respondents is not perceived as a bias that may render the data unusable. I was attentive to the fact that some respondents may not be aware of what actually affects their purchasing decisions and therefore would not connect for instance social media advertisements with specific purchases. Therefore, I asked additional questions in the interviews, in order to get the respondents to consider what they might have been inspired by in relation to their purchases.

I recognise the fact that generalisations may not be drawn from this thesis, as it will only contain ten interviews. Nevertheless, the conclusions of this thesis will be considered to render potential tendencies within the segment, and thereby make the number of interviews sufficient for the thesis. Finally, the findings are arguably considered analytical generalisations, as other researchers within this field can draw advantages from the insights provided by this thesis (Halkier 2011, 788; Yin 2010, 21).

4.4.7 Reporting

The final stage of the interview study is reporting, which concerns how the interviews are applied and presented in a scientific manner (Kvale & Brinkmann 2009, 123). This will be demonstrated throughout the thesis, as quotations will be applied to exemplify the findings. Furthermore, the thesis will be made accessible for others to read through Aalborg University's online platform.

4.4.8 Sampling

To create an overview of the interviews, the following figure has been created. This figure presents the quantitative facts from the interviews.

Respondent	Age	Fitness Apparel Purchases	Typical Type of Exercise
1	26	Every six months	Cardio + Classes
2	25	Once in a while	Strength
3	20	Every three months	Strength + Cardio
4	23	2-3 times a year	Strength
5	25	Ever 2 months	Strength + Cardio
6	23	Once a year	Cardio + Strength
7	25	In periods, every few months	Strength + Cardio
8	27	In periods, whenever there is a need	Cardio
9	25	Every few years	Cardio
10	23	Every three months	Cardio + Strength

Figure 9: Sampling

5.0 Analysis

This section will analyse Gymshark's corporate identity and the respondents' cultural consumption patterns in relation to fitness apparel. First, Balmer (1998) and Devereux et al.'s (2017) categories of corporate identity are applied to the selected content from Gymshark's website and Francis' Youtube channel. Second, McCracken's Culture and Consumption Theory is applied to examine the respondents' cultural consumption patterns, based on the interview data collected.

5.1 Gymshark's Corporate Identity

The following section examines Gymshark's corporate identity, by applying the ten categories of corporate identity (cf. Figure 5: The Selected Corporate Identity Categories). The categories will be examined separately, although some of the content may overlap between the categories. These individual presentations of the ten categories will then be used to present what is found to be Gymshark's corporate identity.

5.1.1 Communication

As communication is defined as "*tactics and media used to communicate with internal and external groups*" (cf. 3.1.4.1 Communication), all the content selected for this analysis of Gymshark's corporate identity is communication, as it communicates something about Gymshark to an external audience, and it is accessible for anyone to read or watch. Furthermore, none of the content may be classified as management nor organisational communication, as these respectively refer to communication which is solely internal and communication which has the purpose of maintaining investor or human resource related issues (cf. 3.1.4.1 Communication). Therefore, the content chosen for this analysis is classified as marketing communication, as it was created with the purpose of promoting Gymshark to an external audience.

The three Youtube-videos, published by the founder and CEO of Gymshark, Ben Francis, are all publicly available through Youtube, and they share somewhat similar structures. Francis narrates the videos from his own perspective, while either sitting and looking into the camera or walking around with the camera following him. The content selected from Gymshark's website differentiates from the videos, as there is a lot less content written out for the audience to access. However, given that the platforms differentiate hugely, one being written and the other being video, the change in the amount of content seems rather natural. The website is concise, and the absence of

content connotes that Gymshark's focus may not be on their website for the purpose of informing and communicating with their consumers. The main focus of the website is on the webshop which is where Gymshark sell their products, as they are an online retailer. Furthermore, the absence of content connotes that Gymshark does not view their website as their platform for communicating with consumers. This is supported by the content from Youtube, where Francis has published several videos discussing different aspects of Gymshark and their different profiles on social media platforms which are updated regularly (Instagram (H) 2019; Instagram (F) 2019; Instagram (G) 2019; Facebook 2019; Pinterest 2019; Twitter 2019; Spotify 2019; Youtube 2019). This connotes that Gymshark use social media to communicate about the organisation, as opposed to their website.

Gymshark's website, and specifically the pages from which the content was retrieved, are dominated by photos, more so than text. These photos are of Gymshark's athletes and ambassadors (see also 5.1.6 Social Media Adoption) wearing Gymshark apparel or just of Gymshark apparel. This is evident on the page "About Us", where Gymshark shortly describes their foundation and what they stand for. The remaining content selected from the website are individual pages dedicated to ambassadors of Gymshark. Similarly, to the page "About Us", these pages are not found in the top menu bar, where only information regarding Gymshark's webshop is visible. These pages are found in the menu bar at the bottom of the page, through another page named "Gymshark Central". This further supports the conclusion that Gymshark does not view their website as their primary communication channel towards their stakeholders, as the accessibility of the content regarding the organisation is not placed at the top of the website. The page "Gymshark Central" differentiates from the original website, as it is a blog format and therefore has no purchasing functions. Its main purpose is to provide information regarding fitness, either in the form of exercise routines, recipes, styling advice regarding the apparel or short-stories about how travelling can aid in maintaining a healthy lifestyle (Gymshark Central (A) 2019). Although all the content is publicly available, it is not easily found on the website, which reinforces the conclusion that Gymshark's website is not their primary communication channel with their stakeholders.

5.1.2 History

As was established in the theoretical framework of the thesis, an organisation's history plays a role in its corporate identity, whether this history is long or short (cf. 3.1.4.2 History). Throughout the

content, Gymshark address their history many times. As Gymshark is a young organisation, founded in 2012, they draw on the founder's personal history and how this led up to creating Gymshark (App. 7, p. 112, ll. 13-23). This is for instance seen when the founder, Francis, describes the events he went through personally prior to creating Gymshark. "*As a young teenager, all I did was make websites. My first fully-functioning website sold license plates (...) Next, I got my first iPhone (...) and started to learn to develop. (...) Next, I made a fitness social network (...) the next website I made was the Gymshark website*" (App. 7, p. 112, ll. 13-23). As this video was produced to tell the Gymshark story and how Francis created it, it naturally draws on his personal background. Therefore, the use of Francis' experiences in relation to creating and developing businesses is relevant to include in this communication, and it connotes to the audience that Gymshark was created by a young entrepreneur, who kept developing until he found a method for success.

The history that Gymshark presents through the three Youtube videos (Apps. 7-9) are especially focused on presenting Francis' prior experience with developing businesses and how the start-up phase was conducted. Moreover, it is also mentioned in the content from Gymshark's website, where it states "*Created in 2012 by teenager Ben Francis (...) Gymshark has grown from a screen printing operation in a garage, into one of the fastest growing and most recognizable brands in fitness*" (App. 1, p. 105, ll. 5-7). Furthermore, Gymshark's history is presented as being a creative idea which no one else was doing at the time. For instance, Francis states "*we were literally making the clothes that we wanted to wear because no one else were making them (...) I remember watching people like Ogas, Lex and Le Vado, and they were essentially our absolute heroes and we were making the clothes and it just sort of made sense that because we loved them so much, we wanted to see what our heroes thought of them*" (App. 9, p. 122, ll. 14-19) and "*At the time, no one else was doing this. Now, it is called influencer marketing, but at the time it just came totally natural to us*" (App. 7, p. 113, ll. 27-28). As these quotations illustrate, Gymshark believes themselves to be the first to make use of influencer marketing and connecting that with producing fitness apparel which were not seen before in the industry, they attribute their success to these two factors. Gymshark state that they were one of the first companies to use influencer marketing, which is said in two of the Youtube videos, and it communicates to the audience that Gymshark is innovative (App. 7, p. 113, l. 27-28, App. 9, p. 122, ll. 25-26).

Gymshark emphasise different milestones from their past. This is evident when Francis explains the events from the Body Power exhibition from 2013. “*I remember turning up to the exbo, and the second the doors were opened, we were flooded. I had never seen so many people just draw into a stand at once, ever. It was absolutely incredible. It was unmanageable (...)*” (App. 7, p. 114, ll. 13-15). This could be a way to elude that the organisation has been through a lot despite of its short lifespan and further add to its history, by including events, such as the Body Power exhibition, where Gymshark had a positive experience in an external environment. Up until the exhibition, Gymshark had only been present online, never having participated in events (App. 9, p. 123, ll. 20-21). Francis accentuates the speed of growth that Gymshark has experienced since its foundation. “*Over the next few years, tones happened. We kept creating the product that we love, we went on a huge exbo world tour, lots of staff joined Gymshark because we were growing so fast (...)*” (App. 7, p. 114, ll. 2-3). These different attributes describe Gymshark’s history and connote to the audience that Gymshark is young, innovative and successful.

Although, the history is not long, Gymshark makes use of the founder’s personal history, being frontrunners of using influencer marketing, events that the organisation has participated in and the growth it has experienced to communicate about its history.

In terms of downplaying certain parts of its history, Francis shortly mentions the fact that the co-founder, Lewis, “*decided to move on cause he wanted to do other things*” (App. 7, p. 114, l. 29). Lewis left Gymshark just as it was beginning to grow massively, something which is not explained further than what Francis stated above. There is presumably more to this story, but by downplaying the magnitude of one of the co-founders leaving Gymshark just as it was about to expand connotes that the importance is insignificant. Instead, Francis elaboratively explains the process of producing the first Gymshark products by hand: “*every single Gymshark product was custom made*” (App. 7, p. 113, ll. 7). Leaving out an explanation regarding Lewis’ departure connotes that its relevance to Gymshark is unimportant.

5.1.3 Business Scope

An organisation’s business scope is concerned with what business the organisation is in, what customer functions it aims to satisfy and what groups of customers it targets (cf. 3.1.4.3 Business Scope).

5.1.3.1 Line of Business

Through examining the content, it is evident that Gymshark is in the industry of fitness apparel with a specific focus on creating products that are innovative. This is for instance evident when they state that “*Gymshark is a fitness apparel & accessories brand, manufacturer and online retailer (...)*” (App. 1, p. 105, l. 2), and when they state that their aim is to create “*innovative, effective performance wear*” (App. 1, p. 105, ll. 7-8). The desire to be innovative and at the forefront of the industry is also expressed when they state that “*We are the future*” (App. 1, p. 106, l. 6). Here, Gymshark is directly expressing their desire to be a relevant brand within the fitness industry. They seek to accomplish this by creating fitness apparel “*which is longer, stretchier and more fitted*” (App. 7, p.113, ll. 8-9).

5.1.3.2 Customer Functions to Satisfy

In terms of customer functions that Gymshark wish to satisfy, they state that “*we exist to create tools that help people unlock their full, incredible potential and put their ideas into action*” (App. 1, p. 105, ll. 11-12). Although, this may be the underlying motivation, Gymshark is selling fitness apparel which connotes that they hope to help consumers realise their full potential by purchasing their fitness apparel. Furthermore, when Gymshark express what they hope to provide their consumers with throughout the content, it is addressed as something beyond simply fitness apparel. For instance, they state that they hope to inspire people “*to improve you know their bodies, their minds, to get into the gym and things like that*” (App. 9, p. 123, ll. 24-25) and that “*from the wider consumer and fans to the athletes and to the people in the office that culture needs to have consistency across all of those different things*” (App. 9, p. 125, ll. 4-5). In the last quotation, Francis, the founder of Gymshark, is addressing another reoccurring theme in the content. He continuously states that for people to be part of the Gymshark family, they must be “*constantly pushing out a positive message, inspiring people to improve themselves, both physically and mentally and just to be a visionary*” (App. 9, p. 127, ll. 1-3). Although, Francis is referring to potential and existing influencers associated with the brand, he states that positivity and wanting to improve both physically and mentally is fundamental for the Gymshark culture, and that this needs to align between consumers, athletes and employees at HQ (App. 9, p. 125, ll. 4-5). This shows that Gymshark focus on communicating a desire to help people realise their goals, more so than they communicate their desire to sell fitness apparel. The audience of the content could be diverted by

these statements, as they are not focused on sales of fitness apparel, which are Gymshark's products, but instead appeal to the audience on a personal level (see also 5.1.4.1 Family).

5.1.3.3 Customer Groups to Satisfy

The customer groups that Gymshark state to serve are vaguely described in the content. Gymshark state that "*before that all we were doing was male products and men's products (...) we decided to venture into female fitness wear, and Nikki (Blackketter red.) was the first female athlete that we sponsored*" (App. 9, p. 124, ll. 5-8) and "*the female team has grown so much since*" (App. 9, p. 124, ll. 12-13). As the quotations illustrate, Gymshark produce fitness apparel to both men and women, and they make no further attempt to specify their segment. However, through examining Appendices 2-6, which are the current female ambassadors of Gymshark, and Gymshark's Instagram accounts, it is evident that the models they use to promote their clothing are young adults. This is assumedly done as their primary segment is within this age range. Furthermore, Gymshark state that they are supported by "*customers in 131 countries*" (App. 1, p. 105, l. 3-4), which further contributes to the large customer group that they wish to satisfy. What specifies Gymshark's segment is that they are only present online. A study of UK consumers revealed that 49% of people between the age of 25-34 preferred shopping in physical stores (Ecommerce News Europe 2018) which indicates that Gymshark still have a lot of consumers within their segment that they are not reaching through their online shop. Furthermore, Gymshark's focus on using social media to brand their products is arguably not targeting the age segment 45+ years old, as these for instance only make up 11% of users on Instagram in the UK (NapoleonCat (D) 2019), and Gymshark's marketing efforts are therefore not accessible to large groups within this age segment.

5.1.4 Philosophy

An organisation's philosophy is expressed through content which concerns its values, aspirations and who is intended to benefit from the organisation (cf. 3.1.4.4 Philosophy). Through examining the content, it is evident that Gymshark have three main values which concern their aspirations as an organisation and who they want the organisation's existence to benefit. These three values are respectively family, progression and vision (App. 1, p. 106). The fact that Gymshark have listed one of their core values to be their vision is unusual, as an organisation's vision is typically expressed through content which describes the organisation's overall goal and the strategic measures being taken to reach them (cf. 3.1.4.5 Strategy). However, as Gymshark have chosen to portray their

vision as a core value, it will be discussed in this section, as philosophy is concerned with an organisation's values (cf. 3.1.4.4 Philosophy). Gymshark's three core values are constantly mentioned throughout the content, and each of these values will be now be examined.

5.1.4.1 Family

“Family Our community of athletes, artists and visionaries stretch all the way across the globe. We are a family of like-minded individuals working to bring our respective visions to life.” (App. 1, p. 106, ll. 2-3). As is illustrated in this quotation, Gymshark regard everyone from employees to consumers as part of their Gymshark family (cf. 5.1.3.2 Customer Functions to Satisfy). Athletes refer to the influencers on social media, who are either ambassadors or athletes of the brand (see also 5.1.6 Social Media Adoption). This value of viewing everyone as part of the Gymshark family is demonstrated when they state “*the most important thing to us is the Gymshark family. From the wider consumer and fans to the athletes and to the people in the office that the culture needs to have consistency across all of those different things*” (App. 9, p. 125, ll. 27-30). As this quotation illustrates, Gymshark are aiming to create more than simply a brand, and by using the term family to describe employees and consumers, they aim to create a sense of belonging to the brand as one belongs to one's family. The relationship between the brand and the consumers is thereby not motivated by sales but instead by a personal relation. By using the term family to describe this brand community, Gymshark may be aiming to evoke a sense of loyalty among their consumers, as the term family is associated with a sense of loyalty and a shared connection. This family value indicates that Gymshark are aiming to create a brand community, as they seek to engage their consumers beyond simply purchasing their products (cf. 3.1.6 Co-Creation; see also 5.1.10 Level of Organisational Interaction).

To explain how the concept of the Gymshark family started, Francis states that “*we sent the clothes off to our heroes basically, and they gave feedback to us, and told us what to change, and what they liked a lot and what they didn't like and it just sort of really organically happened from there. There was never this moment when we sat down and thought let's create this team or anything like that, it just happened. It was a really cool organic and natural process*” (App. 9, p. 122, ll. 21-25). When discussing how the Gymshark family was created, Francis emphasises that it was not a planned marketing strategy but that it happened naturally. This could give the concept of the Gymshark family more credibility from the consumers' perspectives, as something which is not described as a

planned marketing strategy may be regarded as more real and appealing. Gymshark have dedicated individual pages on their website to their ambassadors which also demonstrates the importance of these ambassadors to Gymshark (Apps. 2-6) (see also 5.1.6 Social Media Adoption).

Throughout the content, it is emphasised that the Gymshark family is just that, a real family. “*The Gymshark family truly is a family*” (App. 9, p. 124, l. 11). Furthermore, the influencers who are mentioned in the appendices are described as “*really cool, genuine people*” (App. 9, p. 125, l. 3) and that to be part of the Gymshark family as an athlete “*you really need to be yourself. Be unique*” (App. 9, p. 126, l. 25). These two quotations create a connection between the influencers that Gymshark pay to be part of the family and the consumers. It is interesting to note that Gymshark are referring to their influencers as part of their family, as these are employees who are paid to participate in events and promote the organisation. As established earlier, family generally connotes a sense of loyalty or belonging, and being paid to be part of a family is contradictory, as the premise is often a genuine connection. However, as Francis previously stated that the alignment between the different levels within the business is crucial for the Gymshark family to function, it is implied that the consumers as well as the athletes need to be “*cool, genuine people*” (App. 9, p. 125, l. 3). This could be perceived by the consumers as qualities they will then gain by associating with the brand, through for instance purchasing the fitness apparel. Being “*cool, genuine people*” relates to what Boyatzis (2008) classifies as good behaviour within the organisation (cf. 3.1.4.4. Philosophy), as Francis is here stating that these traits are essential to possess if one wishes to be part of the Gymshark family. In terms of bad behaviour, Francis emphasises several times that arrogance is a quality not accepted in the Gymshark family (App. 9, p. 125, l. 25; App. 9, p. 128, l. 6). Thereby, arrogance becomes a quality with which consumers of Gymshark do not identify, as this would mean that they would not identify with the brand.

5.1.4.2 Progression

The second core value Gymshark presents is progression. “***Progression Our products exist at the intersect of engineering and art. To remain at the forefront of both, we need to be fearlessly progressive and consistently future-conscious. We are not future-proof. We are the future***” (App. 1, p. 106, ll. 4-6).

As this quote illustrates, Gymshark has a goal of being frontrunners within the fitness apparel industry, by creating products which are innovative (cf. 5.1.3.1 Line of Business). This goal is evident in several sections of the content, including in relation to other areas of the business besides the actual product. For instance, Francis states “*We didn't even realise it, but at the time we were revolutionizing the way that exbos were done, like in this industry*” (App. 7, p. 114, ll. 16-17). Francis is here referring to the first Body Power Exhibition that Gymshark attended, where he believes that they changed the manner in which exhibitions were done in the fitness industry. Another example of how Gymshark express to want to proceed with their development is in terms of future expansion. “*More recently, we got to a point where we had to make a decision. We could keep going as a small relatively fast-growing business, or we could take some big risks and go for the big time. And that was a decision that I wanted to make*” (App. 7, p. 115, ll. 5-7). As Francis describes, Gymshark are aiming to grow further, and this could connote to consumers that Gymshark wants to be a major contestant in the fitness apparel industry.

In summation, this value of wanting to progress within their industry and create products which are innovative signifies to consumers that Gymshark desire to stay relevant in the fitness apparel industry. They will continue to be present where consumers are, and this value is therefore argued to be important for Gymshark to emphasise, as it demonstrates their aspirations for the future.

5.1.4.3 Vision

The final core value that Gymshark present is their vision. “*Vision In everything we do, be true to our vision and respectful of others. We are here to bring ideas to life. There is no idea too big or too small*” (App. 1, p. 106, ll. 7-8). This ultimate goal that Gymshark present is further elaborated when they state “*above all a commitment to the Gymshark vision: Before there is an action, there is an idea. We exist to create the tools that help people unlock their full, incredible potential and put their ideas into action. Be all that you imagined you could be. Be a visionary*” (App. 1, p. 105, ll. 8-13). Gymshark’s vision is thereby to enable others to create, flourish and realise their own goals (cf. 5.1.3.2 Customer Functions to Satisfy). This is evident throughout the content, as Gymshark continuously state that they wish to help people, by providing them with positivity and tools to reach both their physical and mental goals (App. 7, p. 114, ll. 10-11; App. 9, p. 123, ll. 20-23). The manner in which Gymshark describe their vision is not in alignment with what was presented in the theory (cf. 3.1.4.5 Strategy), where vision was defined to entail the strategic measures an

organisation outlines to reach their mission, their purpose. Gymshark's vision value is essentially their mission, as it is concerned with their wished end-state, what they hope to achieve as an organisation. Additionally, it is interesting to note that Gymshark does not express any desire to sell fitness apparel. Their values all revolve around providing help and positivity to consumers and inspire people to take action themselves. This approach to branding their fitness apparel aligns with their family value, as sales and specific products are not at the forefront of their corporate values (see also 5.1.10 Level of Organisational Interaction). Instead, the focus is on creating tools to help people realise their own goals, and this supports the family value, in they want to help, not sell.

5.1.5 Strategy

Strategy is defined in this thesis as an organisation's ultimate objective, what kind of organisation it intends to be and what contributions, whether economic or non-economic, it intends to make to its stakeholders (cf. 3.1.4.5 Strategy).

5.1.5.1 Gymshark's Ultimate Objective

Through examining the content, it is evident that Gymshark's ultimate goal is to provide consumers with the tools to realise their full potential, both physically and mentally. This is evident when Gymshark state "*We exist to create the tools that help people unlock their full, incredible potential and put their ideas into action*" (App. 1, p. 105, ll. 11-12). This ultimate goal was previously identified as one of Gymshark's core values (cf. 5.1.4.3 Vision). Gymshark do not specify who exactly *people* refer to, but it is concluded that they are targeting a very large segment which stretches across 131 countries that Gymshark are currently shipping to (App. 1, p. 105, l. 4). However, their segment was specified by factors such as age and willingness to shop online (5.1.3.3 Customer Groups to Satisfy).

At the time of writing, Gymshark have made no indication of opening physical stores. However, they have a page on their website dedicated to pop-up stores (Gymshark Central (C) 2019). This page is currently empty, and no current events are posted. This does however indicate that Gymshark has done pop-up stores in the past, and potentially will again. This could be a method for reaching the part of their segment, who do not shop online. Furthermore, Gymshark is opening another office, besides the HQ in Birmingham (App. 8, p. 121, ll. 5-6), outside of the UK (App. 8, p. 121, l. 17-18). This is presumably done based on the growth rate that they have experienced up

until this point, along with the decision to “*go for the big time*” (App. 7, p. 115, l. 6). What exactly is referred to is unclear, but it does indicate that Gymshark is initiating new goals and objectives. This type of development and new objectives would arguably not be placed on their public website prior to their initiation. This type of information is typically found in an organisation’s annual report, and as Gymshark is privately owned, their annual reports are not available for the public. The annual reports also include specific figures about sales, including regional sales, which are therefore also unattainable for this thesis (Company Check 2019). As consumers cannot access this information, Gymshark controls what type of information the consumers are able to access, i.e. what they publish on their website and social media. The only public objective Gymshark have given their consumers insight to is therefore that they exist to help people unlock their potential.

Gymshark’s ultimate objective of providing people with the right tools to improve themselves is further evident when they state “*the Gymshark vision (...) to inspire as many people as possible, to be a visionary, to improve themselves, both physically and mentally*” (App. 9, p. 124, ll. 28-29)” and “*We spent the whole weekend just talking, helping people*” (App. 7, p. 114, ll. 10-11). As these quotations indicate, Gymshark continuously verbalise their ultimate goal.

Another manner in which they emphasise their commitment to their ultimate goal is by arranging events around the globe. These events include fitness classes and meeting the founder and some of the athletes of the brand (Gymshark Central (B) 2019). Through these events, Gymshark bring their online presence to a physical forum, where consumers then have the opportunity to connect with the brand in a real-life setting. These events contribute to Gymshark’s corporate identity, in that they remove the barrier of physical distance and allow for consumers to connect with the brand in a more intimate and physical way (see also 5.1.10 Level of Organisational Interaction).

5.1.5.2 Noneconomic Contributions

Through examining the selected content, it becomes apparent that Gymshark does not mention any initiatives or measurements being taken to be sustainable. This is noteworthy as sustainability is a very popular topic in western societies, and organisations are often being measured on their initiatives to e.g. produce sustainably (Financier Worldwide 2015). Companies, whom Gymshark are competing with in the fitness apparel industry, such as Nike, Adidas and My Protein, all have pages on their respective websites dedicated to their approach to creating sustainable products (Nike

2019; Adidas 2019; MyProtein 2019). Nike and Adidas are two of the leading organisations that produce fitness apparel, who have existed for many decades (The Telegraph 2011). MyProtein is, similarly to Gymshark, a younger organisation which, like Gymshark, only sell products online (MyProtein 2019). The fact that Gymshark do not mention any form of corporate social responsibility on their website could be because they are a relatively young organisation and therefore have not made sustainability initiatives important within the organisation. However, it could also be that they are not concerned with being sustainable. Regardless, the absence of how sustainability is incorporated into their organisation may affect some consumers negatively, as consumers today have a higher expectancy of their products being produced sustainably (Butler 2018).

5.1.6 Social Media Adoption

It was established that social media adoption refers to whether or not an organisation chooses to be active on social media, and if so, what motivations are present for the application of social media (cf. 3.1.5.1 Social Media Adoption). Gymshark are present on many different social media platforms, i.e. Instagram, Facebook, Musical.ly, Youtube, Pinterest, Twitter and Spotify (cf. 5.1.1 Communication). Gymshark exists on the abovementioned social media platforms through the organisation's own accounts, employee accounts and stakeholder accounts (Instagram (H) 2019; Instagram (Q) 2019; Instagram (P) 2019). Employee accounts refer to accounts which belong to people working at for instance Gymshark's offices but also accounts which belong to influencers, who are sponsored by Gymshark. These influencers are viewed as employees as much as people working at HQ. Gymshark therefore exist on social media through own profiles, where they post content themselves, through employees and influencers, where they potentially have a say in what is posted, and finally, on stakeholder accounts, when consumers post about the organisation or its products. This final type of content is not controllable for Gymshark and unfolds based on what the consumers experience.

Gymshark describe the use of social media on their website, where they write "*supported by millions of highly engaged social media followers*" (App. 1, p. 105, l. 3). As this quotation demonstrates, Gymshark values this social media presence highly, and Francis elaborates further, explaining how social media, and whole concept of using influencers, happened: "*we sent the clothes off to our heroes (...) and it just sort of really organically happened from there*" (App. 9, p.

122, ll. 21-23) (cf. 5.1.4.1 Family). Francis is here explaining how his own obsession with Youtube led him to send some of the Gymshark products to the people he was watching at that time. As it was successful, Gymshark continued this approach to branding, and it has become a massive part of their business today. Francis states that “*the female team has grown so much (...)*” (App. 9, p. 124, l. 9). Social media and influencers have meant a lot to Gymshark’s development, and it is evident as it is mentioned often throughout all of the content. For instance, Appendices 2-6 are dedicated to the female ambassadors of the brand (Apps. 2-6). Furthermore, Gymshark differentiate between ambassadors, athletes and sponsorships.

Ambassadors have been given an individual page on Gymshark’s website (Apps. 2-6) and consist of influencers who have been with Gymshark for a long time, including their first female influencer, Nikki Blackketter. Ambassadors are sponsored by Gymshark but are held in higher esteem than for instance athletes. The ambassadors that Gymshark has chosen have larger followings than athletes, and Francis for instance states that Blackketter, the first female athlete is “*the golden girl of fitness*” (App. 9, p. 126, l. 10). Gymshark have five female ambassadors (Apps. 2-6) (at the time of writing).

Athletes are influencers who are sponsored by Gymshark, and participate in events, e.g. tours, along with the ambassadors. However, the number of athletes that Gymshark has is unknown. Francis describes how Gymshark has teams of athletes in different nations: “*we’ve got a German team, French team, Scandinavian team, British team, Australian, US and Canada. There is international teams as well*” (App. 9, p. 125, ll. 14-15). As there is no official list of athletes, it is not possible to determine how many influencers are affiliated with Gymshark and who these individuals are.

Finally, Gymshark has *sponsorships*. With sponsorships, Gymshark sends products for free to influencers, who then post pictures on social media, stating that they have been gifted the products. As with athletes, there are no official lists stating who Gymshark are currently sponsoring or the length of these sponsorships. However, in both the UK and Denmark legislations have been passed stating that content, which is sponsored, must be marked as such, including on social media (Hosie 2018; Forbrugerombudsmanden 2017).

In terms of regional sponsorships, an example could be the Danish influencer, Nanna Skovlund, who grew her following after having participated in the Danish reality program, Paradise Hotel

(Vilsbøl 2018). She frequently posts pictures on her Instagram account featuring many different types of products which have been given to her. Among these are Gymshark's products which connotes to the audience that she is sponsored by Gymshark. (Instagram (N) 2019) Although Skovlund does not mark the content as sponsored, she has posted several pictures wearing Gymshark products. If the assumption that Skovlund is sponsored by Gymshark is correct, she does not adhere to the legislation regarding sponsorships in Denmark. Besides Skovlund, I was able to find two other Danes who are currently sponsored by Gymshark, i.e. Jasmine Melina and Cecilie Lind. Melina is like Skovlund, a reality personality, who grew her following after being a participant on Paradise Hotel (Instagram (K) 2019), and Lind is a personal trainer, who has grown her social media following through posting about fitness and publishing a healthy cookbook (Instagram (E) 2019). Like Skovlund, Melina and Lind do not mark their content featuring Gymshark's products as sponsored. However, they have both tagged Gymshark in their Instagram biographies (Instagram (K) 2019; Instagram (E) 2019). Nevertheless, this is in conflict with the current Danish legislation regarding sponsored content, as it must be marked as such on each post.

It is not possible to determine whether or not Gymshark are currently sponsoring other Danes, however, it is worth noting that out of the three identified Danish influencers, two are reality personalities from the program Paradise Hotel, and only one is known exclusively for her fitness knowledge.

Gymshark's motivation for applying social media as the primary tool for branding the organisation could arguably have been started as a result of low operation capital. As a newly started organisation, Gymshark simply did not have the funds to advertise on billboards or in fitness magazines, and instead resulted to give their products for free to people they followed on social media, who had know-how about fitness. Francis describes the first time he sent products to a Youtuber named Lex, "*I remember when he got it, and he gave us his feedback, and he uploaded a video in it. It was the coolest thing ever*" (App. 7, p. 113, ll. 22-23). Since this positive experience, Gymshark continued their collaborations with influencers, and the motivations for applying social media have presumably shifted from being cost reduction to the viral capabilities, the growth and the popularity that is achievable with social media today.

5.1.7 Choice of Platform(s)

Choice of platform(s) is concerned with what type of platforms an organisation makes use of and what specific platforms it is present on (cf. 3.1.5.2 Choice of Platform(s)). It was established that Gymshark has accounts on Instagram, Facebook, Musical.ly, Youtube, Pinterest and Twitter (cf. 5.1.1 Communication). These social media platforms can be divided by type, i.e. collaborative projects, blogs, content communities, social networking sites (SNS), virtual game worlds and virtual social worlds (cf. 3.1.5.2 Choice of Platform(s)). The analysis will focus on Instagram, and specifically the account @gymsharkwomen (cf. 2.0 Introduction), however, all the platforms that Gymshark are present on will be considered below.

Instagram, Facebook and Twitter are SNS, where Gymshark have accounts which are certified as a business accounts (Instagram (F) 2019; Instagram (G) 2019; Instagram (H) 2019; Facebook 2019; Twitter 2019). Interestingly, on Instagram, Gymshark has three different accounts, i.e. @gymshark, which displays both male and female targeted content (Instagram (F) 2019), @gymsharktrain, which again displays both male and female targeted content (Instagram (G) 2019), and lastly, @gymsharkwomen, which content is only directed at females (Instagram (H) 2019). This connotes that Gymshark are more focussed on this platform than the others, as they have created three separate accounts. This focus on Instagram is presumably facilitated by the fact that Instagram is the platform where the highest levels of engagement from consumers can be reached in relation to apparel and influencers (Casaló et al. 2018, 1). Furthermore, having three different accounts on Instagram connotes that Gymshark are aware of their different audiences. This indicates that Gymshark have a specific focus on the female segment and that they have invested resources in creating an account which targets the female part of their segment exclusively.

Musical.ly, Youtube and Pinterest are content communities where accounts can share videos and pictures. Although Gymshark has accounts on each of these platforms, it is only on Instagram that Gymshark has three separate accounts. As was specified in the introduction, Instagram is the platform where influencers can achieve the highest amount of engagement, and the analysis will focus on this platform for the remaining sections with specific focus on the account created for women, i.e. @gymsharkwomen.

5.1.8 Choice of Content

When examining what content an organisation publishes on its social media accounts, it is important to examine who creates the content, what form of content is published and what it contains (cf. 3.1.5.3 Choice of Content). As @gymsharkwomen is the primary account that is considered in this thesis, it is possible to distinguish between three types of content on this account, i.e. created, curated and co-created (cf. 3.1.5.3 Choice of Content).

Created content is the posts published on @gymsharkwomen which Gymshark have created themselves. This type of content is visible on the account when for instance pictures from photoshoots are posted (Instagram (J) 2019). However, this is not the primary type of content that Gymshark posts. Out of the 18 most recent posts (at the time of writing), Gymshark only have two posts which are created content.

In terms of distinguishing between what is curated content, when Gymshark re-posts another account's photo, and what is co-created content, when they have collaborated to produce the post, this distinction is difficult to make. All the posts which are not created content have been attributed to other accounts, by tagging them beneath the posts, and thereby assigning them the photo credits (Instagram (I) 2019). However, many of these posts are from accounts which are presumably sponsored by Gymshark. This means that Gymshark have sent the clothes to the influencers behind the accounts and thereby have contributed to the creation of the post. In some instances, it is possible to see if the influencer behind the post has been paid to post the original photo. This is visible if the original post is marked as sponsored on Instagram, thereby indicating to the audience that the content in the post is a paid sponsorship. However, although the influencers are sponsored by Gymshark, it is not possible to know the terms of the sponsorship. The original photos may not be marked as sponsored content, although, they still are. An example could be the most recent post on @gymsharkwomen (at the time of writing), where the photo is credited to an influencer named Megan Rice (Instagram (L) 2019). Megan Rice does not indicate that she is officially sponsored by Gymshark in her account biography. However, all the posts on her account, which are related to fitness, feature Gymshark's products. This connotes to the audience that she is sponsored by Gymshark which means that the products have been given to her for free. This is also supported by the fact that she has over 5.000 followers which makes her an influencer. (Instagram (L) 2019; Dinesh 2017) Out of the 18 most recent posts (at the time of writing), only 8 of the 16 influencers,

whose pictures have been re-posted, credit themselves in their bio as sponsored by Gymshark. These are a mix between ambassadors, athletes and sponsorships. Therefore, it is concluded that the primary type of content that Gymshark posts on @gymsharkwomen is co-created content. Gymshark does not re-post pictures from accounts that do not have above a few thousand followers which eludes that Gymshark does not apply curated content. Although, Gymshark invite all types of accounts to tag them in their biography, where they write: “*Share your pictures with us using #GymsharkWomen*” (Instagram (H) 2019), they do not re-post pictures from ‘regular’ accounts, who have tagged them.

By using co-created content as its primary content on @gymsharkwomen, Gymshark communicates to its audience that it identifies and belongs to the same group as these influencers, who have a lot of knowledge about fitness. Furthermore, by associating their brand with influencers, who have a certain body type, Gymshark are communicating to its audience that they too can reach their fitness goals and use Gymshark’s products to do this. Applying these specific influencers connects Gymshark’s products with a specific body type connoting to the audience that they will be able to achieve the same body in Gymshark’s products.

5.1.9 Level of Engagement

Level of engagement from stakeholders is indicated by the number of followers, comments and likes that the organisation receives (cf. 3.1.5.4 Level of Engagement). To illustrate the level of engagement, the figure below has been created to hold @gymsharkwomen up against three other accounts on Instagram, i.e. @nikewomen, @adidaswomen and @myproteinwomen. These three accounts are, similarly to @gymsharkwomen, targeted towards females and are accounts belonging to fitness apparel brands. The average likes and comments were calculated based on the average of the nine most recent posts on the accounts (at the times of writing) (Instagram (H) 2019; Instagram (O) 2019; Instagram (D) 2019); Instagram (M) 2019.

	@gymsharkwomen	@nikewomen	@adidaswomen	@myproteinwomen
Followers	2,1M	7,6M	2,9M	91,2T
Average Likes	81,1T	83,4T	16T	342
Average Comments	828.8	1465.8	66.3	7
Tags	1,23M	1,8M	520T	34T

Figure 10: @gymsharkwomen, @nikewomen, @adidaswomen & @myproteinwomen

As is illustrated in the figure, @gymsharkwomen have 2,1 million followers which aligns somewhat with competitors, @nikewomen and @adidaswomen, which have respectively 7,6m and 2,9m. Although, Nike has nearly four times the number of followers and Adidas just about the same, Gymshark has existed for a much shorter period of time. MyProtein, which is a newer brand, established in 2004 (MyProtein 2019), has just 90 thousand followers. Based on these examples, it is argued that the level of engagement from Gymshark's audience is at the higher end of the spectrum. @gymsharkwomen's average amount of likes is 81,14 thousand. In comparison, @nikewomen's average amount of likes is 83,5 thousand. This indicates that, although @gymsharkwomen have nearly four times less followers, the follows' level of engagement is much higher than @nikewomen's followers. @adidaswomen, which has nearly the same number of followers, have only 16 thousand likes on average and @myproteinwomen has just 342. This supports the statement above, that Gymshark's followers have a higher level of engagement than their competitors'. Lastly, in terms of engagement through comments, @gymsharkwomen's followers show a higher level of engagement than both @nikewomen, @adidaswomen and @myproteinwomen's followers.

