

An Exploration of the Sustainability and
Value of New Professions Created By
Mcommerce and Scommerce

Sagorika Datta

MCIS

2017

An Exploration of the Sustainability and
Value of New Professions Created By
Mcommerce and Scommerce

Sagorika Datta

A thesis submitted to Auckland University of Technology in partial
fulfilment of the requirements for the degree of
Master of Computer and Information Sciences (MCIS)

2017

School of Engineering, Computer and
Mathematical Sciences
Auckland University of Technology

Copyright

Copyright in text of this thesis rests with the Author. Copies (by any process) either in full, or of extracts, may be made only in accordance with instructions given by the Author and lodged in the library, Auckland University of Technology. Details may be obtained from the Librarian. This page must form part of any such copies made. Further copies (by any process) of copies made in accordance with such instructions may not be made without the permission (in writing) of the Author.

The ownership of any intellectual property rights which may be described in this thesis is vested in the Auckland University of Technology, subject to any prior agreement to the contrary, and may not be made available for use by third parties without the written permission of the University, which will prescribe the terms and conditions of any such agreement.

Further information on the conditions under which disclosures and exploitation may take place is available from the Librarian.

© 2017

Sagorika Datta

Auckland University of Technology

ALL RIGHTS RESERVED

Statement of Originality

“I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person or material which has been accepted for the qualification of any other degree or diploma of a university or other institute of higher learning.”

Yours sincerely,

S Datta

Sagorika Datta

Acknowledgements

‘Help will always be given at Hogwarts to those who ask for it’. This is a quote from one of my favourite books, Harry Potter and the Chamber of Secrets. The reason this quote comes to mind while writing this acknowledgment is because I think that the same, if not more, can be said about the people who supported me at AUT.

Firstly, a huge thanks to my supervisor, Dr. Krassie Petrova. I was extremely lucky to have her; her unconditional support, continual encouragement, remarkable technical prowess, and guidance kept me from faltering when I almost considered giving up. I do not think that I would have been able to even attempt such a study without someone like her by my side. Secondly, I’m thankful for Dr. Robin Hankin’s valuable pointers and direction in our meeting about what, I, someone who was completely inept at statistics, should expect in the quantitative part of my research.

I would additionally like to thank my interview participants, who not only gave me valuable insight, but were excellent conversationalists. Another expression of thanks to the respondents of my survey; even though I do not know who they are, they took time out of their day to fill out the questionnaire and help me with my research. I am hence, indebted to them for their responses.

I am also extremely grateful to my employer, Ms. Rosemary Petersen for being so gracious, understanding and flexible about assigning work shifts, which did not conflict with my thesis’ obligations. Additionally, a massive thanks to my friends Rachita, Snehal, and Karthik for giving me a place to crash for almost a fortnight when my flatmate was ill and thus, preventing me from contracting chicken pox when I was at a very crucial point in my research. I am thankful to my friend Nilam, for pushing me to enjoy myself and taking small breaks off of work (in the first half of the year, anyway) and for the lovely home-cooked meals she made me, and to my friend Surabhi for being the positive shining star in my life. I’m much obliged to my fellow master’s student, Varun, for mutual

venting and rants that kept us sane whilst completing our degree together and to my cousin, Shamik for being another ear that I chewed-off with the venting of my frustrations and tolerating it without complaint. I am, however, mostly grateful for the steadfast support of my friend Manz, who got me through my own times (there were many) of sickness and tears, through sheer will, good wishes and his medical expertise (even though I'm terrible at following his advice).

Lastly, I would like to extend my gratitude to my mom, my grandmother and my aunt, who have always provided me with their enduring love, support and wisdom to get me where I am today. All in all, to everybody mentioned here: thanks for helping me even before I could explicitly ask for assistance!

Abstract

The growing popularity of social commerce (sCommerce) and the recent advances in mobile technology have led to the emergence of the new professions of vlogging, blogging and virtual pop-up store owning, which initially started out as hobbies. The services provided by these new professions have become ubiquitous and are being leveraged by customers from all vocations. Little has been investigated of these professions, how they operate, how they generate revenue for themselves and what they contribute to society. Moreover, the prevalence of vlogs, blogs and virtual pop-up stores and the customer/audience interest they generate have been extensively reported on in the popular media as well as the news. It was thus considered a topic of interest to investigate how the new professionals create and provide value to society as well as the new professionals' intended audience/customers' perceptions about their services' value and sustainability.

The study was undertaken in two parts, the first of which included interviews with new professionals from each field in order to gain their perspective regarding establishing their respective professions and creating value. The outcomes of the qualitative data analysis indicated that not only did the new professionals create value on their own, but that they also co-created value with their customers, peers and some existing, traditionally established professions. The second part of the study involved gaining the perspective of the new professionals' intended audience/customers. A survey questionnaire was published online. The questionnaire was based on the UTAUT2 (the extended unified theory of acceptance of uniform technology) and was informed by the findings of the first part of the study. The survey data results were quantitatively analysed. The findings indicated that customers had a positive perception of the future sustainability of the new professions. It was also found that that customers' intention to use blogging, vlogging and pop-up store owning services in the future may have been predicted by the behavioural

characteristics of hedonic motivation and habit. Additionally, the continual intention to buy products from pop-up stores in future was also affected by price value. The research contributes to the body of knowledge by investigating empirically the value creation and co-creation processes in a context that is yet to attract academic interest. The study also proposes a novel value creation and co-creation framework that draws on the main players' roles and their interactions.

Table of Contents

COPYRIGHT	1
STATEMENT OF ORIGINALITY	2
ACKNOWLEDGEMENTS	3
ABSTRACT	5
LIST OF TABLES	11
LIST OF FIGURES	12
ABBREVIATIONS LIST	14
ETHICS APPROVAL	15
CHAPTER 1: INTRODUCTION	16
1.1 New Professions and Their Use of MCommerce and SCommerce	18
1.2 Research Motivation and Objective	19
1.3 Research Question	20
1.4 Research Approach	20
1.5 Chapter Summary	21
CHAPTER 2: LITERATURE REVIEW	22
2.1 New and Old Professions	22
2.2 Mobile Technology and MCommerce in Traditional Professions	25
2.3 Social Media and SCommerce in Traditional Professions	27
2.3.1 Collaborative Projects	28
2.3.2 Blogs	28
2.3.3 Content Communities	29
2.3.4 Social Networking Sites	30
2.4 Value Co-Creation and the Relationship between Service Providers and Customers	32
2.5 Technology Adoption Models	35
2.6 Chapter Summary	40
CHAPTER 3: METHODOLOGY	41

3.1	Part 1: The New Professionals' Perspective	43
3.1.1	Selecting the Participants	43
3.1.2	Using Semi-Structured Interviews	47
3.1.3	The Interview Guide	47
3.2	Part 2: The Intended Audience's/Customers' Perspective	49
3.2.1	Why conduct a public survey?	49
3.2.2	Why use the UTAUT2 adoption model?	49
3.2.3	Selecting the Survey Participants	53
3.2.4	Survey Instrument and Data Collection	53
3.3	Chapter Summary	54
 CHAPTER 4: PART 1—THE NEW PROFESSIONALS' PERSPECTIVE		55
4.1	Preparing the Data	55
4.2	Coding the Data	56
4.3	Code Mapping	70
4.4	Data Analysis	75
4.4.1	Social Media and SCommerce	76
4.4.2	Mobile Technology and MCommerce	87
4.4.3	Personal Ambition and Incentives	89
4.4.4	Society's Response and Influence	98
4.4.5	New Professional Peer Influence	103
4.5	Chapter Summary	105
 CHAPTER 5: PART 2—THE INTENDED AUDIENCE'S/CUSTOMERS' PERSPECTIVE		107
5.1	Modifying the Questionnaire	107
5.1.1	Eliminated Constructs	107
5.1.2	Social Influence	108
5.1.3	Hedonic Motivation	108
5.1.4	Price Value	109
5.1.5	Habit	109
5.1.6	Participation	110
5.1.7	Continual Intention to Use	111
5.1.8	Actual Use	111
5.1.9	Sustainability	111
5.2	Questionnaire Items	112
5.3	Data Analysis	116
5.3.1	Sample Description	118
5.3.2	Actual Use	121
5.3.3	Participation	123
5.3.4	Sustainability	131
5.3.5	Exploring Sample Characteristics Related to Social Influence, Hedonic Motivation, Habit and Price Value	133
5.3.6	Exploring Possible Significant Predictors of the 'Continual Intention to Use'	139
5.4	Chapter Summary	145