These findings indicate that Gymshark's followers are more active and engaged in the organisation than what was found with two major fitness apparel brands, Nike and Adidas, and MyProtein which, similarly to Gymshark, is a younger fitness apparel brand only present online. This high level of engagement could be facilitated by the use of co-creation, as this is believed to heighten levels of engagement from the audience (Essamri et al. 2018, 367; Lee and Dolen 2015, 951; Ind et al. 2013, 6). Co-creation is demonstrated when Gymshark encourage their followers to share pictures with Gymshark products and use the hashtag #GymsharkWomen (Instagram (H) 2019). As

Figure 10 demonstrates, 1,23 million posts have been created using this hashtag. Contrarily, @adidaswomen has just over half a million hashtags, @nikewomen has 1,8 million and @myproteinwomen has 34T. This further demonstrates a higher level of engagement among Gymshark's followers than their competitors'. Furthermore, co-creation is demonstrated in relation to the "Gymshark family". This high engagement among the consumers signify their commitment to the brand community which results in them engaging with Gymshark on their online platforms through commenting and liking their posts (see also 5.1.10 Level of Organisational Interaction).

5.1.10 Level of Organisational Interaction

An organisation's level of engagement can be seen through its reaction to stakeholder engagement and how it interacts with other users (cf. 3.1.5.5 Level of Organisational Interaction), for instance through response to comments. Through examining the nine most recent posts on @gymsharkwomen (at the time of writing), Gymshark do not respond to any of the comments made. Instead, other users respond to questions of sizing, fitting and experience with e.g. how sweat-proof some of the products are (Instagram (I) 2019). By not answering the comments and questions themselves, Gymshark show a low level of interaction with their audience which could negatively impact the relationship the consumers are forming with the organisation. However, as the engagement level is high among the consumers, this aids the core value Gymshark has, i.e. family (cf. 5.1.4.1 Family). Not answering the comments themselves could be a strategic initiative by Gymshark as it contributes to a sense of family among the consumers, their brand community. This is evident when the consumers respond to comments made by other consumers, as a characteristic within brand communities is that consumers are equally engaged in helping the organisation and each other (Muniz, Jr. and O'Guinn 2001, 418). Gymshark have thereby created an environment, a brand community, where their audience is invested in the brand to a degree, where they interact and help each other, by answering questions and concerns regarding the products. This further indicates that Gymshark has made use of co-creation, in terms of creating a community where consumers help each other and make recommendations in relation to purchasing products. This is creating value for Gymshark, as the consumers participate in this family which can lead to higher levels of loyalty among the consumers (cf. 3.1.6 Co-Creation). The fact that Gymshark stands back and let other accounts answer the questions asked to their posts is in agreement with what Fournier and Avery (2011) state to be a success criterion of co-creation, i.e.

the process should happen naturally and that the organisation should stand back in the process (cf. 3.1.6 Co-Creation).

Nevertheless, it is interesting that Gymshark does not participate in this dialogue on their posts on Instagram. It was determined that one of their core values is family, which Francis stated should align across all levels of the organisation. As they remove themselves from this online debate, Gymshark are distancing themselves from their consumers (Ind et al. 2013, 16).

Based on the section above, Gymshark's level of interaction is deemed rather low on Instagram, as they do not actively engage with their consumers through answering the comments on their posts. However, in terms of interacting to co-create with their consumers, Gymshark organise events where their consumers are invited to come and talk to both influencers and employees of the organisation, which is found to be an important aspect of maintaining a brand community (cf. 3.1.6 Co-Creation). This indicates that Gymshark make use of co-creation beyond social media and invite their family to meet in real life and thereby draw the virtual world out in to reality, letting their brand community defy the geographical distance that otherwise separate them. Furthermore, the Youtube videos, which are applied as content in this thesis, were created because consumers have requested it (App. 7, p. 115, ll. 20-21; App. 8, p. 121, ll. 14-15; App. 9, p. 122, l. 5). These videos therefore signify that Gymshark do engage with their consumers, at least in relation to what content they wish to receive from the organisation.

5.1.11 Gymshark's Corporate Identity

Through analysing the selected content and researching Gymshark's use of social media on specific social media platforms, it is evident that Gymshark's primary platform for communicating with their stakeholders is social media (cf. 5.1.1 Communication; 5.1.6 Social Media Adoption).

Gymshark communicates to its audience that it is an innovative organisation within the fitness apparel industry, with an overall objective of helping people achieve their physical and mental goals (cf. 5.1.2 History; 5.1.3 Business Scope; 5.1.4 Philosophy; 5.1.5 Strategy). Gymshark applies social media and influencers to reach their audience and communicate this overall objective (cf. 5.1.6 Social Media Adoption; 5.1.8 Choice of Content). Furthermore, Gymshark have three core values which corresponds with their overall objective, i.e. family, progression and vision (cf. 5.1.4 Philosophy). Especially family is found to be consistently enhanced in several of the categories and

is connected to Gymshark's use of social media, as they have established a brand community among their consumers and employees (cf. 5.1.10 Level of Organisational Interaction), where the engagement levels are higher than among their competitors (cf. 5.1.9 Level of Engagement). The majority of content Gymshark posts on @gymsharkwomen is co-created by influencers, who are sponsored by the organisation. Additionally, Gymshark differentiate between international and regional influencers. International influencers refer to for instance Nikki Blackketter, who is internationally famous (App. 9, p. 125, l. 31), where regional influencers are specific to countries, e.g. Germany, or areas, e.g. Scandinavia. (cf. 5.1.6 Social Media Adoption) Although the amount of sponsorships Gymshark currently engages in is unknown, three Danish females were identified to be sponsored by Gymshark, and two of these are Danish reality personalities (cf. 5.1.6 Social Media Adoption).

5.2 Culture and Consumption Analysis

This section will apply McCracken's (1988) Culture and Consumption Theory to determine what the respondents' cultural consumption patterns are in relation to fitness apparel. This is achieved through examining the cultural constituted world, i.e. the respondents and what they express to value in relation to fitness apparel, and the instruments of meaning transfer, i.e. advertising, the fashion system and social media, will determine which types of marketing channels the respondents express to affect them in relation to fitness apparel. Lastly, McCracken's (1988) rituals will be examined in relation to the respondents, to determine how they acquire and consume fitness apparel.

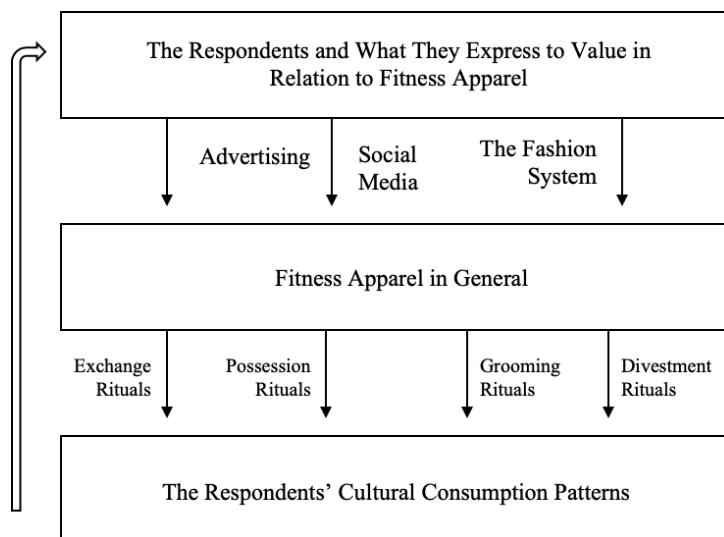
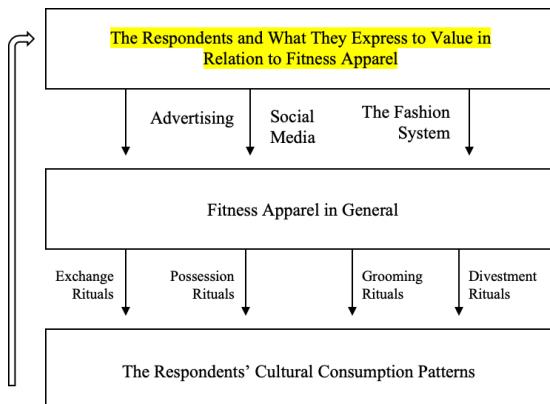


Figure 11: This Thesis' Application of the Culture and Consumption Theory

5.2.1 The Culturally Constituted World – The Respondents



According to McCracken (1988), the culturally constituted world is made up of categories and principles (cf. 3.2.2.1 Locations of Cultural Meaning: The Culturally Constituted World). In this thesis, the culturally constituted world is the respondents, who were interviewed. The categories are therefore what defines the respondents, and the principles are what the respondents express to be important aspects for them in relation to purchasing fitness apparel.

The categories are characterised by being Danish females between the age 18-28, who live in Aalborg, and they are all members of a fitness centre (cf. 4.4.2 Design). The principles that the respondents express in the interviews will now be analysed. These principles are divided into three sections, i.e. what the respondents express in relation to their fitness apparel shopping habits, important qualities they look for in fitness apparel and brand preferences.

5.2.1.1 Shopping Habits

The respondents show differences in relation to how often they purchase fitness apparel. Four of the respondents state that they purchases fitness apparel every three months or more often (Apps. 13, 15, 17, 20), three respondents do it a few times a year (Apps. 11, 14, 16) and the remaining three state that to do it “*once in a while*” (App. 12), “*whenever there is a need*” (App. 18) or every few years (App. 19). Despite this difference in frequency, all of the respondents state that they buy fitness apparel. In addition to purchasing fitness apparel themselves, eight out of the ten respondents wish for and receive fitness apparel in connection with holidays, e.g. birthdays or Christmas (Apps. 11, 12, 13, 14, 15, 16, 19, 20). For instance, Respondent 4 states: “*I usually always wish for some fitness apparel for Christmas and I also go out and buy it myself (...)*” (App.

14, p. 158, ll. 16-17). This further demonstrates that all of the respondents buy or receive fitness apparel and can therefore be considered potential consumers of Gymshark's products.

5.2.1.2 Important Aspects of Fitness Apparel

In terms of what the respondents state to be significant for them when they are searching for new fitness apparel, this is found to vary.

The most frequently expressed quality that the fitness apparel must contain is that it is comfortable to wear. Seven out of the ten respondents state that comfort is important for them when they are purchasing fitness apparel (Apps. 11, 15, 16, 17, 18, 19, 20). Respondent 6 states "*As long as it is nice and comfortable to wear*" (App. 16, p. 170, l. 20). As a majority of the respondents agree with this quotation, there is arguably a pattern which indicates that comfort is important in relation to fitness apparel.

For five of the respondents, the appearance of the fitness apparel is mentioned when they have to state what is important to them when they purchase fitness apparel (Apps. 12, 14, 15, 17, 19).

Respondent 2 describes how she values her appearance in relation to going to her fitness centre: "*It's like I have a picture of myself, of what I want to look like when I go to the gym. Then I can catch myself buying a pair of shoes that match my t-shirt (...) I sort of have a picture of how it should look, one's uniform for going to the gym*" (App. 12, p. 141, ll. 6-10). As the respondent describes here, appearance matters to her in terms of deciding what fitness apparel to wear.

Five respondents also expressed that price is a big factor in their purchasing decisions (Apps. 11, 14, 17, 19, 20). For instance, Respondent 4 and Respondent 9 state "*Both quality and price, you want something that is nice but I'm not looking to pay like 800kr for a pair tights*" (App. 14, p. 158, ll. 28-29) and "*(...) when I buy it myself, price is definitely important*" (App. 19, p. 187, ll. 25-26). As these quotations illustrate, the two respondents are aware of the price, when they are purchasing fitness apparel, a characteristic that half of the respondents share. Only two of the respondents share a different view on price (Apps. 16, 18). For them, the quality and appearance of the clothing are prioritised above the price. "*I primarily buy stuff that is around 700kr and up (...) because then it's proper quality*" (App. 16, p. 170, ll. 23-24) and "*I wish I was more price-conscious when I go out and shop e.g. fitness apparel (...) sometimes I think I'm blinded by the price and just say that it is*

an investment" (App. 18, p. 182, ll. 3-6). As these quotations demonstrate, Respondent 6 and 8 stand out from the group of respondents, as they do not regard price as a discouraging factor, when they are shopping for fitness apparel.

The remaining important factor that four respondents mention in relation to buying fitness apparel is quality (Apps. 13, 14, 16, 17). For instance, Respondent 3 states "*It is most definitely the quality I value the most now, and what you can do in it*" (App. 13, p. 152, ll. 9-10). For Respondent 3, the quality is valued higher than appearance, which used to be her motivating factor for buying fitness apparel (App. 13, p. 152, ll. 8-9).

5.2.1.3 Brand Preferences

In terms of having preferences towards specific brands within fitness apparel, only one respondent states that she purchases only from two specific brands (App. 20, p. 192, ll. 17-25). Among the rest of the respondents, two themes occur.

The first theme is detected among five of the respondents, who state that they have no preferences towards specific brands when they purchase fitness apparel. They state to be motivated by other factors such as price, the fit of the clothes and what they see others wear (Apps. 11, 13, 14, 17, 19). The second theme is shared between four of the respondents, who purchase specific brands in some instances. Respondent 5 states "*For instance, with tights, I only buy Casall. And that is without exception (...) shirts and sports bras I don't really care (...) that could be anything from H&M to Only to Nike, Adidas*" (App. 15, p. 164, ll.20-23). As this quotation demonstrates, the respondent has preferences in terms of which brands she buys from but only in relation to tights. Respondent 8 states "*I have some fitness apparel which is just from Only Play and H&M but I really Nike for apparel*" (App. 18, p. 181, ll. 23-24). Respondent 8 clearly have a preference towards Nike, however, this does not discourage her from purchasing other brands, including lower priced-brands, such as H&M and Only Play. Conclusively, the four respondents display some preferences in relation to what fitness apparel they purchase, but they are not reluctant to purchase products which are not from their preferred brands.

These two themes could indicate a pattern among the respondents not to loyal towards specific brands.

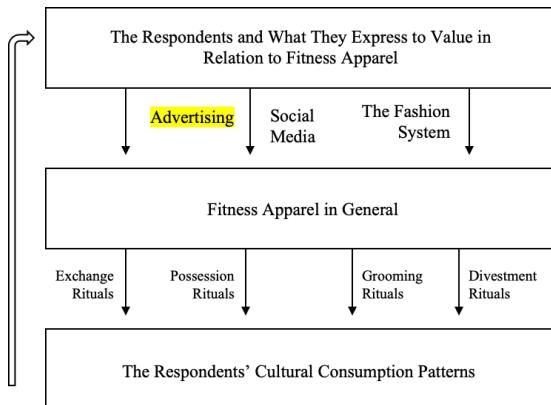
5.2.1.4 The Respondents' Lens and Blueprint

Based on these principles, it is argued that the respondents' lens consists of viewing fitness apparel as products that should be comfortable, validate their wishes in terms of a specific appearance and be consistent in terms of price and quality. Moreover, brand preferences were limited and only valued in relation to being familiar with the quality and appearance of certain brands. This lens that the respondents share is based on their blueprint which has developed through their upbringing as Danish citizens. Arguably, their Danish nationality, and being millennials, have affected the respondents' blueprint. For instance, the respondents are presumably accustomed to a certain standard with products, and specifically fitness apparel, as they have grown up in Denmark, where the high standards of living affect the products sold in the nation and consumers' expectations (Santander 2019). Millennials are generally motivated to purchase brands they are familiar with, however, the level of comfort that has been asserted among millennials to venture online and discuss topics that interest them have increased their willingness to purchase brands that they encounter online (Smith 2015, 28). Both of these factors are reflected among the respondents. First, eight out of the respondents refer to Nike as a brand they purchase or have items from (Apps. 12, 13, 15, 16, 17, 18, 19, 20). Although only one of the respondents express loyalty towards Nike (App. 20), eight mention the brand which indicates their familiarity with the brand (Apps. 12, 13, 15, 16, 17, 18, 19, 20). Nike was founded in 1971 and is considered to be one of the largest sports-wear brands in the world (O'Reilly 2014; Pledge Sports 2019). Second, seven of the respondents state that they have tried new brands through online shopping or been inspired by something they have seen online to purchase a brand they didn't know previously (Apps. 11, 12, 13, 15, 16, 17, 19). As these two factors demonstrate, the respondents' principles are in alignment with being millennials.

5.2.2 World to Consumer – Instruments of Meaning Transfer

This section will determine which of the instruments of meaning transfer, i.e. advertising, the fashion system and social media, affect the respondents' purchases of fitness apparel. The purpose of examining these instruments of meaning transfer is to reveal patterns among the respondents in regard to where they search for inspiration in relation to fitness, including fitness apparel.

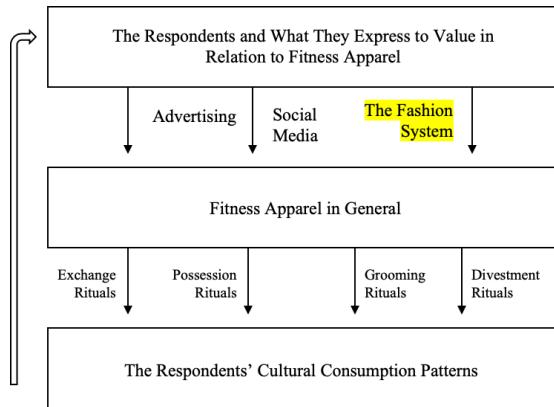
5.2.2.1 Advertising



According to McCracken (1988), advertising refers to advertisements which have been developed with the purpose of transferring meaning from the culturally constituted world to a consumer good (cf. 3.2.2.2.1 Advertising). Traditional advertisements can be seen on for instance television, in newspapers and on billboards. Through examining the interviews with the respondents, it is found that only one respondent mentions this type of traditional advertising as something that influences her decisions in relation to purchasing fitness apparel. When asked where she finds inspiration for trying new products in relation to fitness, she states “*(...) it is probably mostly Instagram that is my main source of inspiration. But there is also like advertisements on TV with cool shoes or cool workout tops (...) what friends buy that looks cool and Instagram and advertisements from TV and Facebook*” (App. 15, p. 165, ll. 3-6). Respondent 5 is the only one who acknowledges that what she sees on television affects her purchasing decisions. Nevertheless, she also mentions elements within both the fashion system and social media. For instance, the advertisements she views on Facebook will be considered under social media, as these advertisements are published on a social media platform.

It is therefore concluded that among the respondents, advertising, in the traditional sense, is not seen as an instrument of meaning transfer that effects their purchases of fitness apparel.

5.2.2.2 The Fashion System



There are three ways in which meaning can be transferred from the culturally constituted world to consumer goods through the fashion system, i.e. magazines or newspapers, opinion leaders and groups responsible for radical reform of cultural meaning (cf. 3.2.2.2 The Fashion System).

5.2.2.2.1 Magazines and Newspapers

Magazines and newspapers have experienced drastic declines in readership as the use of internet has grown (McLennan and Miles 2018; Berlingske 2017). This could arguably explain why none of the respondents mention either magazines or newspaper as sources of inspiration for their shopping habits in relation to fitness apparel or otherwise. Additionally, the respondents' age segment could be argued to have an effect, however, the general decline in readership for magazines and newspapers could also be the explanation. When McCracken (1988) developed his theory, magazines and newspapers played a big role in what information was accessible to consumers. However, in this thesis, it has proven not to be a relevant instrument of meaning transfer, much like what was found with advertising, in the traditional sense (cf. 5.2.2.1 Advertising).

5.2.2.2.2 Opinion Leaders

Opinion leaders are individuals which are held in high esteem amongst peers, based on achievements, beauty or birth right (cf. 3.2.2.2.2 The Fashion System). Through examining the interviews with the respondents, it is evident that opinion leaders can be found both in real life and on social media. Therefore, opinion leaders will be discussed under both sections, where this section will focus on the opinion leaders, who the respondents know, and under social media, opinion leader will be discussed in relevance to the platform Instagram.

Seven of the ten respondents express that they are inspired by people they know in relation to purchasing fitness apparel (Apps. 11, 13, 14, 17, 18, 19, 20). For instance, Respondent 7 states “*but if my friends have something on, you know, you see something and then you just get into your head that you want a new pair of tights*” (App. 17, p. 176, ll. 7-8). Here Respondent 7 explains how she is affected by what her friends wear to the gym and if she likes it, she’ll purchase it. The fact that seven of the ten respondents state that they look to their friends for advice on fitness apparel could indicate a tendency that opinion leaders outside of social media is a relevant factor for this segment.

5.2.2.2.3 Groups Responsible for Radical Reform of Cultural Meaning

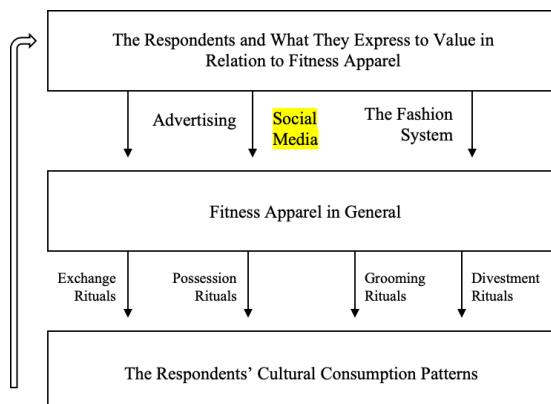
Groups responsible for radical reform of cultural meaning are groups which live on the edge of society, practicing norms which are not yet accepted as mainstream. However, these groups can become mainstream as their followings grow, and they become capable of changing the societal norms. (3.2.2.2 The Fashion System)

One group which has had tremendous influence on the way people perceive fitness and engage in working out is fitness influencers. This group has moved from the outskirts of society and to the very centre, and it can be credited with the success of the fitness influencer industry which flourishes today. One of the first to venture into this industry was Melissa Eckman, who created a blog and an account on Instagram in 2013, where she posted content about her workouts and what outfits she wore. The brands she posted about would repost her content, and as her following grew, so did the paid sponsorships with brands. (Bobila 2017) Today, the fitness influencer industry is enormous. The actual number of fitness influencers is unknown, as no official records exist and registration to be an influencer is not required. For instance, lifestyle and beauty influencers may also post content which contains fitness elements which would make them fitness influencers as well. According to Influencer Marketing Hub, the fitness influencer with the largest following is @michelle_lewin, who has 12.6 million followers (Influencer Marketing Hub 2019).

This group responsible for radical reform of cultural meaning’s impact is also reflected among the respondents. All of the respondents state that they are inspired by content they see on Instagram to workout themselves and that what they see on Instagram has affected the manner in which they work out. For instance, Respondent 2 states that one of the influencers that she follows on Instagram “*had posted a little video where she used a 15kg barbell to workout with and she had*

made this little circuit (...) so I just did this little circuit six times (...) that was easy just to follow” (App. 12, p. 141, ll. 16-20). Respondent 5 states “*I have certain people I follow on Instagram and it is actually always based on their content that I put my own workout together*” (App. 15, p. 165, ll. 11-12). As the quotations illustrates, the respondents use the Instagram accounts they follow to design workouts. As the majority of the respondents state that they are affected by what they see on Instagram in terms of their workout routines, it could indicate a pattern that this group responsible for radical reform of cultural meaning has an impact on how this segment’s relationship with fitness has developed.

5.2.2.3 Social Media



The last instrument of meaning transfer is social media, which is argued to be important in order to examine the respondents’ cultural consumption patterns in relation to this thesis (cf. 3.2.2.2.3 Social Media). Social media will include elements of advertising and the fashion system, as these sections of McCracken’s (1988) theory are relevant to discuss under this instrument of meaning transfer.

It is relevant to highlight that all ten respondents state that Instagram is the social media platform where they spend the most time. Some of the respondents explain this by stating that “*(...) it is often if I don't know what to do, I'll just scroll through. And then, I find inspiration for workouts and to clothes I want*” (App. 14, p. 161, l. 2) and “*it is to stay updated on the trends, whether this is clothes or new products (...) feel updated about what goes on out in the world*” (App. 12, p. 144, ll. 13-15). Among the respondents, there is a tendency to view Instagram as the most relevant platform to stay updated on, and Facebook is viewed as something which shows a lot of irrelevant content (App. 11, p. 136, ll. 22-25; App. 14, p. 161, ll. 3-6; App. 15, p. 167, ll. 6-8; App. 16, p. 173, ll. 3-4; App. 17, p. 178, ll. 7-9; App. 19, p. 189, ll. 12-14;). Respondent 1 explains that “*Facebook is in my opinion*

not something that a lot people use or post as much on (...)" (App. 11, p. 136, ll. 22-23) and Respondent 5 states that "*I think with Facebook there are just too many advertisements about things I don't care about, where I think with Instagram, it is more person-based*" (App. 15, p. 167, ll. 6-8). This aligns with Gymshark's focus on of Instagram, and it aligns with the statistics that state that the segment chosen for this thesis are generally more active users on Instagram (cf. 2.0 Introduction).

5.2.2.3.1 Advertising on Social Media

Advertising on social media is mentioned by all of the respondents in some form. Not all of the respondent willingly admit that they have seen advertisements on social media which have then motivated them to purchase a specific item, however, all the respondents acknowledge that they have seen advertisements or sponsored content in relation to fitness apparel. For instance, Respondent 2 describes how she views influencers on Instagram: "*sometimes I get surprised that those people I follow have gotten a 100,000 likes, and then I'm like, god I hadn't really thought about it. It feels more like a personal relation through Instagram*" (App. 12, p. 149, ll. 9-11). As the respondent describes here, she does not consider the magnitude of the audience that follows the accounts she follows. She considers her relation to the influencers to be personal, and this makes the advertisements more effective, as she goes on "*I know I'm a good segment and that I get advertisements, because I'm a segment that purchases the things I see*" (App. 12, p. 148, ll. 18-19) and "*I catch myself thinking, do I think it's cool or do I think it's cool because she thinks it's cool?*" (App. 12, p. 147, ll. 28-29). Regardless, the respondent states that she purchases products she sees on Instagram which indicates that the relation she experiences with the influencer affects her purchasing patterns.

Respondent 3 states that she and her sister are "*affected by who you follow on social media (...) what they work out in and yeah, we also follow a lot of bikini-fitness*" (App. 13, p. 151, ll. 30-32). As the respondent states here, what she sees on social media affects what she purchases, although, she makes no connotations that the content posted by the fitness influencers that she follows could be sponsored. Sponsored content by influencers is advertisements and should according to legislations be marked as such (cf. 5.1.6 Social Media Adoption). However, as it is evident with Respondent 2 and Respondent 3, the connection that the respondents feel with the influencers also makes them opinion leaders (cf. 3.2.2.2.2 The Fashion System), and the respondents are therefore

not as attentive to the fact that the content they post is advertisements, as they would be if the organisation behind the products had posted the content themselves. This is an interesting aspect of applying influencers to market products on social media, as the advertisements are not seen as a sales technique but more so, advice from someone the respondents trust.

5.2.2.3.2 Opinion Leaders on Social Media

The respondents all follow different groups of people on social media. When asked to divide these groups of people into categories, there was general agreement among the respondents that they follow family, friends, celebrities and influencers on Instagram (Apps. 11-20).

All of the respondents apply Instagram to follow different opinion leaders, and eight of the respondents follow influencers on Instagram, who have know-how about fitness (Apps. 11, 12, 13, 14, 15, 16, 19, 20). The number of fitness influencers the respondents follow vary from 1 (App. 20, p. 193, l. 12) to 50 (App. 13, p. 153, l. 4), and the nationalities of these influencers vary between the respondents. Three respondents follow fitness influencers from Scandinavia (Apps. 11, 16, 20), one exclusively follows Americans (App. 14), one only English (App. 12) and three follow a mix of Danes, Americans, German, English and Australians (Apps. 13, 15, 19). Regardless of the number and nationality, this shows a pattern among the respondents. They follow influencers, who they believe to be knowledgeable about fitness and look to them for advice in relation to what to wear and what exercises to perform when at the gym. For instance, Respondent 6 states "*I think it is because they use Instagram a lot and you find inspiration, because they post so often and you get updated about what is exiting and new to the market, both what to buy and how to train*" (App. 16, p. 171, ll. 23-26). As this quotation illustrates, the respondent uses the influencers' accounts to get updated on what to wear and how to work out. It is therefore argued that there is a pattern among the respondents to follow fitness influencers on Instagram, who inspire them in relation to try new products or exercises.

The respondents all state that others' opinions about products matter to them, and they research these opinions on social media before purchasing products. For instance, Respondent 8 states "*I often look at what ordinary people think about the products, if it works. It is especially important for me to know if the product work before I purchase it. And I trust regular people's opinion more than some celebrity*" (App. 18, p. 185, ll. 25-27). Many of the respondents refer to 'regular'

people's opinion when they research products on social media, which suggests that they believe it to be important that the products are well-liked among their peers. Interestingly, the respondents use online platforms to research these 'regular' people's opinions, instead of only relying on opinions among friends. The respondents express to value these opinions highly, as they believe that they are more legitimate than some of the sponsored content they view. Respondent 2 states "*for instance, the girl I mentioned that sell those elastic bands for workouts, I went on Instagram to see how other people used it, to see if you could actually use it*" (App. 12, p. 147, ll. 17-18). As the respondent describes here, she uses regular people's opinions as assurance that the product she wants works. Although she was inspired by an influencer to purchase the product, the final decision to purchase was affected by other consumers' opinions. This could indicate a tendency among the respondents. They are initially drawn in by influencers they follow and are inspired to purchase the products they use, however, they need the assurance that regular people like themselves provide.

5.2.3 Location of Cultural Meaning: Fitness Apparel in General

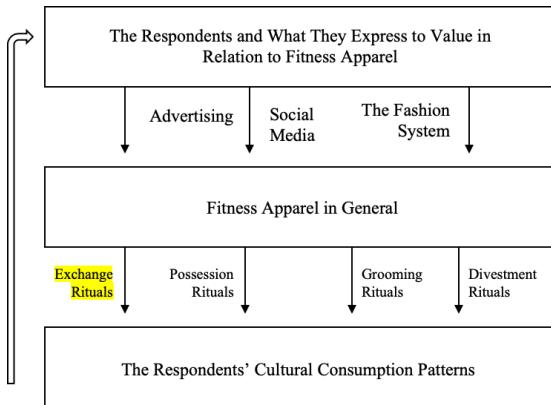
Through examining the instruments of meaning transfer, advertising was found not to affect the respondents' cultural consumption patterns in relation to purchasing fitness apparel (cf. 5.2.2.1 Advertising), the fashion system revealed that opinion leaders affect seven of the respondents (cf. 5.2.2.2 Opinion Leaders), however, it was determined that the respondents are primarily affected by social media, where all have viewed advertisements and eight of the respondents actively follow opinion leaders they view as having know-how about fitness. Furthermore, a pattern among the respondents was identified to be that they use regular people's opinions as assurance that the product is worth purchasing. (cf. 5.2.2.3 Social Media)

It is important to recognise that the division between the traditional instruments of meaning transfer, i.e. advertising and the fashion system, and social media is not equal. Had another industry and segment been chosen, the influence of each instrument of meaning transfer would arguably have been divided differently.

5.2.4 Instruments of Meaning Transfer: Good to Consumer

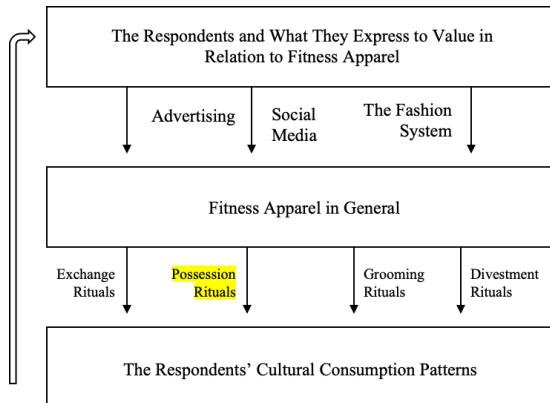
The following section will account for the three types of rituals that McCracken (1988) states can transfer meaning from consumer goods to individual consumers, i.e. exchange, possession and grooming (cf. 3.2.2.4 Instruments of Meaning Transfer: Good to consumer).

5.2.4.1 Exchange Ritual



The exchange ritual is used when the respondents state that they receive fitness apparel as gifts (cf. 3.2.2.4.1 Exchange Ritual). Eight of the respondents state that they wish for and receive fitness apparel as gift for holidays, i.e. birthdays and Christmas (Apps. 11, 12, 13, 14, 15, 16, 19, 20). This shows that the respondents make use of the exchange ritual in relation to fitness apparel. However, two of the respondents state that they exclusively buy it for themselves (Apps. 17, 18). Respondent 8 explains "*I have tried wishing for it sometimes, but I think that my family is little afraid of buying it because I am so specific about what I like and what I don't*" (App. 18, p. 181, ll. 18-20). As the respondent clarifies, she does not receive fitness apparel through exchange rituals, as she is very specific about what products she likes. This is explained by McCracken (1988), as he states that giving gifts is equal to giving the specific cultural meaning that resides within the good, and in the process, the gift-giver risks presenting the receiver with cultural meaning they cannot relate to (cf. 3.2.2.4.1 Exchange Ritual). This is what the respondent expresses to have happened previously, which is why she no longer receives fitness apparel through the exchange ritual. Nevertheless, the majority of the respondents apply the exchange ritual to acquire fitness apparel which reveals a pattern among the respondents.

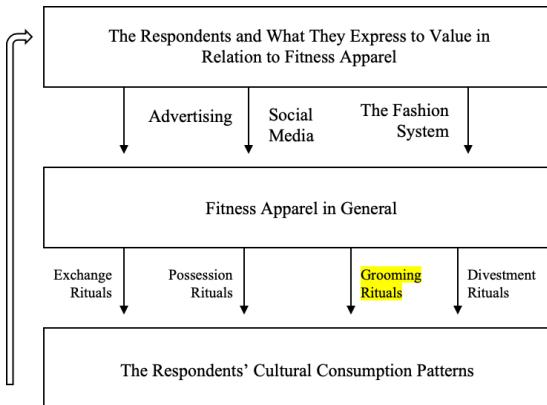
5.2.4.2 Possession Ritual



Claiming possession of a consumer good goes beyond simply owning it. For consumers to possess a good, they must desire to transfer the meaning from the consumer good to themselves. (cf. 3.2.2.4.2 Possession Ritual) The respondents show different aspects in terms of possessing fitness apparel.

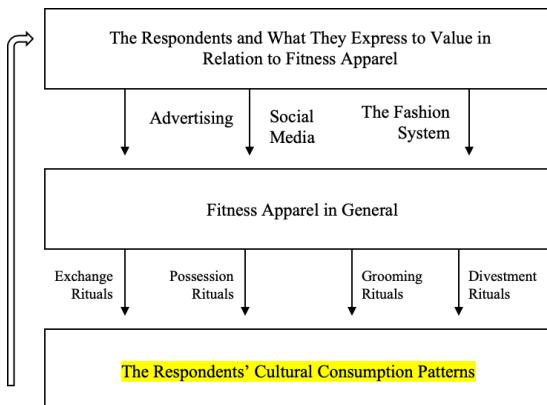
Six of the respondents possess their fitness apparel by taking pictures of themselves when they do something that is related to fitness (Apps. 11, 12, 13, 14, 16, 20). McCracken (1988) states that this is part of possessing a consumer good, as the consumer shows off the good by displaying it (cf. 3.2.2.4.2 Possession Ritual). Moreover, all of the respondents state that they buy fitness apparel for themselves. These purchases were discovered to be motivated by different factors, including comfort (Apps. 11, 15, 16, 17, 18, 19, 20), appearance (Apps. 12, 14, 15, 17, 19) and inspiration from Instagram (Apps. 11, 12, 13, 14, 15, 16, 17, 18, 19, 20). Nevertheless, the fact that the respondents purchase fitness apparel which they then wear to their fitness centres to workout in means that they possess the products, as wearing it shows their surroundings what type of products they identify with.

5.2.4.3 Grooming Ritual



The grooming ritual is most often associated with products of a perishable nature (cf. 3.2.2.4.3 Grooming Ritual). However, as the respondents apply fitness apparel to create a certain look for going to their fitness centre, it is considered in relation to this thesis. As all the respondents state to go to the gym and buy fitness apparel for this purpose (cf. 5.2.1.1 Shopping Habits), they all apply the grooming ritual in the process of getting ready and attending their fitness centre. Respondent 2 describes this process: "*I sort of have a picture of how it should look, one's uniform for going to the gym*" (App. 12, p. 141, l. 10). This quotation supports the argument that the respondents participate in the grooming ritual when they dress for going to a fitness centre.

5.2.5 Location of Cultural Meaning: The Respondents' Cultural Consumption Patterns in Relation to Fitness Apparel



Based on this examination of the respondents' principles and the instruments of meaning transfer, i.e. advertising, the fashion system, social media, exchange ritual, possession ritual and grooming ritual, the respondents' cultural consumption patterns in relation to fitness apparel have been determined.

It has been established that the respondents' principles were made up of their shopping habits, what they value in relation to fitness apparel and their brand preferences. It was determined that all the respondents purchase or receive fitness apparel which makes them potential consumers of Gymshark (cf. 5.2.1.1 Important Aspects of Fitness Apparel). Furthermore, it was discovered that a majority of the respondents value comfort, appearance and price in relation to purchasing fitness apparel (cf. 5.2.1.2 Important Aspects of Fitness Apparel). Additionally, the respondents were found not to have significant brand preferences (cf. 5.2.1.3 Brand Preferences). The respondents' blueprint was found to be influenced by being millennials, which was also found to be reflected in their fitness apparel purchases, as the respondents were willing to purchase unfamiliar brands found online (cf. 5.2.1.4 The Respondents' Lens and Blueprint).

Within the fashion system, opinion leaders were found to influence a majority of the respondents, and groups responsible for radical reform of cultural meaning showed that all of the respondents are affected by fitness influencers (cf. 5.2.2.2 Opinion Leaders).

The respondents were determined to be influenced primarily by social media as instrument of meaning transfer. All the respondents stated that Instagram was their primary inspiration source in terms of fitness related content, such as clothing and workout videos. Moreover, advertising within social media showed that all respondents had been exposed to this type of advertisement.

Furthermore, two patterns were found among the respondents within using opinion leaders on Instagram. First, eight respondents stated to be influenced by fitness influencers and all ten stated that regular people's opinions were important to them (cf. 5.2.2.3 Social Media).

Lastly, it was established that all of the respondents participate in either exchange, possession or grooming rituals, as a means to acquire the cultural meaning that resides within the fitness apparel (cf. 5.2.4 Instruments of Meaning Transfer: Good to Consumer).

6.0 Discussion

The analysis of Gymshark's corporate identity revealed that Gymshark applies social media as the main platform for communicating with their stakeholders (cf. 5.1.11 Gymshark's Corporate Identity). The analysis focused primarily on Gymshark's use of the platform Instagram and the account directed towards females, [@gymsharkwomen](#), and the content posted on this account was primarily co-created content with influencers (cf. 5.1.11 Gymshark's Corporate Identity).

Gymshark's focus on using social media to promote their brand aligns with what the respondents stated to influence their fitness apparel purchases, as it was analysed that the respondents were primarily affected by social media, as an instrument of meaning transfer (5.2.3 Location of Cultural Meaning: Fitness Apparel in General). Gymshark's choice of creating an account directed at women on Instagram further supports this alignment, as all of the respondents stated that Instagram is the social media platform where they spend the most time. Additionally, a majority of the respondents stated that they follow fitness related influencers on Instagram which corresponds with Gymshark's extensive use of influencers (cf. 5.1.11 Gymshark's Corporate Identity).

Furthermore, it was established that Gymshark address themselves as an innovative organisation with an overall objective of helping people reach their mental as well as physical goals. Gymshark aspires to achieve this goal by creating a family of like-minded individuals, consisting of both employees and consumers (cf. 5.1.11 Gymshark's Corporate Identity). Through analysing the selected content and Gymshark's presence on Instagram through [@gymsharkwomen](#), it was determined that Gymshark emphasise the desire to create a brand community, what they refer to as the Gymshark family. This was for instance seen in relation to answering comments to posts on [@gymsharkwomen](#), where Gymshark let other users answer questions and recommend sizes and styles to each other (cf. 5.1.11 Gymshark's Corporate Identity). According to Ind et al. (2013) consumers who are intrinsically motivated are the most engaged in co-creation process, such as being part of a brand community, as these consumers connect consumption of a brand's products to their identity (cf. 3.1.6 Co-Creation; Ind et al. 2013, 8). Among the respondents, it was determined that there is a low level of engagement as none of them comment on posts by brands, unless with the purpose of entering a competition. This could indicate that the respondents are extrinsically motivated, as the few that mention commenting on posts by organisation was in relation to entering a competition, which means that they are reward-oriented (cf. 3.1.6 Co-Creation). However, all of the respondents stated that regular people's opinions are highly valued, when they are researching

or purchasing products online (5.2.5 Location of Cultural Meaning: The Respondents' Cultural Consumption Patterns in Relation to Fitness Apparel). This could indicate that Gymshark's brand community would align well with the respondents' cultural consumption patterns in this respect, as they all express to find assurance of product quality from other regular consumers.

The analysis revealed that two out of the three identified Danish influencers that Gymshark sponsor are Danish reality personalities (cf. 5.1.6 Social Media Adoption). This differentiates from the influencers who the respondents state to follow on Instagram, and who they view as knowledgeable about fitness. Four of the respondents stated that they follow reality personalities on Instagram, however, they claim that this type of influencer does not affect their purchasing of fitness apparel (cf. 3.2.2.3.2 Opinion Leaders on Social Media). For instance, Respondent 10 states that “*(...) those Paradise-personalities, who are sponsored by everything and post everything. I just ignore what they talk about*” (App. 20, p. 197, ll. 14-15). As Respondent 10 explains in the quotation, she views reality personalities as influencers, who will post content about anything sponsored. She states that this creates a negative effect, as she then does not trust the products the reality influencer posts about and follows them solely for entertainment purposes (App. 20, p. 197, ll. 16-20). Respondent 8 agrees with this view, as she states that “*I think that companies that use Paradise Hotel participants or other reality influencers, they actually have less credibility*” (App. 18, p. 186, ll. 17-19). Although Respondent 8 states that she does not follow any reality personalities on Instagram, she is able to identify Jasmine Melina as an influencer, who is sponsored by Gymshark, as she has seen her posts in the discovery function on Instagram (App. 18, p. 183, ll. 27-28). As Respondent 8 connects reality personalities with having less credibility, the connection between Melina and Gymshark is viewed with scepticism. Moreover, I was able to identify 49 sponsorships that Gymshark has with other fitness influencers with different nationalities, based on their posts on @gymsharkwomen (Instagram (H) 2019). It is interesting to note that not one of these has a background in reality entertainment, and it would appear that Gymshark has only chosen reality personalities in Denmark. This could be motivated by the number of followers that reality personalities gather on Instagram as a result of being on TV or that Gymshark has found it a successful approach to Danish female consumers.

It is important to highlight that only four of the respondents state to follow Danish influencers, and none state to follow Danish influencers exclusively, which could indicate that the choices

Gymshark make in terms of international athletes is equally important to which influencers they choose for the regional teams, at least in regard to the respondents from this thesis. Furthermore, it is conceivable that the respondents do not wish to acknowledge the influence that reality personalities may have on their purchasing decisions. Reality entertainment is generally perceived as entertainment without much intellectual content (Herschend 2012), and the respondents may not wish to admit that they are influenced by individuals, who are associated with this type of entertainment, as it would draw associations between themselves and reality entertainment as well. Nevertheless, it is noteworthy that two of the three identified Danish influencers are reality personalities and only one is known solely for her fitness knowledge and experience.

Finally, it is concluded that Gymshark's approach to using social media as part of their corporate identity aligns with what was identified as the Danish female consumers' cultural consumption patterns. This conclusion is made based on the fact that Gymshark use influencers to promote their brand and have established a brand community, through their family value, which corresponds to the respondents' cultural consumption patterns identified in this thesis, as the respondents were found to be inspired by influencers on Instagram but relied on regular people's opinions as assurance of the product's legitimacy.

6.1 Relevance, Limitations and Further Research

This thesis contributes to the research on influencer marketing, and how this is connected to an organisation's corporate identity. The relation between an organisation's use of influencer marketing and potential consumers' cultural consumption patterns is a topic which merits further research, as the influencer marketing industry has grown rapidly within the last few years, evaluated to \$2.38 billion (Schmidt 2019), and will presumably continue growing. Consumers' use of different social media, including how this use affects their purchasing patterns and which influencers they choose to follow is a topic which would be interesting to research further. Influencers are opinion leaders with massive audiences and choosing which influencers to signify an organisation's values is an interesting process.

One of the first studies related to fashion influencers on Instagram found that uniqueness and creativity are essential factors among successful fashion influencers on this platform (Casaló et al. 2019, 7). The findings from this study also state that fashion influencers on Instagram affect the

behaviour of their followers which in turn creates value for the influencer, i.e. the followers are led by the influencer to engage in the value-creation process (*ibid.*, 7). Casaló et al. (2018) conclude that organisations must take into account what type of content and lifestyle the influencers they associate with promote, and if these correspond with the organisation's values (Casaló et al. 2018, 7).

Further research could be performed into multiple areas of organisations' use of social media and how this aligns with consumers' cultural consumption patterns. Several aspects have been identified in this thesis which would be interesting topics for further research. For instance, organisations' use of multiple social media platforms, and if the content and application should align across these. Another aspect which would be interesting to examine is influencers' power beyond their assigned titles, for instance, lifestyle and beauty influencers', who are sponsored by fitness brands, effect on consumers in relation to their fitness apparel purchases. Additionally, it would be possible to further examine how main competitors of a brand apply social media, thereby, conducting a multiple case study, which could elaborate on the differences between for instance two similar organisations' application of social media, e.g. MyProtein and Gymshark. These are both online-based retailers of fitness apparel, however, their success rates have been very different, whereby, it could be interesting to examine the differences in their marketing strategies and use of social media.

This thesis is limited to researching the role of social media within one organisation's corporate identity and how this aligns with a specified segment's cultural consumption patterns. To make generalisations on the topic and the results obtained in the thesis, it should be replicated on a larger sample of respondents. Additionally, other companies could be examined as well as this would broaden the knowledge of the area.

7.0 Conclusion

Firstly, Gymshark's corporate identity was examined to determine the role that social media plays. It was discovered that Gymshark apply social media as their primary platform for communicating with their consumers (cf. 5.1.1 Communication; 5.1.6 Social Media Adoption). Examining Gymshark's corporate history revealed that they draw on the founder's personal history and being an innovative organisation in terms of applying influencer marketing from the outset (cf. 5.1.2 History). Furthermore, Gymshark's business scope was found to be to provide people with the tools to realise their goals, both physical and mental (cf. 5.1.3 Business Scope), and this was found to be reflected in their philosophy which was determined to be consistent of three core values, i.e. family, progression and vision (cf. 5.1.4 Philosophy). The family and vision value align with Gymshark's business scope and strategy, as it was established that these values concern how Gymshark aims to provide people with the tools necessary to reach their goals and that one of these tools is the community of the Gymshark family (cf. 5.1.3 Business Scope; 5.1.5 Strategy; 5.1.10 Level of Organisational Interaction). It was determined that Gymshark includes everyone from employees to consumers, in this family and that Gymshark differentiate between three types of influencer collaborations, i.e. ambassadors, athletes and sponsorships, which have further been divided into international and regional influencers, including three Danish sponsorships, where two of these are with reality personalities (cf. 5.1.6 Social Media Adoption). The analysis revealed that the majority of Gymshark's content on their Instagram account, @gymsharkwomen, is co-created with influencers (cf. 5.1.8 Choice of Content) and that their follows on Instagram show a high level of engagement in their brand community (cf. 5.1.9 Level of Engagement). Finally, it was analysed that Gymshark does not participate excessively in the brand community online, but instead let consumers engage in dialogue on their posts on @gymsharkwomen, however, actively engage by creating events where they draw the online brand community into a real life context and publish requested content on social media (cf. 5.1.10 Level of Organisational Interaction).

Secondly, the respondents' cultural consumption patterns were analysed using McCracken's (1988) Culture and Consumption Theory. It was concluded that the respondents' lens consists of their focus on comfort, appearance and consistency between price and quality. Moreover, the respondents' blueprint was established as being affected by their Danish upbringing and being millennials, which meant that the respondents expressed willingness towards trying new brands they find online (cf. 5.2.1.4 The Respondents' Lens and Blueprint). Through analysing the

instruments of meaning transfer, it was concluded that social media is the instrument of meaning transfer which affects the respondents the most, either through advertisements, fitness influencers or regular people's accounts (cf. 5.2.2.3 Social Media). The fashion system revealed that seven of the respondents additionally rely on people in their personal network as opinion leaders (cf. 5.2.2.2 Opinion Leaders). Lastly, through analysing McCracken's (1988) rituals, it was concluded that all of the respondents either exchange, possess or groom themselves using fitness apparel. It is therefore concluded that all of the respondents transfer the meaning from their fitness apparel unto themselves, as they possess the goods by wearing them (cf. 5.2.5 Location of Cultural Meaning: The Respondents' Cultural Consumption Patterns in Relation to Fitness Apparel).

Lastly, a discussion of the findings from each analysis was presented. It was concluded that social media plays a large role in Gymshark's corporate identity and the approach they apply to express this corporate identity. Moreover, it was concluded that there are aspects of Gymshark's corporate identity and use of social media which aligns with the respondents' cultural consumption patterns in relation to fitness apparel. (cf. 6.0 Discussion) Gymshark's use of Instagram and fitness influencers aligns with the platform the respondents expressed to use the most and the pattern among the respondents to follow this type of influencer on Instagram. Additionally, Gymshark's brand community aligns with the respondents' pattern of researching regular people's opinions of products before purchasing as assurance of the products legitimacy. (cf. 6.0 Discussion)

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Appendix 1 – About Us

ABOUT US

Gymshark is a fitness apparel & accessories brand, manufacturer and online retailer based in the United Kingdom, supported by millions of highly engaged social media followers and customers in 131 countries.

'1

Created in 2012 by teenager Ben Francis and a group of his high-school friends. Gymshark has grown from a screen printing operation in a garage, into one of the fastest growing and most recognisable brands in fitness. This growth comes from a devotion to producing innovative, effective performance wear and an ever-expanding social presence, and above all a commitment to the Gymshark vision:

q

Before there is an action, there is an idea.

ID

We exist to create the tools that help people unlock their full, incredible potential and put their ideas into action.

12

Be all that you imagined you could be. Be a visionary.

13 Be all that you imagined you could be. Be a visionary.

IL Gymshark is led by:

Ben Francis - Founder

15 **Steve Hewitt** - Chief Executive Officer

17 **Dave Parry** - Chief People Officer

1 **Paul Richardson** - Chief Strategic Officer

1 **Chris Perrins** - Chief Operating Officer

20 **Réne Skytte** - Chief Apparel Officer

2. **Noel Mack** - Chief Creative Officer

OUR CORE VALUES

2 Family Our community of athletes, artists and visionaries stretch all the way across the globe. We
3 are a family of like-minded individuals working to bring our respective visions to life.

4 Progression Our products exist at the intersect of engineering and art. To remain at the forefront
5 of both, we need to be fearlessly progressive and consistently future-conscious. We are not
6 future-proof. We are the future.

7 Vision In everything we do, be true to our own vision and respectful of others. We are here to
8 bring ideas to life. There is no idea too big, or too small.

Appendix 2 – Nikki Blackketter

1 NIKKI BLACKKETTER

2

3

BORN: HOUSTON, TEXAS

SPECIALITY: FITNESS AND INSPIRATION

ORIGINS: WANTING TO BE THE BEST I CAN BE AND HELP OTHERS.

FOLLOW NIKKI BLACKKETTER

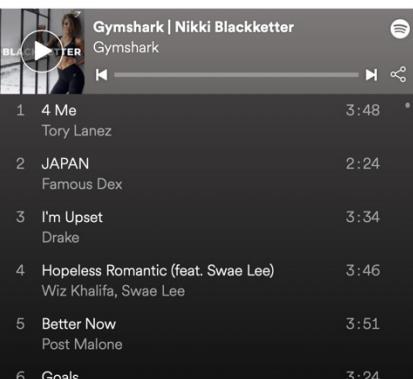
Instagram Twitter Facebook YouTube



LISTEN

7 NIKKI BLACKKETTER'S PLAYLIST

Follow our athlete playlists on Spotify for some fresh workout beats.



10 My personal mantra- the only person to blame for your shortcomings is yourself.

11 A person who inspires me- My mom! She inspires me to persevere and never give up.

12 My favourite meal- I make waffles for breakfast. Usually protein waffles because they make me feel better about that meal!

13 In my Gym bag you will find... Bose headphones, a bottle of water, my vlogging camera, and face wipes to remove makeup or sweat.

14 On my rest day I... hang out with my cat and play video games.

15 My motivation comes from... my subscribers.

16 I live by this quote from Dita Von Teese: 'You can be the ripest, juiciest peach in the world, and there's still going to be somebody who hates peaches.' Be yourself."

Nikki Blackketter

Appendix 3 – Robin Gallant

1 ROBIN GALLANT

2 GYMSHARK AMBASSADOR

3 Gymshark Ambassador

FOLLOW ROBIN GALLANT



4 BORN:
HALIFAX, CANADA

SPECIALTY:
FEMALE FITNESS AND STRENGTH TRAINING

ORIGINS:
FITNESS



5 I started my fitness journey while in university - I struggled with stacking extracurricular responsibilities on top of demanding science & engineering course loads. I neglected my physical and mental health, barely sleeping or eating so I would have more time for schoolwork. Over time this compounded into anxiety. For this first time I decided to take time off school to reprioritise. This is when I discovered fitness, and I've never looked back.

6 My personal mantra- Do what you love, even if that's not what others expect of you.

7 A person who inspires me- Public intellectual, neuroscientist and author Sam Harris. He is diversely knowledgeable - well informed in most fields of science, politics and spirituality/religion.
8 He learns and speaks on subjects he's passionate about at the time. He's the only person who's been able to interest me in politics and global issues (I'm a science girl), and I'm happy to be less ignorant on those subjects. He's extremely insightful and ever-evolving. I love his books and podcast "Waking Up".

9 My favourite meal- Healthy - at the moment grilled tuna salad melt sandwich with fruit salad on the side. Unhealthy - mozza sticks, peanut butter burger with sweet potato fries !

10 In my gym bag you will find... My pre-workout, water bottle, my phone & headphones! My gym is pretty well equip, so I can go minimal.

11 On my rest day I... When I'm not thinking about the gym or fitness I like to read blogs or watch YouTube for fashion and interior design inspiration, which are both really big passions of mine.

12 My motivation comes from... Within, but since starting fitness I've always had fav fitness instragrammers that I follow for physique inspiration and motivation!

13 "Do what you love, even if that's not what others expect of you."

Robin Gallant

Appendix 4 – Whitney Simmons

1 WHITNEY SIMMONS

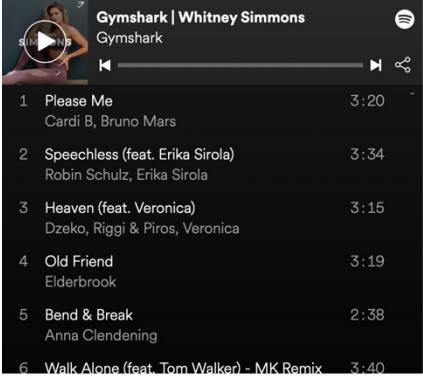
2 GYMSHARK AMBASSADOR

3 Gymshark Ambassador

4 BORN: CINCINNATI, OHIO **SPECIALITY:** WEIGHT LIFTING **ORIGINS:** COMPETITIVE GYMNASTICS



5 LISTEN
WHITNEY'S SPOTIFY PLAYLIST
Follow our athlete playlists on Spotify for some fresh workout beats.



6 After moving out-of-state for college, I found myself feeling lost. I grew up as a competitive gymnast for 11 years and after retiring from the sport at 18 I found myself without a hobby and passion. I struggled with body image, carried a lot of negativity around and was not in a healthy mental or physical state. After two years, I decided I no longer wanted to play victim and found something new to love... the gym.

7 "It's a beautiful day to be alive."
Whitney Simmons

8 My personal mantra- It's a beautiful day to be alive.

9 A person who inspires me- my dad.

10 My favourite meal- a hot dog at the Great American Ballpark on a cool summer night.

11 In my gym bag you will find... jump rope, barbell pad, protein bar and BCAA's.

12 On my rest day I... Rest! I tend to stay at home and relax. I take the time to get organised and mentally prepare for the coming week.

13 My motivation comes from... wanting to live a long, happy and healthy life. I strive to wake up everyday and become better than my very best.

Appendix 5 – Stefanie Moir

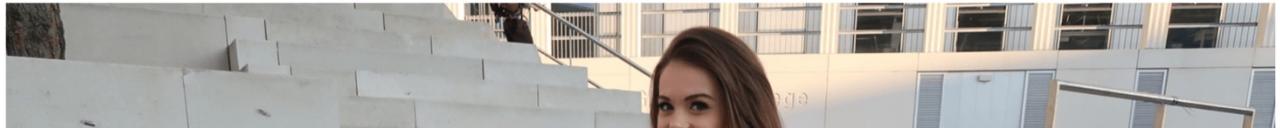
I [REDACTED]
1 GYMSHARK AMBASSADOR

FOLLOW STEFANIE MOIR



3 Gymshark Ambassador

BORN: SCOTLAND SPECIALITY: FITNESS ORIGINS: COMPETITIVE SWIMMING



; LISTEN
STEFANIE MOIR'S PLAYLIST
Follow our athlete playlists on Spotify
for some fresh workout beats.

1	Finest Hour (feat. Abir)	Cash Cash, Abir	3:35
2	Finesse (Remix) [feat. Cardi B]	Bruno Mars, Cardi B	3:37
3	Why Don't We	Austin Mahone	2:49
4	PROUD	Rita Ora	3:30
5	Make Me Feel	Janelle Monáe	3:14
6	One Kiss (with Dua Lipa)	Dua Lipa	3:34

8 Hi my name is Stefanie Moir known on social media as NaturallyStefanie! I am 23 years old from Scotland in the UK and share my health and fitness journey on social media. I document my journey in the gym, weight training and how to do it on a vegan diet. I grew up a competitive swimmer so have always been into fitness and sport but when I started University the demands of studying meant I did not have the 12 hours a week to devote to swimming training. A year later I found weight training and have been doing it ever since!

"Never let the fear of striking out keep you from playing the game."

Stefanie Moir

17 My personal mantra would be... "Never let the fear of striking out keep you from playing the game." A person who inspires me would have to be my parents as they always taught me if you want something you must work for it.

1g My favourite meal would be... breakfast as I am addicted to all things sweet, my vegan protein pancakes or waffles do the trick every time. In my Gym bag, you will find earphones, lifting straps, lifting belt, water bottle, and chalk.

On my rest day, I... take this too literally and tend not to move out of my office. I focus on getting lots of work done and spending the rest of the day making my favourite foods and lazing about having a relaxing day.

My motivation comes from... progress. I am someone who always seeks progress, in all areas of life no matter how small. I love the idea behind progress as you should always be striving to be better; be better mentally, physically, financially, emotionally, in business, friendships and relationships. That is my motivation.

Appendix 6 – Karina Elle

KARINA ELLE
GYMSHARK AMBASSADOR

Gymshark Ambassador

FOLLOW KARINA ELLE



4 BORN:
ORLANDO, FLORIDA

SPECIALITY:
WEIGHT TRAINING, RUNNING, HIIT AND YOGA

ORIGINS:
TRACK

5 I've always been competitive. When I was younger, I wanted to keep up with my older brother- that's what got me into track. As I've gotten older, I've used fitness as an outlet. It's when I feel most alive, most myself, and most at peace. And that's really what I want my message to be. Train hard to let go of what's weighing you down, or to bring you even more joy on your best days. The strong is sexy movement is about jumping into your full potential and owning it. I love showing women that fit is fierce.

9 My personal mantra- Do it from the inside out. The body comes with it.

10 HIIT it and quit it.

11 Do something active every day.

12 A person who inspires me- My momma!

13 My favourite meal- A burger (medium rare) and fries (the skinny ones, extra crunchy!)

14 In my gym bag you will find... Head phones, deodorant, lip balm, water.

15 On my rest day I... go to the beach!

16 My motivation comes from... Doing it from the inside out. I know there's a high waiting at the end of every workout and it pushes me to work hard. I like to leave sweaty, tired, and proud, knowing I gave it my all. No better feeling than being strong and capable. Gym camaraderie also keeps me motivated. Nothing like friendly rivalry to make training more fun.

17 "Do it from the inside out. The body comes with it."

Karina Elle



1 Appendix 7 – The Gymshark Story

2 Ben Francis – How I Started the UK’s Fastest Growing Company: My Gymshark Story -

3 <https://www.youtube.com/watch?v=MpftE7RwQnM>

4 Published Feb 26, 2017.

5

6 I'm Ben, and I love to make things. And one of those things is Gymshark, which I created when I
7 was 19 years old. I'm now 24, and I've never had so much going on in my life. Gymshark is
8 officially the UK's fastest growing company, and I'm travelling a lot. We're about to take some
9 huge leaps to compete with some of the biggest companies, so I've decided to document this
10 journey, and I think the best place to start is with the Gymshark story. Where I started and how
11 Gymshark started.

12

13 As a young teenager, all I did was make websites. My first fully-functioning website sold license
14 plates, so the first bit of money that I earned, I bought plates and sold them online with my friends.
15 Next, I got my first iPhone, and I was absolutely fascinated by it. I instantly downloaded the iPhone
16 SDK and started to learn to develop. I made four iPhone apps, two of them were fitness apps, and
17 both of them made it into the top charts in the UK and several other countries. And they were about
18 teaching you how to work out, populating your calendar and diary with workouts and things like
19 that.

20

21 Next, I made a fitness social network, a website called tootoned.com. It got several thousand
22 members, but it just wasn't getting the traffic for it to be sustainable. And then, the next website I
23 made was the Gymshark website. I incorporated Gymshark in 2012 and my friend Lewis, and at the
24 time, I would spend all my day at university, after that I'd deliver pizzas for Pizza Hut, and any
25 time between the two I would spend in the gym or working on Gymshark.

26 Now, we couldn't afford stock because we had no money, so the solution I thought up was to have
27 every single supplement you could ever imagine on the website, and we didn't stock any of them.
28 What I did was, when people would order of the website it would automatically trigger another
29 retailer to drop-ship the supplement to them, and we would just add a small margin to it. And I
30 think it took about two months to get our first sale.

31 And we've done a lot of world-tours and met a lot of people at exbos and stuff, and a lot of people
32 ask me advice on starting a business, and I think the key thing I would say, based on the way we

1 started Gymshark, is that you have to be creative with both the front-end of your business and the
2 back-end, cause if we weren't creative enough to think of the drop-ship solution for the back-end of
3 the business then Gymshark wouldn't exist at all. So, it's from doing this that we earned enough
4 money to stock other people's brands of clothing, and when we got it, I realised that there was
5 nothing out there like what we wanted to wear. So, we spent everything we had on a screen printer
6 and a sewing machine, and we started to design our own answer to fitness wear, which is longer,
7 stretchier and more fitted. At this stage, every single Gymshark product was custom made. I
8 remember spending hours and hours printing the t-shirts, sewing the t-shirts, designing all the logos
9 and then printing them off, burning them into screens. This was the most manual time for
10 Gymshark. I remember going to Body Power around this time, and just walking around and seeing
11 sort of the body builders, and I guess it was a little bit more boring than it is now and thinking that
12 this exbo is missing something huge. So, I went straight to the show-office and said to them "What
13 can we afford? What can we get? We have to be here next year" and I remember literally emptying
14 the bank account on the floor space for Body Power the following year. So, after signing on for the
15 Body Power, the following year was spent just non-stop work again. Packing orders, printing,
16 sewing, just non-stop custom making product. It was really, really tough. The hours were long, it
17 was non-stop. But it never really felt like work cause we were always just creating what we love. I
18 was absolutely obsessed with Youtube. Whilst I was working, I remember watching Scott Herman
19 and Scoobi and every single video that they would ever upload. Matt Ogas, Chris Levado, Jeff
20 Syde, Lex, Alan. Just watch them all the time. And as massive fans, we decided to send them the
21 Gymshark products. Lex was the first person to ever get Gymshark product. The first Gymshark
22 Athlete. I remember when he got it, and he gave us his feedback, and he uploaded a video in it. It
23 was just the coolest thing ever.

24

25 At the time, no one else was doing this. Now, it is called influencer marketing, but at the time it just
26 came totally natural to us, as we were just fans of the guys, I guess.

27

28 At the end of 2012, we started designing the looks fitted tracksuit. The tracksuit and the product that
29 would shoot Gymshark into huge growth. When we finished designing it, the minimum order
30 quantity was so high that it costed, again, everything that we had at the time. But we loved the
31 product so much, and we knew that it was such a game changer that we just went with it and
32 ordered it, and it was due to arrive may the following year ready for Body Power. I remember

1 receiving the samples for the looks tracksuit on Christmas day 2012, and it was the most excited I
2 had ever been. To have this Gymshark product in our hands that we hadn't had to physically make
3 ourselves was just incredible. We invited Matt, Chris, Jeff, Alan, Lex to the Body Power exbo.
4 They all said yes, and it was absolutely awesome. So, we headed to the Body Power exbo, and my
5 dad and my brother, Joe, stayed back to package all the orders and cover things whilst we were
6 away, and there was nothing that could have prepared us for what we were about to experience at
7 the exbo. We went from being just sort of an online business, we had never actually been out to see
8 physically the people that we were affecting in person. I remember turning up to the exbo, and the
9 second the doors opened we were flooded. I had never seen so many people just draw into a stand at
10 once, ever. It was absolutely incredible. It was unmanageable. We spent the whole weekend just
11 talking, helping people. Obviously, people were buying lots of the Gymshark product and we were
12 with the guys. It was so crazy that Dan and Craig, our two friends, dropped their final university
13 exams and lost their degree, so that they could come to Birmingham and help us out that weekend.
14 It was just so busy. Dan Blackwell and Ash Grant came, and they helped us out all weekend as
15 well. I remember they brought their friends, who we didn't even know, and they helped us out. It
16 was so cool to be a part of. We didn't even realise it, but at the time we were revolutionizing the
17 way that exbos were done, like in this industry. It was just the best experience of our entire lives.
18 Everyone went home, and I remember being sat in the living room, it was late one night, because
19 during the exbo we had turned all the stock down so that there wasn't too many orders. And I
20 remember doing the opposite and flicked all the stock back on, put the looks tracksuit on the website,
21 and the website literally blew up. We had more traffic and more sales in the first 30 minutes of me
22 putting the stock back on the website than we had in the entire of the Gymshark history. And I
23 remember being sat there, we were sold out, I was clawing at my laptop trying to turn off all the
24 stock that night. And afterwards, I was sat there on my own in the living room, thinking wow, we
25 have made something incredible.

26

27 Over the next few years, tonnes happened. We kept creating the product that we loved, we went on a
28 huge exbo world tour, lots of staff joined Gymshark because we were growing so fast. Lewis
29 decided to move on cause he wanted to do other things. We launched our women range, which at
30 first wasn't great but now it's a huge part of our community and business. We brought in the first
31 female athlete, Nikki Blackketter. We invested heavily into the Gymshark Womens brand and
32 community and that's been great. I think, anyone who saw the flex launch a few weeks ago will

1 know just how crazy the growth is right now. We thought we would have enough flex leggings to
2 last us maybe a month or two, and they sold out in minutes. So, we are really working on this right
3 now.

4
5 More recently, we got to a point where we had to make a decision. We could keep going as a small
6 relatively fast-growing business, or we could take some big risks and go for the big time. And that
7 was a decision that I wanted to make. The people that really helped me to understand this is Paul
8 and Steve, who both run the Gymshark business with me. And they taught me the importance of the
9 structure and the back-end and the foundation of a business, as well as the investment in the front-
10 end, the marketing, the products and the creativity that I love so much. And I think it is the
11 combination of my front-end creativity and their brains on the back-end that has allowed us to
12 create a company that is so agile structured and is constantly invested in people and in creating the
13 things that we love. Especially now because we've got 70 staff in the UK, we ship from Norway
14 and Sweden, and we're an international business. It's so difficult for someone my age to run, so
15 having those guys to help me in the back-end of the business is just priceless to me.

16
17 So, there it is. A really short overview of the Gymshark story and I'm sure that there is loads that
18 I've missed. So, if anyone has any questions, feel free to comment them below.

19
20 I want to thank everyone that came out to the Gymshark world tour and asked me to do a video like
21 this, because if it wasn't for you guys asking then I wouldn't have done it. I want this channel to be
22 a documentation of my journey and a source of inspiration and information for others. So, if anyone
23 has any other questions, please like the video, comment the video, subscribe. And thanks for
24 watching.

25
26 Video footage from 2012 - 2013

1 Appendix 8 – Look Inside Gymshark HQ

2 Ben Francis – Look inside Gymshark HQ & Our first international office -

3 <https://www.youtube.com/watch?v=NSSpANP-Bc0>

4 Published Jun 27, 2018.

5 Ben Francis – CEO:

6 So, we've now been in the new Gymshark HQ for, I think, almost three months. Its absolutely
7 awesome. Everyone is now finally settled in. I still think its amazing. I can't stop buzzing every
8 time I come to work in the morning. But, I thought this would be the perfect opportunity for me to
9 give you guys a tour around the HQ, let you know where it's going and, basically, let you know
10 what it's like in the new GS HQ.

11

12 So, we're currently sat in the entrance, the reception of GS HQ. It's absolutely gorgeous. There's
13 like a ton of natural light coming through the floor-to-ceiling windows at the front. So, we will
14 begin upstairs. Upstairs we've got finance, HR, sort of like legal, executive board, customer
15 experience, trading and IT. So, more of the, I guess, functional parts of the business, less of the, you
16 know, product, brand, creating stuff, more the quantitative side of the business. So, lets head up.

17

18 So, we've just come through the doors upstairs into, like, the entry way of the upstairs part of the
19 headquarters. Its designed to almost have an explosion from this point. As you can see, it's a super
20 open, collaborative work area. So, you can just sort of chill on the sofas. You know, you got high-
21 level and low-level of working space, it's just sort of a totally adaptable space, where we want
22 people to get together from different apartments across the business and just work collaboratively.

23

24 This is the customer support part of the business. This is where anytime any of you guys have an
25 issue with your order, you've got any questions to ask us, live chat things, like that, these guys
26 answer all of your questions. So, this is again a really cool open space to work. We wanted to be
27 super relaxed and just a nice place to be essentially.

28

29 Dan Parkin – Head of Customer Support:

30 My name is Dan Parkin and I'm head of customer support at Gymshark. I've been here four and a
31 half years. Our function is to speak to the customers day-in day-out, primarily through email, social
32 media and live chat.

1

2 Ben Francis – CEO:

3 In the hollow part of the office, we've got operations, IT, buying, trading and a lot of the
4 commercial functions of the business. So, when things are selling out too quickly online, there's a
5 lot of these guys that are working on fixing that issue, which is one of the biggest problems we've
6 got at the moment with the insane growth that we are experiencing.

7

8 Seb – IT Director:

9 Hi. My name is Seb and I'm the IT Director here at Gymshark and I oversee our website, our
10 internal infrastructure and all our internal systems. We've also got an exciting new project on its
11 way, which will be announced towards the end of this year. A lot of work and development has
12 gone into it so I can't wait for you guys to see that.

13

14 Clémentine Moulton – Sponsorship Executive:

15 Hello. My name is Clémentine Moulton and I work in sponsorship team and I handle the French
16 market. So, all the French athletes, the academy, and right now, we are working on the birthday
17 campaign launching on the 2nd so overseeing what is going to go on sale, how are we going to
18 communicate about it, and like, brief our athletes so to make sure that the message goes out very
19 clearly.

20

21 Ben Francis – CEO:

22 So, over here we've got HR or the people part of the business. We've got customer insights, who
23 are working with a lot of the data that we have and then we've got legal and we got executive
24 board. So, the boardroom and things like that. As you can see around the office, we've got a bunch
25 of different meeting spaces. So, Herrings, who is head of our finance and IT part of the business, he
26 wanted a meeting room like this, where you've got these cool little things like this. So, I guess it
27 just keeps you switched on in a sense because you know, you can actually fall off it.

28

29 In the people part of the business, you've got napping pods, we've got our training area. So, there is
30 so many people, who are joining the business on a regular basis at the moment that we do a lot of
31 onboarding. This is our training room, and this is where all the new people that join the business are
32 on boarded. I think that we spend about a day and half, two days just understanding how the

1 business works, and what goes unto that is in this room here, which is currently in use. We've got
2 our barbers in here and do treatments as well. So, nails, hair, massage, things like that are all in
3 here. All on site.

4

5 So, through here, this is Aston. Again, part of Birmingham. All of our meeting rooms are named
6 after different areas in Birmingham and Aston Villa and I went to Aston University. So, I thought
7 Aston would be a great board room name. So, this is where we do a lot of like, I guess, director
8 meetings, board meetings and we've gone for, you know, a massive, custom, like, poured concrete
9 table. It's absolutely gorgeous. It's totally unique. We wanted like a very angular design, so, it's not
10 just a normal rectangle. It's thinner on this side and wider on that side, yeah. Absolutely love this
11 room. It's gorgeous, and this is where we make a lot of the big decisions.

12

13 Now, we're in the product area in the GS HQ, and this is probably one of the places where I spend
14 most of my time. So, this is a product board room where we do a lot large meetings. We do fits,
15 we'll meet with suppliers, which is currently going on inside, so, we'll poke our heads in. Okay, so
16 we can't film this. We've got a product meeting going on in there right now.

17

18 So, we come through here. This is where a lot of the design goes on, garment tech, sort of the
19 people that work in materials and the fits all happens right here.

20

21 Bunch of samples in here, so as things are coming in, the samples will go on the rows here. We'll
22 check them out, we'll fit them, we'll make sure that they are how we want them to be or make
23 comments or send back. We'll have a lot of like future design coming on. We've just signed off on
24 the designs for spring 2019, so we've starting to get further ahead in our product design.

25

26 This area is where a lot of the garment techs will be. We've got a library of materials. It's a little bit
27 of a mess at the moment, it needs a tidying. This is where we'll decide on our colours and things
28 like that, so as you can see, we've got all of our pantone books. This is where we will create a
29 colour palette for the season. The guys were picking out the autumn/winter 19 colour palette
30 yesterday. That will give you an idea of how far in advance we can work on some of these things.

31

1 Coming through here, which is one of my personal favourite parts of the office is the product bar.
2 Dedications, as in some of the first ever products. We've got one of the first hand-printed, hand
3 sewn t-shirts here. The looks tracksuit hoodie, which a lot of you guys will know about. A signed
4 Nikki leaflet from her first ever collab that she did, one of the first new logo products here, the vault
5 seamless t-shirt, which is one of the first seamless products. We've done a lot of seamless since, I
6 think seamless for us has become very much like something that we are very well known for with
7 the leggings, the flex, you know. A lot of the seamless t-shirts that we've done for men, the Onyx
8 leggings and tops. You know, seamless has become a massive, massive part of our business.