CHAPTER 6: DISCUSSION AND CONCLUSION	146
6.1 Value Creation and Co-Creation in Blogging	147
6.2 Value Creation and Co-Creation in Vlogging	150
6.3 Value Creation and Co-Creation in Pop-Up Store Owning	153
6.4 The Audience's/Customers' Acceptance of the New Professions and their Services	155
6.5 Addressing the Research Questions	157
6.6 Contributions	159
6.7 Limitations and Future Work	160
6.8 Conclusion	162
REFERENCES	165
APPENDICES	178
Appendix A: Ethics Approval	179
Appendix B: Information Sheet for Group A (New Professionals)	181
Appendix B: Information Sheet for Group B (Audience/Customers)	185
Appendix C: Email Invitation for Interviews for Group A (New Professionals)	188
Appendix D: Invitation Advertisement for the Survey for Group B (Audience/Customer)	189
Appendix E: Consent Form for Group A (New Professionals)	190
Appendix F: Indicative Interview Questions for Group A (New Professionals)	192
Appendix G: Survey Questionnaire for Group B (Audience/Customers)	195
Appendix H: Interview Transcripts	208
Appendix H.1: Interview 1—Participant 1 (Food Blogger)	208
Appendix H.2: Interview 2—Participant 2 (Online Apothecary Owner)	222
Appendix H.3: Interview 3—Participant 3 (Comedy And Lifestyle Vlogger)	230
Appendix H.4: Interview 4—Participant 4 (Online Patisserie Owner)	237
Appendix H.5: Interview 5—Participant 5 (Beauty Blogger)	243
Appendix H.6: Interview 6—Participant 6 (Fashion and Lifestyle Vlogger)	251
Appendix I: Coding Appendix	272
Appendix I.1: Descriptive coding for participant 2 (online apothecary owner)	272
Appendix I.2: Descriptive coding for participant 3 (comedy and lifestyle vlogger)	278
Appendix I.3: Descriptive coding for participant 4 (online patisserie owner)	284
Appendix I.4: Descriptive coding for participant 5 (beauty blogger)	290
Appendix I.5: Descriptive coding for participant 6 (fashion and lifestyle vlogger)	296
Appendix J: Assembled Table	308
Appendix K: Factor Analysis (Blogging)	341
Appendix L: Factor Analysis (Vlogging)	351

Appendix M: Factor Analysis (Pop-Up Stores)	361
Appendix N: Correlation Matrices for Continual Intention to Use	371
Appendix O: Multiple Regression (Blogging)	372
Appendix P: Multiple Regression (Vlogging)	374
Appendix Q: Multiple Regression (Pop-Up Store)	376

List of Tables

Table 4.1: Hypothesis coding	58
Table 4.2: Descriptive coding for Participant 1 (food blogger)	61
Table 4.3: Code mapping (1)	71
Table 4.4: Code mapping (2)	74
Table 5.1: Questionnaire items	114
Table 5.2: Response breakdown	117
Table 5.3: Demographics	118
Table 5.4: Rotated component matrix for blogging	138
Table 5.5: Rotated component matrix for vlogging	138
Table 5.6: Rotated component matrix for pop-up store owning	139
Table 5.7: Significant predictors for each new profession	143
Table 5.8: Regression results for blogging	143
Table 5.9: Regression results for vlogging	144
Table 5.10: Regression results for pop-up store owning	144

List of Figures

Figure 2.1: The UTAUT2 model	39
Figure 3.1: The study approach	41
Figure 3.2: Vlogging example (1)	44
Figure 3.3: Vlogging example (2)	44
Figure 3.4: Blogging example (1)	45
Figure 3.5: Blogging example (2)	45
Figure 3.6: Pop-up store owning example (1)	46
Figure 3.7: Pop-up store owning example (2)	46
Figure 4.1: Manual theming process	75
Figure 5.1: Gender distribution	119
Figure 5.2: Age distribution	119
Figure 5.3: Experience (hours of internet usage)	120
Figure 5.4: Actual use across all three professions	122
Figure 5.5: Actual use of the 18-34 demographic	122
Figure 5.6: Positive feedback across all three professions	123
Figure 5.7: Positive feedback predictions in the 18-34 demographic	124
Figure 5.8: Negative feedback across all three professions	125
Figure 5.9: Negative feedback predictions in the 18-34 demographic	126
Figure 5.10: Proactivity across all three professions	127
Figure 5.11: Proactivity prediction in the 18-34 demographic	128
Figure 5.12: Consumer trust across all three professions	130
Figure 5.13: Consumer trust prediction in the 18-34 demographic	131
Figure 5.14: Sustainability across all three professions	132
Figure 5.15: Sustainability predictions in the 18-34 demographic	133
Figure 5.16: Possible predictors of continual intention to use	134

Figure 6.1: Value creation and co-creation in blogging	150
Figure 6.2: Value creation and co-creation in vlogging	151
Figure 6.3: Value creation and co-creation in pop-up store owning	154
Figure 6.4: Linking the new professionals' value creation and co-creation with the audience's/customers' perception and behavioural characteristics	158

Abbreviations List

ANOVA—Analysis of Variance

AU—Actual Use

CI—Continual Intention to Use

DV—Dependent Variable

H—Habit

HM—Hedonic Motivation

IV—Independent Variable

mCommerce—Mobile Commerce

MMS—Multimedia Messaging Service

NF—Negative Feedback

P—Participation

PF—Positive Feedback

PR—Proactivity

PV—Price-Value

S- Sustainability

sCommerce—Social Commerce

SI—Social Influence

SOC—Standard Occupational Classification

SMS—Short Messaging Service

SNS—Social Networking Sites

T—Trust

UB—Use Behaviour

UGC—User Generated Content

UTAUT—Unified Theory of Acceptance of Uniform Technology

UTAUT2—Extended Unified Theory of Acceptance of Uniform Technology

Ethics Approval

Ethical approval to conduct both parts one and two of the study was granted by the Auckland University of Technology Ethics Committee (AUTEC) on April 19, 2016, with the reference number 16/84.

Chapter 1: Introduction

There has been an emergent growth of mCommerce, which is the buying and selling of products and services through mobile devices, has evolved and progressed since its introduction. At the turn of the century, when mobile commerce actually began to gain traction, academics emphasised its significance and the advantages it offered (Clarke III, 2001). With the progression of time and a simultaneous increase in the development and use of mobile devices, industry estimates ten years hence suggested that access to the world wide web through mobile devices would eclipse internet access through grounded computers by 2013 (Gartner Inc., 2010). This forecast was further bolstered by an in-depth, seven-year study on mobile internet access ranging from the year 2007 to 2014 (Meeker, 2014). The culmination was when in the first quarter of 2015, an announcement from Google stated that websites that were not optimised and mobile incompatible would not be featured at the top of their search results and would decline from their previous positions; thereby underscoring the continually evolving prevalence of mCommerce since its advent (Schwartz, 2015). Even businesses cannot function without portable devices. May it be the bring-your-own-device (BYOD) phenomenon (Burt, 2011) or device provisioning by the companies; it appears that mobile devices are an integral part of professional life (Liang, Huang, Yeh, & Lin, 2007).

Social networking sites (SNSs), similar to mobile devices are omnipresent in individuals' daily lives. The world today is filled with digital natives, who according to Lenhart, Purcell, Smith and Zickhur (2010) have not known a time in their lives without the internet, and digital immigrants and aliens who are also gradually increasing their propensity to use digital technology (Kaufman, 2011). There may soon come a day when adolescents will not know a time without social media, because they have been born into an era rife with social networking sites. The growth of these social media outlets has led

to the creation of a subcategory of eCommerce, known as sCommerce. SCommerce uses social media outlets to assist in user communication and interaction for buying and selling services and good online (Kim & Park, 2013).

Social media has become an ingrained part of today's corporate culture with increased interaction and connectivity between the client and the business, (Hanna, Rohm, & Crittenden, 2011) thereby bridging the gap between the stakeholders and customers. In fact, businesses are trying to out-do themselves by using the power of social media to get an edge over their competitors and consequently, offer more lucrative options to their clients (Safco, 2010).

There are many examples in the New Zealand context itself when it comes to the use of social media for businesses. 'Heart of the City', Auckland has a program called 'StoreWatch', advertised on their website and social media pages, through which, each of the over 150 businesses in and around Queen Street is connected with each other through a variety of means, one of the most important of which is texting (Heart of the City Auckland, n.d.a). This inter-connection and 'social network' of businesses has allowed for the apprehension of a variety of shoplifters, the questioning of suspects as well as a reduction in offending (Heart of the City Auckland, n.d.b). Another example is of the social media presence of the New Zealand-owned and operated company, Lewis Road Creamery. Prior to the launch of their new products, they used the majority of their staff, that is, three out of the five present on the floor, for advertising and improving public relations on Facebook, rather than for engaging in their traditional business activities (Perrott, 2015). Furthermore, Better Burger has introduced Instagram competitions, wherein if a customers' Instagram picture of their purchases is re-posted and featured on the official Better Burger Instagram account, then the customer is entitled to a free burger. This feature can be seen advertised in any of their joints once a customer enters, thus allowing the customer to photograph their meal and upload it instantaneously.