9

10 Over here, there is one of the original screens, the first screen that we actually used to screen print
11 some of the first ever products. This is now six years old, and I remember spending hours and
12 months, well years, working on screen printing products so that has a very special place in mine
13 and, I think, everyone's hearts. When we were a much smaller business and we were screen
14 printing, screen printing is super messy, and it was hard work for us, and we wanted a heat press
15 like this So, this was something that was like a dream of mine to have. So, as soon as we got this
16 new HQ and had the space, I got this and I absolutely love using it. It means that we can test
17 product and we can make one-off unique product. Yesterday, the suppliers were in and they
18 mentioned that they wanted the "we lift the city" t-shirt for Birmingham, and we didn't have any
19 left. So, we thought we would do something a bit special for them and unique, so, we made them a
20 "we lift the city" Xiamen t-shirt, which I've got one on right now.

21

22 So, we're now going to go and give it to the guys who are over from China, hopefully they'll like
23 them. They did ask for Birmingham, but obviously they are sold out at the store. So, we put this
24 together for them.

25

26 Behind me is the brand, marketing and creative part of the business. We've got, so, everything that
27 goes on here, it was sponsorship, which is recently moved upstairs because the company has grown
28 so fast and we've got so many people joining. In here, we've got marketing, so like, including
29 online advertising, things you see on social media, we've got the organic social side of things, we
30 run our Instagram, Musical.ly, Facebook, Youtube. All of that happens here.

31

1 This area here is specifically dedicated to videographers. All the videographers will be in here. This
2 is where all the footage we work on is edited, a lot of graphic design, a lot of motion graphics is
3 done here as well.

4

5 We come through here. So, currently this is where all the athlete samples come in. Obviously, a lot
6 of the guys that are a part of the Gymshark team wear the product early. Rather than going out to a
7 warehouse, it will come straight into HQ. It will go into these pigeon holes, and then we send it to
8 the guys early so that they can take a look at the products and give us feedback ahead of the
9 launches.

10

11 Walking out of the brand and marketing section now, we've got this little section, which isn't
12 complete yet. But this is going to be like a VR section. If anyone has seen ready player one, that is
13 the inspiration for this cool little place. I wanted it to be a proper high-tech VR place so that we can
14 not only have a little fun, but also understand how that is going to work. Something that is going to
15 be really cool in the future.

16

17 So right here, we have our cinema area. This is where we'll put things on. The world cups are on at
18 the moment. We're playing a lot of the games. We do all of our company wide presentations here.
19 This opens out into a huge area. Everyone can sit here and stand here. Speaking of communication,
20 the crown jewel of the HQ in terms of communication is Refuel (the cafeteria). It is absolutely
21 brilliant, the best food I've ever had. All macro friendly things. We've got everything. Sushi, salads,
22 chicken, beef, vegetarian options. Everything you can imagine. It's absolutely awesome. The guys
23 have done an incredible job on this place and one thing that I really like about it, which was brief
24 from the very start is that with so many people joining the business it is imperative that we are
25 constantly chatting to each other and understanding what everyone does, ideas. And best ideas must
26 win. That is something that we always say at Gymshark and there is no better place to communicate
27 than when you have food. We say that if you eat together, you stay together. You know, a family
28 that eats together. You generally find yourself sitting next to someone different every day when
29 you're having breakfast, lunch, dinner. That really important. You find yourself chatting to new
30 people as they are joining the business. I love chatting to all the new people that are joining the
31 business or visitors.

32

1 Another lovely part of the office is this outside garden area that we got. We've got the custom
2 Gymshark shark head made out of solid concrete into the garden. So, you can sit on it chilling.
3 When you've got your drone from above, you can see the Gymshark head. Birmingham airport is
4 not far from here, so there are people flying that can see the logo, which is really cool. It's just a
5 super nice place to be. Especially in the summer, we open up all the blindfold doors. It really brings
6 the outside in and the floor continues from the inside to the outside as well, so again, it's a really
7 sort of nice bringing the outside in environment.

8

9 So, I hope you enjoyed that as a super, fast tour of the GS HQ and now we've finally settled in. It's
10 really working well for us, and it has revolutionised in the business in a way that even I never
11 thought would happen, so that is great. Hopefully, you guys will see that with some incredible
12 products and things that we are pushing out on the front-end soon. Comment down below if you are
13 interested in doing a tour of this place, because we are opening up to more tours now that we're all
14 in and settled in. We're possibly going to be doing competitions and things like that in the future, as
15 well, so if you want a tour, then again, we'll be able to offer that out to you guys. Also, which I'm
16 really, really excited about, which is also one of the reasons why I'm doing this tour, is that we've
17 just recently signed on a new office that is not going to be in the UK, that is going to be
18 international. I can't announce exactly where it is yet, but it is going to be absolutely amazing. Paul
19 has flown out with Sean right now, and they're doing the design for it because we obviously want it
20 to match this place and look as good as this place. Yeah, really excited for that. I will be
21 announcing that soon so keep an eye out for that. I'm going to be doing a lot more video content, so
22 I considering doing a Q&A if you guys were interested in that. If you have got any questions for me
23 that you want me to talk about or answer, where it's front-end related or back-end, whether its
24 business related. Whatever you guys want. Ask me a question, I'm really looking forward to talking
25 to you guys and answering your questions. Make sure you comment your questions down below,
26 and I will see you again soon.

27

1 Appendix 9 – How to Become a Gymshark Athlete

2 <https://www.youtube.com/watch?v=q5rqFq0OwWE>

3 Published Aug 9, 2018.

4 Ben Francis:

5 The question I always get the most at event and on social media and things like that is always “how
6 do I become a Gymshark athlete?”, and they always send it around the Gymshark athlete team, how
7 to become it, and basically just how it works. So, I thought it’d be a really good idea to make a
8 video that explains the history of the Gymshark team, how it started, how it came about, the growth
9 of it, and essentially how become a Gymshark athlete, what to do and what not to do.

10

11 So, the Gymshark athlete team started pretty much as soon as Gymshark started. When we first
12 started the company about six years ago, we were absolutely obsessed with Youtube. That was all
13 we did. Anything we wanted to learn or do, we’d be youtubeing it all the time. And when we first
14 started the company, we first started making clothes, we were literally making the clothes that we
15 wanted to wear because no one else were making them. At the time, the Youtube fitness community
16 was nowhere near the size that it is now. I remember watching people like Ogas, Lex and Le Vado,
17 and they were essentially our absolute heroes and we were making the clothes and it just sort of
18 made sense that because we loved them so much, we wanted to see what our heroes thought of
19 them. So, I remember thinking of how cool would it be to send our clothes to Lex and see what he
20 thinks of them. I remember him responding and Matt and Chris and getting back to us and that was
21 like the coolest thing ever. So, we sent the clothes off to our heroes basically, and they gave
22 feedback to us, and told us what to change, and what they liked a lot and what they didn’t like and it
23 just sort of really organically happened from there. There was never this moment when we sat down
24 and thought let’s create this team or anything like that, it just happened. It was a really cool organic
25 and natural process.

26

27 We sent the clothes out to all our favourite youtubers and there was Jeff, there was Matt, Chris,
28 Lex, Alan. There was a bunch of guys from Coventry we knew, not far from here as well that were
29 knocking around social media back in the day. There was Balckwell, there was Ash Grant. I
30 remember sending all the clothes out to those guys and we just wanted to know what they thought
31 of it basically. And, again, we got a bunch of positive feedback from them. There were things they
32 wanted to change. I remember working tirelessly on the exact fit for the string. I remember lying

1 this white string on my parents living room floor, just cutting it to try and work out what the perfect
2 shape would be, and yes, those guys' feedback really helped us to understand what the best sizing
3 would be, and essentially, feedback what they did like about them and what they didn't like about
4 the product. It was around this time that we went to Body Power, and we all just went as mates.
5 Some were wondering around with Lewis and Dan and Blackwell and Ash and people like that.
6 This was the expo where we were thinking that we had to be there. We ran straight up to the
7 organiser's office and booked the space for the next year.

8

9 So, fast forward a year, we came to the show, we had our space and it cost every single penny that
10 we had in our business bank account and in our personal bank accounts to get there. We turned up
11 and we had no idea what to expect. Previously, the event, not that it was corporate or anything like
12 that, but it wasn't a particularly exciting place to go. It was always a very formal event. So, we went
13 with the original team. All the guys were there, and we flew a lot of the US guys over. I think it was
14 the first time they had been in the UK. So, again, it was a little bit of an adventure for everyone, and
15 it was at this show that we really realised how much of an impact that we were having on the wider
16 fitness industry, and, like, I remember going to the gym in town and we shot a video there on the
17 evening when we were all just working out. And I think at that time we didn't really realise what
18 we were doing but we were this team, this Gymshark family, and that's when it was first evolving
19 and becoming a reality. Before that, obviously Gymshark was only an online thing. We were doing
20 things on Facebook and YouTube, but it was always online. I remember people coming up to the
21 Gymshark stand chatting to the guys, chatting to myself, and just saying like how much the brand
22 meant to them, and how much it had inspired them to go off and do other things. To improve you
23 know their bodies, their minds, to get into the gym and things like that. The Gymshark athlete team
24 was never this considered plan. It was never a considered process. And again, influencers, as it is
25 now called, like sponsorships and things like that, I think they've always existed in history. I
26 remember, there is a place in town called the jewellery quarter, where they make jewellery, and I
27 remember they were in an old documentary talking about how some of the old jewellery
28 manufacturers would make jewellery free for the royal family so that people would then see it on
29 the royal family and then understand that it's quality and want to buy it. This concept has always
30 been around, but people just weren't doing it with youtubers and people like that at the time. So,
31 we, again it was never a planned thing, but we were one of the first people to do it in our space, and
32 then we led with creating the Gymshark family.

1
2 Fast forward a couple of years, and before that all we were doing was male products and men's
3 products. Obviously, being guys, we were literally making the clothes that we wanted to wear. So, it
4 made sense that it was obviously male products. Now, we decided to venture into female fitness
5 wear, and Nikki was the first female athlete that we sponsored and having Nikki on the team as
6 well, Nikki was constantly feeding back on female products and getting involved with that, again
7 like the guys did back in the day. What she did like and what she didn't like, and that's a large
8 reason why the women's range works now. And again, that's why Nikki, we did the collaborations
9 with her. That's been massive since and obviously, the female team has grown so much since then.
10

11 So, in terms of the way that we build our team. The Gymshark family truly is a family. We all travel
12 around so much together. We've seen so much of the world. I remember doing the world tour last
13 year, which was just non-stop. We do events all the time now. There are not only the large-scale
14 warehouse events that we are doing across the world, but there is PR events. There are all sorts of
15 things going on all the time. And even with the collaborative range, there is so much time spent in
16 that from travelling around the world, meeting each other. Sizing, fittings and there's some fabrics
17 that we want to use, design inspiration. We are always together. We are together a lot of the time
18 with the Gymshark athletes.
19

20 A lot of people come up to me and say something like, how many followers do I need, what do I
21 need to do to be a part of the Gymshark team, and I promise you that there is absolutely no magic
22 number. There's no number whatsoever, whether you got a million followers or a thousand
23 followers. It really doesn't make that much of a difference to it, and hopefully, that comes across in
24 terms of some of the people that have joined the team. Like, we're not constantly just adding in big
25 names with big numbers because the main focus for us is the culture in the team and in the family.
26 Because we spend so much time together, what we've learned is that is that the most important
27 thing is the personalities and making sure that they do fit and that person does genuinely believe in
28 the Gymshark vision and want to continue to work with us to inspire as many people as possible, to
29 be a visionary, to improve themselves, both physically and mentally. So, obviously you'll see large
30 people join the team, like Steve Cook joined a few years ago, and he is obviously like the leading
31 male in the fitness industry. He has been as long as I can remember. He is literally the golden boy
32 of the fitness industry. So, recently added in from the UK, we've got Becca Sills and Elliott Byrne,

1 and again, both of these guys, they didn't have the millions of followers and they still don't. But
2 because we genuinely believe in them, you know, their intentions, they fit into the team so well.
3 They're both really cool, genuine people. We really believe in them. And again, they've joined the
4 team and they are going to be a part of the Gymshark family going forward. We were just in Dublin
5 with them both. With both Becca and Elliott last week. We did obviously the Birmingham event,
6 and there's going to be a lot more of that going on. So, I can't stress enough that it is always about
7 culture and personality first, and the following second.

8

9 So, in terms of recruitment as well, there's a lot of questions around can I contact you, can I apply.
10 Now, there was a point back in the start where we sort of did open up an applications email, but we
11 don't really use that anymore, because what we've managed to build in house now, with the
12 headquarters and the larger headcount that we've got. We've got an entire team of people that will
13 both scout out people to join the team and also manage them. And again, this is a worldwide thing,
14 so we've got a German team, French team, Scandinavian team, British team, Australian, US and
15 Canada. There is international teams as well. Like, we've got a bunch of individuals who manage
16 the Gymshark family and also scouting out for new people to join.

17

18 So, if you're on Youtube, on Instagram, on social media, whatever the outlet is, and proactively
19 inspiring people to be more healthy, to you know, improve both their body and their minds, to be a
20 visionary in all that they do, then believe me, we'll be watching your work and we'll be keeping an
21 eye out and getting in touch with you, if we feel that it is worth having a conversation about joining
22 the Gymshark team. When people do join the Gymshark team, I know that myself, Nolan and
23 Callan, will want to meet that individual to make sure that they do genuinely fit in and that they will
24 fit the culture and that they do fit our aspirations as a brand. And, again, because we travel so much
25 together, we don't want any levels of arrogance or anything like that in the team, because it would
26 just end up causing a rift in the team, and the most important thing to us is the Gymshark family.
27 From the wider consumer and fans to the athletes and to the people in the office that the culture
28 needs to have consistency across all of those different things, and I'd like to think that's why the
29 Gymshark brand has been so strong and performed so well over the last few years is because
30 everything we do always starts with culture first and personality first. One of the best parts of my
31 job is being able to spend time with the people in the Gymshark team, like, I have learnt so much
32 from people like Steve and Nikki and Whitney and David. Like Steve is like single-handedly the

1 most charismatic person I've ever met. Like I've never met anyone with such a level of confidence
2 and energy and charisma. Like, you put a camera in front of him, and he gets even more Steve and
3 better at what he does. Where people like me would generally start to freeze and get all nervous and
4 sweaty and not have a clue what to do. David again, like, I've never met anyone that can like lock
5 onto a subject with the level of precision or clarity and just obsessiveness that David Leigh does.
6 Yeah, I think, it comes across in his videos and his edits. He's got as much a passion about fitness
7 as he does videography and together that's so cool. Whitney, again, is so unique in what she does,
8 and she is so clear. Her videos are so entertaining and engaging and she's such a genuine down-to-
9 earth person who genuinely just wants to help people and, you know, help them to get fit. And then
10 there is Nikki, who is essentially the golden girl of fitness. She's been around for a long time. I feel
11 like I've known Nikki for years and years and years, since Gymshark was a tiny company, and
12 she's such a cool, genuine, upfront person. And the thing that is really cool about Nikki is what you
13 see is what you get. Sometimes, you'll meet other people that, you know, may be a little different
14 on camera as to what they are in real life. Even with my videos, I'm really introverted and quite an
15 awkward person, obviously, by the time that the video is all chopped up, I'm going to look like I
16 can speak a little bit better than I actually can. With Nikki, what you see really is what you get, and
17 she's so upfront and again, for me working her is so great. Because if she doesn't like something,
18 then instantly you'll know about it, and she'll say it and that's so cool. And I think what I'm trying
19 to get at here is that with the Gymshark team, each individual really is truly an individual. I mean
20 we've been to events before, where there's been girls that have come up to me, and they've been
21 sort of a mini sort of walking, talking Nikki, they look like Nikki and talk like Nikki, and they'll
22 say, aw I want to be a Gymshark athlete, how do I do it, and in the most polite way possible, we've
23 already got Nikki. Nikki is Nikki, and she's a unique individual, and that's why she is so cool. So,
24 we don't want people that are going to try and emulate, you know, someone that is already in the
25 team or emulate someone that's out there. You really need to be yourself. Be unique. Get your
26 message across, whatever it is as best you can through social media and just inspire people as best
27 you can through being yourself.

28
29 What we also have is we have the regional team, so there'll be a team in Germany, there'll be a
30 team in the UK, and the US and Canada and Australia, in Scandinavia. So, I think a lot of you guys
31 will follow the international athletes like Steve, Nikki, Whitney and David and people like that,
32 who have a real broad international following, but also within each countries there are some huge,

1 huge members of the family that have ridiculous followings that maybe only speak in their
2 particular language. So, I know that we've got Niko and Tim that are in Germany, who are just
3 huge everywhere they go in Germany. They're just like light people because the light people are
4 just such crazy fans of them, who maybe in the US or the UK might not know as well, but the
5 Gymshark team is an international team and a lot of the larger events, we try and get as many of
6 those people together as possible. We've got Sissy in France. Again, hugely inspirational person,
7 who at the Paris tour there was just so many people there to see her. And it's crazy because if you
8 do live in for example Birmingham in the UK, then you're more than likely not to be watching the
9 French youtubers that only speak in French because likely you don't speak French. But when
10 you're in France, you'll just realise that there is a whole ecosystem of its own over there. And,
11 again, France, Germany, these places have such massive populations that there's some huge, huge
12 people that are in the Gymshark family that live in those countries as well. A lot of the people in the
13 Gymshark family, again like Levado, Lex and Nikki and even David, I have known those guys for
14 years and know that we are genuinely really close friends. I know that they'll have my back if I
15 need it, and I'll have their back no matter what, when they need it, and they've supported me
16 through difficult times both personally and professionally. And you know, even though, they do live
17 on the other side of the world, we'll see each other as often as we can, and we'll always be there to
18 support each other.

19

20 So, in summary, how to be a Gymshark athlete. Be unique. Constantly be pushing out a positive
21 message, inspiring people to improve themselves, both physically and mentally and just to be a
22 visionary. If tagging me or Gymshark in your post, then obviously we'll be more likely to see it,
23 and we'll be keeping an eye on you, but there isn't really an application process, in terms of
24 applying at this email to be a Gymshark athlete, because we've got such an awesome team out there
25 that is constantly scouting the internet. I'd like to think that these guys will be there, and they'll
26 know about it, and then we'll be in touch with you soon as well.

27

28 The other thing that a lot of people ask is, how do we find athletes? Do we just message them, how
29 does it work? I think because we've been in this industry for such a long time, we know someone or
30 know someone that knows someone, if that makes sense. So, because we're always travelling, and
31 these events and things like that, then generally we just meet people as we go along. So, you end up
32 sort of just meeting people through the events and through travelling so much. I mean, when we got

1 in touch with David, I ended up meeting David for the first time at a New York world tour, and
2 again, just instantly got on with him, and he just instantly fit into the team. You sort of organically
3 meet all of these people just through the work that we do and the travel that we do across the world.
4 So, the most important thing about being in the Gymshark team is that we just want people that are,
5 like, open-minded, constantly learning. People that are inspiring as many people as they can. I never
6 want any levels of arrogance in the team. I don't care if you've got a million followers or one
7 follower, or whatever you do in life. You are an equal in life. You are a human being and that's the
8 thing that is most important to us. We want to create a real family of people that genuinely just want
9 to improve the world and inspire as many people as they possibly can to be a visionary, to improve
10 themselves both physically and mentally in all that they do.

11

12 So, hopefully, the Gymshark family right now are already doing that. Let me know in the comments
13 below what you think. And again, both myself, the Gymshark family, the Gymshark team, everyone
14 that is involved with the company, we just want to constantly inspire people in every way we
15 possibly can. So, if you've got any further questions, comment them down below. I'll be responding
16 to as many as I can. If there's anything you want to see me cover in future videos, again, comment
17 it down below, and I'll be doing videos more often than I ever have now. If the question is a quick,
18 tight response, I'll just comment down below, and if it requires another video, I'm more than happy
19 to record that, and I'll be doing that as soon as I can. So, please like, comment and subscribe, and
20 thank you again so much for watching.

1 Appendix 10 – Interview Guide

<u>Briefing: Potential Consumers for Gymshark Interview</u>		
Presentation of me (the interviewer) and the purpose of the thesis	Who am I? The purpose of the thesis	Julia Jakobsen Madsen, studying a Master's degree in English and International Business Communications at Aalborg University Writing a project on the international company Gymshark, and how social media is used by the company and potential customers.
The framework	Time and Place The use of a recorder Language Confidentiality Elaboration	The interview will be conducted in Aalborg. The interviewer will be using a recorder in order to remember everything. The interviewee will be made aware of this. The interview will be conducted in Danish in regard to the respondent. The interview is not confidential, unless requested by the respondent. If the respondent has any questions or is uncertain about anything, she should not hesitate to ask.
<u>Baggrundsviden</u>		
Grundlæggende information omkring deltageren af interviewet	<ul style="list-style-type: none"> • Navn • Alder • Hvad laver du til hverdag? 	

2

Interview	Spørgsmål	Prompts
	Generelt	
	Intro til hvad vi skal snakke om - 2 emner: 1: Fitnessstøj, et specifikt brand og hvilke ting der påvirker den måde du køber fitnessstøj på.	
	Er du medlem i et fitnesscenter eller er du aktiv på en anden måde?	Løb, sport, fitness, osv.

	Hvilken form for motion dyrker du i fitness?	Holdtræning, konditionstræning, styrketræning
	Hvorfor går du i fitness?	Udseende, velvære, rutine, fristed
	Køber du fitness-tøj? Hvor ofte?	
	Er fitness tøj noget du ønsker dig i gave eller køber du det selv?	
	Er der bestemte mærker du køber?	Samme brands, ligegyldigt, osv.
	Hvorfor køber du netop det? Kan du sætte ord på hvorfor det betyder netop dette?	
	Hvad er vigtigt for dig når du køber nyt fitness-tøj?	Kvalitet, pris, udseende, anbefalinger fra venner eller familie, nemt at få fat i, osv.
	Hvem eller hvor finder du inspiration til at købe fitness tøj?	Venner, reklamer, bloggere, sociale medier, magasiner, atleter
	Bliver du inspireret af ting du ser på SM til at købe bestemte mærker eller prøve nye brands i relation til fitness?	Produkter, tøj, osv.
	Er du blevet inspireret gennem SM til at prøve nye træningsformer?	Styrketræningsøvelser, konditionstræning, osv.
	Følger du specifikt influencere på SM der har noget know-how omkring fitness?	
	Hvor mange følger du der har det?	
	Hvilke nationaliteter er det?	
	Hvorfor netop disse? Hvad symboliserer de for dig?	
	Følger du så disse influencere over flere platforme?	Fx Instagram, Snapchat, Facebook, Youtube
	Er der bestemte trends indenfor fitnessindustrien som du har lagt mærke til?	Både positive og negative
	Tager du billeder af dig selv eller dine omgivelser når du laver noget i relation til fitness eller motion?	

	Har du nogensinde lagt noget op på sociale medier der har relation til fitness eller motion?	
	Så drejer vi os lidt ind på det firma som vi skal snakke om i dag, det hedder Gymshark. Kender du til det?	
	Hvis ja, har du købt produkter derfra?	
	Hvad synes du om deres tilgang til fitness?	
	Kender du nogen der har deres produkter?	
	Er det et brand du er interesseret i?	
	Kender eller følger du nogle influencere der promoverer deres produkter?	
	2: Din brug af sociale medier og holdning til forskellige initiativer på sociale medier	
	Hvor ofte bruger du sociale medier?	
	Hvilket sociale medier er du mest aktiv på?	
	Hvorfor netop disse?	Tidsfordriv, inspiration, information, osv.
	Er der forskellige formål for dig med dit platforme du er aktiv på?	
	Ligger du selv billeder og opslag op?	Instagram specifikt.
	Deler du andres oplæg på sociale medier?	Venner, familie, virksomheder, influencere, osv.
	Kommentere du på andre billeder? Hvilken type billeder?	
	”Liker” du andres billeder?	
	Lad os sige du kommentere et billede, hvor vigtigt er det for dig at du får en form for respons?	Venner, familie, virksomheder, bloggere.
	Hjem følger du på sociale medier, specifikt Instagram?	Familie, venner, kendte, influencere, bloggere, etc.
	Følger du specifikt nogle reality stjerne på sociale medier? Hvorfor? Hvorfor ikke?	

	Hvis en reality-stjerne promoverer et produkt, hvor troværdigt finder du så det?	Inspirerer de dig?
	Bruger du sociale medier til at finde informationer?	
	Hvilke informationer?	Om produkter, steder, personer
	Researcher/undersøger du generelt produkter før du laver et køb?	
	Har du brugt sociale medier til at undersøge produkter inden du har foretaget et køb?	Informationer, anmeldelser, osv.
	Er der faktorer der er vigtige for dig at vide inden du foretager køb?	Andres meninger om produktet, tutorials på hvordan det skal anvendes, osv.
	Har du foretaget et køb baseret på noget du har set på sociale medier?	Reklamer, oplæg fra bloggere eller venner, osv.
	Har antallet af følgere en betydning for dig ift. virksomheder eller influencere du følger?	
	Hvor sandsynligt er det at du vil købe noget anbefalet af en med mange følgere end færre?	
	Hvad synes du om at virksomheder bruger influencere til at promovere deres produkter?	
	Påvirker det den måde du ser firmaet på?	Positivt, negativt

1 Appendix 11 – Respondent 1

2

3 Interviewer: Så skal jeg lige bede dig om at sige dit navn, din alder og hvad du laver til hverdag?

4 Respondent: Jeg hedder █ jeg er 26 år gammel og jeg læser på universitet her i Aalborg. Og så
5 har jeg et studiejob.

6 Interviewer: I dag der skal vi snakke først lidt om fitness generelt og fitnesstøj og hvad du sådan
7 tror der påvirker dig til at købe fitnesstøj. Men først skal jeg lige spørge, er du selv medlem i et
8 fitnesscenter eller hvordan er du aktiv?

9 Respondent: Ja, jeg er medlem. Men det er ikke sådan vildt meget jeg bruger det medlemskab. Det
10 er måske en til to gange om ugen men så løber jeg udenfor to til tre gange om ugen.

11 Interviewer: Hvad er det så for en slags træning du laver i fitness? Er det holdtræning eller styrke
12 eller?

13 Respondent: Jamen det er cardio, jeg træner selv. Jeg har nedsat mit abonnement så jeg kan ikke
14 træne på hold mere. Ellers har jeg nok foretrukket at træne på hold.

15 Interviewer: Hvorfor går du i fitness?

16 Respondent: Jamen det er fordi jeg gerne vil holde mig i form. Og så vil jeg gerne tage mig lidt.

17 Interviewer: Hvad hedder det, i relation til dit fitness, hvor ofte køber du fitnesstøj? Køber du det
18 ofte?

19 Respondent: Nej, ikke ofte. Altså det gør jeg måske ja, ca. hvert halve år.

20 Interviewer: Er det noget du selv køber eller er det noget du ønsker dig i gaver til fødselsdage eller
21 jul?

22 Respondent: Jeg køber det selv men jeg ønsker mig det også. Jeg ønsker mig det stort set altid til
23 min fødselsdag eller til jul. Så det er altid på listen.

24 Interviewer: Er det så bestemte mærke du køber eller ønsker dig eller? Er det bestemte brands du
25 kigger efter?

26 Respondent: Ja, altså det ved jeg ikke. Jeg har både billigt træningstøj fra fx H&M, men så har jeg
27 også de der tights jeg snakkede om, de kostede 800 eller sådan noget. Så de har også været lidt
28 dyre.

29 Interviewer: Shopper du både i butik og på nettet?

30 Respondent: Nok mest i butik men ja, også på nettet.

- 1 Interviewer: Kan du beskrive hvad dig er vigtigt for dig når du køber fitnessstøj, nu nævner du at
2 prisklassen er meget forskellige. Men er det kvaliteten eller udseende, eller hvem der har anbefalet
3 det?
- 4 Respondent: Det er en god blanding af at have fået anbefalet noget men personligt for mig er det
5 komfort. Det skal sidde godt og så skal det heller ikke, så skal det være dry fit så man ikke kan se at
6 man sveder, alt for meget. Altså og så hænger prisen jo selvfølgelig også sammen med det. Jeg går
7 ikke ud og køber noget der er alt, alt for dyrt.
- 8 Interviewer: Nu nævner du selv at du blev inspireret til at prøve et par nye leggins af noget du så på
9 sociale medier, er der andre ting eller er det generelt sådan sociale medier der er din inspiration til at
10 prøve nye ting både i relation til fitnessstøj men også måske hvilke slags fitness du dyrker eller
11 hvilken slags træning?
- 12 Respondent: Altså jeg vil sige at det virkelig er Instagram som jeg bruger allermest. Der er også
13 Pinterest, men der er jeg ikke, der har jeg aldrig 100% kommet med på den bølge der. Og ellers,
14 Facebook er der jo også for der kommer jo annoncer op osv. Så det er lidt en blanding men
15 hovedsagligt Instagram.
- 16 Interviewer: Kunne du finde på at tage billeder af dig selv eller dine omgivelser når du laver noget i
17 relation til fitness? Er det noget du ligger op på sociale medier en gang i mellem?
- 18 Respondent: Altså hvor man fx tagger et mærke man har på?
- 19 Interviewer: Det eller du er oppe i fitness eller ude og løbe. Hvad det nu kunne være hvor det har en
20 relation til fitness på en eller anden måde?
- 21 Respondent: Ja. Jeg kunne da godt finde på, jeg ved ikke om jeg direkte ville ligge det op på
22 Facebook eller Instagram. Jeg kunne finde på at ligge det op på en story, ja, at man enten var i
23 fitness eller ude og løbe. Men direkte og poste et billede eller et opslag. Det har jeg hvert aldrig
24 gjort på den måde.
- 25 Interviewer: Så drejer vi os lidt ind på det firma vi skal snakke lidt om, det firma det hedder
26 Gymshark. Har du hørt om det?
- 27 Respondent: Ja, det har jeg.
- 28 Interviewer: Kan du fortæller lidt om hvad du har hørt?
- 29 Respondent: Altså det er faktisk en virksomhed jeg har set på florerer på Instagram. Jeg kan ikke
30 helt huske hvilke influencere men jeg har set sådan deres tights og deres forskellige træningstøj.
- 31 Interviewer: Er det nogle influencere du følger der har promoveret det? Eller er det noget du har set
32 i dit feed?

- 1 Respondent: Ja, der er en. Men hvad hedder hun nu... Hun hedder Cecilie, hun er sådan en fitness
2 guru.
- 3 Interviewer: Er det en du følger?
- 4 Respondent: Ja, det er det. Hun hedder Cecilie Lind.
- 5 Interviewer: Udover Cecilie Lind som du selv nævner, hvor mange fitness relaterede influencere vil
6 du skyde på at du følger på Instagram?
- 7 Respondent: Jeg følger nok fem til ti eller sådan noget.
- 8 Interviewer: Er de alle sammen danskere?
- 9 Respondent: Hovedsagligt ja, tror jeg. Eller måske skandinaver.
- 10 Interviewer: Så bevæger vi os lidt over i den næste del af interviewet. Men først sådan lidt generelt
11 om dig, skal jeg spørge dig om, hvor ofte du bruger sociale medier?
- 12 Respondent: Det gør alt for ofte, vil jeg sige. Altså jeg tjekker det når jeg vågner og så tjekker jeg
13 det gerne også i løbet af en arbejdssdag, måske hvad skal vi sige, fire fem gange i løbet af en
14 arbejdssdag kan man godt lige sådan. Altså ikke fordi man bruger lang tid på det men bare lige sådan
15 gå ind og tjekke. Og så tjekker jeg det også altid før jeg skal sove. Så det er sådan morgen og aften
16 og så også riktig mange gang i løbet af en dag.
- 17 Interviewer: Ja. Hvis du så skal sige lidt om hvilke sociale medier du er mest aktiv på, hvad tror du
18 så det er?
- 19 Respondent: Det er Instagram. Og Facebook derefter.
- 20 Interviewer: Hvad burger du så Instagram til? Er det tidsfordriv eller inspiration eller
21 informationssøgning?
- 22 Respondent: Altså meget af det er fx inspiration til rejser eller mad. Og så også for at holde sig
23 opdatere på hvis ens venner poster noget.
- 24 Interviewer: Vil du sige at der er forskellige formal til hver platform som du bruger?
- 25 Respondent: Ja, helt sikkert. Altså Facebook det er i min optik, det er der ikke mange der bruger,
26 eller poster ligeså meget på Facebook. Hvert fald ikke ligeså meget som de har gjort for fem år
27 siden. Så Facebook er lidt en kedelig platform synes jeg, og det er virkelig ligegyldig tidsfordriv for
28 mig hvis man scroller ned i feedet. Det man ser det er jo memes og mærkelige videoer og så kan
29 man blive tagget i noget af ens veninde eller et eller andet. For mig er det egentlig ligegyldig.
- 30 Interviewer: Hvis vi så vender tilbage til Instagram. Kan du uddybe lidt på din brug af det? Nu siger
31 du inspiration til rejser eller opdateringer omkring venner og sådan noget. Er der andet du forbinder
32 med Instagram når du bruger det medie?

- 1 Respondent: Det er selvfølgelig også eget forbrug af det, kan man sige. Når man selv har taget
2 nogle billeder så man gerne vil ligge op.
- 3 Interviewer: Så du poster selv billeder på Instagram?
- 4 Respondent: Ja og det gør man jo for at få en respons fra folk og få nogle likes. Og vise hvad man
5 laver og vise at man har et fedt socialt liv.
- 6 Interviewer: Ja. Deler du nogle gange andres opslag på sociale medier, som fx Instagram?
- 7 Respondent: Nej det synes jeg egentligt ikke. Jeg liker mest, men der er kommet den der funktion
8 med stories hvor ens venner så kan tagge én, og det kan jeg måske godt finde på at dele på min egen
9 story.
- 10 Interviewer: Ja. Hvad med kommentarer? Nu nævner du at du liker andre billeder og opslag.
11 Kommenterer du også andres opslag og billeder?
- 12 Respondent: Altså ikke folk jeg ikke kender. Men altså hvis en virksomhed fx har lagt en
13 konkurrence op, så kommenterer jeg og gør hvad end den konkurrence nu sige man skal gøre for at
14 deltage. Men jeg kunne ikke finde på at gå ind og kommenterer hvis nu en eller anden influencere
15 som jeg ikke har et forhold til poster et eller andet, selvom jeg måske godt kan lide dem. Så
16 udtrykker jeg det måske ved at like.
- 17 Interviewer: Okay. Hvis du så skal beskrive hvem du følger på sociale medier, specifikt Instagram.
18 Er det mest familie og venner, eller er det også kendte og er der nogle bestemte influencere du
19 følger?
- 20 Respondent: Altså det er hovedsagligt venner, bekendte og familie. Men også rigtig, rigtig mange
21 kendisser og influencere. Fx følger jeg Remee og hans kæreste Mathilde Gøghler og så følger jeg en
22 der hedder Irina The Diva som er sådan beauty/lifestyle influencer. Og så følger jeg også nogle
23 influencere som ligger rigtigt meget mad op og træning, kost. Så det er egentlig mange forskellige
24 jeg følger synes jeg.
- 25 Interviewer: Følger du så specifikt reality stjerner på sociale medier?
- 26 Respondent: Ja, altså Irina The Diva følger jeg jo. Men ikke andre end hende.
- 27 Interviewer: Hvor stor troværdighed har hun så for dig? Altså hvis nu hun promoverer et produkt?
- 28 Respondent: Jamen det ved jeg ikke. Jeg synes jo at hun er meget spændende at følge på Instagram
29 fordi hun poste mange ting som jeg synes er fedt. Men altså, jeg har ikke prøvet at købe noget fordi
30 hun har sagt det. Men det kunne jeg måske godt finde på hvis nu jeg lige stod og manglede et eller
31 andet og hun så lage en reklame op for noget. Så kunne jeg måske godt finde på det.

1 Interviewer: Følger du så, altså hvis nu du har en bestemt influencer du følger på Instagram, følger
2 du så den person over flere platform eller er det kun på Instagram?

3 Respondent: Nej det er kun på Instagram. Altså jeg vil sige før i tiden brugte man måske Facebook
4 til og, lad os sige at jeg er helt vild med Coldplay fx, så kunne man gå ind og like Coldplays
5 officielle side inde på Facebook og så for man jo opdateringer. Så det var måske mere på den måde
6 at man gjorde det der på Facebook. Men Instagram er bare meget mere personlig platform end
7 Facebook den dag i dag hvert fald.

8 Interviewer: Så bevæger vi os lidt videre. Har du nogensinde brugt sociale medier til at finde
9 informationer omkring produkter, steder, osv.? Du har lidt været inde på det.

10 Respondent: Ja. Ja, det har jeg. Skal du have et eksempel?

11 Interviewer: Nej, det behøver jeg ikke. Jeg vil også bare spørge om du sådan researcher eller
12 undersøger generelt produkter eller ting på sociale medier inden du laver et køb?

13 Respondent: Ja, det synes jeg. Men jeg synes egentligt også som ofte, at jeg godt kan finde noget på
14 Instagram hvor man så ser, at der er nogle forskellige influencere som der har haft det på, og man
15 ser det på forskellige kropstyper, hvilket jeg også synes er ret vigtigt. Og så hvis de snakker om det.
16 Fx så har jeg et, jeg købte et par tights fra, nu kan jeg ikke lige huske mærket, men det så jeg på
17 Instagram og jeg synes de så mega fede ud og så kunne man så blive ført videre til deres webshop
18 via sådan en købefunktion, så det var fx derigennem.

19 Interviewer: Betyder antallet af følgere noget for dig når vi snakker virksomheder ift. det her med at
20 lave et køb når du blive inspireret gennem Instagram. Hvor stor en følgeskare virksomheden eller
21 influencere har, betyder det noget for dig?

22 Respondent: Altså i principippet ikke, hvis det er virkelig noget jeg synes det er fedt. Hvis det er
23 noget, altså fx følger jeg en som laver nogle øreringe og hun har ikke sådan vanvittig mange følgere,
24 hun har måske lidt over 1000 så hun er micro-influencer. Og det er så fordi jeg synes hun laver
25 nogle mega fede ørering og dem har jeg så købt nogle af. Så det vil jeg ikke sige, nej.

26 Interviewer: Men tror du det er mere sandsynligt at du vil købe noget hvis det er anbefalet af en, fx
27 hvis du følger to personer og den ene har flere følgere end den anden. Hvor sandsynligt tror du at
28 det er at du køber noget af hende der har flere følgere end færre?

29 Respondent: For mig betyder følgerne ikke noget fordi hvis vi siger at hende med færrest følgere, at
30 jeg bedre kan lide hende og relatere til hende, og hun ligger nogle ting op hvor hun bare taler mere
31 til mig som person, så betyder følgerne ikke noget for mig. Også fordi fx the Kardashians, de har tit
32 reklameret for sådan nogle vingummibamser som gør håret længere og blødere og alt muligt. De

- 1 har jo, jeg ved ikke hvor mange følger, nogle af dem der har flest følgere i verden tror jeg, og det vil
2 jeg ikke bide på.
- 3 Interviewer: Hvis vi så snakke lidt om virksomheder der brugere influencere til at promovere deres
4 produkter. Hvad er dine tanker omkring det? Påvirker det den måde du ser virksomheden på?
- 5 Respondent: Ja, det kan det godt. Fordi hvis en virksomhed har et samarbejde med ti af dem jeg
6 følger, og de ti influencere så ligger noget op, altså spammer en med det samme produkt fra den
7 virksomhed, altså så tænker jeg, hold kæft, det er sku da irriterende at de har været ude og betale sig
8 fra at nogle skal sige at deres produkt er godt.

1 Appendix 12 – Respondent 2

2

3 Interviewer: Først skal jeg lige have dig til at sige dit navn, din alder og hvad du laver til hverdag.

4 Respondent: Jeg hedder [REDACTED], jeg er 25år gammel og jeg er IT studerende til hverdag og så
5 arbejder jeg som bartender, i min fritid, skulle jeg lige til at sige.

6 Interviewer: Okay. Så lidt generelt til hvad vi skal snakke om i dag så er det to områder. Det første
7 er fitness og fitnessstøj, lidt om et specifikt brand og hvad du tror der påvirker dig til at købe
8 fitnessstøj. Men først skal jeg lige spørge, er du selv medlem i et fitnesscenter?

9 Respondent: Ja.

10 Interviewer: Hvilken form for motion dyrker du så når du er i fitness? Er det holdtræning, styrke
11 eller kondition?

12 Respondent: Det er styrketræning primært. Og så når jeg har fundet et godt hold som jeg godt kan
13 lide, så er det et hold om ugen eller sådan noget. Men så er det fordi jeg kommet ind i en eller anden
14 rutine af det. Så synes jeg det er sjovt, og så er det min ”for sjov” træning. Ellers så har jeg et
15 program som jeg følger fire gange om ugen. Men altså, nej jeg er ikke en fitness queen, men jeg
16 tager over og træner for mig selv.

17 Interviewer: Okay. Hvor ofte køber du så fitnessstøj?

18 Respondent: Det er jeg virkelig ringe til, fordi jeg føler det jeg har købt det har virkelig holdt godt.
19 Men jeg har lige købt et par nye buksler, for det havde jeg brug for. Så gik jeg bare lige i
20 Sportsmaster og lige købte nogle. Ellers har jeg fået nogle i julegave.

21 Interviewer: Jeg skulle også lige til at spørge, er det noget du ønsker dig i gave eller køber du det
22 selv?

23 Respondent: Nej, jeg ønsker mig det også i gave for det kan godt være dyrt. Jeg har ønsket mig det
24 der Gymshark for det gider jeg ikke give så mange penge for. Det er for dyrt.

25 Interviewer: Men er det så bestemte mærke du køber når du er ude eller du ønsker dig? Er det
26 bestemte mærker du holder dig til fordi du ved det er godt?

27 Respondent: Ja, jeg køber Nike sprotsbh'er fordi det ved jeg fungerer for mig. Og jeg køber faktisk
28 næsten kun Nike, det er det der fungerer. Det er det der holder for mig, i min verden. Med stoffet og
29 den både jeg er bygget på. Men jeg kunne godt tænke mig at prøve sådan nogle squat-proof
30 leggings. Jeg har prøvet det der My Protein, som er sådan lidt en kopi, kan man sige kopi, af
31 Gymshark. Så kunne jeg prøve det den vej rundt, men det var jeg ikke så imponeret af, og det
32 påvirker så mig. For så var jeg sådan, hvis det så er en kopi af Gymshark, er Gymshark så ligeså

1 dan? Så gider jeg ikke have Gymshark-agtigt. Ikke fordi det er et dårligt produkt, men det har bare
2 ikke passet til min krop.

3 Interviewer: Okay. Nu nævner du så Nike som det primære brand som du bruger nu. Hvad er vigtigt
4 for dig når du kigger på det, er det materialet, spiller pris og kvalitet og alle de her ting ellers en
5 rolle? Eller er det noget udefra der påvirker dig til at købe Nike? Måske bruger dine venner det?

6 Respondent: Nej, jeg tror ikke at jeg bliver påvirket af venner ift. fitnessstøj. Det er mere så har jeg
7 et billede af mig selv, af hvordan jeg gerne vil se ud når jeg er nede i fitness. Så kan jeg godt fange
8 mig selv i at købe et par sko der passer til min t-shirt. Så havde jeg en periode hvor jeg havde mit
9 pulsur, som er rødt og sort, så skulle min sko også være røde og sorte og så skulle resten være sort.
10 Så havde jeg ligesom et billede af hvordan det skulle se ud, ens uniform når man går i fitness.

11 Interviewer: Lader du dig inspirerer af ting du ser på sociale medier til at købe bestemte mærker
12 eller prøve nye ting fx øvelser i relation til fitness?

13 Respondent: Ja, det sjovt du nævner det. I går, nej, i forgårs da jeg var ovre og træne og jeg var bare
14 så træt af mit eget program og jeg gad ikke fordi det kræver sådan lidt at masse skal have en hel
15 masse, så skal man over til vægtene, så stængerne, så maskinerne. Så tænkte jeg, ej nu prøver jeg,
16 hendes der GraceFitUK eller hvad hun nu hedder, hun havde lige lagt en lille video op af sådan et
17 barbell 15kg hun brugte til at træne med, og så havde hun lavet sådan et lille circuit med hendes
18 bånd. Og det havde jeg jo købt, så tænkte jeg perfekt. Og jeg kunne finde den der barbell. Så kører
19 jeg bare det der lille cirkel træning circuit 6 gange i træk. Og jeg havde det så skidt bagefter, men
20 det var nemt lige at følge det. Og det var bare lagt op på Instagram. Sådan små 30 sekunders
21 videoer, så kan man bare swipe igennem, så er der en øvelse på hver video, og så stod der i bunden
22 'gør det her seks gange', og så tænkte jeg, det lyder nemt, 15kg nemt.

23 Interviewer: Er der andre ting der inspirerer dig til at prøve nye ting i relation til fitness udover lige
24 influencere på Instagram?

25 Respondent: Til at prøve nye ting? Så skulle det være fra en gruppe der på Facebook, hvor jeg er en
26 del af sådan et community. Når folk fx laver de der assisted pull-ups derinde. Det kunne jeg aldrig
27 finde på fordi det afslører ligesom hvor meget man vejer. Og som kvinde så er jeg stadig
28 socialiseret til at det skal du ikke vide, så det bliver jeg inspireret af, når der lige er sådan en stor gut
29 der lige stiller sig derop og han trækker alle vægtene, for det er han nød til fordi han vejer så meget,
30 altså så kan jeg godt blive inspireret til at tænke så kan jeg sørme også.

31 Interviewer: Hvor mange influencere vil du skyde på at du følger der har relation til fitness?

1 Respondent: Relation til fitness? Fem, seks stykker. Men de er indenfor det samme, altså de kender
2 hinanden-agtigt. Så er det fordi man følger dem og de har samme værdier. Så følger man ligesom
3 det her hold. For jeg er også meget bevidst omkring at jeg følger dem her, og de er meget
4 modstandere, eller ej, de giver mange meninger omkring en der hedder Joe Wicks, som fx har nogle
5 andre værdier. Så ham følger jeg ikke. Jeg følger den her gruppe hvor jeg føler at det her matcher
6 med det jeg tror på. Jeg følger ikke ham den anden fordi jeg tror ikke ligeså på det han siger. Men
7 det er også fordi man stoler ligesom på de her mennesker her, jeg køber bare hvad de siger.

8 Interviewer: Er det kvinder eller mænd?

9 Respondent: Det er begge dele. Det er mest kvinder til træning og mest mænd når det gælder råd,
10 ikke som sådan diæt råd men mere sådan livssting, fx at det er vigtigt at få ens søvn, lad hver med at
11 tage ting tungt. De er ikke så komplicerede, du skal bare gå nu en tur, eller sådan de der små
12 reminders om at det ikke skal være så svært. Hvis man gerne vil tabe sig og sådan nogle ting.

13 Interviewer: Følger du så nogle af de her influencere du nævner over flere platforme? Eller er det
14 kun på Instagram?

15 Respondent: Der er én, ham følger jeg også på Facebook, fordi han laver lives (livestream, red.).
16 Det kan man også på Instagram men det er som om at han er bevidst omkring at hans målgruppe på
17 Facebook er anderledes, som er folk der ligesom kommentere og sådan nogle ting. Det er som om at
18 på Facebook der er han mere sådan, der er spørgsmål og svar omkring sådan specielle ting,
19 faktuelle ting, hvordan laver jeg et squat spørger man der. Så forklarer han og snakker omkring det.
20 Også hopper man på Instagram bagefter hvor det bare er sådan lidt samtale-agtigt. Så ligger han og
21 hører musik men så kan du stadig stille spørgsmål. Men det er helt klart en helt anden stemning der
22 er på Instagram. Så ja, jeg ser lives på Facebook, og jeg følger ikke ligeså meget med i hans lives på
23 Instagram fordi der ved jeg at det er sådan lidt mere.

24 Interviewer: De der fem, seks fitness influencere du følger, er det danskere eller er det udlændinge?

25 Respondent: Det er udlændinge.

26 Interviewer: Hvad nation kommer de fra?

27 Respondent: England, alle sammen. For der er der lidt mere sådan nul-bull-shit synes jeg. De
28 bander lidt mere, og det følelse sådan lidt mere ægte ift. de der amerikanere som er mere
29 inspirational og 'you can do it', og det er jeg ikke så god til. Jeg vil helst at have at det er lidt mere
30 ærligt og råt. Det er sku okay, fx her efter påske der var en af dem der lavede en video om, han var
31 sådan; har du taget på efter påske? Og så siger han, ja, no shit sherlock! Fordi du gider ikke være
32 den idiot der siger nej til et påskeæg der er over det hele. Han er meget sådan, det er jo normalt, lad

1 nu vær med at gå i panik over det, du er jo et menneske. Jeg kan godt lide den der
2 menneskerelation, det der med at han ikke bare siger nu skal du spise kål hver dag for at blive fit,
3 han er bare sådan ja, selvfølgelig spiser du. Og han viser også når han selv er ude og drikker. Han er
4 er slet ikke perfekt og jeg tror det er det jeg godt kan lide, de er slet ikke perfekte dem jeg følger.
5 De drikker sig også fulde og spiser kage.

6 Interviewer: Det er nemmere at skabe en relation til det?

7 Respondent: Ja, fordi det ved jeg at jeg også gør. Han er også sådan du gider ikke være, og så har
8 han sådan nogle personer, fx duchbacg Pete, ballbag Pete. Hvor han så siger, du gider ikke være
9 ballbag Pete der altid siger nej tak til kage, den der person der skal ud og løbe maraton hver uge.
10 Han siger ligesom at det er okay at være normal. Det er også okay at du ikke følger din diet perfekt,
11 det er hvert fald noget der har hjulpet mig til at det er mere langvarigt.

12 Interviewer: Okay. Hvad så ift. at tage billeder af dig selv eller dine omgivelser, noget der har
13 relation til fitness? Om det så er fitnesscenteret eller det er dit outfit eller hvad end det kunne være?

14 Respondent: Nej det prøver jeg lidt at lade være med. Jeg gjorde det meget engang, fordi så var det
15 sådan 'se jeg har forbrændt 1000kcal' på mit ur jeg havde. Det gør jeg ikke så meget mere fordi jeg
16 synes det er sådan lidt kikset når man gør det. Jeg føler også lidt det skaber nogle forventninger til
17 at næste gang der så er kage på bordet, at man så siger nej. Jeg ved helst ikke fanges i den der
18 fitness rolle af at, nu har jeg fx været igennem et forløb hvor jeg har tabt mig lidt, og det værste der
19 kunne ske for mig er at folk så tror jeg er sådan en fitness guru og så ikke spiste kage når jeg er på
20 cafe. Bare fordi jeg har tabt mig lidt, på den måde. Så derfor lader jeg vær med at smide det derop,
21 men engang der smed jeg det op på Snapchat og bare for sjov ligge det op til de der 30 mennesker
22 der ligesom følger en. Men ja, ikke til massen men det er fordi jeg synes det er kikset selv. Når jeg
23 ser 'har lige været i fitness', men jeg kan godt se det for så smider jeg alt muligt op når jeg er på
24 cafeer. Og det er der sikkert også nogle der synes er mega kikset, men sådan er man lidt forskellige.

25 Interviewer: Vi drejer os lidt ind på firmaet som vi skal snakke om i dag, og det er sjovt at du selv
26 nævner dem, Gymshark. Og dem har du så hørt om kan jeg høre. Hvad kender du til firmaet?

27 Respondent: Det jeg kender til, det er fra Youtube, hvor jeg også har fulgt nogle bloggere og
28 sådanne noget. Det er fordi vi er kommet ind i en periode af nu skal kvinder til at styrke træne, og
29 sådan nogle ting. Og i det kommer der også fitnessstøj, men ikke bare hvilket som helst fitnessstøj,
30 det skal ligesom være noget man kan træne i, uden at man kan se ens booty. Og så har det ligesom
31 markedsført sig på, ud fra min synsvinkle, markedsført sig på at man ikke kan se noget, at det er
32 squat-proof og sådan nogle ting. Det er der med at så er der fokus på at kvinder er stærke, jeg synes

1 det er ret fedt den måde de ligesom har fået kvinder i fokus, så det ikke kun er mænd der
2 styrketrænede. Ja, og så fulgte nogle af de her fitness-nogen som så blev ambassadører for
3 Gymshark. Ja, men jeg synes det er sådan lidt gråzone, fordi jeg ved ikke hvor meget jeg stoler på
4 dem. Men man bliver selvfølgelig nysgerrig på deres produkter.

5 Interviewer: Okay. Så drejer vi os lidt ind på den anden del af interviewet. Nemlig sociale medier
6 mere generelt. Vil du give et bud på hvor ofte du bruger sociale medier?

7 Respondent: Hver dag. Jeg bruger det meget. Jeg tjekker nok Instagram mest, det er nok det jeg
8 bruger allermest. Det kan jeg godt tjekke op til fem gange om dagen, tror jeg. Ja, sidder bare og
9 scroller igennem og ser bare hvad der er både fra ens venner men også ligesom dem man ligesom
10 følger, om det er en bloggere eller forskellige brands.

11 Interviewer: Hvad bruger du så Instagram til udover, du følger jo folk derinde, men hvad vil du
12 beskrive det du nævner som? Er det tidsfordriv, inspiration eller informationer?

13 Respondent: Jeg tror at for mig er det tidsfordriv. Og det er også meget for lidt at følge med i tidens
14 trends, om det så er tøj eller nye produkter eller, ja, jeg tror også det er bare for at føle sig opdateret
15 på hvad der foregår ude i verden. Selvom det er måske lidt et forskruet billede af hvordan verden
16 den ser ud. Men man har da en følelse af at man følger lidt med hvert fald. Så bruger jeg det til når
17 jeg selv slår noget op, for ligesom at dele hvad jeg laver. Ja.

18 Interviewer: Er der forskellige formål med dit platforme du bruger? Nu nævner du selv Instagram
19 men jeg ved ikke om der er andre du er aktiv på?

20 Respondent: Jamen jeg bruger også Snapchat. Men Snapchat det er mere sådan direkte
21 kommunikation mellem mig og mine venner. Der ligger jeg sjældent noget op på min story. Det
22 bruger jeg mest Instagram til. Det er lidt sjovt hvordan, det er også fordi jeg føler at jeg når flere af
23 dem der følger mig på Instagram. Jeg har ikke så mange på Snapchat for jeg synes det er meget
24 personligt, for så skal man blive venner. Hvor jeg synes Instagram, der kan man ligesom vælge om
25 du gider at følge mig eller du ikke gider. For hvis du følger mig, så forventer jeg ligesom at du
26 gerne vil se det jeg deler. Ift. på snapchat der føler jeg lidt der gider jeg ikke tvinge dig til det, altså
27 fordi vi er jo venner, altså gamle venner og sådan noget, altså det er ligesom mere personligt. Også
28 hvis du sletter en. Så der gider jeg ikke sådan ligge det op, også fordi jeg har ikke så mange derinde.
29 Men så bruger jeg Instagram til det, og så er Snapchat sådan mere direkte kommunikation hvis jeg
30 lige har et eller andet hurtigt. Jeg har prøvet at bruge Instagram til at sende billede og sådan noget
31 og jeg gør det stadig væk en gang i mellem, men det er som om at det bare ikke er ligeså effektivt,
32 folk sidder ikke ligeså klar til at svare som folk de er på Snapchat. Der kan man hurtigt starte en

1 samtale. Og så bruger jeg, Facebook det bruger jeg til sådan noget med events, hvis der sker et eller
2 andet på universitet eller jeg er en del af sådan en fitness gruppe. Så er det så så noget til grupper,
3 men man bliver jo hurtigt fanget i det der ormehul af sociale medier. Man sidder og scroller
4 igennem alligevel.

5 Interviewer: Hvad er det for en slags community du er en del af ift. fitness på Facebook?

6 Respondent: Der er jeg en del af sådan et online træningsforløb, hvor der så er knyttet sådan en
7 Facebook gruppe til, hvor dem der så er en del af det, dem ved jeg så at de er også en del af den her
8 fitnessgruppe indenfor samme virksomhed. Og der deler man så ligesom sin fremgang og alt man
9 har opnået, og så kan man snakke med folk. Har I også de her problemer, eller møder i også de her
10 udfordringer? Også fordi alle er lidt i samme både med det her, men det jeg så synes der er mega
11 fedt ved den gruppe er at det er ene forskellige mennesker, alle er ikke sådan overvægtige, det
12 handler ikke om at blive tynd. Der er forskellige mål for forskellige mennesker. Men alle ligesom
13 støtter hinanden, og det synes jeg er meget befriende, ift. at det ikke er en lille fast gruppe af samme
14 tykke mennesker, der skal gøre det samme. Det er meget sådan, vi støtter hinanden på kryds og
15 tværs, uanset hvad målet er. For nogle mennesker er det at tage på fordi de har været anorektikere,
16 eller sådan noget.

17 Interviewer: Spændende. Nu nævner du selv at du ligger ting op på Instagram. Kunne du finde på at
18 dele andres opslag? Re-poste?

19 Respondent: Nej, jo. Jeg tror jeg har gjort det en gang og det var fordi jeg synes det var sjovt eller et
20 eller andet. Men der har jeg det mest med at dele mit eget musik, det jeg lytter til. Jeg tror krummer
21 lidt tværs når jeg ser det der med ”deltag i den her konkurrence, del det her opslag” og så lige
22 pludselig så ser man en eller anden vase i sit feed ti gange fordi der er en eller anden konkurrence
23 der har været i gang. Det er synes jeg er lidt få-krummende.

24 Interviewer: Hvad med ift. at kommentere på andres billeder og like dem? Er det noget du gør?

25 Respondent: Ja, jeg liker meget. Kommentere det er også sådan lidt mere tilbage holdende, fordi
26 man kan se når man har kommenteret på noget. Men jeg er blevet mere åben overfor det fordi jeg
27 synes det er mega grineren at kommentere. Altså jeg kan godt kommentere på venner ting, fordi
28 man er jo venner. Men det der med, så kommenterer jeg fx på en jeg er mega fan af sådan en sanger
29 og så kommenterede jeg på hans billede eller et eller andet, at jeg synes han er mega grineren. Med
30 det samme så var der en af mine veninde der siger, ej det var da også sjovt at du skrev det, som om
31 at det ikke var normalt, at jeg ligesom kommenterede på en anden persons billede som ikke var min
32 ven-agtigt. Jeg gad godt at den del var hemmelig så jeg ligesom kunne få lov at fan-girlie i fred, hvis

1 jeg godt kunne lide noget. Det er faktisk sjovt at du nævner det fordi der var en jeg følger der
2 hedder GraceFitUK, hun lagde sådan noget op med, "hvem vil gerne have et gratis band?". Hun har
3 sådan nogle stræk, sådan nogle elastik, fitness bands. Og så var hun sådan i skal bare kommentere
4 hvis i gerne vil have et. Og så skrev jeg så. Men det var sjovt for det gjorde min veninde også, og
5 det fik jeg en notifikation omkring og det synes jeg var sådan lidt mærkeligt. Kunne man ikke bare
6 få lov til at deltage i det i fred. Uden at hele ens vennekreds skulle vide at man er ved at deltage i en
7 konkurrence omkring sådan nogle elastik-ting. At man ligesom bliver sat i både. Det ved jeg ikke
8 hvorfor jeg har det lidt sådan mærkeligt med det. Man deler jo sit liv rask væk, men det er sjovt
9 hvordan folk holder sig mere tilbage med at kommentere på ting.

10 Interviewer: Når du kommenterer på noget som fx ikke er noget dine venner har lagt. Hvad så ift.
11 responsen? Har du en forventning til at få respons?

12 Respondent: Altså svar på det?

13 Interviewer: Ja, svar eller et like. Man kan jo også like kommentarer nu.

14 Respondent: Nej, altså jeg har ikke nogen forventninger. Men jeg bliver mega glad, når man
15 ligesom føler at man er blevet set. Fordi ham der jeg er mega fan af, han kommenterede tilbage og
16 jeg tror aldrig jeg har været så meget i chok. Jeg screenshottede det, og var bare sådan oh my god,
17 hvor er det sindsygt, men de er jo også mennesker. De ser det selvdølgelig også. Men man tænker
18 bare at når de får så mange kommentarer så ser de det ikke. Men jeg kan mærke at i den tid hvor der
19 er så mange kommentarer, så det der med at blive set, det betyder mere nu ift. nogle år tilbage hvor
20 der ikke var så mange sociale platforme. Fordi man ved der er så mange mennesker nu, så når man
21 får et svar så føler man sig lidt mere speciel, skulle jeg til at sige, men mere set, hvilket så gør at
22 man bliver endnu mere fan-girl.

23 Interviewer: Ja. Hvis vi så skal snakke lidt mere specifikt om hvem du følger på sociale medier, og
24 specifikt Instagram. Hvad for nogle grupper mennesker følger du derinde?

25 Respondent: Jeg følger forskellige grupper. Jeg følger lidt fitness, altså dem hvor jeg tror på deres
26 værdier og sådan nogle ting, der følger jeg nogle som for mig ikke er så overfladiske. Men meget
27 sådan nul bullshit-agtigt fitness råd. Og så har jeg nogle bloggere jeg følger med sådan noget stil, og
28 så mine venner, og så sådan noget memes-agtigt noget. Sådan noget funny, og quotes og du ved.
29 Sådan rigtigt cheesy. Så det er lidt en blanding af alt muligt jeg følger. Og så lidt kendte, dem følger
30 jeg nu godt nok ikke så meget igen fordi jeg synes ikke er så interessant. Jeg har ikke det der behov
31 for se det.

- 1 Interviewer: Hvad så med, altså følger du nogle reality-stjerner på Instagram? Fx fra Paradise Hotel
2 eller Divaer i junglen?
- 3 Respondent: Nej.
- 4 Interviewer: Har du set nogle af deres profiler i dit feed måske?
- 5 Respondent: Nej, jeg vil helst undgå dem.
- 6 Interviewer: Hvordan kan det være?
- 7 Respondent: Jeg synes ikke det er særligt interessant. Og det er nok faktisk hovedgruppen af folk
8 der bliver sponsoreret af virksomheder og jeg vil gerne, altså hvis de skal sponsorer så skal det være
9 nogle jeg stoler på. Det virker sådan lidt falsk, for det synes jeg virkelig er en persona.
- 10 Interviewer: De har ikke så meget troværdighed i dine øjne?
- 11 Respondent: Nej, jeg synes det er lidt mere sådan nogle fame-chasers og de vil gerne bare have
12 deres 15 min i fame. Så nej, dem følger jeg ikke rigtigt.
- 13 Interviewer: Hvis vi sådan snakker lidt mere generelt på sociale medier, bruger du dem til at finde
14 informationer omkring produkter fx eller steder eller personer?
- 15 Respondent: Ja, det gør. Faktisk rimelig meget, tror jeg. Jeg kan godt finde på at søge i tags og
16 sådan noget, på Instagram. Fordi hvis jeg kan se at der er flere der har brugt det eller hvordan andre
17 har det med det. Fx hende der sælger de der elastik-bånd jeg snakkede om, der gik jeg ind på
18 Instagram for at se hvordan andre brugte det, for at se om man faktisk kunne bruge det, eller om det
19 var lidt en gimmick. Så kan jeg så se rigtige mennesker bruge det, og det er ikke en eller anden
20 person, det er ikke en hun har ansat til at gøre eller sige det, men så kan jeg finde det for mig selv;
21 folk der har deres profil offentlige og ligesom deres meninger omkring det og sådanne nogle ting.
22 Fordi i den her tid hvor alting er sponsoreret, så er det svært ligesom at tro på hvad der bliver lagt
23 ud. Så der bruger jeg ligesom Instagram til at finde de der rigtige mennesker.
- 24 Interviewer: Laver du generelt research inden du foretager køb? Hvad enten produktet er?
- 25 Respondent: Ja, det vil jeg sige. Jeg undersøger sådan hvad den gængse person synes om det. Og
26 nogle gange kan jeg godt blive lidt ærgerlig over at man ser de der bloggere og influencere de
27 sælger et eller andet, som ikke er deres eget, at så er det forbundet til et affiliate link. Så bliver jeg
28 lidt ærgerlig fordi så bliver jeg lidt fanget i sådan en fælde fordi synes jeg så det er fedt eller synes
29 jeg det er fedt fordi hun synes det er fedt? Altså der kan jeg blive helt i tvivl nogle gange for der kan
30 jeg godt se på hende og tænke det er en fed blaser, og er hun sådan 'swipe op for at købe den her'.
31 Og så bliver man så lidt sådan er det fordi hun har den at jeg synes den fed, altså.

1 Interviewer: Er der faktorer der er vigtige for dig at vide inden du foretager køb? Hvad er vigtigst
2 for dig? Er det andre meninger om produktet, som du selv nævner med de der rigtige mennesker,
3 eller er det måske hvordan det skal anvendes, eller prisen eller hvad er sådan det vigtigste?

4 Respondent: Jeg tror det vigtigste er andres meninger omkring det. Jeg kan godt lide at se reviews,
5 og undersøger hvad folk de siger. Men det er igen tilbage til den virkelige person der ligesom
6 bruger det. For jeg er jo ikke sådan en fitness queen, så jeg har brug for at der er en der fortæller
7 mig, en som der er ligesom mig, der fortæller at det virker. Man kan også påvirke hinanden til at
8 ville købe forskellige ting.

9 Interviewer: Ja. Nu nævner du selv at du har købt de der bands. Er der andre køb du har foretaget
10 dig som var baseret på noget du har set på sociale medier?

11 Respondent: Ja. Men så er det mere sådan tøj og sådan nogle ting. Fordi jeg fx følger mode. Jeg
12 havde en periode hvor jeg gerne ville have meget sådan tidsløst tøj, og der kiggede jeg meget på
13 Instagram og Youtube for at finde ud af hvad er tidsløst så? Hvad kan holde? Så så jeg de her Gucci
14 sko over det hele, og tænkte dem skal jeg have. Det er helt klart noget der var påvirket af sociale
15 medier. For jeg tror ikke jeg ellers var kommet på at skulle have sko til 5000kr. Men det er jo også
16 ligesom det der blev vist som at være tidsløst og jeg tror på det og så kan jeg jo have dem her for
17 evigt og så er det et godt køb og en god investering. Men jeg er rimelig bevidst om at der er mange
18 ting jeg tror der ikke ville ske hvis ikke jeg havde sociale medier. Jeg ved at jeg er et godt segment
19 og at jeg får reklamer, for jeg er et segment der ligesom falder i.

20 Interviewer: Men tror du så at antallet af følgere har nogen betydning for, Altså antallet en given
21 virksomhed eller influencere, tror du det vil påvirke et køb for dig? Tror du at flere følgere vil gøre
22 at du køber det eller færre følgere? Tror du der er et skel?

23 Respondent: Det tror jeg. Det kommer an på hvad der ligesom bliver solgt. Jeg er lidt spændt, fordi
24 hende der jeg købte de der bånd af, hun har lige lavet et branding skift, hvor jeg tænker på om jeg
25 kommer til at ændre mening nu hvor det er en virksomhed i stedet for hende. Har jeg stadig lyst til
26 at købe hendes? Men det er også fordi at jeg føler at hvis man køber af en som ikke har så mange
27 følgere som en corporate virksomhed, så føler man at man støtter dem, og det vil man jo gerne, for
28 det er dem man følger.

29 Interviewer: Nå, hun er altså ved at lave hendes platform om til at virksomhed og om det så vil
30 påvirke dig?

31 Respondent: Ja, vil det ændre den måde jeg ligesom har det med det på. Men jeg fulgte med det
32 samme den virksomhed, det er sjovt hvordan man bare tænker, jo, det vil jeg egentlig gerne se hvad

1 hun laver. Men nu er det også fordi at jeg ejer produkterne og de virker godt, så begynder jeg også
2 at tænke at det andet hun laver, også virker. På den måde bliver jeg ligesom trukket over i det der,
3 fordi jeg har også oplevelsen af at jeg blev beskæftiget i at det jeg købte, var godt.

4 Interviewer: Men ift. at du følger to influencere og de har et forskelligt antal følgere. Tror du det har
5 betydning hvor mange følgere de har om du vælger at købe et af de produkter? Tror du det påvirker
6 dig?

7 Respondent: Nej, det tror jeg ikke. Måske lige den første måned hvor jeg følger dem. Men jeg
8 glemmer lidt hvor mange følgere folk har når jeg selv sidder med det, når de popper op på min
9 Instagram, okay du har en million eller du har ikke så mange. Nej, fordi nogle gange så bliver jeg
10 overrasket over at dem jeg følger, har fået 100.000 likes, og så bliver jeg sådan, gud det havde jeg
11 slet ikke lige tænkt over at du har. Det føles mere som en personlig relation gennem Instagram. Og
12 så synes jeg også det er lidt specielt det der med sponsorerede opslag. Man kan se ti influencere i
13 træk, der har været sådan nogle små vitamin vingummier, der har været på trend og så sælger alle
14 det. Og jeg tænker helt klart der er et segment for det her, men det er ikke mig fordi jeg kan se alle
15 de her. Og så bliver jeg lidt træt af det fordi alle bare. Men det er jo også fordi jeg ikke har brug for
16 det. Jeg har tænkt på at jeg skal have sådan noget lydbog noget. Der har også være audible, hvor
17 alle blev sponsoreret af det. Hvor jeg tænker, nu har jeg faktisk lyst til at lytte til lydbøger, så er det
18 jo den virksomhed jeg ligesom kommer i tanke om fordi det har været det jeg har kendt og det er
19 det der er blevet skubbet frem. Jeg tror det giver mening at man så går tilbage til det man er blevet
20 præsenteret for. Jeg er måske lidt doven så jeg gider ikke lede efter andet, selvom at jeg siger at jeg
21 tror ikke at det har en effekt. Men hvis jeg en dag kommer til at mangle vitaminpiller, så kan det da
22 godt være at så er det dem jeg kommer til at købe.

23 Interviewer: Ja. Det leder mig også lidt hen til næste spørgsmål ift. hvad du synes om virksomheder
24 der bruger influencere til at promovere deres produkter?

25 Respondent: Jeg synes der er et gråt område der er svært at, altså jeg bliver lidt ærgerlig når der er
26 nogle som jeg virkelig stoler på som ikke bliver sponsoreret af andre, så lige pludselig bliver
27 sponsoreret. Og så ved jeg jo ikke om du siger fordi du ikke vil skade dit forhold til den der
28 virksomhed. Og så kan du jo sige nok så mange gange at det er din ærlige mening, men det er dine
29 kroner og øre, og de vil jo gerne have at det er, altså det kommer an på det forhold de har til
30 virksomheder. Hvis de godt kan kritisere virksomheder, så har jeg mere respekt for det, end hvis alt
31 bare er positivt. Jeg tror at jeg stoler mere på folk som blive sponsoreret end folk som er
32 ambassadører. Dem der er ambassadører, som fx for det der Gymshark, jeg ved de har

1 ambassadører. Jeg falder i, fordi jeg har jo lyst til at købe det hele fordi jeg ser de der fitnesspiger
2 og de er bare mega cool, og man får lyst til at købe det hele, men samtidigt så er man også sådan,
3 ikke fald i, fordi de bliver jo betalt for det her. Det er ikke fordi det nødvendigvis er godt, men det
4 er fordi at de for det til at se fedt ud, og det er jo ikke virkeligheden nødvendigvis. Jeg kommer ikke
5 til at have en six-pack fordi jeg får de der bukser.

1 Appendix 13 – Respondent 3

- 2 Interviewer: Jamen, først skal jeg lige have dig til at sige hvad du hedder og hvor gammel du er og
3 hvad du laver til hverdag.
- 4 Respondent: Jeg hedder █, jeg er 20år gammel og til dagligt er jeg ved at aftjene min værneret
5 ude på Aalborg Kaserne.
- 6 Interviewer: Så lidt generelt, interviewet det er sådan to delt. Først skal vi snakke lidt om fitnessstøj,
7 et specifikt brand og hvilke ting der påvirker dig og den måde som du vælge at købe fitnessstøj på.
8 Er du medlem af et fitnesscenter eller er du aktiv på en anden måde?
- 9 Respondent: Jeg både medlem af et fitnesscenter men jeg er også aktiv herude på kasernen. Jeg er
10 medlem af Fitness World i Sæby.
- 11 Interviewer: Hvilke former for motion dyrker du når du er i fitness?
- 12 Respondent: Det er primært styrketræning. Ja, styrketræning og så med kombination af cardio, de
13 dage jeg føler det er nødvendigt også.
- 14 Interviewer: Så køber du fitnessstøj. Hvor ofte gør du det?
- 15 Respondent: Ikke så ofte som jeg gerne ville. Altså jeg køber det når det er nødvendigt og hvis jeg
16 lige finder noget som jeg bare slet ikke kan lade være med at købe.
- 17 Interviewer: Er fitnessstøj også noget du ønsker dig i gave eller er det primært noget du køber selv?
- 18 Respondent: Ej, det er helt sikkert også noget jeg ønsker mig i gaver. Det er noget af det jeg går
19 allermest i. Faktisk en hver mulig der er til at snige en gave ind til, så er det noget jeg ønsker mig.
- 20 Interviewer: Okay. Er det så bestemte mærke du køber, når du køber nyt fitnessstøj?
- 21 Respondent: Førhen var det meget specifikke mærker man ønskede sig, og lidt det man så folk gå i.
22 Men det er ikke så meget relevant for mig mere. Det er mere hvad der er praktisk.
- 23 Interviewer: Okay, så du køber flere forskellige mærker?
- 24 Respondent: Ja.
- 25 Interviewer: Kan du sætte lidt ord på hvorfor det har ændret sig? Hvad var det der gjorde at du
26 købte, det kan være du kan nævne hvilke mærker du købte førhen og så hvorfor du købte netop
27 dem?
- 28 Respondent: Jamen førhen da jeg trænede rigtigt meget sammen med min lilleøster, der var det
29 primært Gymshark og sådan de lidt mere kendte brands som vi købte, Nike og sådan nogle. Og det
30 gjorde vi primært fordi vi blev påvirkede af hvem man følger på de sociale medier og hvad man ser
31 dem man måske ser lidt op til i fitnesscenteret, hvad de træner i og ja, så fulgte vi også meget med i
32 bikini-fitness. Så der fulgte man også med i hvad de personer går i. Og så bliver man jo bare

1 påvirket af hvad de går i. Og så senere hen nu, der er det ikke sådan rigtig noget der har betydning
2 for mig, hvad mærker jeg går tøj i. Måske også fordi jeg træner så meget som jeg gør, at man skal
3 bare have noget på og det skal ikke altid koste super meget som de der mærker oftest gør. Som man
4 har også brug for noget der er lidt alsidigt og ikke er så bange for at det går i stykker.

5 Interviewer: Ja. Nu nævner du selv pris og fx at det ikke må gå i stykker, men hvad er ellers sådan
6 vigtigt for dig nu når du køber nyt fitnessstøj? Er det noget med kvaliteten, eller er det udseende eller
7 hvem der har sagt at det er godt? Hvad er vigtigt for dig?

8 Respondent: Jamen det er helt klart kvaliteten der er vigtig for mig, hvor førhen der var det nok
9 mere udseende og hvem der sagde at det her var nice og gå i. Der er det helt klart kvaliteten nu der
10 vægter højest og hvad man kan lave i det tøj. Fordi nu der dyrker jeg måske også lidt andre
11 aktiviteter i og med at jeg er soldat, men der er mange ting der som idrætstøj skal kunne holde til og
12 det er ikke altid det der pæne fitnessstøj der kan holde til det. Så man har brug for noget der er robust
13 og som også har en god kvalitet.