1.1 New Professions and Their Use of MCommerce and SCommerce

As shown above, individuals and businesses alike are reliant on mobile devices and social media outlets for both personal and professional use. Due to the impact of mCommerce and sCommerce on businesses, it seems worthy to investigate how much of a positive/negative impact they have on new and upcoming professions (some of which may have not yet been able to bridge the gap between being hobbies to being classified as a socially ‘acceptable’ profession).

It appears that mCommerce and sCommerce have not only facilitated existing professions, but helped create entirely new ones. So what are these new professions? Consider the example of individuals who have devised new occupations for themselves, like Australia’s first professional Instagram photographer, Lauren Beth who gave up her day job as a chef to be part of a profession, which she says she ‘invented’ herself. Her increasing numbers of followers on Instagram have allowed her to make it a new career pathway for herself (Koelma, 2014). Similarly, vloggers on YouTube, who are part of YouTube’s partner program, are gaining numerous followers every day and according to the outlet’s policies, the more the number of subscribers, views on videos and inclusion of advertisements before their videos, the more they get paid (HubPages, 2015).

A survey by Variety magazine in 2014 concurred that teenagers in the United States of America (USA), are more influenced by YouTube stars now than they are by celebrities (Ault, 2014). In fact, because of their huge viewer-base, they are sent products from companies relevant to their vlogging genres to promote and review (Harvey, 2013; HubPages, 2015). There even exist worldwide conferences for these vloggers and the people who consider themselves to be part of this new cultural community, to meet and share ideas, most notable of which is Vidcon, and 2016 will be the seventh year to have this event (“Online video is impossible to pin down,” 2016).

Another new profession considered here is that of bloggers and lifestyle coaches with their own applications, who blog about topics which they are passionate about and thrive in their virtual communities of similar-thinking people who follow their blogs. This is so widespread that like in the case of vlogging, there are huge blogging conferences like the BlogHer15 (Collamer, 2015) where bloggers meet and share ideas. There even exists the phenomenon of microblogging on sites like Twitter for citizen journalism, which entails civilians partaking in reporting topical and observable news around them (Bruns, Highfield, & Lind, 2012).

There is also another category of new professionals that include virtual pop-up storeowners. Traditionally established businesses already sell and advertise their goods and service on social media; however, these new professionals are sellers of goods and services not on a large scale, but through social media sites like Facebook, Instagram or Etsy (Talbot, 2015; Wong, 2016). For instance, these can include handmade products like jewellery, other accessories, online bakeries or any other product that an individual may want to sell from the confines of their home through social media.

1.2 Research Motivation and Objective

Because of the emergence of these new professions, which appear to be created in conjunction with mCommerce and sCommerce, an increasing number of people have started becoming new professionals who establish their businesses on social media and have gradually had an increase in their viewership/customer base (London, 2015). Hence, it is of interest to investigate the phenomenon of these emerging professions and find out whether the professions are sustainable or not, if they are a temporary phenomenon or a form of sustainable commerce.

This research aims to identify the value of the services offered by the new professionals as perceived by the members of the public and the new professionals

themselves, as a measure of their sustainability. Moreover, this study may serve to enlighten that part of the public and society that is unaware of the new trends in mCommerce and sCommerce.

1.3 Research Question

Due to the nature of the research questions, it is necessary to understand the perspectives of both the new professionals as well as their intended audience/customer base to analyse the current workings and the probable long-term success of the professions along with their perceived value in the eyes of the public. This research addresses the objectives formulated above by answering the following two research questions:

- 1) How do the new professionals leverage mobile technology and social media to create value?
- 2) How do the intended audience/customers of these new professions perceive their services?

This research is an exploratory study of the sustainability and value of the new professions, more specifically vlogging, blogging and virtual pop-up store owning which have come into existence due to the development of social media and mobile technology.

1.4 Research Approach

For this study, the perspective of the new professionals themselves is needed for information about the intricacies of their profession and how they are trying to ingrain themselves into society and thus gain value, as well as the vox populi of the populace regarding their perception of these vocations and possible social acceptance. It follows from here that the research will have to be twofold: gaining the point of view of both the formerly mentioned groups to attain the results.

In order to answer the first question, the new professionals will be interviewed and the interview data will be qualitatively analysed. To address the second research question, a questionnaire will be posted online. The questionnaire will be informed by existent research with results in the area of value creation and co-creation, technology adoption, and by the findings of the qualitative analysis of the interviews. It is hoped that this study would provide a holistic assessment of these new professionals, their inculcation into society, the value they add and derive, as well as help predict a possible future scenario in terms of their long-liveability in society.

1.5 Chapter Summary

This chapter introduces the topic, formulates the research objective and questions and outlines the research approach. In summary, the aim of this study is to find out if the new professions are permanent, that is, sustainable, by identifying the value they gain from and provide to society, as well as by investigating the efforts of the new professionals to establish themselves. This can be done by answering the two research questions by means of a mixed method research approach.

Chapter 2: Literature Review

This study attempts to add to the body of knowledge about the classification of professions that have arisen through changes in technology and the evolving needs of customers. Some new professions have been created whereas some have become redundant through the ages. Due to the exploratory nature of the research and the availability of little pre-existing literature, this literature review attempts to surmise what factors are currently in play in the field of the new professions, which have arisen through a combination of social media and mobile technology, by picking up broader elements that are considered to be relevant to this study. Further, it is expected that the findings of this study would then contribute to more specific elements, which may be used to fill the gaps in the existing knowledge base about the new professionals.

The literature review is structured into five parts, the first of which describes the classification of professions through the ages. The second and third sections describe the use of mobile technology and social media by professions and their possible advantages. The fourth part depicts the relationship between customers and service providers and the fifth describes the usage of and types of adoption models relevant for this study.

2.1 New and Old Professions

The classification and social ranking of professions are not just a contemporary phenomenon. Consider the example of ancient India where the caste system divided sections of people, with people of specific castes and their future progeny being relegated to particular occupations (Ghurye, 1969).

Ranking occupations according to social prestige was first reportedly done by Counts in 1925 (as cited in Deeg & Paterson, 1947). Deeg and Paterson themselves decided to

undertake a study similar to that of Counts', post-World War II and the depression; wherein they assessed the mentioned events' effects on occupations, their redistribution, and their rankings. Therein, they mention the inherent biases among people that led to the perception of certain professions as being greater than others. This study was replicated multiple times by Hakel, Hollmen and Dunette in 1968 and then by Braun and Bayer in 1973. They considered black and white participants of similar stature in terms of age, sex, and socioeconomic status and analysed their perceptions of different occupations assuming their views to be different because of the dissimilarity in their races (as cited in Plata, 1975). It was observed that the public perception of occupations remained virtually unchanged throughout all these years. Plata himself undertook a similar study with Mexican-American and Anglo subjects, assuming that the former group would have different insights than the latter, but apart from minor changes with some professions moving up a few ranks and others going down a few, the results were the same.

In today's more recent times, government agencies undertake the recognition and classification of professions. For instance, the United States Department of Labor has a Bureau of Labor Statistics which implements the Standard Occupational Classification (SOC) to categorise workers into separate professions for assembly, calculation and distribution of data (Bureau of Labor Statistics, n.d.). This is done by classifying professions into broad categories that encompass major groups, which further include minor groups. The Bureau of Labor Statistics' most recent SOC was in 2010 and the 2018 revision process is currently underway. In this study, the occupations which are included in the 2010 SOC will be deemed 'old' professions, and henceforth be referred to as 'traditional' or 'existing' professions. This is because, as evidenced by their inclusion in this classification, it indicates that they have already been recognised by and accepted into society.

According to Crosby (2002), “a new occupation usually is identified as one that is not included in the most current occupational classification system” and “an emerging occupation is one that has small employment numbers but is expected to get larger in the future” (p. 20). Crosby further states with examples how new professions usually emerge when businesses need people to do tasks which have never/rarely been carried out before. Common causes for the advent and creation of new occupations can be either one or a combination of factors. Changing technology is one such factor. An example exhibiting this is the time when the advent of the internet and the boom in eCommerce called for workers who were adept at working on the internet, which was not a common skill at the time of the technology’s initial introduction. New laws like changing criminal legislations have led to the creation of new jobs like that of restitution professionals and lawyers specific to certain victims, witnesses, and people who are under-age. Increased immigration and cross-country trade have led to the creation of translators as an occupation and the increased awareness for the care of the elderly has led to the emergence of more workers and caregivers in the geriatric field. Another common cause for the advent of new professions mentioned by Crosby includes higher levels of education because more education leads to more research and discoveries which may then require newer employees with specialised skills pertaining to the new discoveries being made. Another reason is business trends; for instance, when specific focus on trends like change management and incident management called for the need of enterprise architects. Shifts in customer needs and tastes are also pertinent and are evident in the cases of the proliferation of mobile devices in public and the increased use of internet on those devices which called for the creation of mobile-optimised websites.

In the abovementioned 2010 SOC, bloggers, vloggers, and virtual pop-up storeowners were not recognised as occupations (Bureau of Labor Statistics, 2009). Hence, according to Crosby’s definition, they can be classified as new professions. It remains to be further

investigated during the course of this study whether they also fall into the bracket of emerging professions as defined by her.

2.2 Mobile Technology and MCommerce in Traditional Professions

MCommerce is a subset of eCommerce that entails using mobile devices to buy or sell products and services. Mobile devices may include gadgets such as smartphones, tablets, and personal digital assistants (PDAs). In the initial years when mCommerce had only just been introduced, the reasons given for its minimal adoption was because of the relatively small size of the screen in mobile devices, high costs, limited speeds, clunky interfaces with unsupported applications/websites and a fear of security (Anil, Ting, Moe, & Jonathan, 2003; Lee & Benbasat, 2003; Vasileiadis, 2014). However, due to advances in technology and subsequent improvements in mobile devices (including their interfaces) and the added benefits of accessibility, portability, and location-awareness, adoption has increased drastically (Akturan & Tezcan, 2012; Nayebi, Desharnais & Abran, 2012).

There were multiple predictions that suggested that internet usage on mobile devices would exceed its usage on desktops (Meeker, 2014). Subsequently, a report by comScore (2014) corroborated these predictions by indicating that digital media consumption in mobile applications has indeed surpassed that of desktops in the US.

Furthermore, research done by Message Systems indicates that 91% of adults have their mobile devices within reach 24/7 and view it approximately 150 times daily (Santa Ana, 2013). The study further states that businesses use mobile technology for marketing purposes, with approximately 43% already doing it in 2012 and another 25% expected to start within a year, which should have come to pass already. According to Santa Ana (2013), businesses most prevalently use short messaging services (SMS), multimedia messaging services (MMS) and push notifications to increase their outreach to customers and try to attract them by using these channels to provide offers like flash sales, coupons,

bundled package promotions and freebies. He further states that the benefits of doing this are both to the businesses and the customers because of personalised interaction and communication, specific and customised marketing, instantaneous messaging capabilities, the potential for explosive and viral campaigns, cost-effectiveness, and more importantly, based on permission given by the customers.

Responsive web design and designing for reuse has become a prominent phenomenon owing to the above-mentioned increase in the benefits of and consequent adoption of mCommerce; thus enriching user experience by creating mobile optimised sites (Gardner, 2011).

Consequently, mCommerce has become so prominent that many businesses have eliminated mobile websites altogether and when customers attempt to access their companies' websites using mobile devices; they are just redirected to a download link for their mobile application. Examples of businesses incorporating this are shopping sites like Flipkart and Myntra, who try to entice customers to download their applications by offering special discounts and offers. Another example is the separation of Facebook's messaging service, 'Messenger' from its parent mobile application to a standalone application, which according to the company, was done to enable the best user experience (Chowdhry, 2014). Speculations, however, indicate that the underlying motive was for Facebook to have another platform where it could access its users (Gibbs, 2016). Regardless, the future of mCommerce appears to be significant, with more future-growth according to Bughin, Chui and Manyika (2013), who state that the buying and selling of goods and services will be more easily facilitated because of the exponential growth in mCommerce.

2.3 Social Media and SCommerce in Traditional Professions

Social Media is a set of internet applications with the underlying principles and idea of Web 2.0 that also includes User Generated Content (UGC) (Kaplan & Haenlein, 2010). Social commerce or sCommerce, on the other hand, “encompasses the transactional, search, and marketing components of social media” (Qualman, 2010, p. 89). Qualman suggests that through social media, the public thinks that their peers’ judgement and appraisal of things is worth more than any third party or advertisement.

According to recent research, customer complaints and reviews are of heightened importance in today’s era as compared to before the age of social media, where for instance, people are adept at rightfully calling out unfair practices by companies and their complaints are actually getting fruition (Aula, 2010). A quick online search about a company reveals not only the company’s webpage, but even probable negative incidents associated with the company, which the company may have no control to quell (Qualman, 2010). For example, when one used to google the makeup brand ‘Lime Crime’, in the first page of the results, along with the various websites and social media pages associated with the brand there were also various reports of FDA warnings subjected to the company for unsafe lipstick ingredients (Department of Health and Human Services, 2015). Even though now (in 2016), the first page of the search results does not display the scandal, the ‘searches related to’ section at the bottom of the page list the ‘Lime Crime makeup controversy’ in the first position.

Hence, instead of the previous practice of internet-based complaints not getting much traction, nowadays companies are metamorphosing and attempting to address customer complaints through social media (Smith, 2009; Qualman, 2010). According to Smith (2009) and Qualman (2010), this is done not in a way that is just ‘marketing’, but instead, trying to connect on another level with the customer and heeding their feedback

to make real changes, with companies not listening to consumers on social media getting increasing left behind.

According to Kaplan and Haenlein (2010), businesses and companies use social media in various forms to their advantage including collaborative projects, blogs, content communities, and social networking sites. Each social media outlet has its own unique aspect, which can be integrated with the business while keeping in mind the business strategy and vision (Cohn, 2015).

2.3.1 Collaborative Projects

Collaborative projects include wikis (websites that allow users to make modifications to entries) about certain companies and businesses, which as stated, can be edited by multiple sources (Belden, 2013). As further explained by Kaplan and Haenlein (2010), there are also cooperative projects which include internal communications between employees, like in the case of enterprise social networks in companies, wherein the employees can participate in the chatter when collaborating in assignments (DiMicco, Geyer, Millen, Dugan, & Brownholtz, 2009).

2.3.2 Blogs

A blog is a web page that may serve as a freely available personal diary (Blood, 2002). It can be used to convey private, public, political and marketable information. In the case of blogs, businesses have resorted to more than individual simple text-based blogs. Companies have their own corporate blogs which may be run by an individual employee or a group of employees. In many instances, chief executive officers (CEOs) have their personal blogs as well (Lee, Hwang & Lee, 2006). For instance, the corporate blogs of Sun Microsystems and IBM are very popular. Employee blogging is also encouraged and valued by the companies (Cox, Martinez & Quinlan, 2008). The increased prevalence of

microblogging is also an interesting phenomenon, wherein employees in companies or sometimes even externally outsourced organisations handle the usage of sites like Twitter, which uses 140 characters to inform their followers about certain innovations, updates or even about the daily goings-on in their corporation; thus maintaining a social media presence (Crawford, 2009).

2.3.3 Content Communities

Content communities online include owned social media (a brand's own page); examples of which include image hosting sites like Instagram or Flickr, video sharing sites like YouTube and presentations stored on websites like Slide Share (Belden, 2013; Qualman, 2010). Communities may even include sites specific to a company's needs. These help garner customer loyalty and the better recognition of the needs of the customer and the nature of their problems (Armstrong & Hagel, 2000). Armstrong and Hagel (2000), also go on to describe the types of communities, for instance, communities of transaction that help purchase or sell items or services. Similarly, communities of interest include catering to common areas of interest. Communities of fantasy include facilitating the creation of virtual identities and personas; and lastly, communities of relationships are centred on personal experiences and making connections through those. Depending on the kind of industry that they are in, companies tend to share content through the above-mentioned communities. Whittaker's New Zealand have an Instagram page that they claim is the community's first ever fully chocolate-based Instagram, wherein they sketch drawings using Whittaker's chocolate bars (StopPress Team, 2015). Companies like Apple and Salesforce.com have their own YouTube channels where they upload videos of new product unveilings and parts of their 'Dreamforce' conventions respectively for their customer base to watch (Dietrick, 2014). Moreover, companies also use viral YouTube videos created by individuals to inculcate into their advertisement campaigns to

promulgate their own products and services (Qualman, 2010). Another example of establishments working with content communities is of television broadcasting networks having their own channels on social media outlets like YouTube and showing clips and promos of their shows to create interest and attract more viewers to their network (Patel, 2014).