14 Interviewer: Hvem eller hvor finder du så inspiration til at købe det her fitnessstøj nu hvor, altså det
15 du køber her og nu? Går du i butikker eller er det fra kollegaer? Hvordan finder du frem til det du
16 køber?

17 Respondent: Efter jeg er kommet i værneretten, er det meget hvad mine kollegaer de går i og hvad
18 jeg ser at de har på hvor jeg tænker, fedt, det holder bare det der. Det ser virkelige godt og praktisk
19 ud, det kører. Så er det lidt dem der påvirker mig nu. Og det er mest i fysiske butikker jeg køber det,
20 jeg er ikke så meget til for online shopping, når man ikke rigtig kan prøve det.

21 Interviewer: Nu nævnte du lige kort at du førhen blev inspireret af ting du så på sociale medier ift.
22 at prøve nye brands. Er det noget der stadig påvirker dig eller er du helt færdig med det?

23 Respondent: Jeg ved ikke om jeg er færdig med de brands, jeg kunne stadig godt finde på at købe
24 noget hvis de laver nogle feder ting, men hvor jeg før gik op i det, så har det slet ikke samme
25 interesse for mig mere.

26 Interviewer: Okay. Er du blevet inspireret igennem, nu lidt tilbage til de sociale medier, er du blevet
27 inspireret derigennem til at prøve nye træningsformer? Måske i form af nye øvelser eller andre,
28 hvad det nu kunne være?

29 Respondent: Det er jeg helt sikkert. Meget af det jeg har lært, meget af det jeg gør i et fitnesscenter,
30 det er er noget jeg har lært igennem de sociale medier og folk jeg følger, deres rutiner.

31 Interviewer: Det leder mig også til mit næste spørgsmål. Følger du specifikt folk på Instagram eller
32 sociale medier, der har noget know-how omkring fitness?

- 1 Respondent: Ja, det gør. Massere. Jeg følger meget med i bikini-fitness verdenen og også
2 bodybuildere. Jeg bliver super inspireret af den intensitet som de ligger i deres træning.
- 3 Interviewer: hvor mange fitness relaterede influencere tror du at du følger?
- 4 Respondent: måske en 50 stykker, vil jeg tro.
- 5 Interviewer: Okay, hvilke nationaliteter har de så?
- 6 Respondent: Der er både fra Danmark og Australien og England og USA. Det er flere forskellige,
7 der er også nogle fra Tyskland. Det er meget alsidigt.
- 8 Interviewer: Hvorfor netop dem her? Symboliserer de noget bestemt som har tiltrukket dig til dem?
- 9 Respondent: Altså mange af dem er piger på min alder eller lidt ældre, hvor jeg bare synes at de er
10 mega seje og det er fedt at følge med i. men der er også folk hvor man virkelig får noget læring i
11 det. Fx så følger jeg nogle på Youtube som virkelig ligger noget energi og tid i deres, i at give noget
12 ordentligt og brugbart information i deres videoer. Så det synes jeg også er mega fedt, at man kan se
13 sådan nogle videoer og at det ikke altid bare handler om fedt træningstøj. Så ja, det synes jeg helt
14 klart også er fedt.
- 15 Interviewer: Ja, det er faktisk også mit næste spørgsmål. Følger du de influencere du nævner over
16 flere platforme end fx bare Instagram?
- 17 Respondent: Ja, det gør jeg. Youtube og følger vist også et par stykker af dem på Snapchat men det
18 er ikke noget særligt. Det er mere Instagram og Youtube jeg følger dem på.
- 19 Interviewer: Okay. Er der så bestemte trends indenfor fitnessindustrien som du har lagt mærke til?
- 20 Og det kan både være positive og negative ting, men noget som du har bidt mærke i?
- 21 Respondent: Jeg har bidt mærke i at der er mange som tror at man skal se ud på en bestemt måde
22 for at kunne passe ind i fitness verdenen. Altså fitness handler jo ikke kun om at se ud på en bestemt
23 måde, det handler om at have det godt. Det tror jeg der er mange der misforstår når de følger med
24 på sådanne sociale medier hvor alt ligesom ser ud til at være picture-perfect ved den her influencere
25 men hvor man jo godt ved i realiteten så er det ikke sådan at det er. Men det kan man godt blive lidt
26 forbleget af og så tænke, jamen hvorfor har jeg det ikke sådan? Man skal ikke lade sig snyde af at
27 det er bare billeder de ligger op.
- 28 Interviewer: Tror du at den måde din træning har udviklet sig på har været påvirket af nogle trends
29 du har set på sociale medier?
- 30 Respondent: Ja, helt sikkert. Jeg har måske også selv fået lysten til at træne endnu mere når man ser
31 hvor mange flotte resultater andre kan opnå.

- 1 Interviewer: Tager du billeder af dig selv eller dine omgivelser når du laver noget der har relation til
2 fitness?
- 3 Respondent: Ja det gør. Det gør jeg.
- 4 Interviewer: Er det noget du ligger på sociale medier?
- 5 Respondent: Nej, det er ikke noget jeg rigtig gør i.
- 6 Interviewer: Jamen, så drejer vi os lidt ind på det firma vi skal snakke om i dag. Det hedder
7 Gymshark og det kender du til kan jeg regne ud?
- 8 Respondent: Ja, det gør jeg.
- 9 Interviewer: Ja. Men hvor kender du det fra?
- 10 Respondent: Jeg vil tro at jeg egentlig har hørt om det gennem mine søstre, de begyndte at shoppe
11 det for nogle år siden og så tror jeg bare at jeg ligesom kom med på trendet der. Min lillebror hun
12 har det med at finde ting på nettet som hun synes er nice og så er det egentlig bare udviklet sig
13 derfra.
- 14 Interviewer: Hvad synes du sådan om deres tilgang til fitness?
- 15 Respondent: Jeg følger ikke sådan super mange influencere fra Gymshark men altså fx så fulgte jeg
16 Greys hvide verden, nej ikke Greys hviden verden, GraceFitUK, fra England, og jeg synes egentlig
17 at hun havde en mega fed måde at fremvise fitness på og den måde, altså hende arbejde sammen
18 med Gymshark var mega nice. Så det var, jeg tror det var hende, hvor jeg startede med at se
19 Gymshark på andre end familien. Og jeg synes, altså jeg ved ikke om man kan sige at det har noget
20 med deres fitness at gøre, men den måde hun fremviste deres fitnessstøj på, der tænke man bare
21 sådan der vil jeg fanme også se ud. Og jeg vil bare ud og træne, træne, træne. Det ser bare nice ud.
22 Så i starten var jeg meget positiv omkring Gymshark og jeg tænkte det er virkelig godt og det ser
23 bare nice ud og det kører bare.
- 24 Interviewer: Følger du stadig nogle af de her influencere som promoverer deres produkter?
- 25 Respondent: Ja, det gør jeg. Jeg følger stadig GraceFitUk og Nikki Blackketter og dem her som
26 også samarbejde med Gymshark.
- 27 Interviewer: Okay. Så kommer vi lidt over til den anden del af interviewet som handler lidt om
28 sociale medier, og din holdning til forskellige initiativer der sker inden på sociale medier. Og der vil
29 jeg starte ud med at spørge dig om hvor ofte du bruger sociale medier?
- 30 Respondent: Dagligt. Timer dagligt var det nok førhen, men nu er det gået ned til at være nærmest
31 ingenting fordi jeg ikke har mine telefon på mig. Her i forsvarer. Men i weekenden mere end i
32 hverdagen.

- 1 Interviewer: Ja. Hvilke socialt medie er du mest aktiv på?
- 2 Respondent: Instagram.
- 3 Interviewer: Hvorfor netop det? Hvad bruger du det til? Er det tidsfordriv, inspiration eller
- 4 informationer?
- 5 Respondent: Jeg tror det er lidt en blanding af de tre. Jeg kan skide godt lide og sidde og bladre og
- 6 bare se hvad mine venner har lavet, men jeg kan også godt lide, jeg følger mange historiske sider
- 7 derinde hvor man dagligt kan lære noget. Det synes jeg også bare er mega fedt. Jeg synes bare
- 8 generelt at Instagram kommer med noget mere end mange af de andre sociale medier gør.
- 9 Interviewer: Er der så forskellige formål for dig og de forskellige platforme du er aktiv på?
- 10 Respondent: Jeg vil sige at Facebook har jo den funktion at det er der jeg skriver med alle mine
- 11 venner. Hvor Instagram er mere et sted, jeg ved ikke om det er tidsfordriv men man sidder også
- 12 hygger og kigger lidt og det er det.
- 13 Interviewer: Ligger du så selv billeder og opslag op?
- 14 Respondent: Ja, det gør jeg. På Instagram, ja.
- 15 Interviewer: Kunne du finde på at dele andres opslag?
- 16 Respondent: Altså tænker du at re-poste?
- 17 Interviewer: Ja, lige præcis.
- 18 Respondent: Det kunne jeg nok godt hvis det havde relevans for mig, ja.
- 19 Interviewer: Ja, er det så ift. Venner og familie eller kunne det være ift. Brands?
- 20 Respondent: Ej, det ville helt klart være venner og familien.
- 21 Interviewer: Hvad med kommentarer og likes, er det noget du anvender?
- 22 Respondent: Ikke rigtig, jeg liker måske mine venners men nej, ikke det store.
- 23 Interviewer: Men lad os nu sige at du kommenterer et billede, og det er ikke venner og familie.
- 24 Hvor vigtigt er det så for dig at få en form for respons?
- 25 Respondent: Jeg vil umildbart tænke at hvis jeg kommenterer noget så vil jeg rigtig gerne have
- 26 respons. Hvis jeg gjorde, tror jeg helt sikkert at jeg gerne ville have et svar igen.
- 27 Interviewer: Hvem følger du så på sociale medier og specifikt Instagram? Kan du kategorisere de
- 28 grupper af mennesker du følger?
- 29 Respondent: Jeg følger et par fra USA, Stephanie Bottummore og Jeff Nipperts, som jeg synes, de
- 30 giver nemlig det her lidt mere viden bag ved deres opslag hvor det ikke bare handler om hvad de
- 31 har trænet i dag. Det synes jeg er mega fedt at følge med i. Altså generelt de posts jeg ser er jo nok
- 32 influencere i en eller anden grad. Det er både sports-influencere men også danske influencere som

- 1 bare er poster om hvad man kalder ingenting men som stadigvæk vækker interesse i en. Jeg har jo
2 tydeligvis lyst til at følge med så det er lidt forskelligt hvad jeg følger med i.
- 3 Interviewer: Følger du specifikt nogle reality-stjerner på Instagram?
- 4 Respondent: Nej, det gør jeg ikke. Jo, altså jeg følger nogle af Kardashians men ellers ikke.
- 5 Interviewer: Okay, men sådan ift. danske reality-stjerner, hvor meget troværdighed synes du så at
6 de har fx?
- 7 Respondent: Altså det ved jeg ikke. Jeg følger ikke rigtig med i reality, så de betyder ikke rigtig
8 noget for mig vil jeg sige.
- 9 Interviewer: Har du nogensinde brugt sociale medier og specifikt Instagram til at finde
10 informationer?
- 11 Respondent: Nej, jo, det har jeg jo nok i en eller anden grad. Men jeg tror ikke det er der jeg går hen
12 for at finde information, i hvert fald.
- 13 Interviewer: Researcher eller undersøger du generelt produkter før du laver køb?
- 14 Respondent: Nej, det tror jeg ikke.
- 15 Interviewer: Har du nogensinde brugt sociale medier til at undersøge et produkt, måske i form af en
16 anmeldelse eller noget andet?
- 17 Respondent: Mange af de ting jeg køber, er med inspiration fra mine søstre, så jeg tror lidt at jeg hør
18 dem før jeg går på Instagram og søger der.
- 19 Interviewer: Okay. Nu nævner du dig søster, men er der andre faktorer der er vigtige for dig at vide
20 før du laver et køb? Er der noget du ligger vægt på at du skal vide inden du køber?
- 21 Respondent: Altså hvis det er på nettet, så helt klart sådan noget med at det ikke er fra en eller
22 anden skam-hjemmeside hvor man ikke kan være sikker på at det kommer frem. Men hvis jeg køber
23 fx beauty produkter, så er det meget i håndkøb eller hvad man siger, i butikker. Så der kan man jo
24 spørge dem man køber af, hvad man er ved at købe.
- 25 Interviewer: Har du så foretaget et køb nogensinde der har været baseret på noget du har set på
26 sociale medier? Du har været lidt inde på det.
- 27 Respondent: Ja, det har jeg. Det tror jeg helt sikkert. For jeg har jo set Gymshark, og når de har
28 reklameret for nye produkter og jeg så har købt det. Det kan man sagtens sige at jeg har.
- 29 Interviewer: Tror du at antallet af følgere som en influencer eller virksomhed har påvirker om du
30 har lyst til at købe et produkt derfra?
- 31 Respondent: Nej. Det er ikke rigtig noget jeg kigger på når jeg kigger på en influencer. Det er mere
32 bare indholdet af hvad de ligger op.

- 1 Interviewer: Hvad synes du så om virksomheder der bruger influencere til at promovere deres
2 produkter?
- 3 Respondent: Det er meget forskelligt. Nogle syntes jeg gør det super godt og andre tænker jeg at
4 man bare kan se at de har fået en bunke penge for at sige et eller andet pis, som de egentligt aldrig
5 har prøvet. Så det er meget forskelligt, altså nogle gør det virkelig godt, hvor man også kan se at de
6 virkelig brænder for og man også kan se at de mener det. Hvor nogle andre de bare gør det for
7 pengene.
- 8 Interviewer: Hvordan laver du den opdeling, hvad vurderer du det ud fra?
- 9 Respondent: Jeg synes man kan fornemme det, på om de ved hvad de snakker om. Bare generelt
10 oprigtigheden i det de siger, eller ikke rigtig ved hvad de snakker om, eller hvis de snakker om et
11 beauty produkt som de har prøvet i en uge, så ved de måske heller ikke helt hvordan det er. Men
12 hvis man kan se at der ligger noget erfaring bag ved, måske noget tøj som de har brugt, eller noget i
13 den dur, så kan man nærmere fornemme at der er noget credibility bag ved det de siger.
- 14 Interviewer: Vil du sige om det påvirker firmaet mere positivt eller negativt hvis de bruger
15 influencere?
- 16 Respondent: Det kan påvirke mega positivt, helt klart. Og det kan også være mega effektivt, at få
17 deres brand ud på den måde. Men det er bare desværre tit negativt hvis influenceren ikke formår at
18 gøre det på en ordenlig måde. Den er lidt tvetydig. Det kan både gå den gode og dårlige vej. Men
19 oftest så får de nok et eller andet ud af det, så ofte er det nok positivt for de brands der gør det.
20
21

1 Appendix 14 – Respondent 4

2 Interviewer: Jamen først så skal jeg lige have dig til at sige dit navn, din alder og hvad du laver til
3 hverdag.

4 Respondent: [REDACTED] jeg er 23 år gammel og jeg studerer til sygeplejerske på mit 2. år.

5 Interviewer: Så lige en introduktion til hvad vi skal snakke om i dag: interviewet det er sådan to
6 delt, først skal vi snakke lidt om fitnessstøj, og specifikke brands derindunder, og hvilke ting der
7 påvirker dig og den måde du køber fitnessstøj på.

8 Respondent: Ja.

9 Interviewer: Så først skal jeg lige spørge om du er medlem i et fitnesscenter?

10 Respondent: Ja, det er jeg. Jeg er medlem i Fitness World.

11 Interviewer: Hvilken form for motion dyrker du når du er i fitness?

12 Respondent: Styrketræning.

13 Interviewer: Hvor ofte køber du så fitnessstøj?

14 Respondent: to-tre gange om året vil jeg tro.

15 Interviewer: Er det noget du køber til dig selv eller er det noget du ønsker dig i gaver eller hvordan?

16 Respondent: Altså det er lidt en blanding. Jeg plejer faktisk altid at ønske mig lidt noget træningstøj
17 i julegave ellers så er jeg også ude nogle gange og købe det selv.

18 Interviewer: Så du shopper det I fysiske butikker?

19 Respondent: Ja, det gør jeg.

20 Interviewer: Når du så selv er ude eller du ønsker dig det, er det så bestemte mærker du kigger
21 efter?

22 Respondent: Nej, faktisk ikke.

23 Interviewer: Hvordan kan det være? Kan du sætte lidt ord på hvad der gør at du køber det du køber?

24 Respondent: Jamen jeg plejer bare at gå efter noget som jeg synes er pænt, hvor det sidder godt. På
25 det område der er jeg ikke sådan et rigtig mærkedyr.

26 Interviewer: Hvad er så vigtig for dig, udeover nu siger du selv at det skal se godt ud og sidde godt,
27 men spiller fx kvalitet og pris en rolle?

28 Respondent: Altså både kvalitet og pris, man vil jo godt have noget der er lækkert men jeg er heller
29 ikke ude på at give sådan 800kr for et par tights.

30 Interviewer: Okay. Kan du fortælle lidt om sådan hvor eller hos hvem du finder inspiration til at
31 købe fitnessstøj? Er det venner, reklamer eller bloggere?

- 1 Respondent: Man ser jo på Instagram hvad de render rundt i. Men jeg vil sige at jeg bliver faktisk
2 måske lidt modsat ikke inspireret af det. For jeg kunne aldrig finde på at købe sådan nogle små
3 crop-tops. Så det er nok mere mine veninder.
- 4 Interviewer: Så du har aldrig set noget fx på sociale medier og det har så inspireret dig til at prøve et
5 eller andet nyt ift. fitnessstøj?
- 6 Respondent: Nej.
- 7 Interviewer: Hvad med ift. nye træningsformer? Er du blevet inspireret igennem sociale medier til
8 det?
- 9 Respondent: Ja. Det gør jeg tit. Sidder og kigger på nogle forskellige inde på Instagram, så laver de
10 noget forskelligt fx til overkrop, så nogle forskellige øvelser og sådan noget. Så sidder jeg og får
11 lidt inspiration til hvis jeg skal prøve noget nyt. Det gør jeg tit.
- 12 Interviewer: Du følger måske specifikt influencere som har know-how omkring fitness?
- 13 Respondent: Ja, det gør jeg.
- 14 Interviewer: Hvor mange tror du du følger?
- 15 Respondent: Fire, fem stykker eller sådan noget vil jeg tro.
- 16 Interviewer: Er de så danskere eller hvilken nationalitet har de?
- 17 Respondent: Nej, der er ikke nogen danskere. De er mest Amerikanere faktisk.
- 18 Interviewer: Kan du forklare lidt om hvorfor du har valgt dem ift. nogle andre? Har de nogle
19 bestemte værdier eller hvad symboliserer de?
- 20 Respondent: Jamen jeg synes der er godt gang i dem tror jeg. Det er måske bare dem jeg er faldet
21 for. For det er nogle som bare er poppet op i den der udforsk-funktion. Så det er nogen jeg har set
22 derinde som jeg så er begyndt at følge.
- 23 Interviewer: Okay. Hvis du så følger en influencere fx på Instagram, følger du dem så over flere
24 platforme? Fx Youtube eller Facebook?
- 25 Respondent: Nej.
- 26 Interviewer: Er der bestemte trends indenfor fitnessindustrien du har lagt mærke til? Det kan både
27 være negative eller positive ting?
- 28 Respondent: Ja, altså jeg synes det er blevet sådan lidt at man ikke kan blive stærk nok. Det er
29 blevet meget sådan at også kvinder, de skal se meget, meget pumpet ud. Det er ikke bare sådan at
30 man skal være i god form. Det er sådan at man skal være hakket af granit. Det synes jeg lidt er
31 udviklingen, det er ikke længere bare for at være sund, man skal også virkelig se helt skarp ud.
- 32 Interviewer: Ja. Tror du det er et trend som har påvirket den måde du træner på?

- 1 Respondent: Jeg tror at det gør det ubevidst. Altså jeg tror at man ubevidst bliver påvirket af det.
- 2 Man kan jo ikke lade være med at gerne vil sådan ud.
- 3 Interviewer: Okay. Har du så fx nogensinde taget et billede af dig selv eller dine omgivelser når du
- 4 laver noget der har relation til fitness eller motion?
- 5 Respondent: Ja, men ikke i fitnesscenteret. Så er det bare sådan inden jeg er taget i fitness.
- 6 Interviewer: Har du nogensinde eller kunne du finde på at ligge det på sociale medier?
- 7 Respondent: Nej. Kun måske at sende det til mine venner på Snapchat eller sådan noget.
- 8 Interviewer: Okay. Jamen så drejer vi os lidt ind på det firma vi skal snakke om. Det hedder
- 9 Gymshark. Kender du det?
- 10 Respondent: Det gør jeg.
- 11 Interviewer: Hvordan kender du til det?
- 12 Respondent: Jamen jeg har købt et par tights derigennem. Men jeg ved at de har shakers og tights
- 13 og træningstøj. Ellers så ved jeg faktisk ikke så meget om dem. Jeg ved ikke om de sådan har
- 14 proteindrikke også.
- 15 Interviewer: Nej. Men ud fra det du ved, hvad synes du så om deres tilgang til fitness?
- 16 Respondent: Det er hvert fald meget med det der er moderne, som vi lige snakkede om før. De
- 17 fremstiller alle deres modeller på sådan nogle helt pumpede typer. Det er meget det der med at man
- 18 skal være virkelig, virkelig hakket.
- 19 Interviewer: Ja. Er det et brand du sådan er interesseret i?
- 20 Respondent: Altså jeg kan godt lide deres tights men jeg kan ikke lige deres overdele fordi det
- 21 netop er meget sådan en crop-top stil.
- 22 Interviewer: Så lige tilbage til de der influencers du følger som har relation til fitness, er der nogle
- 23 af dem der promoverer Gymsharks produkter?
- 24 Respondent: Nej.
- 25 Interviewer: Okay. Jamen så er det egentligt anden del af interviewet vi går ind i nu. Og det handler
- 26 primært om sociale medier og dine holdninger til forskellige initiativer der sker derinde. Først skal
- 27 jeg lige høre, hvor ofte du vil sige at du bruger sociale medier?
- 28 Respondent: Flere gange dagligt. Jamen jeg vil sige at jeg nok bruge i alt en time om dagen på
- 29 sociale medier.
- 30 Interviewer: Hvilket socialt medie tror du at du er mest aktiv på?
- 31 Respondent: Instagram.
- 32 Interviewer: Hvorfor netop Instagram? Hvad giver det dig?

- 1 Respondent: Jamen jeg tror tit at det er når jeg ikke lige ved hvad jeg skal lave så sidder jeg lige og
2 scroller igennem. Og ja, finder inspiration til træning eller noget tøj jeg gerne vil have. Det er meget
3 sådan tidsfordriv. Og der bruger jeg mere Facebook til sådan kommunikationsting.
- 4 Interviewer: Er der forskellige formål med de platforme du er aktiv på?
- 5 Respondent: Ja, netop det der med at jeg ikke bruger Instagram til at komme i kontakt med andre,
6 det er mere selv-promovering og så kigge på andre. Og Facebook det bruger jeg mere til
7 fødselsdagshilsner og eller kommunikere med mine venner.
- 8 Interviewer: Ja, så ligger du selv billeder og opslag op?
- 9 Respondent: Ja, det gør jeg.
- 10 Interviewer: Kunne du finde på at dele andres opslag på sociale medier?
- 11 Respondent: Altså sådan hvordan dele?
- 12 Interviewer: Altså sådan re-post eller re-post i stories?
- 13 Respondent: Nej. Det har jeg hvert fald aldrig gjort.
- 14 Interviewer: Okay, kommenterer du på andre billeder?
- 15 Respondent: Ja.
- 16 Interviewer: Hvilken typer billeder er det så?
- 17 Respondent: Venindes billeder af dem selv.
- 18 Interviewer: Okay. Liker du også andre billeder?
- 19 Respondent: Ja, også mine venindes billeder. Også memes og sådan nogle sjove ting, kan jeg også
20 godt finde på at like eller dele med andre inde i direct message fx
- 21 Interviewer: Okay. Lad os sige at du kommenterer et billede. Hvor vigtig er det så for dig at få en
22 form for respons til det du skrive?
- 23 Respondent: Det er lige meget, det tænker jeg ikke over. Ved mindre at jeg spørger om noget.
- 24 Interviewer: Okay. Hvis vi så snakker Instagram lidt mere specifikt. Kan du så kategorisere de
25 grupper af mennesker du følger derinde?
- 26 Respondent: Ja. Mine venner, og bekendte, nogle man har mødt eller kendt førhen, kendte, og så
27 modebrands, og fitness. Det er nok sådan det overordnede.
- 28 Interviewer: Okay. Følger du specifikt nogle danske reality-stjerner derinde?
- 29 Respondent: Som fra Paradise fx?
- 30 Interviewer: Ja.
- 31 Respondent: Nej, det gør jeg ikke. Altså jeg følger med i fjernsynet fx når der er Paradise men jeg
32 følger dem ikke. Jeg kan godt finde på at gå ind og tjekke deres Instagram men jeg følger dem ikke.

- 1 Interviewer: Okay, så hvor meget troværdighed tillægger du ligesom realitystjerne?
- 2 Respondent: Ikke rigtig noget, tror jeg, det er dem jeg sådan søger inspiration fra, hvis man kan sige
- 3 det.
- 4 Interviewer: Bruger du nogle gange sociale medier til at finde information om fx produkter eller
- 5 steder?
- 6 Respondent: Det kan godt være den vej jeg kommer ind til en hjemmeside fx
- 7 Interviewer: Men er det noget du gør? Altså researcher eller undersøger produkter inden du laver et
- 8 køb?
- 9 Respondent: Jeg kan godt finde på, hvis der er et eller andet jeg gerne vil købe, og så gå ind finde
- 10 det på nogle billeder inde på Instagram eller på Google. For ligesom at se det på nogen, inden jeg
- 11 selv køber det.
- 12 Interviewer: Det leder mig også til mit næste spørgsmål, om du har brugt sociale medier til at
- 13 undersøge produkter i form af anmeldelser eller reviews af andre som har det produkt du søger
- 14 efter?
- 15 Respondent: Ja, det har jeg.
- 16 Interviewer: Hvad er så vigtig for dig at vide? Er det andre meninger eller hvordan det skal
- 17 anvendes?
- 18 Respondent: Det er rart nok at vide om den er stor eller lille i størrelsen men ellers kigger jeg tit på
- 19 om det ville kunne klæde min kropsform eller om de fx er squat approved, hvis man tænker på
- 20 tights. Så på den måde søger informationer omkring det er en vare jeg gerne vil have. Men ellers
- 21 hvis det er noget andet end fitnessstøj, så er det også sådan noget med og det sidder påent eller
- 22 kvaliteten.
- 23 Interviewer: Har du så foretaget et køb der har været baseret på noget du har set på sociale medier?
- 24 Respondent: Ja, det har jeg.
- 25 Interviewer: Okay. Lige her til sidst, har antallet af følger nogen betydning for dig ift. virksomheder
- 26 eller influencere som du selv følger?
- 27 Respondent: Altså om de har mange følgere?
- 28 Interviewer: Ja, har det en betydning?
- 29 Respondent: Nej.
- 30 Interviewer: Hvor sandsynligt tror du at det er at du vil købe noget hvis det er anbefalet af en med
- 31 mange følgere kontra færre følger? Tror du at du heller vil købe noget der bliver snakket om af en
- 32 med mange følgere?

- 1 Respondent: Nej, det tror jeg ikke. Jeg plejer ikke at ligge mærke til om man har mange følgere
2 eller ej.
- 3 Interviewer: Hvad synes du så om de her virksomheder som influencere til at promovere deres
4 produkter?
- 5 Respondent: Jamen jeg forstår godt hvorfor de gør det. Men jeg synes også det kan være for meget,
6 det bliver meget fremstillet på måske nogle modeller man ikke selv altid kan relatere til.
- 7 Interviewer: Det er måske lidt mere negativt I dine øjne?
- 8 Respondent: Ja, det vil jeg faktisk sige. Men alligevel har jo jo stadig købt noget, Så det påvirker
9 mig jo alligevel.

1 Appendix 15 – Respondent 5

- 2 Interviewer: Først skal jeg lige have dig til at sige dit navn, din alder og hvad du laver til hverdag.
- 3 Respondent: Jeg hedder [REDACTED], jeg må være 25 og jeg er uddannet
4 ergoterapeut.
- 5 Interviewer: Interviewet I dag er sådan to delt, først skal vi snakke lidt om fitnessstøj og et specifikt
6 brand derindunder og så hvilke ting der påvirker den måde du shopper fitnessstøj på. Men først, så
7 skal jeg lige spørge om du er medlem i et fitnesscenter?
- 8 Respondent: Ja, det er jeg. Jeg er medlem af Fitness World.
- 9 Interviewer: Hvilke former for motion dyrker du når du er afsted i fitnesscenter?
- 10 Respondent: Det er både cardio, på løbebånd og cykler og stairmasteren og styrketræning.
- 11 Interviewer: Ja. Hvor ofte køber du fitnessstøj?
- 12 Respondent: Jeg burde gøre det lidt oftere men det gør jeg hver anden måned køber jeg nok et eller
13 andet. En trøje, eller nogle strømper, en sports-bh eller sådan noget. Hver anden måned vil jeg tro.
- 14 Interviewer: Okay. Er det noget du primært køber til dig selv eller er det også noget du ønsker dig i
15 gave til fx jul?
- 16 Respondent: Det er både noget jeg ønsker mig og køber selv. Både fødselsdag og julegaver.
- 17 Interviewer: Når du så selv handler eller ønsker dig ting, er det så specifikke mærker du går efter?
- 18 Respondent: Ja. Det er der.
- 19 Interviewer: Ja. Kan du fortælle lidt om dem?
- 20 Respondent: Ja. Fx I tights der køber jeg kun Casall. Og det er uden undtagelse. Jeg tror bare jeg
21 har fundet et brand der virkelig fungere for mig. Så uanset hvad så er det altid dem jeg køber. Også
22 uanset pris. Og trøjer og sports-bh'er der er jeg sådan lidt mere ligeglads. Det er hvad der sådan lige
23 passer. Altså det kan være alt fra H&M til Only til Nike, Adidas. Så det er lidt forskelligt. Men
24 tights, altid Casall.
- 25 Interviewer: Hvad er vigtigt for dig når du så kigger efter nyt fitnessstøj? Nu nævner du selv at pris
26 er ligegyldigt med tights, men er der andre ting der spiller en rolle? Er det måske hvad du har fået af
27 vide af venner er godte eller kvaliteten af det?
- 28 Respondent: Jeg tror til at starte med, er det nok det der ser fedt ud. Altså lige det øjet ser, og så går
29 man selvfølgelig også efter det man har hørt der er gode mærker. Men jeg tror at min første tanke er
30 altid, det der, det ser fedt ud, det prøver jeg. Og så kan man være heldig at det sidder godt, og så kan
31 det også være at det er helt ved siden af. Udseende er det nok først, og når man så har fundet noget
32 der fungere så er det som regel også det man går efter bagefter.

- 1 Interviewer: Okay. Hvor finder du så inspiration til at prøve nye ting indenfor fitnessstøj? Ser du
2 reclamer, følger du med i ting på sociale medier, eller er det venner?
- 3 Respondent: Jeg vil nok faktisk sige at det nok er mest Instagram, tror jeg, der er sådan min
4 primære inspirationskilde. Men så er der jo også reclamer der kører i fjernsynet, med fede sko eller
5 en fed træningstop. Men jeg finder nok inspiration mange steder fra, for det er også hvad veninder
6 har købt der ser fedt ud, og Instagram og reclamer der popper op på både fjernsynet og Facebook og
7 sådan noget. Det er faktisk flere ting. Så det er både hvad man ser i det virkelige liv men også hvad
8 der kører i fjernsynet og reclamer.
- 9 Interviewer: Er du blevet inspireret gennem sociale medier til at prøve nye træningsformer eller
10 øvelser?
- 11 Respondent: Ja. Jeg har nogle bestemte jeg følger på Instagram og så er det faktisk altid ud fra dem
12 jeg selv ligger mine programmer. Så det er faktisk altid ud fra andres øvelser, og så sammensætter
13 jeg så mit eget så det passer til mig.
- 14 Interviewer: Hvor mange følger du på fx Instagram der har know-how omkring fitness?
- 15 Respondent: Det er nok en 20-stykker, tror jeg. Det ved jeg ikke om det er mange eller lidt. Men
16 nok en 20-stykker. Og så har jeg måske fem som jeg fast er inde og kigge på, altså sådan jævnligt.
- 17 Interviewer: Ja. Hvilke nationaliteter har de?
- 18 Respondent: De er ok primært amerikanske. Så er der faktisk en fra Island og en fra Tyskland. Men
19 ellers primært amerikansk.
- 20 Interviewer: Deler de nogle værdier eller symboliserer de noget der minder om hinanden siden du
21 valgt dem ud og følger dem?
- 22 Respondent: Nej. Jeg tror faktisk ikke der er et mønster i dem. Jeg tror bare for mig er det nok
23 primært øvelserne. Altså jeg kan hurtigt se når jeg scroller igennem min Instagram profil om de har
24 gjort noget ud af de videoer som de ligger op af øvelser. Om det selv er noget jeg gider at bruge tid
25 på at se, eller om det bare er noget jeg hurtig skal væk fra. Så for mig handler det nok meget om den
26 tid de bruger på øvelserne. Og måden de viser dem på, så vi andre har mulighed for at se hvad det er
27 man skal gøre.
- 28 Interviewer: Er der nogle af de her influencer du følger på Instagram, hvor du følger med på andre
29 platforme? Måske Youtube eller Snapchat?
- 30 Respondent: Nej, det er der faktisk ikke. Det er kun Instagram. Men det kunne da egentligt godt
31 være ta jeg skulle tjekke dem ud andre steder, men nej.

- 1 Interviewer: Er der så bestemte trends indenfor fitness industrien som du har lagt mærke til? Det
2 kan både være positive og negative men som sådan florerer på Instagram.
- 3 Respondent: Nej, faktisk ikke. Ikke lige sådan umildbart.
- 4 Interviewer: Tror du at det har påvirket din udvikling, den måde du træner på, hvad du har set på
5 Instagram?
- 6 Respondent: 100%. Altså alt hvad jeg laver i et fitnesscenter kommer jo et eller andet sted fra. Og
7 det er primært de sociale medier. Så det tror jeg ikke rigtigt man kan undgå.
- 8 Interviewer: Okay. Har du nogensinde eller tager du sådan billeder af dig selv eller dine omgivelser
9 når du laver noget der har relation til fitness?
- 10 Respondent: Aldrig. Jeg er nok en af de eneste. Jeg tager aldrig billeder af mig selv, så heller ikke
11 når jeg er i fitness.
- 12 Interviewer: Okay. Jamen så drejer vi os lidt ind på det firma vi skal snakke om. Det hedder
13 Gymshark. Har du hørt om det?
- 14 Respondent: Ja.
- 15 Interviewer: Hvad kender du til det?
- 16 Respondent: Jeg har egentligt mest hørt det fra venner og bekendte, at det er noget fedt træningstøj.
17 Og så havde jeg en personlig træner som også havde det træningstøj, og er kæmpe fortaler for det.
18 Hun synes det er så komfortabelt.
- 19 Interviewer: Har du købt et produkt fra dem?
- 20 Respondent: Nej, det har jeg faktisk ikke. Jeg har overvejet det mange gange. Men igen, som sagt
21 tidligere, når man først har fundet et brand der fungerer, som er Casall, så holder jeg mig til det.
22 Men jeg har hørt godt om det.
- 23 Interviewer: Vil du sige at det er et brand som du er interesseret i?
- 24 Respondent: 100%, jeg kunne sagtens finde på at prøve det. Jeg tror bare jeg skal have taget mig
25 sammen til at udvide min horisont lidt. Men jeg vil 100% gerne prøve det.
- 26 Interviewer: Lige tilbage til de der influencere du følger som har noget at gøre med fitness, er der
27 nogle af dem som promovere det brand?
- 28 Respondent: Altså de træner hvert fald i det. Jeg ligger ikke mærke til om de sådan omtaler det,
29 eller laver reklame for det, men mange af dem har det på når de træner.
- 30 Interviewer: Okay. Jamen så kommer vi til anden del af interviewet og det handler lidt mere om
31 sociale medier og dine holdninger til forskellige initiativer som sker derinde. Hvor ofte bruger du
32 sociale medier til hverdag?