2.3.4 Social Networking Sites

Rating and reviewing businesses on their Facebook pages is a norm for many Facebook users ever since the rating and review system and a variety of other social plugin options like 'Like', 'Connect' and 'Location' were introduced to Facebook (Harris & Dennis, 2011). In fact, there are specific social networking sites like Zomato, where people are allowed to rate and review restaurants and eateries and on the same note, there exist sites like Yelp that allow customers to rate and review not just restaurants, but any kind of establishment (Luca, 2011).

Nowadays news stories find the public instead of the public actively seeking out the morning and evening news or newspapers (Qualman, 2010). There exist separate genre-specific Facebook pages of magazines and news outlets, apart from the main page of the organisation. This is analogous to what one would expect to find in the physical copies of magazines or newspapers, wherein each has different sections such as politics, sports and entertainment, or has different editions on different days of the week. A good example is that of the New Zealand Herald that has its own Facebook page and subsequently also has subsidiary pages affiliated to the main page like the Herald Life or the Herald on Sunday among many others.

Additionally, companies also organise contests and giveaways on social media for publicity, customer interest and goodwill (Qualman, 2010). A recent example of this is LoveMyMakeup's promotion on Facebook of a \$500 gift hamper that they put up for

grabs for anyone who attended their new store's opening in a leading Auckland mall in New Zealand. This may indicate that their aim was to increase the number of shoppers on opening day as well as to create awareness about the opening of a new store through the publicity generated on social media.

Social media usage is not just relegated to companies; in fact, political campaigns have also used grass-root social media to engage with the voters and electorate, consequently translating an online campaign into an on-ground campaign. A good example of this is the Obama campaign against McCain, where the former had far more engagement and a larger social media following as compared to the latter (Qualman, 2010; Cogburn & Espinoza-Vasquez, 2011).

Social media outlets also help companies hire or terminate employees. There is an elimination of 'social schizophrenia', a phenomenon where an individual is split between their work and personal life personas, wherein the individual is more inclined to converge the identities of his/her work and personal life into a single personality (Qualman, 2010). This is done through companies vetting social media profiles of new hires through professional networks like LinkedIn and Craigslist, along with their other social media profiles. Additionally, companies can fire employees who have directly or indirectly maligned the company's reputation in some way or another on social media (Sánchez Abril, Levin & Del Riego, 2012).

According to Qualman (2010), certain companies also tend to take advantage of newer social media outlets by using them to indulge in pre-emptive strikes in terms of advertisements and publicity campaigns. An example of this is New Zealand Transport Agency's (NZTA) campaign with the then newly popular Snapchat to act as a deterrent to driving under the influence of drugs (Gulliver, 2014).

2.4 Value Co-Creation and the Relationship between Service Providers and Customers

For a business, creating value entails behaviour that attempts to increase revenue and profits in the form of improving the value of the products, services and even the business in its totality. Initially, the process of communication among businesses and clients was not perceived as a form of value co-creation. Deciding the content of the product/service and its worth was asymmetrical and aligned more so on the business's side. The business decided the value and the customer had the choice to accept it or reject it and if they accepted it, they paid for the face value of the product, which may not have been customised for their specific needs; overall, it was a goods-dominant industry (Vargo, Maglio & Akaka, 2008). However, in recent times, the creation of value is not just relegated to the service provider.

Value co-creation is a symbiotic relationship for creating value together between the consumer and the provider. It helps promote mutual benefit. For the customers', this is done through customised and exclusive services for them, thereby propagating value-in-use. For the service providers, this is related to continual profits and increasing the knowledge base that enables better understanding of the market and improves developmental drivers for the company itself. This entails better customer relationship management, more brand loyalty and the retention of old customers and the attraction of new ones through good reviews from existing ones. Value co-creation is a double edged sword because it not only enables the customers to best leverage what the service provider offers in terms of fulfilling their personal needs, but also helps the company itself grow, gain more value in the form of revenue and stakeholder interest along with better direction in terms of where to focus their next business venture/product/service.

There is a notable trend of shifting control in creating value from the service provider to the customer, thereby balancing the scale. Customer empowerment comes in

the form of more control to the customer in terms of getting the products and services that they want from the company. In-customer interaction and word of mouth, wherein customers review and communicate with each other about the services of the company, are major factors that decide the value of the business and whether their goods are worth buying.

Customers can find out the perception of the services offered by a company by fellow customers, merely through an online search. 'Hashtags' on social media outlets like Twitter, Facebook and Instagram allow a consumer to see what their peers are saying about the services offered by the company. Websites like Zomato, Yelp and TripAdvisor are solely built on rating and reviewing businesses by customers.

According to Prahalad and Ramaswamy (2004b) and Vargo et al. (2008), the transition from static to dynamic interaction between customers and service providers is apparent in recent times. This entails a more personalised and customised experience for the customers who are now unsatisfied with an asymmetrical form of communication with their service providers, wherein they get to say just yes or no to the services provided. Instead, there is the existence of an informed and insightful customer base, who want to have more of a say in the kind of products and services that they want.

Because of the waning of service-dominance, customers have the ability to search for the best service customised for their own specific requirements. This leads to an era of intelligent and informed customers and a shift from the traditional to a more interactive scenario, where customers make more context-based choices. This further leads to brand loyalty based on not just the products offered by the company, but the overall experience and level of engagement.

The Experience Economy was touched upon as early as 1998 by Pine and Gilmore, wherein they highlighted how customers do not mind paying an inflated price for the company's service that includes experience, because customers today value

experience more than price. Conversely, for the company, creating a profitable service includes creating a valuable experience for which the customer is willing to pay. It is a shift from the commoditisation to the differentiation of goods and services offered by companies, where experience is vital in the differentiation aspect.

Customers today are not passive entities, but rather, active participants in every way. Case in point is how Nike engages in active interaction with its customers, addresses their issues and allows customers to customise their shoes by selecting its colours and design (Ramaswamy, 2008). Similarly, Starbucks launched the 'My Starbucks Idea' platform, where customers presented their views about the company's practices and gave new ideas regarding future steps that the company should take (Sindhwani & Ahuja, 2014). Most recently, they created a holiday-cup design competition to improve customer experience amidst multiple customer complaints from last year's designs. In this way, customers of the merchandise are involved in the very creation of the goods, thereby promoting a fulfilling experience with the company because of their personal insight. This independence and mutual trust promote brand loyalty from the customer front. It is a case of addressing the needs 'of the customers, for the customers and in part, by the customers themselves'.

Co-creation however, does not entail relinquishing full control to the customer: Nike still has the same shoe styles but allows the customer to select designs out of templates, similarly Starbucks still has the same type of cups but the art is different. The key is to consistently understand the customers' perspective, and in the case of these examples (of Starbucks and Nike), help base their creativity around it.

Co-creation also requires effective interaction between the corporation and the consumer. According to Prahalad and Ramaswamy (2004a), for successful value co-creation, it is essential that there is a proper dialogue among the consumer and service provider. For the purposes of said dialogue, there should be a mutual understanding of

the needs and actions of each party and that leads to a requirement of exchange of information between the service provider and consumer. This especially involves availability of more data, access to relevant details by the customer base, and an assurance of transparency from the provider. It is conditional that no false information be provided to either party, as misinformation can lead to the service provider not meeting the customers' perceived expectations and the customer being disappointed. As a result, the real risks and corresponding benefits of the goods/service being supplied will not be able to be appraised and the co-creation process will fail. As seen in Section 2.3 and earlier in this section, social networks help promote this transparent dialogue and improve communication between the service providers and customers. This, in turn, helps empower customers and ultimately leads to a mutually beneficial value co-creation process.

2.5 Technology Adoption Models

In current information systems literature, acceptance and adoption of technologies by their intended customers is considered an extremely established research sector (Hu, Chau, Sheng & Tam, 1999; Venkatesh, Morris, Davis & Davis, 2003). In fact, it has been studied and even applied by academics and practitioners alike (e.g. Carlsson, Carlsson, Hyvonen, Puhakainen, & Walden, 2006; Gruzd, Staves, & Wilk, 2012; Pardamean & Susanto, 2012).

The decision to use aspects of an acceptance model for this research was also based on the fact that this is an investigation of the probable adoption and inculcation of new vocations, which have otherwise been hobbies, into society. These new occupations involve active consumer participation and value co-creation (as seen in Section 2.4). Hence, to evaluate the continual intention to use the services provided by these new professions, the intended audience's/customers' opinion on their acceptance is vital to

validate the results of the research, as pointed out by several academics (Benbasat & Barki, 2007; Venkatesh, Davis, & Morris, 2007).