- 1 Respondent: Altså min telefon plejer at sige sådan fire timer, tror jeg.
- 2 Interviewer: Hvilket socialt medie tror du at du er mest aktiv på?
- 3 Respondent: 100% Instagram.
- 4 Interviewer: Hvordan kan det være? Hvad er formålet når du er derinde? Er det tidsfordriv eller
- 5 inspiration eller informationer?
- 6 Respondent: Det er faktisk alle tre deler. Det er lidt af det hele. Hvor jeg synes, Facebook der er for
- 7 mange reklamer om ting man slet ikke har valgt at man ønsker at se. Altså jeg tror Instagram er
- 8 sådan lidt mere person-styret. Der kan jeg sådan selv hele tiden vælge hvad det er der kommer frem.
- 9 Og så bare det er det er billeder og ikke alt for meget tekst altid. Instagram er bare meget federe
- 10 synes jeg.
- 11 Interviewer: Vil du sige at der sådan er forskellige formål med de platforme du er aktiv på?
- 12 Respondent: Ja. Altså hver dag eller hver uge inden jeg skal til at have en ny træningsuge, så er jeg
- 13 altid inde på Instagram og finde de sådan fem jeg følger for at se hvad er det jeg skal ned og træne
- 14 den her uge. Så der er jeg altid inde og finde ud af hvordan jeg skal ligge mit træningsprogram. Og
- 15 så andre dage, der er det bare rent tidsfordriv. Nogle dage kan det være at jeg ikke ved hvilke tøj jeg
- 16 skal have på, så er jeg inde og finde inspiration til hvad jeg kunne tage på. Så det er sådan en god
- 17 blanding hvad jeg bruger det til.
- 18 Interviewer: Ligger du selv billeder og opslag op?
- 19 Respondent: Nej, det gør jeg faktisk ikke. Jeg er mega nedern, jeg har Instagram til at stalke folk og
- 20 lurer. Jeg har ikke rigtig selv noget på min profil.
- 21 Interviewer: Nej. Så deler du måske heller ikke andres opslag?
- 22 Respondent: Nej, det gør jeg faktisk ikke.
- 23 Interviewer: Hvad med sådan likes og kommentarer. Er det noget du bruger?
- 24 Respondent: Kommentarer bruger jeg stort set aldrig, men likes kan jeg godt. Det gør jeg.
- 25 Interviewer: Men lad os sige at du havde kommenteret et billede. Hvor vigtigt ville det så være for
- 26 dig at få en form for respons på en kommentar?
- 27 Respondent: Det kom måske lidt an på hvad min kommentar var. Var det nu et spørgsmål jeg
- 28 havde, så ville jeg også forvente at der var en eller anden form for respons. Måske kunne jeg læse
- 29 det længere oppe i tråden eller måske svarede vedkommende på mit spørgsmål, men hvis det er
- 30 sådan et feedback, eller ser godt ud, så regner jeg ikke med at få noget feedback på det. Så det
- 31 handler lidt om det jeg sender ud. Om det er et spørgsmål eller bare et det ser godt ud.
- 32 Interviewer: Okay. Kan du opdele hvem du følger på Instagram?

- 1 Respondent: Jeg følger rigtig mange. Jeg tror slet ikke der er noget mønster i det. Jeg har en del
2 fitness folk jeg følger, omkring de der 20 hvert fald. Og så tror jeg bare det generelt er mange
3 kendte men ikke noget mønster i hvorfor eller hvordan. Det er bare sådan lige hvad der falder mig
4 ind. Jeg tror også jeg er inde og kigge på folks profiler en del gange før jeg sådan tænker, okay, nu
5 vil jeg gerne følge dem. Så jeg tror faktisk ikke der er et mønster i det.
- 6 Interviewer: Okay. Men du bruger det også til at følge lidt mere tætte relationer som fx venner og
7 familien?
- 8 Respondent: Ja, det gør jeg også.
- 9 Interviewer: Følger du nogle reality-stjerner fra Danmark derinde?
- 10 Respondent: Ja, det gør jeg. Jeg følger mange forskellige.
- 11 Interviewer: Hvor meget troværdighed har de for dig?
- 12 Respondent: Jamen det ved jeg ikke. Måske ligeså meget som de andre jeg følger. Jeg tænker ikke
13 rigtig over hvad de har været med i fx, mere hvad de ligger op nu og om jeg så finder det
14 interessant. Ellers ville jeg jo ikke følge dem.
- 15 Interviewer: Okay. Har du nogensinde brugt sociale medier til at finde informationer? Det kunne
16 være om produkter, steder eller personer.
- 17 Respondent: Ja, 100. Det har jeg. Hvis der er noget jeg ikke ved hvordan ser ud, eller hvilke
18 anmeldelser der har været så plejer jeg og gå ind og se om jeg kan finde noget fra andre. Og så
19 plejer jeg nogle gange af sætte det jeg søger på i hashtags, så man kan se hvad folk sådan har haft
20 med det at gøre og hvad de har sagt om det.
- 21 Interviewer: Researcher eller undersøger du generelt sådan produkter inden du laver et køb?
- 22 Respondent: Ja, det gør jeg faktisk nok. Altså med ting jeg ikke har så stort et kendskab til, der gør
23 jeg det.
- 24 Interviewer: Hvad er så vigtigt for dig at vide inden du laver et køb? Er det andres meninger eller
25 reviews?
- 26 Respondent: Ja, både hvad andre har brugt det til og hvad de har fået ud af det, og hvad de synes om
27 det. Ja.
- 28 Interviewer: har du så foretaget et køb der har været baseret på noget du har set på sociale medier?
- 29 Du har lidt været inde på det.
- 30 Respondent: Ja, det har jeg.
- 31 Interviewer: Vil du sige at antallet af følgere som en virksomhed eller influencer har, har nogen
32 betydning for dig?

- 1 Respondent: Altså der burde man jo nok sige nej. Men selvfølgelig har det det. Jo flere der synes
2 om det jo mere reelt virker det også for mig. Så ja, 100%.
- 3 Interviewer: Hvad synes du så om virksomheder som bruger influencere til at promovere deres
4 produkter?
- 5 Respondent: Jamen jeg tror bare at hvis du havde spurgt mig for et år siden, så havde jeg nok synes
6 at det var noget mærkeligt noget. Men jeg tror bare at det er så stor en del af det i dag, at det bare er
7 blevet en normal ting. Så jeg synes egentligt at det er okay, det må jo virke, tænke jeg. Så jeg synes
8 det er okay.
- 9 Interviewer: Påvirker det den måde du ser virksomheder på i en positiv eller negativ retning?
- 10 Respondent: Jamen et eller andet sted er det jo positivt for jeg tænker det er noget der virker. Men
11 jeg tror ikke rigtigt at jeg tænker over det længere, fordi det bare er blevet så normalt at det er sådan
12 man promovere sig selv i dag. Jeg ligger ikke så meget værdi i det længere, at det er sådan man gør.
- 13 Interviewer: Nej, okay. Er det fordi alle gør det?
- 14 Respondent: Ja.

1 Appendix 16 – Respondent 6

- 2 Interviewer: Først så skal jeg lige have dig til at sige dit navn, din alder og hvad du laver til
3 hverdag.
- 4 Respondent: Ja. Mit navn det er [REDACTED] og jeg er 23 år og jeg læser til socialrådgiver
5 på Aalborg Universitet.
- 6 Interviewer: Så lidt generelt til hvad vi skal snakke om i dag, så er interviewet to delt. Første del,
7 den handler om fitnessstøj og et specifikt brand og hvad der sådan påvirker den måde du køber og
8 shopper fitnessstøj på. Men først så skal jeg lige spørge om du er medlem af et fitnesscenter?
- 9 Respondent: Ja, jeg er medlem af Fitness World.
- 10 Interviewer: Hvilken form for motion dyrker du der?
- 11 Respondent: Det er en blanding mellem cardio og styrketræning. Jeg plejer at tage en halv times
12 cardio og så ca en halv times styrketræning.
- 13 Interviewer: Hvorfor ofte køber du så fitnessstøj?
- 14 Respondent: Et par gange om året vil jeg sige.
- 15 Interviewer: Er det noget du køber til dig selv eller ønsker du dig det også i gaver til fx jul?
- 16 Respondent: Ja, det er noget jeg ønsker mig primært.
- 17 Interviewer: Når du så ønsker dig det, er det så bestemte mærker?
- 18 Respondent: Nej, jeg går ikke så højt op i mærkerne på tøjet men jeg har egentlig mest Nike. Men
19 det tror jeg ikke der er nogen særlig grund til at jeg har. Der er jeg lidt ligeglads med hvilket mærke
20 det er. Så længe det er rart og komfortabelt at have på.
- 21 Interviewer: Er der andre ting der er vigtige for dig? Nu nævner du komfort men spiller kvalitet og
22 pris og udseende en rolle?
- 23 Respondent: Ja, altså jeg køber primært noget hvor det er måske oppe i et prisleje af 700kr og op
24 efter. Det er både fitnessstoppe og sports-bh'er og tights. For at det er ordenligt kvalitet.
- 25 Interviewer: Okay. Så du forbinder prisen og kvalitet med hinanden?
- 26 Respondent: Ja, og det er også noget jeg kan sige af erfaring for jeg har tidligere købt fitnessstøj i
27 H&M fx og jeg synes helt klart at der er forskel på kvaliteten.
- 28 Interviewer: Hvor finder du så inspiration til at købe fitnessstøj? Er det gennem reklamer eller
29 venner eller sociale medier eller magasiner?
- 30 Respondent: Jeg har fundet rigtig mange ting på de sociale medier, både Instagram og Facebook.
31 Der kommer rigtig mange fitnesssider frem og forskellige hjemmesider der sælger fitnessstøj. Der

- 1 har jeg fundet rigtig meget. Både fitnessstoppe og tights. Det er primært der. Det er ikke så tit jeg
2 lige er inde i en butik og kigge som sådan, det er mest på nettet.
- 3 Interviewer: Du handler måske også over nettet?
- 4 Respondent: Det er hvert fald der jeg finder tingene. Når jeg ønsker mig ting, finder jeg det typisk
5 på nettet og tilføjer det til min ønskeseddel. Om de så køber det i en butik, det ved jeg ikke.
- 6 Interviewer: Handler du selv over nettet eller primært i fysisk butik?
- 7 Respondent: Altså jeg handler altid i en fysiskbutik, hvis jeg køber noget til mig. Jeg handler aldrig
8 tøj over nettet, men jeg bruger tid på at finde det på nettet fx
- 9 Interviewer: Nu nævner du så lige sociale medier, er du blevet inspireret derigennem til at prøve
10 nye træningsformer eller øvelser?
- 11 Respondent: Jo, jeg bliver inspireret af det. Men det er ikke fordi at jeg sådan helt lever op til det
12 når jeg er oppe og træne. Jeg tager fx meget holdtræning når jeg vil styrketræne fordi jeg synes det
13 er nemmest.
- 14 Interviewer: Følger du specifikt nogle influencere på sociale medier som har noget know-how
15 omkring fitness?
- 16 Respondent: Ja, det gør jeg-
- 17 Interviewer: Hvor mange tror du det er?
- 18 Respondent: Altså lige på Instagram, der tror jeg måske jeg følger fire-fem stykker af forskellige.
19 Både personer der træner, personlige trænere og hjemmesider der sælger fitnessstøj.
- 20 Interviewer: Hvilke nationaliteter har de? Er de danskere, amerikanere eller er de skandinaver?
- 21 Respondent: Ja, det er skandinavisere.
- 22 Interviewer: Er der noget de har til fælles de her fire-fem stykker, siden at du følger netop dem?
- 23 Respondent: Jeg tror det er fordi at de bruger Instagram rigtig meget og man finder jo inspiration i
24 at de hele tiden ligger noget op og man bliver opdateret på hvad der spændende og nyt på markedet,
25 både at købe og træningsforme. Og så bliver man jo inspireret af nogle som går rigtig meget op i at
26 træne, fx styrke.
- 27 Interviewer: Følger du så de her influencere over flere platforme? Fx på Youtube eller Snapchat?
- 28 Respondent: Nej, det er godt nok primært Instagram. Og på Facebook der kommer det frem på ens
29 starts-side fordi mange af ens venner jo tagger og følger.
- 30 Interviewer: Vil du sige, eller kan du nævne nogle trends du har lagt mærke til florer inde på sociale
31 medier ift. fitness? Og det kan både være positive og negative?

- 1 Respondent: Det er jo altid sådan noget med, det der tit kommer op på Facebook det er sådan nogle
2 personlige trænere der ligger før og efter billeder op af deres klienter. Det er jo det der med at få
3 den der helt stramme fitnesskrop. Altså det er mest det jeg ser. Man kan også se i kommentarer at
4 der er mange der skriver at hun jo fx også var smuk før, at de synes også at det kan blive for
5 ekstremt. Personligt så synes jeg jo at de bliver rigtig flotte ved at blive trænet og smidt nogle kilo,
6 men ja.
- 7 Interviewer: Tager du billeder af dig selv eller dine omgivelser når du laver noget i relation til
8 fitness?
- 9 Respondent: Ja, nogle gange når jeg er fitness laver jeg sådan en story på Instagram. Men ikke så
10 meget. Så passioneret omkring træning er jeg heller ikke, det er kun sådan nogle stories og
11 Snapchat.
- 12 Interviewer: Så skal vi dreje os lidt ind på det firma vi skal snakke lidt om. Og det hedder
13 Gymshark. Kender du til det?
- 14 Respondent: Det kender jeg godt.
- 15 Interviewer: Hvad kender du til det?
- 16 Respondent: Ikke særligt meget, andet end at jeg har set navnet dukke op nogle steder på Facebook.
- 17 Interviewer: De sælger fitnessstøj og det er baseret i England. Nu ved jeg ikke hvor meget du kender
18 til dem, men har du en holdning til deres tilgang til fitness ud fra det du ved og har set på sociale
19 medier?
- 20 Respondent: Nej, der kender jeg nok ikke lige nok til det for at kunne svare på det.
- 21 Interviewer: Er der nogle af de influencere som du følger som promoverer deres tøj?
- 22 Respondent: Ja. Det gør måske de tre af dem. Der er også nogle andre personer som jeg kender
23 personligt, som er blevet rigtig dygtige til at træne og går meget op i det, som ligger billeder op af
24 det.
- 25 Interviewer: Så går vi egentlig lidt over til anden del af interviewet, og der skal vi snakke lidt om
26 sociale medier og hvad din holdninger er til initiativer der foregår derinde. Jeg vil starte med at
27 spørge dig om hvor ofte du bruger sociale medier?
- 28 Respondent: Mange timer om dagen, er jeg bange for.
- 29 Interviewer: Hvilket sociale medier er du mest aktivt på?
- 30 Respondent: Instagram.
- 31 Interviewer: Hvorfor netop det?

- 1 Respondent: Jeg tror det er fordi jeg synes det er mere spændende at følge med når man kan se
2 noget visuelt. Når der bliver lagt billeder op får man ligesom øje for hvad de skriver om, så der
3 synes jeg det er lidt mere spændende. Jeg ved godt at Facebook er blevet mere sådan fokuseret på
4 billeder men jeg synes ikke det er i ligeså høj grad som Instagram for der er det primært billeder.
- 5 Interviewer: Ved du sige at der er forskellige formål med de platforme du er aktiv på?
- 6 Respondent: Ja. Bestemt. Facebook bruger jeg primært til at skrive med bekendtskaber og
7 kontakter, hvor Instagram, det bruger jeg lidt mere til at følge med i hvad der foregår i folks liv.
- 8 Interviewer: Ligger du selv billeder og opslag op på Instagram?
- 9 Respondent: Ja, nogle gange. Jeg er ikke så super aktivt men nogle gange.
- 10 Interviewer: Deler du andres opslag?
- 11 Respondent: Ja, på Facebook. Ikke Instagram. Facebook der kan jeg godt.
- 12 Interviewer: Hvad med kommentarer og likes, er det noget du bruger?
- 13 Respondent: Ja, det gør jeg bestemt. Men det er primært til personer jeg kender.
- 14 Interviewer: Lad os nu sige at du har kommenteret et billede, hvor vigtigt er det så for dig at få en
15 form for respons?
- 16 Respondent: Hvis nu det er en person man ikke snakker med så tit, eller det er lang tid siden at man
17 har haft kontakt, så synes jeg da at det er vigtigt at vedkommende lige skriver et eller andet tilbage.
18 Men hvis det er en jeg ser til dagligt, er det måske knap så vigtigt for mig.
- 19 Interviewer: Kan du opdele de grupper af mennesker som du følger på Instagram? Fx familie,
20 venner, kendte, osv.
- 21 Respondent: Ja. Primært folk jeg kender, jeg følger selvfølgelig også kendte fra USA og sådan
22 noget. Jeg følger også forskellige Kardashians og filmstjerner. Men ellers er det primært folk jeg
23 kender.
- 24 Interviewer: Følger du så nogle reality-stjerne fra Danmark?
- 25 Respondent: Nej, det gør jeg ikke.
- 26 Interviewer: Hvor stor troværdighed har de for dig?
- 27 Respondent: Det ved jeg ikke, jeg følger jo ikke rigtig nogle. Men altså fx følger jeg Kardashians og
28 de ved jo en del om fx makeup så på det område har de jo meget troværdighed.
- 29 Interviewer: Bruger du nogle gange sociale medier til at finde informationer?
- 30 Respondent: Bestemt.
- 31 Interviewer: Hvilke informationer kunne det være?

- 1 Respondent: Det kunne fx være stil, ens tøjstil og hvad der er pænt og andre folk går. Det kunne
2 være træning. Jeg finder meget inspiration og motivation i andre folk som træner rigtig meget. Fordi
3 hvis nu man selv har perioder hvor man ikke træner så meget, så synes jeg det er meget fedt at følge
4 nogle som går rigtig meget op i det så man også selv kan føler at man lige får et spark en gang
5 imellem.
- 6 Interviewer: Okay. Researcher eller undersøger du generelt produkter inden du laver et køb?
- 7 Respondent: Ja, det vil jeg sige at jeg gør. Jeg læser tit anmeldelser. Og specielt hvis det er over
8 nettet og jeg ikke ved så meget om det. Så plejer jeg altid at se om der er nogen der anmelder det
9 som et godt produkt før jeg køber det. Det er mest fordi at jeg synes at nethandel mange gange kan
10 være så bøvlet hvis man får købt noget, blandt andet tøj, som det så viser sig at man ikke kan passe
11 eller at det ikke klær en som det gjorde på Insta. Så synes jeg nogle gange at det er lidt bøvlet at
12 sende det retur med fragt og alt det.
- 13 Interviewer: Har du nogensinde foretaget et køb baseret på noget du har set på sociale medier?
- 14 Respondent: Ja, bestemt. Det er mest tøj. Fitnessstøj, der har jeg jo tit fundet inspiration til ting jeg
15 ønske mig i fødselsdagsgave. Det gør jeg tit.
- 16 Interviewer: Tror du at antallet af følgere har betydning for om du vil købe noget fra en virksomhed
17 eller om du lytter til at influencer?
- 18 Respondent: Det har det bestemt. Jo mere reklamerede de er, og jo flere der følger dem, gør det jo
19 bare mere attraktivt for andre at købe det. Det vil jeg bestemt mene.
- 20 Interviewer: Hvad synes du så om virksomheder der bruger influencere til at promovere deres
21 produkter?
- 22 Respondent: Det synes jeg da godt kan være en meget god ide. Men jeg kan så sige at dem jeg
23 kender og følger på Instagram, som jeg selv kender personligt som er begyndt at træne rigtig meget,
24 der kan der også godt blive lidt små irriterende. Nogle gange bliver det også promoveret så meget at
25 det til sidst er træls at se så mange billeder om de samme ting. Det kan godt tage overhånd.
- 26 Interviewer: Vil du så sige om det er en positiv eller negativ påvirkning det kan have på den måde
27 du ser virksomheden på?
- 28 Respondent: Jeg synes det er lidt negativt, specielt i de tilfælde hvor det er for meget og kun baseret
29 på reklame. Der synes jeg godt det kan blive for meget, fordi hvis jeg havde lyst til at følge
30 virksomheden eller hjemmeside, så havde jeg jo gjort det.

1 Appendix 17 – Respondent 7

2 Interviewer: Først så skal jeg lige have dig til at sige dit navn, din alder og hvad du laver til
3 hverdag.

4 Respondent: Jeg hedder [REDACTED], jeg er 25 og så læser jeg på Aalborg Universitet, en
5 kandidat i international virksomhedskommunikation.

6 Interviewer: Interviewet i dag er to delt. Først skal vi snakke lidt om fitnessstøj, og et specifikt brand
7 og så hvordan den påvirker den måde du shopper efter fitnessstøj på. Men først skal jeg lige spørge om
8 du er medlem i et fitnesscenter?

9 Respondent: Ja, det er jeg.

10 Interviewer: Okay. Hvilke former for motion dyrker du så når du er i fitness?

11 Respondent: Det er sådan altid starter jeg med lidt cardio i måske 20min og så styrketræning.

12 Interviewer: Ja. Hvor ofte køber du så nyt fitnessstøj i forbindelse med det?

13 Respondent: Jamen det er sådan meget i perioder. Der var en periode hvor jeg følte at jeg
14 manglende rigtig meget og så så jeg rigtig mange med forskelligt fitnessstøj på oppe i centeret og så
15 bliver man jo påvirker af det. Og vil have nyt. Og så synes jeg at jeg købte rimeligt meget, men så
16 her på det sidste, der har jeg ikke købt noget i måske. Ej, det passer ikke for jeg købte faktisk noget
17 i England og det er omkring en måned siden.

18 Interviewer: Okay. Er det tit noget du køber til dig selv eller får du det også af andre fx til jul?

19 Respondent: Ej, det er for det meste noget jeg køber til mig selv.

20 Interviewer: Kigger du så efter bestemte mærker eller hvordan shopper du efter det?

21 Respondent: Det er nok også lidt forskelligt. Jeg tror godt jeg kunne være tilbøjelig til når man fx
22 ser nogen på Instagram og sådan noget, der er jo tit nogen der promovere noget, og så købe noget
23 efter det. Og det er måske knap så meget specifikke mærker som fx Nike. Så er det mere hvordan
24 det ser ud, at man kan lidt genkende det på selve formen. Fx My Protein tights, dem kan man
25 genkende at det er de tights. Og så hvis det nu er basic ting, hvis man fx mangler en langærmet t-
26 shirt, så plejer jeg ikke kigge efter specifikke brands. Det er bare efter hvad der passer og hvad der
27 er billigt.

28 Interviewer: Nu nævner du at du måske ser folk i fitnesscenteret som går i noget bestemt og så
29 bliver du inspireret af det eller noget på Instagram, er der andre ting der er vigtige for dig når du
30 kigger efter fitnessstøj? Er det bestemte stoftyper eller kvaliteten af produktet eller prisen der spiller
31 en stor rolle for dig?

- 1 Respondent: Jeg tror prisen spiller en rolle, og kvaliteten nok. Så får man lige et eller andet i
2 hovedet, og så skal det være en specifik kvalitet fordi man tror at det er bedre eller en farve eller et
3 eller andet. Det synes jeg også tit at det er. Så synes man pludselig at man mangler en sort t-shirt og
4 så skal man bare have den.
- 5 Interviewer: Hvor finder du så inspiration? Nu nævnte du fitnesscenteret og Instagram. Men er der
6 andre steder du kigger hvis du vil have noget nyt? Måske reklamer, eller gennem venner?
- 7 Respondent: Jeg synes faktisk ikke rigtig at jeg ser reklamer, så er det kun sådan nogle betalte
8 reklamer der kommer op på Instagram. Men hvis ens venner har et eller andet på. Du ved hvis man
9 ser noget, og man så får i hovedet at man vil have et par nye tights, jamen så bruger man måske
10 meget tid på at researche det. Fx hvad man kan få af forskellige ting og hvad prisen er.
- 11 Interviewer: Er du blevet inspireret gennem sociale medier til at prøve et nyt mærke?
- 12 Respondent: Ja, det er jeg. Fx det der My Protein. Det var gennem sociale medier jeg så det.
- 13 Interviewer: Hvad med nye træningsformer, eller øvelser eller rutiner til din fitness?
- 14 Respondent: Ja, det er jeg også helt sikkert blevet påvirket derigennem af. Så kommer det jo op i
15 ens feed og der er nogle der træner. Og hvis man trænger til at få lidt variation, er det jo godt.
- 16 Interviewer: Følger du selv specifikt influencere på Instagram der har noget know-how omkring
17 fitness?
- 18 Respondent: Nej, det gør jeg faktisk ikke. Jeg har gjort i perioder men jeg synes man blev sådan
19 træt af at de blev ved med at komme op og det var lidt det samme. Jeg synes det godt kan blive lidt
20 irriterende, men der kommer tit nogle op i mit udforsk, så det kommer hele tiden frem. Og jeg tror
21 egentligt også at det er derfor at jeg ikke følger dem, for hvis jeg går derind så kommer de op med
22 det samme.
- 23 Interviewer: Har du lagt mærke til nogle bestemte trends indenfor fitnessindustrien som florer inde
24 på Instagram?
- 25 Respondent: Tænker du tøj eller træningsformer?
- 26 Interviewer: Bare noget der har relation til fitness.
- 27 Respondent: Ja, altså jeg synes der er en eller anden ny trend med micro-influencere. Altså mine
28 venner som jeg følger fordi jeg kender dem personlig, som så begynder at ligge noget op og blive
29 sponsoreret af forskellige små brands som man ikke rigtig kender. Det synes jeg sådan er lidt noget
30 nyt som er kommet op.
- 31 Interviewer: Tror du at det du har set på Instagram, har påvirket den måde at din egen træning har
32 udviklet sig?

- 1 Respondent: Ja, helt sikkert. Sådan noget med hvilke træningsformer man kan. Fx at man helt i
2 starten ikke lavede så meget styrketræning som man gør nu. Og det er jo fordi man ser en helt
3 masse der laver styrketræning på fx sociale medier. Jeg har jo fx trænet i fitnesscenter siden 2.g og
4 der var det jo nærmest kun cardio maskiner og så bevæger man sig mere og mere over i noget
5 styrke og det er ligesom det helt store nu. Man ser jo ikke folk lave videoer over hvordan man løber
6 på et løbebånd.
- 7 Interviewer: Tager du selv billeder af dig selv eller dine omgivelser når du laver noget der har
8 relation til fitness?
- 9 Respondent: Nej.
- 10 Interviewer: Okay. Så drejer vi os lidt ind på det firma vi skal snakke om. Det hedder Gymshark.
11 Kender du det?
- 12 Respondent: Ja.
- 13 Interviewer: Hvad kender du til det?
- 14 Respondent: Jeg forbinder det nok mest med tights og sådan noget. Det er nok også lidt de tights
15 hvor man uden at kan se mærket, altså selve logoet, men man kan genkende hvordan de her tights
16 ser ud fordi de har lidt et bestemt design, i hvert fald nogle af dem ikke. Hvor jeg tror egentligt også
17 at de der My Protein har lidt kopiret lidt designet og stoffet.
- 18 Interviewer: Har du nogensinde købt produkter derfra?
- 19 Respondent: Nej.
- 20 Interviewer: Kender du nogen der har?
- 21 Respondent: Ja, det gør jeg.
- 22 Interviewer: Er det et brand du er interesseret i?
- 23 Respondent: Ja, helt sikkert. Jeg synes det er super fedt, men jeg synes måske, det er det her med at
24 det er et udenlandsk brand, og så synes jeg også lidt at de er lidt pricy når man ikke har mulighed
25 for at prøve dem. Så skal man kunne sende dem tilbage og sådan. Hvor hvis man køber på nogle af
26 de sider hvor man rent faktisk kender, eller har mulighed for at sende gratis tilbage, fx Zalando,
27 hvis man nu ikke er tilfreds med produktet.
- 28 Interviewer: Er det ofte online at du shopper?
- 29 Respondent: Ja, det er det nok egentligt.
- 30 Interviewer: Okay. Så går vi lidt over til den anden del af interviewet og den handler lidt mere om
31 din brug af sociale medier og din holdninger til forskellige initiativer der sker derinde. Først skal jeg
32 lige høre hvor ofte du bruger sociale medier?

- 1 Respondent: Mange gange om dagen. Det kan man jo se, man får sådan en 'så mange timer har du
2 brugt din telefon', så det ved jeg. Det gør jeg meget.
- 3 Interviewer: Hvilket socialt medie tror du at du er mest aktivt på?
- 4 Respondent: Instagram.
- 5 Interviewer: Hvorfor netop den?
- 6 Respondent: Det er nok fordi at der er hele tiden nyt feed. For du kan jo både se alt det dem du
7 følger ligger op men også i udforsk.
- 8 Interviewer: Vil du sige at der er forskellige formål med de platforme du er aktiv på?
- 9 Respondent: Ja, det er der nok. Facebook bruger man jo egentligt ikke aktivt, det er mere reaktivt
10 hvor man sidder og kigger på hvad andre laver og bruger til at skrive til hinanden. Hvor Instagram
11 ligger man nok mere op omkring sig selv.
- 12 Interviewer: Det er også mit næste spørgsmål, ligger du selv billeder og opslag op, specifikt på
13 Instagram?
- 14 Respondent: Ja, det gør. Det er lidt i perioder. Og det er heller ikke noget jeg gør flere gange om
15 måneden.
- 16 Interviewer: Okay. Kunne du finde på at dele andres opslag derinde? Altså re-poste?
- 17 Respondent: Det har jeg godt nok ikke rigtig gjort.
- 18 Interviewer: Hvad med sådan likes og kommentarer?
- 19 Respondent: Ikke rigtigt, det er kun hvis det er nogen jeg kender. Det er ikke sådan at jeg sidder og
20 liker en helt masse random.
- 21 Interviewer: Lad os nu sige at du kommenterede et billede, hvor vigtigt er det så for dig at få en
22 form for respons?
- 23 Respondent: Altså hvis det er en jeg kender eller et brand?
- 24 Interviewer: Ja, måske begge.
- 25 Respondent: Hvis det er en jeg kender, vil det jo typisk være sådan 'hvor ser du godt ud' eller sådan
26 noget, og det er jo ikke som sådan hvor man tænker at der vil man gerne have respons fra personen.
27 Men hvis man skrev til en influencere og spurgte om noget hvad de laver for en øvelse fx, så tror
28 jeg da helt sikkert at det ville være vigtigt at få respons for ikke at føle at det var ligegyldigt. Også
29 når jeg aldrig rigtigt kommenterer, det ville virkelig være noget nyt. Så ville jeg synes det var super
30 irriterende hvis ikke jeg fik et svar.
- 31 Interviewer: Ja okay. Kan du opdele de grupper af mennesker som du følge på Instagram? Jeg
32 tænker du har måske nogle venner, noget familie, nogle kendte osv.

- 1 Respondent: Ja, det ville jeg godt kunne. Nok venner og familie og bekendte som man egentligt
2 ikke rigtigt ville sige hej til dem hvis man mødte dem på gaden, men man kender dem fordi man har
3 gået i folkeskolen med dem. Og så kendte, følger jeg.
- 4 Interviewer: Følger du nogle reality-stjerner?
- 5 Respondent: Ja, jeg følger et par fra USA men ikke nogle fra Danmark.
- 6 Interviewer: Hvordan kan det være?
- 7 Respondent: Tit er det bare nogle man ser i TV i lidt tid og så glemmer man dem ligesom. Jeg synes
8 ikke der er nogle som ligesom bliver ved med at være interessante efter at de har været med i
9 Paradise fx
- 10 Interviewer: Har du nogensinde brugt sociale medier til at finde informationer?
- 11 Respondent: Ja, det har jeg tit gjort.
- 12 Interviewer: Hvad kunne det være om?
- 13 Respondent: Alt muligt. Personer rigtig meget. Fordi fx så følger jeg ikke så mange kendte eller
14 influencere, fordi jeg synes det kan blive irriterende at få alt muligt skrammel op i sit feed som jeg
15 egentligt ikke gider se på. Og så hvis man snakker om eller man ser at der sker et eller anden med
16 en bestemt person, fx Kylie Jenner, så kan jeg godt gå ind og søge på hende og se hvad der sker.
17 Også med madsteder, søger på billeder og se om det ser godt ud og sådan noget. Og produkter og
18 interiør. Så kan man fx søger på tags og så kan man se det i alle muligt kontekster. Det synes jeg kan
19 være rimelig fedt.
- 20 Interviewer: Så du har brugt sociale medier til at undersøge et produkt før du har foretaget et køb?
- 21 Respondent: Ja.
- 22 Interviewer: Hvad er så nogle faktorer der er vigtige for dig at vide inden du foretager et køb? Er
23 det andre meninger om produktet eller hvad leder du efter specifikt? Er det anmeldelser?
- 24 Respondent: Ja, så er det nok anmeldelser for at se om der er noget der springer i øjnene. Fx hvis
25 man køber et par tights, så finde ud af om de er squat proff eksempelvis. Hvis man nu ikke har
26 mulighed for at prøve dem, så er det super irriterende at få nogle købt og så de er gennemsigtige når
27 man får dem hjem.
- 28 Interviewer: Har antallet af følgere en betydning for dig hvis du kigger på brands eller lignende?
- 29 Respondent: Nej, overhovedet ikke. Det er ikke noget jeg tænker over.
- 30 Interviewer: Hvad synes du om virksomheder som bruger influencere til at promovere deres
31 produkter?

1 Respondent: Jamen jeg synes egentligt at det er fint nok, til en grænse. Altså det kan godt virke, fx
2 med micro-influencere, så druknet det helt og bliver helt mærkeligt. Det kan jo godt smitte af, hvis
3 ens venner begynder at blive influencere for et eller andet micro brand, så synes jeg at det tager lidt
4 af troværdigheden fra det brand. Men hvis det til gengæld er nogle større brands og influencere, så
5 synes jeg jo at der er noget troværdighed i det.

6 Interviewer: På grund af deres større følgeskare?

7 Respondent: Ja. Man ved det ville påvirke en stor influencere mere hvis det der brand som de
8 arbejder sammen med ikke leverer et ordenligt produkt.

1 Appendix 18 – Respondent 8

- 2 Interviewer: Først skal jeg lige have dig til at sige dit navn, din alder og hvad du laver til hverdag.
- 3 Respondent: Jeg hedder [REDACTED] og jeg er 27år gammel og til dagligt der læser jeg en kandidat i
4 international virksomhedskommunikation og Engelsk.
- 5 Interviewer: I dag er interviewet opdelt i to. Først skal vi snakke lidt om fitnessstøj, og et specifikt
6 brand, og hvilke ting der påvirker dig når du køber fitnessstøj. Men først skal jeg lige spørge om du
7 er medlem i et fitnesscenter?
- 8 Respondent: Ja, det er jeg. Jeg er medlem af Fitness World.
- 9 Interviewer: Ja. Hvilke former for motion dyrker du når du er i fitness?
- 10 Respondent: Primært cardio; løb og crosstrainer og nogle gange step maskine. 40 min og derefter to
11 eller tre styrkeøvelser.
- 12 Interviewer: Okay. Hvor ofte køber du så nyt fitnessstøj?
- 13 Respondent: Jamen det er egentligt meget i periode, når jeg sådan lige synes at jeg står og mangler
14 det eller også hvis der er tilbud på det eller hvis jeg bare ser noget jeg synes er mega fedt i
15 forbindelse med at jeg skal ud og have fat i noget andet.
- 16 Interviewer: Er det altid noget du køber til dig selv eller ønsker du dig det også af andre, fx til jul
17 eller andre højtider?
- 18 Respondent: Jamen jeg har prøvet at ønske mig det nogle gange men tror jeg at min familie er lidt
19 bange for at købe det til mig fordi at jeg er så specifikt ved hvad jeg kan lide og ikke kan lide. Og
20 det tror jeg nogle gange at mine forældre har svært ved at efterleve. Så det er primært noget jeg selv
21 køber, men jeg kan godt finde på at ønske mig det hvis nu jeg lige mangler noget til ønskesedlen.
- 22 Interviewer: Okay. Er det så bestemte mærker du er specifik omkring eller hvordan?
- 23 Respondent: Ja. Det tror jeg at jeg er. Altså jeg har noget fitnessstøj som også er egentligt bare fra
24 Only Play og H&M, men jeg kan rigtigt godt lide Nike i træningstøj og så kan jeg rigtig godt lide
25 Kari Traa. Men generelt noget der sidder sådan til på kroppen. Og gerne t-shirts eller langærmer.
- 26 Interviewer: Okay. Hvad er vigtigt for dig, sådan uover at det skal sidde tæt? Er det meget
27 kvaliteten du er fokuseret på når du er ude og købe nyt fitnessstøj?
- 28 Respondent: Jeg tror at det jeg er meget fokuseret på, det er pasformen. Synes jeg den sidder godt
29 på mig og er den lavet af, altså den må ikke være lavet af bomuld sådan at hvis man så sveder at det
30 ikke er markant på trøjen. Så gerne det der lidt typiske fitness stof, jeg kan ikke lige huske hvad det
31 er for noget materiale, men det der hvor man ikke kan se alle svedpletter.

1 Interviewer: Så spiller prisen måske en så stor en rolle? Det er måske mere hvordan det sidder på
2 dig?

3 Respondent: Altså Jeg ville ønske at jeg var mere prisbevidst når jeg går ud og købe fx fitnessstøj.
4 Men jeg tror også, det er det der med hvis jeg ser noget jeg gerne vil have, så kan jeg godt nogle
5 gange stirre mig lidt blind på prisen og så bare sige at det er en investering. Det plejer jeg at kalde
6 det når jeg går ud og køber lidt for dyrt fitnessstøj.

7 Interviewer: Okay. Handler du så mest i fysiske butikker eller shopper du det også online?

8 Respondent: Jamen jeg handler egentligt mest I fysiske butikker fordi at pasformen er rigtig vigtig
9 for mig, at den sidder ordentligt og at det føles som om at det er noget jeg ikke bliver irriteret over
10 når jeg træner. Så derfor er det rigtig vigtig for mig at få det prøvet på. Ikke sagt at jeg ikke har købt
11 noget af mit fitnessstøj online, men primært i fysiske butikker.

12 Interviewer: Hvor finder du så inspirationen til at købe nyt fitnessstøj? Går du ind i butikkerne og så
13 ser du det eller ser du reklamer eller er det gennem venner? Hvordan finder du frem til det?

14 Respondent: Jeg bliver enorm inspireret af hvad mine venner har på og hvad min omgangskreds har
15 på. Dem i sådan mit nærmiljø. Og det betyder selvfølgelig også at jeg bliver inspireret af venner
16 men også at jeg bliver inspireret af dem der også kommer nede i fitness og hvis jeg sådan scroller
17 igennem Instagram, udforsk, jeg hvis jeg så ser nogle influencere eller sådan noget, hvor jeg synes
18 det ser rigtig pænt ud, jamen så bliver jeg selvfølgelig også inspireret af det. Så lidt vidt omkring.

19 Interviewer: Nu nævner du selv sociale medier, er du blevet inspireret derigennem til at prøve nogle
20 nye former for træning eller motion?