Subsequently, an extensive perusal of various acceptance models was done. This included models that analysed user behaviour like the Theory of Reasoned Action by Sheppard, Hartwick and Warshaw (1988) and the Motivational Model, which explained intrinsic and extrinsic motivation by Vallerand (1997) or merely the acceptance of new technology (Davis, 1989; Davis, Bagozzi, & Warshaw, 1989; Venkatesh & Davis, 2000).

Venkatesh et al. (2003) formulated the Unified Theory of Acceptance of Uniform Technology (UTAUT) model to create a unified theory that could be used for acceptance of technology, so as to try to assuage the dilemma faced by researchers when attempting to select an acceptance model. For doing that, they first evaluated major acceptance models and theories with bases in psychology, sociology as well as information systems and extrapolated constructs from them that they thought were most appropriate to merge and subsequently create a uniform model.

More recently, Venkatesh, Thong and Xu (2012) developed the extended UTAUT (UTAUT2) by reviewing literature based on the existing use of the UTAUT by academics and finding common patterns and lacking areas. They added three more constructs in addition to the previously established constructs to the original UTAUT. This was because the UTAUT was initially developed to be used in the context of employee technology acceptance, whereas, the UTAUT2 focused on further investigating factors that would apply to the context of a consumer's use of technology. In the UTAUT2, the original UTAUT constructs got slightly altered definitions and three additional new constructs were defined.

Performance expectancy was defined as the extent to which using a system or technology would be advantageous to the customers in performing certain activities. The impact of an individual's performance and its improvement is vital in most organisations

as exhibited in studies by Aguinis, Joo and Gottfredson (2011) and Gruman and Saks (2011), which try to propose strategies for performance engagement. In fact, research by Šumak, Polancic and Hericko (2010) suggested the significant positive impact of performance expectancy on the adoption of a virtual learning environment by students.

Effort expectancy was defined as the magnitude of ease allied with the customers' use of a system/technology. Research by Kurzban, Duckworth, Kable and Myers (2013), noted relationships between subjective efforts expelled and tasks performed, leading to the creation of an opportunity cost model based on this phenomenon. In the context of technology adoption, an example of the significant positive influence of effort expectancy was its influence among other factors on the use behaviour of e-government facilities in Saudi Arabia (Alshehri, Drew, Alhussain, & Alghamdi, 2012).

Social influence was defined as the magnitude to which the customers assumed that people who were important to them such as, family, peers and mates emphasised on leveraging/adopting a specific system or technology. Studies based on conformity and normative social influences indicated that individuals accepted or agreed with information which they perceived to be the social norm or which the majority of people around them agreed with. For instance, one of the early but effectively known experiments by Burnkrant and Cousineau (1975) indicated that their subjects' positive perception of a product was influenced by the favourable evaluation of the people who reviewed the product before them. More recently, normative social influence was found to be a powerful persuader even though respondents in a survey in the study conducted by Nolan, Schultz, Cialdini, Goldstein and Griskevicius (2008) rated norms to be least important to them.

Facilitating conditions included the customers' belief that there existed equipment and measures which enabled them to perform certain tasks, like the adoption of a new technology, for instance. An example of this is research done by Teo (2010) on the

significant effect of facilitating conditions on the adoption of technology by pre-service teachers.

The first new construct in the UTAUT2 which differed from the original UTAUT is hedonic motivation, which was defined as the fun or pleasure derived from using a technology, and it has been shown to play an important role in determining technology acceptance and use. The effect of hedonic motivation on tasks such as shopping (which is one of the main sources of value for pop-up store owners) has been investigated thoroughly and been associated positively (that is, hedonic motivation leads to an increase in shopping) in many studies (Beatty & Ferrell, 1998; Yim, Yoo, Sauer, & Seo, 2014). In fact, customers have even been classified to have different hedonic motivational profiles (Arnold & Reynolds, 2003).

The second new construct introduced in the UTAUT2 was price value, which was an important differentiator between the consumer-use setting and the organisational-use setting, where the UTAUT was developed. This was because mostly, it is customers who have to endure the financial cost of using the technology, as opposed to employees of the company who may usually not have to. Thus, the price and evaluating system may possibly affect the customer base's usage. As cited in Venkatesh et al. (2012), at a good price and comparative value gained, people tend to leverage goods and services more as witnessed by research in China about SMSs. When the price of sending SMSs went down, the people started sending those more.

The third and final new construct presented in the UTAUT2 was habit, whose one definition is the extent to which people tend to perform behaviours automatically because of learning. Habit also equates with automaticity similarly (first, habit is viewed as prior behaviour and second, habit is measured as the extent to which an individual believes the behaviour to be automatic). More specifically, according to Venkatesh et al. (2012) and research cited within, stronger habit will lead to a stored intention that in turn will

influence behaviour. Moreover, the triggering of the habit and the response to stimuli that is also the ‘habit’ itself plays an important role in the level of intention and in turn, the use behaviour. Similar to the original UTAUT model by Venkatesh et al. (2003), behavioural intention and use behaviour were retained to check for the consumer’s intention to use technology and their corresponding actual usage. Furthermore, existing relationship moderators like age, gender and experience were kept intact, whereas voluntariness of use was dropped to further refine the UTAUT2 to better suit consumer IT. Figure 2.2 exhibits the UTAUT2 model.

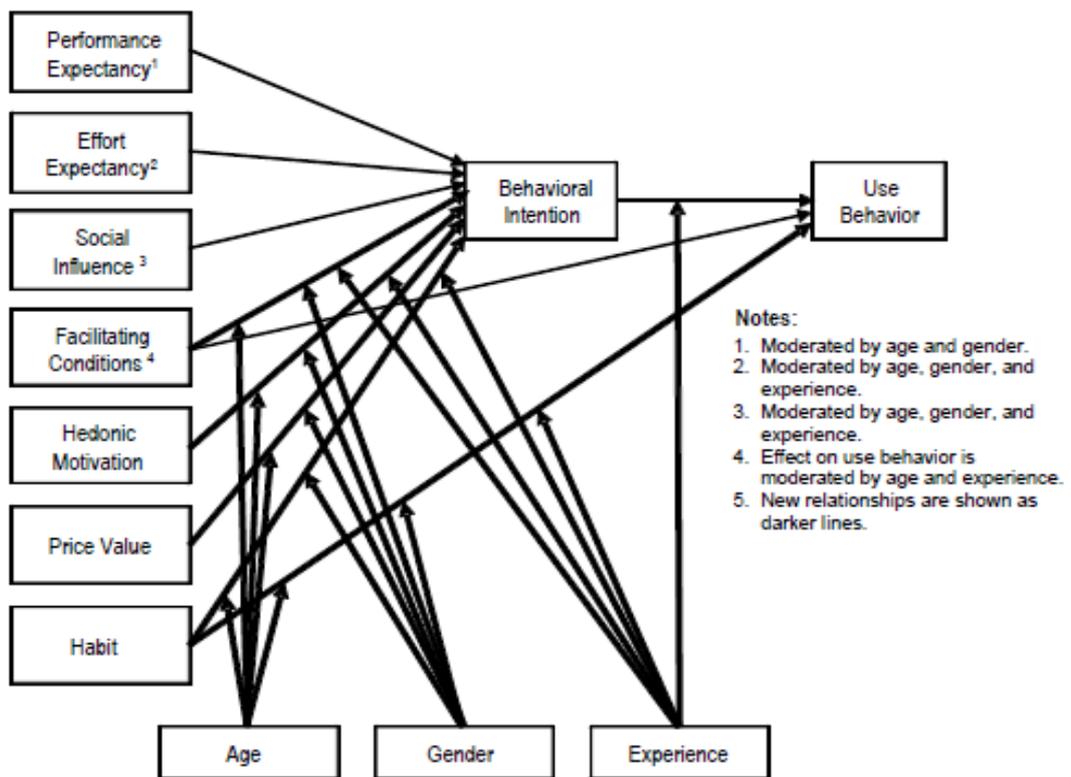


Figure 2.1 The UTAUT2 model (Venkatesh et al., 2012)

For the purposes of this study, parts of the UTAUT2 model were considered and later adopted to measure the customers’ perception of the services offered by the new professionals.

2.6 Chapter Summary

This chapter explores the existing literature in the fields of evolving professions, sCommerce, mCommerce, value co-creation and the adoption of new services relevant to this study. It first investigates the phenomenon of emergence of new professions in the past. It then specifically concentrates on usage of mobile technology and social networks in professions today, and on value co-creation and the evolution of the service provider and customer relationships. Finally, it includes a discussion of adoption models used for the acceptance of new technology.