21 Respondent: Jamen primært fordi jeg selv dyrker cardio så bliver jeg nok ikke så påvirket af
22 fitnessøvelser længere men jeg er blevet det. Da jeg fokuserede rigtig meget på, der var et tidspunkt
23 der styrketrænede jeg rigtig meget, og der kunne jeg godt finde på at gemme nogle af de der
24 træningsvideoer ned på min telefon fordi jeg synes det kunne være sjovt at gøre næste gang. Og så
25 ved jeg at dem jeg har trænede med også har gjort det samme, så på den måde er jeg da blevet
26 indirekte påvirket af det.

27 Interviewer: Okay. Følger du så specifikt nogle influencere på sociale medier som har noget know-
28 how omkring fitness eller indenfor den genre?

29 Respondent: Nej, det gør jeg faktisk ikke. Det er sådan mere boligindretning og mad og ikke så
30 meget fitness.

31 Interviewer: Okay. Er der bestemte trends som du har set indenfor fitnessindustrien på sociale
32 medier som du sådan har lagt mærke til?

1 Respondent: Jamen nok lidt det der med at der er kommet enormt meget fokus på the glutes, og så
2 rigtig mange øvelser omkring numse-partiet. Fordi man jo netop har et ideal ligenu der hedder at
3 man skal have en stor fitness numse og generelt øvelser omkring det. Det er nok det nærmeste jeg
4 kan komme på det.

5 Interviewer: Ja. Tager du selv billeder af dig selv eller dine omgivelser når du laver noget i relation
6 til fitness?

7 Respondent: Nej. Det har jeg ikke. Ikke sagt at jeg ikke synes at det kunne være meget sjovt at have
8 sådan nogle billeder, jeg synes da de er sådan lidt powerful nogle gange men når det så er sagt så
9 synes jeg også der er kommet rigtig mange af dem. De der fitness billeder hvor folk ligesom skal
10 vise at de er nede i fitness. Hvor man måske godt kunne ønske sig nogle gange at folk havde et
11 større fokus på at træne når de er dernede, frem for at eksponerer dem selv. Så det er måske blevet
12 lidt klichéer at gøre, lidt ligesom at det er blevet med at tagge sig selv i et opslag inden man skal i
13 fitness. For jeg tror der er rigtig mange der har det sådan at hvis de lige får dokumenteret at de er
14 dernede, så tæller det også i højere grad end hvis man ikke gør det.

15 Interviewer: Så drejer vi os lidt ind på det firma vi skal snakke om, og det hedder Gymshark.
16 Kender du det?

17 Respondent: Ja, jeg har godt hørt om det, også lidt i forbindelse med sociale medier. Der er vidst ret
18 mange kendte der har været inde over det, lige uden at kunne huske hvem specifikt det er.

19 Interviewer: Ja. Hvad kender du til det? Kender du til deres træningsværdier? Hvad ved du sådan
20 om brandet?

21 Respondent: Jeg tror at det er fra USA, sådan lige umildbart. Jeg har sådan måske lidt en ide om
22 hvordan det ser ud.

23 Interviewer: Ja, det var også bare om du vidste hvad de stod for?

24 Respondent: Nej, jeg har lidt en ide om at de måske er mere kendte i USA end det er i Danmark.
25 Uden at vide det.

26 Interviewer: Okay. Kender du nogen der har produkter der fra eller har du selv købt noget der fra?

27 Respondent: Nej, jeg har aldrig selv købt noget derfra. Og jeg kender heller ikke decideret nogle der
28 har noget af det. Jo, måske hende der fra Paradise Hotel. Jeg tror, hun hedder Jasmine.

29 Interviewer: Okay. Er det et brand du sådan er interesseret i at vide mere om eller er det bare sådan
30 at de eksistere men du har ikke brug for at vide mere om dem?

31 Respondent: Jamen både og. Det er jo ikke fordi jeg har haft et mega behov for at gå ind og
32 researche det før, men hvis de laver noget mega fedt træningstøj, eller hvis jeg på et tidspunkt ser

1 nogle jeg bliver inspireret af, eller jeg står og mangler noget, så kunne jeg måske godt forestille mig
2 at jeg ville gå ind og kigge på det. Specielt nu hvor jeg ligesom er blevet reminded om at det er der.
3 Interviewer: Okay. Jamen så kommer vi lidt over til anden del af interviewet, som handler lidt mere
4 om din brug af sociale medier og din holdning til hvad der sker derinde af forskellige initiativer.
5 Men først skal jeg lige spørge dig om hvor meget du bruger sociale medier dagligt?
6 Respondent: Jeg er på derinde, og kigge hver dag. Jeg er ikke sådan totalt hyppig uploader eller
7 aktiv på sociale medier. Men jeg er derinde hver dag.
8 Interviewer: Ja. Hvilket socialt medie tror du at du er mest aktiv på?
9 Respondent: Instagram, tror jeg.
10 Interviewer: Hvad bruger du Instagram til? Er det tidsfordriv eller inspiration eller
11 informationssøgning?
12 Respondent: Det er jo lidt sådan tidsfordriv og søge inspiration. Også lidt det der med at holde øje
13 med, hvad sker der i mine venindes liv, hvad har de oplevet ift. at de jo så uploader derinde.
14 Interviewer: Ja. Vil du sige at der er forskellige formål med de platforme du er aktiv på?
15 Respondent: Ja. Det tror jeg. Jeg tror at Instagram er meget for inspiration, hvor Snapchat fx er
16 mere holde relationer ved lige, fordi man ligesom kommunikere direkte med en person. Hvor
17 Instagram der når du jo lidt ud til en bredere gruppe af mennesker.
18 Interviewer: Men du ligger ikke så mange billeder og opslag op selv?
19 Respondent: Nej, det gør jeg overhovedet ikke. Det er kun hvis der sker noget ekstraordinært som
20 hvis jeg er på ferie eller jeg er ude til en eller anden event, som jeg tænker kunne være super
21 interessant at ligge op. Men jeg kunne aldrig finde på at ligge sådan nogle hverdagsting op, fx min
22 mad eller at jeg har fået en ny trøje. Det skal være noget ekstraordinært før jeg ligger det op.
23 Interviewer: Okay. Kunne du finde på at dele andres opslag på fx Instagram?
24 Respondent: Nej, det har jeg faktisk aldrig gjort.
25 Interviewer: Hvad med sådan kommentarer og likes?
26 Respondent: Like gør jeg, det er også fordi det er så nemt lige at smide et like afsted. Men det er
27 faktisk sjældent at jeg går direkte ned i kommentarfeltet og bruger tid på at formulere det. Også
28 fordi når jeg er på Instagram så slår jeg lidt hjernen fra på en eller anden måde og så scroller man
29 bare, ligesom sådan en vanesag.
30 Interviewer: Hvis nu vi forestiller os at du kommenterer et billede, hvor vigtigt er det så for dig at få
31 en form for respons på din kommentar?

- 1 Respondent: Ja, det er det helt vildt. Jeg går rigtig meget op i det der med når jeg selv ligger et
2 billede op, at der kommer noget respons på det, både i form af likes og kommentarer. Så det er da
3 enormt vigtigt for mig når jeg endelig gør det.
- 4 Interviewer: Okay. Kan du dele de grupper af mennesker du følger på Instagram op?
- 5 Respondent: Jamen jeg følger primært venner og familie, og så mange madbloggere, danske
6 madbloggere, fordi jeg synes at sund mad jo ikke nødvendigvis er det samme i fx USA og
7 Danmark. Så følger jeg folk, kendisser, som jeg bliver inspireret af i deres stil, og så følger jeg
8 følger en enkelt blogger fordi jeg synes hun er dygtig til at skrive. Og så følger jeg boliginteriør
9 blogger. Og det er egentligt sådan at jeg følger de blogger som er det sted jeg selv er i livet. Så fx
10 hvis jeg skal til at have en ny lejlighed så begynder jeg at følger flere boliginteriør blogge for
11 ligesom at blive inspireret. Og hvis jeg laver rigtig meget mad for tiden, så er det madblogge. Så det
12 er rigtig meget de stadier jeg er i livet.
- 13 Interviewer: Følger du nogle reality-stjerner derinde?
- 14 Respondent: Nej, det gør jeg ikke. De interesserer mig ikke rigtig. Jeg ser heller ikke rigtig reality
15 så det er nok derfor.
- 16 Interviewer: Okay. Bruger du sådan sociale medier til at finde informationer så?
- 17 Respondent: Ja. Det gør jeg rigtig meget. Jeg synes det er en god måde at komme lidt bredt
18 omkring.
- 19 Interviewer: Researcher du generelt ting inden du køber dem?
- 20 Respondent: Ja, hvis det er noget nyt så kan jeg godt finde på at researche. Der er nogle ting hvor
21 jeg bare, fx tøj, hvis jeg finder noget jeg kan lide så plejer jeg bare at købe det. Men ift. beauty
22 produkter fx så researcher jeg rigtig meget inden.
- 23 Interviewer: Hvad er så vigtigt for dig at vide? Er det anmeldelser på produkterne eller er det
24 hvordan man ska anvende det? Hvad kigger du efter?
- 25 Respondent: Jeg kigger rigtig meget på om almindelig mennesker synes at de virker. For mig er det
26 rigtig vigtigt at når jeg køber et nyt produkt at det rent faktisk virker. Og der stoler jeg mere på
27 almindelig menneskers vurdering i stedet for en eller anden kendis som skal promovere produktet.
28 Jeg synes så nogle gange at det godt kan være lidt svær at gennemskue om det er ægte kommentarer
29 eller om det er noget som er blevet iscenesat af virksomheden men det er helt klart det jeg kigger
30 efter når det er.
- 31 Interviewer: Okay. Har du så foretaget et køb hvor det har været baseret på noget du har set på
32 sociale medier?

- 1 Respondent: Ja, det har jeg nok helt sikkert kunne jeg forestille mig. Sådan noget som hårkur eller
2 shampoo. Selvbruner. Sådan nogle ting.
- 3 Interviewer: Har antallet af følgere som virksomheden eller influencere som snakker om produktet
4 så en betydning for dig?
- 5 Respondent: Jamen nogle gange så kan man godt studse lidt over om en virksomheder eller
6 influencer som ikke har så mange følgere om de så er ligeså gode som de siger at de er. Det siger
7 nok lidt om troværdigheden. Men det er bare blevet så svært at gennemskue, for har denne person
8 købt følgere, hvordan har de fået følgere, har de haft et bestemt indslag der har givet dem mange
9 følgere. Så jeg synes faktisk det er super svært at navigere i, netop fordi der er kommet så mange
10 forskellige typer af influencere. Både de her meget almindelige mennesker som måske ikke har så
11 mange følgere, og så er der dem der har rigtig mange følgere fordi de måske har været med i
12 Paradise Hotel, men det giver dem jo heller ikke super meget autoritet. Så jeg synes at det er et
13 super svært univers at navigere i.
- 14 Interviewer: Ja. Hvad synes du om virksomheder som bruger influencere til at promovere deres
15 produkter? Har du en holdning til det?
- 16 Respondent: Jamen jeg synes egentlig at det kommer meget an på hvilken type influencer de
17 bruger, om jeg selv synes at den her influencer har autoritet eller ikke. Jeg synes at de virksomheder
18 som bruger Paradise Hotel deltager eller andre reality deltagere influencere, dem synes jeg faktisk
19 for mindre autoritet af det. Så det afspejler rigtig meget hvilke type influencer de bruger.
- 20 Interviewer: Ja. Så det kan både være negativt og positivt at anvende dem?
- 21 Respondent: Det kan det helt sikkert, for deres personlighed og renomme vil jo blive projekteret
22 over på virksomheden. Så det er jo i virkeligheden ret vigtigt at man ikke bare kaster sit produkt ud
23 til alle de influencere man overhovedet på trods af deres renomme osv. men at det ligesom er
24 velovervejet inden at man gør det.

1 Appendix 19 – Respondent 9

2 Interviewer: Først så skal jeg lige have dig til at sig edit navn, din alder og hvad du laver til
3 hverdag.

4 Respondent: Ja. Jeg hedder █ og jeg er 25 år og jeg studerer til social og sundhedsassistent.

5 Interviewer: Ja. Så lige en introduktion til hvad vi skal snakke om i dag. Interviewet det er sådan to
6 delt og først skal vi snakke lidt om fitnessstøj og et specifikt brand. Og sådan hvilke ting der sådan
7 påvirker dig når du shopper efter fitnessstøj. Men først skal jeg lige spørge om du er medlem af et
8 fitnesscenter?

9 Respondent: Ja, jeg er medlem af loop.

10 Interviewer: Ja. Hvilke former for motion dyrker du så når du er i fitness?

11 Respondent: Jeg dyrker mest cardio. Mest cykling eller den der cross trainer.

12 Interviewer: Okay. Hvorfor går du i fitness?

13 Respondent: Både for at tage mig og komme i bedre form.

14 Interviewer: Hvor ofte vil du sige at du køber nyt fitnessstøj?

15 Respondent: Jeg tror ikke jeg har købt nyt fitnessstøj i hvert fald fire år. Jeg bruger det gamle
16 håndboldtøj, du ved. Ikke sådan leggings og sådan noget.

17 Interviewer: Er du noget du har ønsker dig i gave?

18 Respondent: Det er det. Jeg har ønsket mig rigtig meget Nike i fødselsdagsgave. De der leggings og
19 svedtrøjer og sports-bh'er.

20 Interviewer: Er det altid sådan bestemte mærker når du ønsker dig det eller køber det?

21 Respondent: Nej, det er faktisk det jeg lige synes der er pænt, som jeg ønsker mig. Det kan være alt
22 fra Nike til Adidas til Hummel og nogle af de der mærker man ikke helt ved hvad er.

23 Interviewer: Ja. Hvad er sådan vigtigt for dig når du får det her nye fitnessstøj? Er det udseendet eller
24 kvaliteten eller prisen?

25 Respondent: At det sidder rart, og så kan jeg faktisk bedst lide hvis det er helt mørkt. Helt sort. Og
26 når jeg selv køber så er det helt klart prisen jeg går efter.

27 Interviewer: Finder du så inspiration til at købe noget nyt fitness tøj nogle steder? Måske gennem
28 reklamer eller venner eller sociale medier eller hvad det nu kunne være?

29 Respondent: Ja. Jeg synes især Instagram og venner. Der ser man især noget nyt og så får man lyst
30 til at få det.

31 Interviewer: Er du blevet inspireret igennem sociale medier til at prøve noget nyt? Måske et
32 specifikt mærke eller noget andet?

- 1 Respondent: Nej, ikke som jeg lige tænker, nej.
- 2 Interviewer: Hvad med nye træningsformer? Er det noget du har set på sociale medier?
- 3 Respondent: Ja, det er det helt sikkert. Men så ved jeg også at når jeg ser, jeg tænker jeg det kan jeg
- 4 sku ikke finde ud af. Så jeg kommer aldrig i gang med det.
- 5 Interviewer: Følger du selv infuencere på sociale medier som har noget know-how ift. fitness?
- 6 Respondent: Jeg følger en der hedder Mathias og så kan jeg ikke lige huske hvad han mere hedder.
- 7 Han er hvert fald sådan en personlig træner. Og så har jeg også fulgt Gustav (reality kendis). Og så
- 8 ellers så er det mest sådan nogle der taber sig stille og roligt men jeg ved ikke helt om de har styr på
- 9 træningen på den måde, og de er noget uddannet i det.
- 10 Interviewer: Hvor mange af dem tror du du følger?
- 11 Respondent: Jeg følger mange, tror jeg. Hvert fald 20.
- 12 Interviewer: Okay. Er de alle sammen danskere?
- 13 Respondent: Nej. Jeg tror jeg har et par stykker fra England ellers er resten fra Danmark og USA.
- 14 Interviewer: Har de så nogle værdier til fælles som du godt kan lide?
- 15 Respondent: Ja, hvert fald nogle af dem, der er det det der med at man skal gøre det for sig selv, og
- 16 at man skal gøre det i ens eget tempo og man skal ikke tænke på hvad andre gør. Og det med at man
- 17 er god selv om man ikke taber sig.
- 18 Interviewer: Ja. Så det er mere sådan velvære måske?
- 19 Respondent: Ja, det tror jeg mere. De fleste af dem hvert fald.
- 20 Interviewer: Følger du så nogle af dem her over flere platforme? Fx Youtube eller Facebook eller
- 21 noget andet?
- 22 Respondent: Jeg tror ikke på Youtube. Men på Facebook, der følger jeg hvert fald Gustav. Ikke
- 23 nogle af de andre nej.
- 24 Interviewer: Er der nogle sådan bestemte trends indenfor fitness som du har lagt mærke til eller set
- 25 inde på sociale medier eller lagt mærke til oppe i fitnesscenteret eller noget? Både positive eller
- 26 negative?
- 27 Respondent: Altså, jeg synes der er mange hvor det ikke handler om sig selv og at man skal have
- 28 det godt. Der er lidt meget hvor de viser hvordan de træner, og nogle gange fortæller de at man skal
- 29 bare gøre det sådan og sådan og at det er så nemt. Men det synes jeg det er negativt, hvert fald fra
- 30 min side af. Fordi for nogle er det ikke så nemt.
- 31 Interviewer: Har du nogensinde taget billeder af dig selv eller dine omgivelser når du har lavet
- 32 noget sådan i relation til fitness eller motion?

- 1 Respondent: Nej. Kun håndbold billede, men ellers ikke.
- 2 Interviewer: Okay. Så drejer vi os lidt ind på det firma vi skal snakke om i dag. Og det hedder
- 3 Gymshark. Kender du det?
- 4 Respondent: Nej.
- 5 Interviewer: Den anden del her af interviewet det handler om din brug af sociale medier og sådan
- 6 generelt din holdning til initiativer der sker derinde. Der skal jeg først spørge om hvor ofte du tror at
- 7 du burger sociale medier?
- 8 Respondent: Hver dag.
- 9 Interviewer: Hvilke socialt medie tror du at du er mest aktiv på?
- 10 Respondent: Instagram. Det tror jeg.
- 11 Interviewer: Hvorfor tror du at det er den platform du er mest på?
- 12 Respondent: Jamen fordi at jeg synes fx på Facebook, der er kommet mange flere reklamer. Og så
- 13 synes jeg at Instagram er lidt lettere fordi der kan bare rulle videre. Det kan jeg selvfølgelig også på
- 14 Facebook men det er mere... jeg synes der er mange flere på en gang.
- 15 Interviewer: Okay. Hvad bruger du så Instagram til?
- 16 Respondent: Tidsfordriv og til at holde øje med mine venner og veninder.
- 17 Interviewer: Vil du sige at der er forskellige formål med de forskellige platforme du er på?
- 18 Respondent: Ja, altså Snapchat det er jo for at snappe med venner og familie. Fx min familie i
- 19 København, og ikke altid skal ringe og skrive. Så bruger vi den til lige at sende hinanden billeder og
- 20 også nogle løjer og gejl. Og Facebook den bruger jeg mest til at skrive med alle, der ligger jeg ikke
- 21 noget op inde. Det tror jeg at jeg bruger mere end at man skriver en riktig SMS. Og Instagram det er
- 22 for ligger billeder op så folk kan følge med i mit liv.
- 23 Interviewer: Det var faktisk mit næste spørgsmål. Ligger du selv billeder op?
- 24 Respondent: Ja, det gør. Jeg er privat derinde, så det er ikke alle der kan følge mig, så jeg
- 25 godkender kun dem jeg synes der skal have et indblik i mit liv.
- 26 Interviewer: Okay. Kunne du finde på at dele andres opslag? Fx sådan re-poste?
- 27 Respondent: Ja, det tror jeg faktisk jeg har gjort en gang fordi jeg var med i en konkurrence. Ellers
- 28 så gør jeg ikke.
- 29 Interviewer: Hvad med sådan kommentarer og like? Er det noget du benytter dig af?
- 30 Respondent: Ja for søren. Dem kommer der mange af, flest likes men også kommentarer.
- 31 Interviewer: Lad os nu sige at du kommenterer et billede, hvor vigtigt er det så for dig at du får en
- 32 form for respons?

- 1 Respondent: Det kommer nok mest an på hvem det er. Men hvis jeg skriver sådan en kommentar, ej
2 hvor er det et godt billede, så forventer jeg ikke at få et svar. Men skriver jeg nu, hvor er det taget
3 henne?, så regner jeg med at få et svar.
- 4 Interviewer: Kan du opdele hvem du følger i grupper? Jeg tænker sådan familie, venner, måske
5 kendisser?
- 6 Respondent: Ja, venner og så familie. Og så kendisser, og det er alt fra Justin Bieber til Dark Wills.
7 Og så rigtig mange håndboldspillere følger jeg også.
- 8 Interviewer: Følger du nogle reality-stjerne på Instagram?
- 9 Respondent: Ja, det gør jeg. Men så er det fordi at jeg fx synes at de ligger nogle sjove billeder op
10 eller så er de med i noget jeg følger med i på TV. Så er det meget sjovt.
- 11 Interviewer: Hvor stor troværdighed har de så for dig?
- 12 Respondent: Jamen jeg følger dem jo, så lidt har de da. Men det kommer meget an på hvorfor jeg
13 følger dem. Fx følger jeg nogle af dem fra Årgang 0 fordi jeg godt kan lide de ting de poster.
- 14 Interviewer: har du nogensinde brugt sociale medier til at finde informationer? Fx om personer eller
15 steder eller produkter?
- 16 Respondent: Jamen det har jeg da. Til fx at finde ud af om en kendt har et barn eller er gift. Eller
17 hvor den her spiller spiller henne. Og hvad man kan lave i en bestemt by, hvis nu man skal til New
18 York fx
- 19 Interviewer: Hvis vi så snakker lidt mere specifikt produkter. Laver du generelt research inden du
20 køber et nyt produkt?
- 21 Respondent: Nej, det gør jeg ikke.
- 22 Interviewer: Hvilke faktorer er så vigtige for dig at vide inden du foretager et køb? Spiller det en
23 rolle om du har set andres meninger eller hvordan det skal anvendes?
- 24 Respondent: Ja, det gør det. Hvis nu jeg fx kan læse en mascara, hvad andre synes. Så tror jeg at jeg
25 ville tage det mærke frem for noget andet der ikke var kommenteret på.
- 26 Interviewer: Hvor er de her kommentarer henne du ser?
- 27 Respondent: Det er mest på Facebook eller Instagram, hvis der er sådan en reklame oppe omkring
28 det. Så går jeg ind og kigger på kommentarerne. Og eller så er det mest fra venner og familie, hvis
29 jeg spørger dem om et eller andet mærke.
- 30 Interviewer: Okay. Har antallet af følgere en betydning for om du vil følge med? Fx en virksomhed
31 eller influencere?

- 1 Respondent: Nej, det gør det ikke. Hvis jeg synes det er sjovt at følge med hos den person eller det
2 mærke så betyder det ikke noget hvor mange følgere de har.
- 3 Interviewer: Hvad synes du om virksomheder som bruger influencere til at promovere deres
4 produkter?
- 5 Respondent: Jeg synes at det er i orden. Jeg synes at når det bliver gjort på en ordenlig måde og,
6 man kan jo sige at der altid er noget der vil henvende sig mere til en gruppe mennesker end andre
7 men bare det bliver gjort på en ordentlig måde og at det ikke chikanere nogle.
- 8 Interviewer: Er der noget som gør at det er mere troværdigt end ikke, altså for dig?
- 9 Respondent: Jeg kan rigtig godt lide når der er personer der fortæller at de har haft success med det
10 her produkt, så for det mig til at tænke at det er rigtigt det de siger og det kan jeg godt lide.

1 Appendix 20 – Respondent 10

- 2 Interviewer: Først skal jeg lige have dig til at sige dit navn, din alder og hvad du laver til hverdag.
- 3 Respondent: Jeg hedder █, jeg er 23 år gammel og jeg læser til lærer på UCN i Aalborg.
- 4 Interviewer: Okay. Så lidt generelt til hvad vi snakke om i dag, så er interviewet sådan to delt. Først
5 så skal vi snakke lidt om fitnesstøj og et specifikt mærke. Og så om hvilke ting der påvirker den
6 måde du sådan shopper efter fitnesstøj på. Men først skal jeg lige spørge om du er medlem i et
7 fitnesscenter?
- 8 Respondent: Ja, i Fitness World.
- 9 Interviewer: Hvilke former for motion dyrker du når du er i fitness?
- 10 Respondent: Cardio og styrketræning.
- 11 Interviewer: Hvorfor går du i fitness?
- 12 Respondent: Fordi jeg er tyk og skal tabe mig. Og for at få en bedre kondition og for at
13 vedligeholde træningen.
- 14 Interviewer: Okay. Hvor ofte køber du så fitnesstøj?
- 15 Respondent: En gang hver tredje måned vil jeg tro.
- 16 Interviewer: Er det bestemte mærker du så kigger efter?
- 17 Respondent: Ja, for jeg kan bedst lige Adidas og Nike. Jeg har lige købt en ny Nike trøje faktisk.
- 18 Interviewer: Er det altid noget du køber til dig selv eller ønsker du dig også til jul eller andre
19 højtider?
- 20 Respondent: Jeg ønsker mig altid løbebukser når der er jul, for dem gider jeg ikke selv købe.
- 21 Interviewer: Hvordan kan det være?
- 22 Respondent: De er for dyre.
- 23 Interviewer: Hvorfor køber du, nu nævner du Nike og Adidas, hvorfor køber du netop de brands?
- 24 Respondent: Adidas, det er fordi det er de sko der passer bedst til mig og fordi at jeg godt kan lide
25 Adidas busker. Nike det er bare fordi at de har de bedste løbe-trøjer.
- 26 Interviewer: Hvad er vigtigt for dig når du køber nyt fitnesstøj? Nu nævner du prisen før, men hvad
27 med fx kvaliteten eller udseende?
- 28 Respondent: At det skal være rare at have på, for jeg kan godt finde på at købe billige steder, som fx
29 H&M eller Primark. Så længe at det er behageligt.
- 30 Interviewer: Hvem eller hvor finder du så inspiration til at købe fitnesstøj? Er det gennem reklamer
31 eller fjernsynet eller på nettet?
- 32 Respondent: Det finder jeg nok mest i butikker når jeg ser tøjet.

- 1 Interviewer: Så handler du mest i fysiske butikker eller også online?
- 2 Respondent: Nej, mest i fysiske butikker for jeg vil prøve det først.
- 3 Interviewer: Okay. Er du blevet inspireret gennem noget du har set på sociale medier fx til at prøve
- 4 et nyt mærke i relation til fitness?
- 5 Respondent: På Instagram, når man følger de der fitness guruer.
- 6 Interviewer: Hvad med nye træningsformer?
- 7 Respondent: Ja, det er på Instagram og igennem venner.
- 8 Interviewer: Følger du specifikt influencere på Instagram som har noget know-how omkring
- 9 fitness?
- 10 Respondent: Ja.
- 11 Interviewer: Hvor mange?
- 12 Respondent: Én.
- 13 Interviewer: Hvilken nationalitet er det?
- 14 Respondent: Jeg tror hun er fra Sverige, men hun bor vist i Californien. Hun snakker hvert fald
- 15 Engelsk i hendes videoer.
- 16 Interviewer: Hvorfor følger du hende? Har hun nogle værdier du synes der er fede eller?
- 17 Respondent: Det er fordi hun laver mad som jeg godt kan lide at spise. Ikke alt det der veganer
- 18 noget. Og så laver hun mange retter med kylling. Og så træner hun meget ben og jeg kan bedst lige
- 19 at træne ben.
- 20 Interviewer: Okay. Følger du hende på andre platforme end Instagram?
- 21 Respondent: Nej, kun Instagram.
- 22 Interviewer: Har du lagt mærke til nogle bestemte trends du har set indenfor fitnessindustrien?
- 23 Måske oppe i centreret eller på sociale medier? Både positive eller negative?
- 24 Respondent: Ja, det gælder om at have en bubble-butt lige i tiden. Så man skal træne meget ben og
- 25 numse når man er i fitness.
- 26 Interviewer: Tager du selv eller har du nogensinde taget billeder af dig selv eller dine omgivelser
- 27 når du har lavet noget i relation til fitness?
- 28 Respondent: Før og efter billeder. Eller jeg har aldrig taget et efter billede. Jeg tager kun før billeder
- 29 og så starter jeg forfra og tager nye før billeder.
- 30 Interviewer: Har du nogensinde lagt et billede op på sociale medier der har relation til fitness?
- 31 Respondent: Nej, det har jeg ikke.

- 1 Interviewer: Så drejer vi os lidt ind på det firma vi skal snakke lidt om. Det hedder Gymshark.
- 2 Kender du det?
- 3 Respondent: Jeg ved at en af mine veninder har en del tights derfra. Og de laver vist nogle gode
- 4 tights.
- 5 Interviewer: Ja. Har du nogensinde selv købt produkter derfra?
- 6 Respondent: Nej.
- 7 Interviewer: Kender du til deres tilgang til fitness?
- 8 Respondent: Nej. Jeg tror at de laver noget proteinmad også. Jeg ved det ikke.
- 9 Interviewer: Er det et brand du er interesseret i eller er det mest dem du kender som du holder fokus
- 10 på?
- 11 Respondent: Nej, jeg holder mest fokus på dem jeg allerede kender. Altså jeg har været inde og
- 12 kigge på deres løbebusker, men igen, løbebukser det er ikke noget jeg køber selv.
- 13 Interviewer: Nej. Hvad med hende du følger på Instagram? Har du set hende promovere deres
- 14 produkter?
- 15 Respondent: Ja, det gør hun faktisk.
- 16 Interviewer: Hvad hedder hun?
- 17 Respondent: Linn Lowles.
- 18 Interviewer: Så går vi lidt over til den anden del af interviewet. Og der skal vi snakke sådan lidt
- 19 generelt om sociale medier og din brug af det og så din holdning til forskellige initiativer der
- 20 foregår derinde. Men først vil jeg lige spørge, hvor ofte tror du at du bruger sociale medier?
- 21 Respondent: Jamen det ved jeg, det gør jeg tre timer om dagen, for det fortæller min telefon mig
- 22 hver uge.
- 23 Interviewer: Hvilket socialt medie tror du at du er mest aktiv på?
- 24 Respondent: Instagram. Messenger, er det et socialt medie?
- 25 Interviewer: Ja.
- 26 Respondent: Så også Messenger og Snapchat.
- 27 Interviewer: Hvorfor dem?
- 28 Respondent: Snapchat det er fordi det er min primære kommunikationsform og så Messenger med
- 29 alle dem der ikke forstår Snapchat. Instagram, det er fordi det er god tidsfordriv.
- 30 Interviewer: Vil du sige at der er forskellige formål til hvorfor du er aktiv på hver platform?

- 1 Respondent: Ja. Instagram det er mest for billeder. Det er også der jeg ligger billeder op, jeg kunne
2 aldrig finde på at ligge noget op på Facebook. Altså jeg er typen der ikke skifter profil billede mere
3 en hver femte år.
- 4 Interviewer: Du ligger så selv billeder op på Instagram?
- 5 Respondent: Ja.
- 6 Interviewer: Kunne du finde på at dele andres opslag? Altså re-poste?
- 7 Respondent: Det har jeg faktisk lige gjort for første gang nogensinde her den anden dag.
- 8 Interviewer: Okay. Hvad var det i relation til?
- 9 Respondent: Det er fordi at jeg lige har været i USA, og så lagde min veninde en mystery op i New
10 York City. Og så re-postede det. Eller har jeg ikke gjort det. Jeg kunne godt finde på at sende det
11 gennem direct, hvis jeg nu har fundet en sjov meme.
- 12 Interviewer: Hvad med kommentarer og likes? Er det noget du benytter dig af?
- 13 Respondent: Ja. Det handler jo om at få likes, det ved alle. Men jeg er ikke typen der kunne finde på
14 at slette et billede hvis det ikke har fået nok likes.
- 15 Interviewer: Hvad med kommentarer? Kommenterer du på andre billeder?
- 16 Respondent: Ja.
- 17 Interviewer: Hvilken slags billeder?
- 18 Respondent: Det er mest selfies mine veninder har lagt op. Især hvis jeg har hjulpet med at finde
19 selfiet. Så får de også lige en kommentar.
- 20 Interviewer: Kunne du finde på at kommenterer på et billede som ikke var lagt op af en veninde
21 eller et familiemedlem? Måske en kendis eller en influencer eller en virksomhed?
- 22 Respondent: Det tror jeg ikke. Ej, så skulle kunne være hvis man lige skulle tagge et andet
23 menneske, eller hvis man kunne vinde noget. Så tror jeg godt at jeg kunne finde på det. Men det er
24 ikke noget jeg har gjort meget af.
- 25 Interviewer: Okay. Lad os nu sige at du kommenterer på et billede fra en virksomhed eller en
26 blogger eller sådan noget. Hvor vigtigt ville det så være for dig at få en form for respons?
- 27 Respondent: Ikke særligt vigtigt. Men det er også fordi jeg ved at der er mange der kommenterer og
28 de kan ikke svare dem alle sammen. Og jeg går heller ikke ind i debatter og sådan noget.
- 29 Interviewer: Kan du opdele de grupper af mennesker du følger på fx Instagram?
- 30 Respondent: Ja. Venner, sjove kendisser, kendisserne man kan lærer noget af fx fitness nogen, eller
31 nogen der laver mad eller nogen der har en blog man er interesseret i. det er nok dem jeg har. Ej
32 også sådan nogle meme-sider.

- 1 Interviewer: Følger du så også nogle reality-stjerner?
- 2 Respondent: Ja, det gør jeg.
- 3 Interviewer: Synes du at de har meget troværdighed eller hvad synes du?
- 4 Respondent: Det ved jeg ikke. De poster rigtig meget sponsoreret så jeg tror lidt de bare gør det for
- 5 pengene. Fx fulgt jeg en der hedder Nanna der var med i Paradise. Og så lagde hun billede op af
- 6 hårprodukter i en lang periode fra Got 2 Be, men så også alt muligt fra alle mulige andre mærker.
- 7 Og så bliver det bare sådan lidt irriterende. Ligesom om hun bare ligger hvad som helst op og siger
- 8 at det var godt. Så hende stoppede jeg med at følge. Men så fx sådan en som Geggo hun er meget
- 9 mere troværdig for hun vil ikke bare ligge hvad som helst op, det har hun også selv sagt på TV.
- 10 Interviewer: Har du nogensinde brugt sociale medier til at finde informationer?
- 11 Respondent: Ja.
- 12 Interviewer: Hvilke?
- 13 Respondent: Projekter på gymnasium. En gang skrev jeg om spiseforstyrrelser og der brugte jeg i
- 14 hvert fald Instagram til at søge på anoreksi, fordi så kom det op. Så kom der op at det var stødende
- 15 indhold og det passede lige til mit projekt.
- 16 Interviewer: Hvad med ift. et produkt? Det kan være hvilken som helst type produkt.
- 17 Respondent: Ja. Tøj, fordi nu er de begyndt at lave det der med at hvis man ser noget tøj, så kan
- 18 man klikke på det og se prisen og købe det med det samme.
- 19 Interviewer: Researcher du generelt produkter inden du laver et køb?
- 20 Respondent: Ja, det gør jeg. I hvert fald hvis jeg skal købe det online. Så skal jeg vide noget om det
- 21 først.
- 22 Interviewer: Har du så brugt sociale medier til at undersøge et produkt? Måske i form af nogle
- 23 anmeldelser eller tutorials?
- 24 Respondent: Ja, meget. Til M2 Beauty serum. Der har jeg brugt det til at se folks før og efter
- 25 billeder.
- 26 Interviewer: Er det vigtigt for dig at du kan se andre meninger om produktet?
- 27 Respondent: Ja. Også hvis jeg skal købe noget, så ville jeg gå in dog se hvad andre har skrevet om
- 28 det.
- 29 Interviewer: Hvorfor? Hvad betyder det for dig at du kan se andre menneskers mening?
- 30 Respondent: Det betyder jo at jeg kan se at der er andre mennesker der har haft en holdning til det
- 31 her produkt. Og hvis der er et overtal af mennesker der synes at det er et dårligt produkt, så ville jeg
- 32 jo ikke købe det.

- 1 Interviewer: Har du nogensinde foretaget et køb baseret på noget du har set på sociale medier?
- 2 Respondent: Ja. Lige præcis den serum, jeg snakkede om før.
- 3 Interviewer: Har antallet af følgere så en betydning ift. de influencere og virksomheder du følger?
- 4 Respondent: Nej, det tror jeg ikke. Jeg tror godt jeg kunne finde på at følge en der ikke havde så
- 5 mange følgere, hvis det de stod får var nogle af de samme værdier som jeg selv har.
- 6 Interviewer: Okay. Hvad synes du så om virksomheder som bruger de her influencere til at
- 7 promovere deres produkter? Har det en negativ eller positiv effekt på dig?
- 8 Respondent: På mig tror jeg ikke at det har nogen effekt. Bare fordi at der er en kendt som bruger
- 9 de her produkter, så er det ikke ens betydende med at jeg behøver at bruge dem.
- 10 Interviewer: Kan du uddybe lidt med hvad du synes om virksomheder der bruger influencere?
- 11 Respondent: Jamen jeg har jo ikke noget imod det, for det er den verden vi lever i i dag. Og de
- 12 måtte da gerne spørge mig, jeg skulle da nok prøve at promovere deres produkter. Men for mig er
- 13 det mest vigtigt at dem der gør det, de også ligger vægt på at de ikke vil sponsorere ting som ikke har
- 14 nogen virkning. Ift. de der Paradise-kendisser, som bare bliver sponsoreret af alt og ligger alt op. Så
- 15 ignorerer jeg måske lidt hvad de egentligt snakker om. Så tror jeg måske at jeg har det bedre med
- 16 sådan en som Geggo, 1. fordi at hun siger at hun ikke vil gøre og 2. fordi hun siger det også i tv'et.
- 17 Hun vil ikke ligge noget op som hun ikke selv synes virker.
- 18 Interviewer: Så det giver hende lidt mere troværdighed?
- 19 Respondent: Ja, meget.