Chapter 3: Methodology

The description of the mixed method approach used for this study is in this chapter. As seen in Figure 3.1, Block <A> involved the literature review. Based on the findings from <A> and the first research question, Block , that is, ‘Part 1’ of the study was undertaken. This involved qualitative analysis in the form of semi-structured interviews of the new professionals. The second research question, initial findings from the literature review, and relevant insights from were used to embark on block <C>, that is, ‘Part 2’ of the study. This involved quantitative analysis in the form of using an adoption model to create a survey for the intended audience/customers. and <C> together provided the perspectives of the new professionals and their intended audience/customers respectively, which were used to inform the findings and to attempt to answer the research questions.

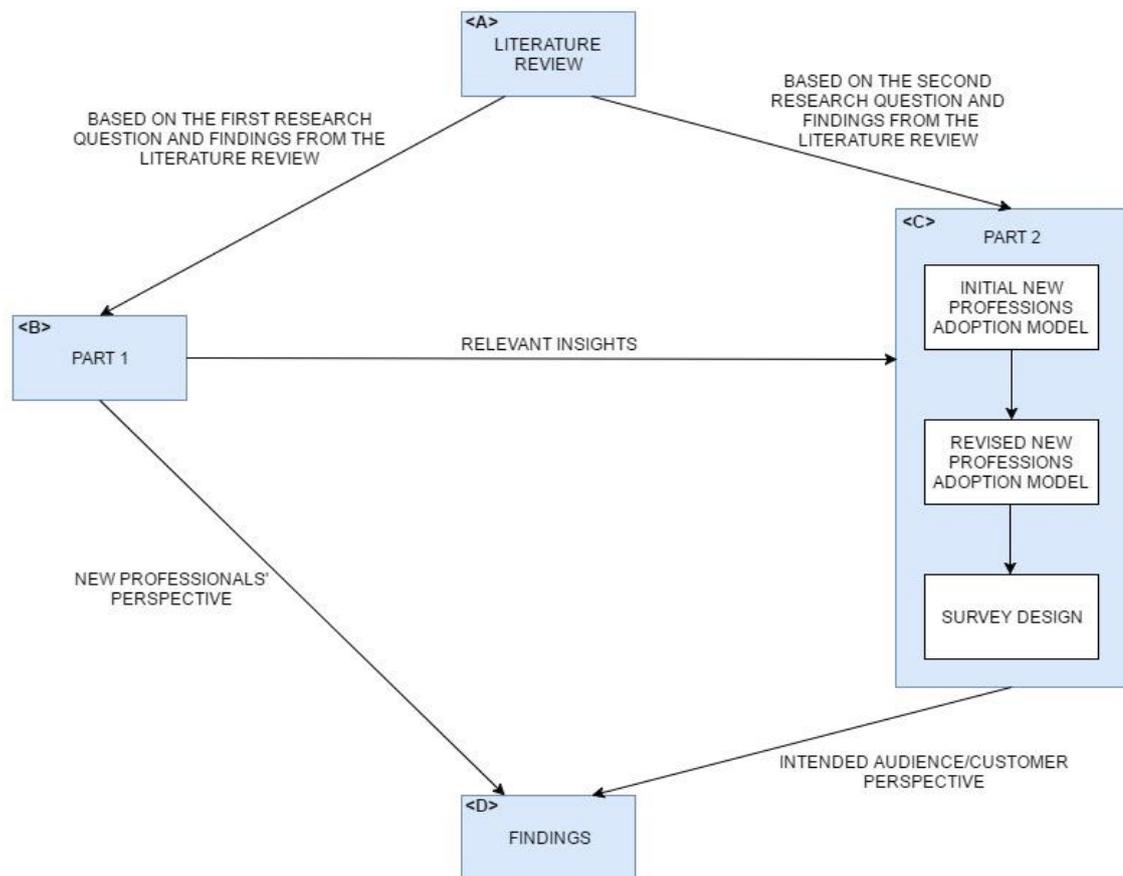


Figure 3.1 The study approach

As formulated in chapter one, the research questions involved investigating the value and perceived sustainability of the new professions that have emerged as a result of advances in sCommerce and mCommerce. This study follows a mixed method approach. As defined by Johnson and Onwuegbuzie (2004, p.17), mixed method research is “the class of research where the researcher mixes or combines quantitative and qualitative research techniques, methods, approaches, concepts or language into a single study”. They further add that the aim of using a mixed methods approach is to minimise the shortcomings of both qualitative and quantitative research and instead, to amplify their strengths.

The qualitative component of the study (further referred to as Part 1 of the study) investigates how the new professionals established their respective businesses and how they perceive they gained and received value to the society and the economy. Data was collected through semi-structured interviews and analysed contextually. The interview design was guided by the work of Boeije (2010), Charmaz and Belgrave (2002), and Patton (1990). The formulation of the interview questions was also informed by certain assumptions made from the findings of the literature review about sCommerce, mCommerce and the co-creation of value.

Assumption 1: New professionals use social media, and in turn, sCommerce to create content for and support their profession.

Assumption 2: New professionals use mobile technology, and in turn, mCommerce to create content for and support their profession.

Assumption 3: It is a two-party, goods-dominant relationship between the new professionals and their audience like the early value-in-exchange phenomenon, which was initially the case of traditionally established professions. This assumption was made owing to the fact that since it is not yet known what kind of a relationship the new

professionals have with their customers, it was presumed that they had tried to emulate the preliminary traditional roles of content providers and content customers (as described in Section 2.4), until proven otherwise.

Part 1 will also help build/select constructs in an acceptance model for investigating the second part of the study, which is, to garner their audience's/customers' point of view. This will be done through an anonymous public online survey based on the constructs of the aforementioned model that will be subjected to quantitative, specifically, statistical analysis. The quantitative component of the investigation (further referred to as Part 2 of the study), investigates the new professional's customers' perception of the new professions.

3.1 Part 1: The New Professionals' Perspective

As mentioned, data about the views and perceptions of the new professionals were gathered using semi-structured interviews. The participants were asked to provide their own perspective on how they were trying to integrate themselves as part of the existing society and create value from their occupations.

Ethical approval to conduct the interviews was granted by the Auckland University of Technology Ethics Committee (AUTECH) on April 19, 2016, reference number 16/84.

3.1.1 Selecting the Participants

The use of sCommerce and mCommerce in creating their professional identity was the primary criterion for participating in this study. Three main categories of new professionals were investigated: vloggers, bloggers and virtual pop-up storeowners.

Vloggers partake in vlogging, where vlogs (short for video-logs) are defined as videos published by individuals on video hosting and sharing social media outlets such as YouTube. Vlogs range from video tutorials on various fields such as programming,

fashion, gaming, photography, music, life experiences, to entertainment videos like comedy sketches, talk shows and social or other experiments. Owing to the income of these vloggers, Forbes magazine started releasing the list of the highest paid YouTubers from 2015 (Berg, 2015). The latest list included the highest income for vlogger, ‘PewDiePie’ in 2016 being recorded as \$15 million (Berg, 2016). Two examples of vlogging channels on YouTube are represented in Figures 3.1 and 3.2.

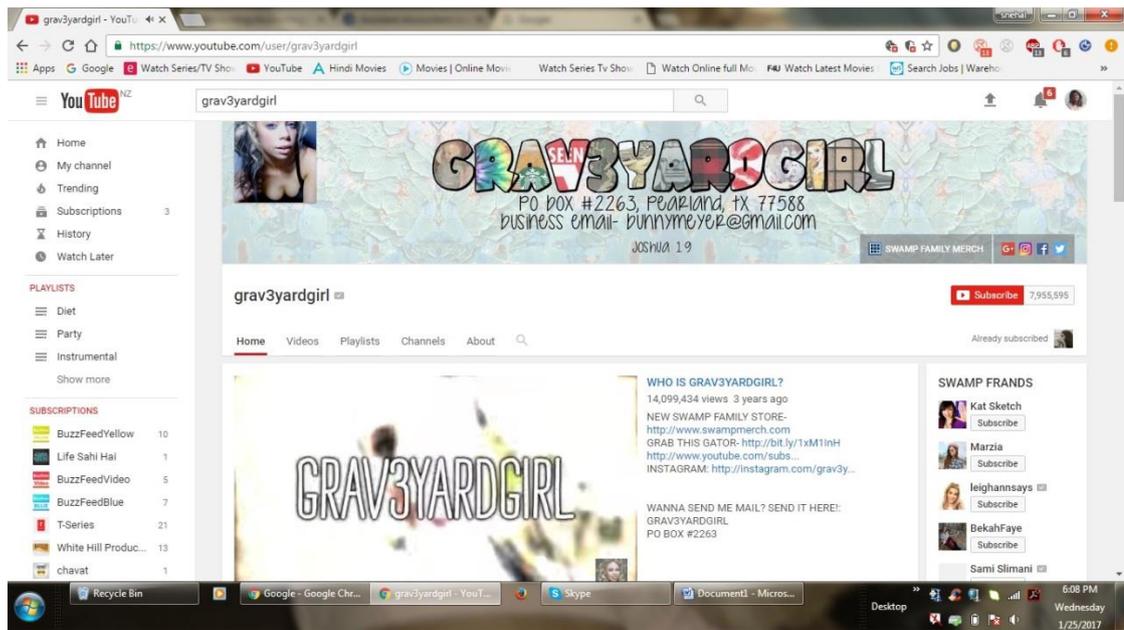


Figure 3.2 Vlogging example (1)

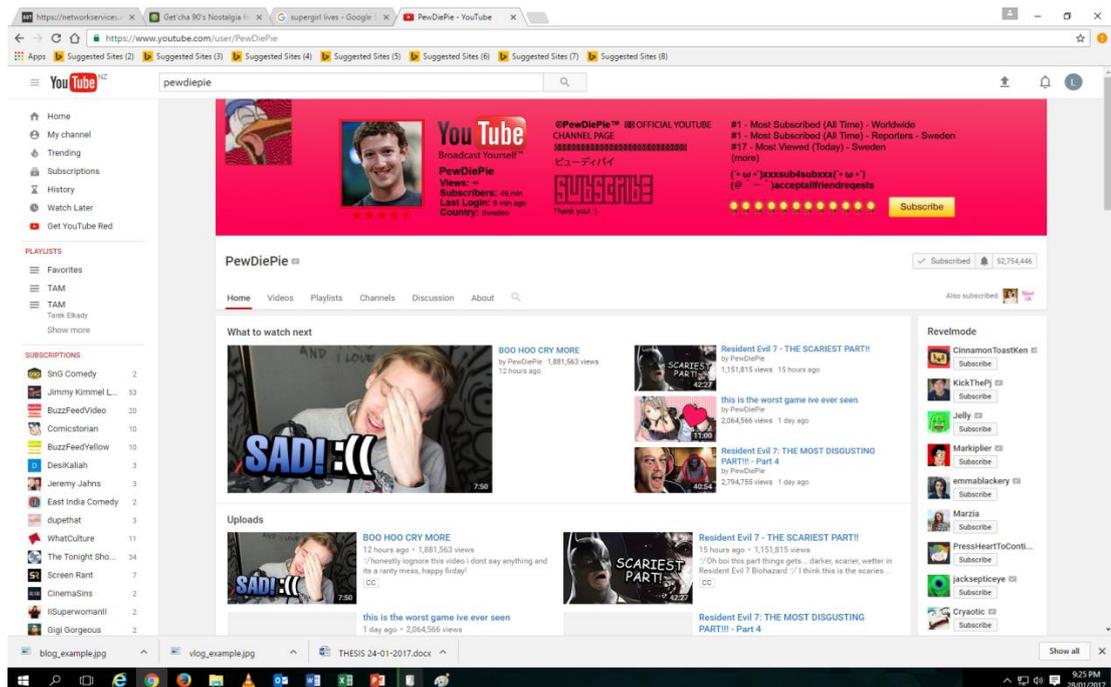


Figure 3.3 Vlogging example (2)

Bloggers occupy themselves with blogging, which involves articles/insights by individuals written on their own websites or a blogging-specific site such as WordPress, InstaBlogs and BlogSpot. Examples of popular lifestyle and beauty blogs are depicted in Figures 3.4 and 3.5.

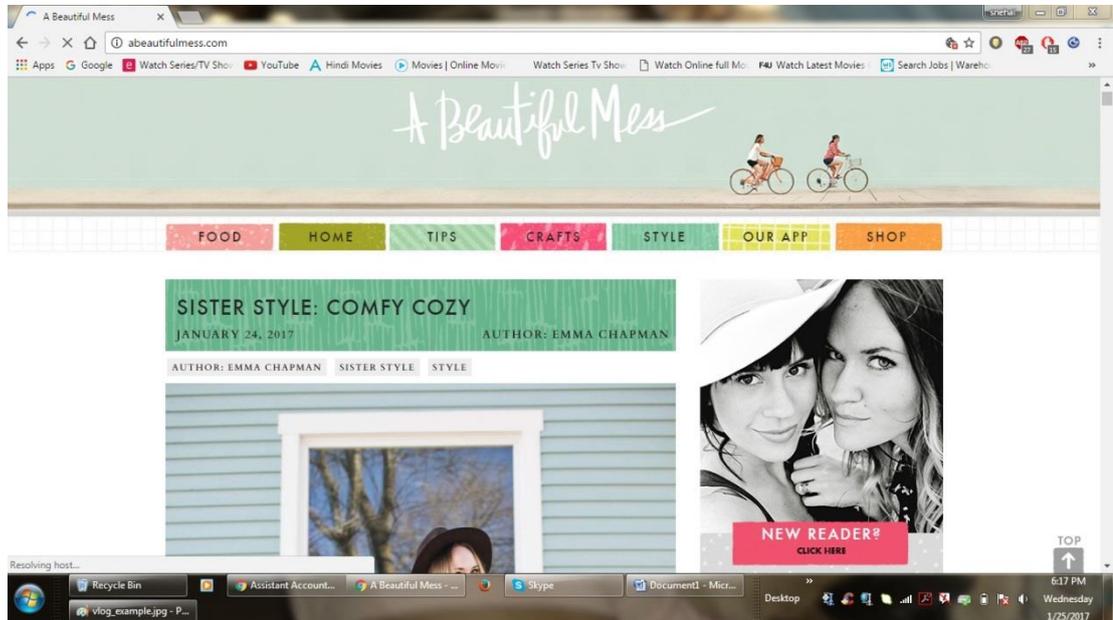


Figure 3.4 Blogging Example (1)

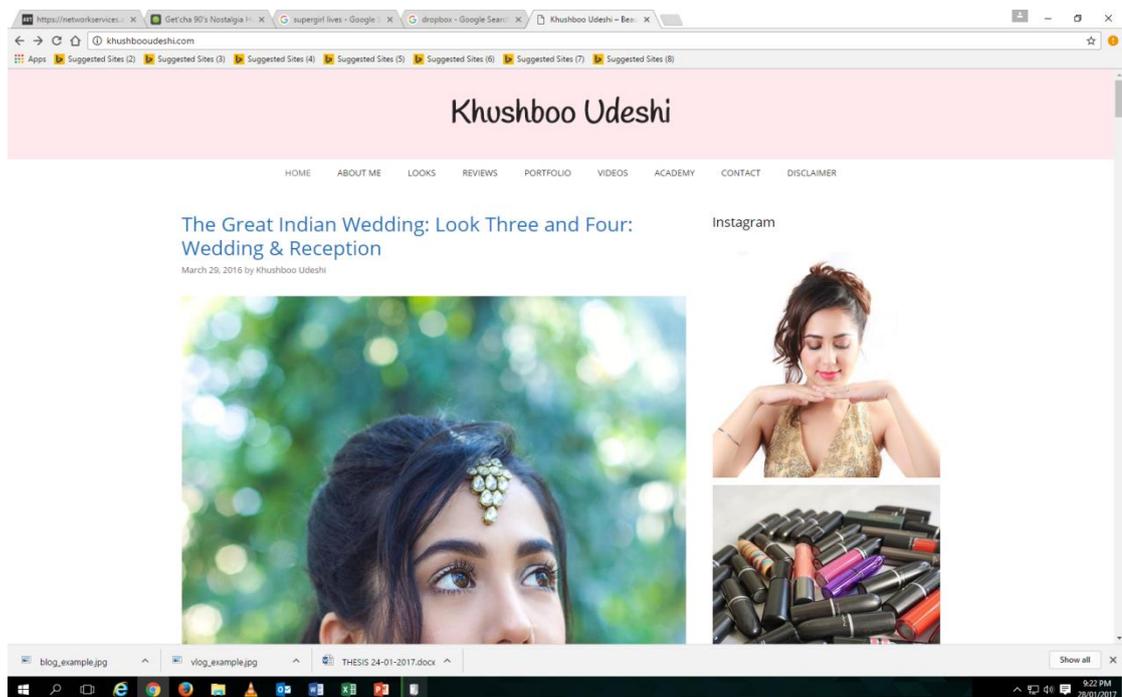


Figure 3.5 Blogging example (2)

Lastly, virtual pop-up store owning entails any goods/services sold by individuals on outlets like Facebook and Instagram. There are no commercial retail websites, rather just a phone number, email address or a social media profile to personally make contact with the individual seller. Illustrations of pop-up stores on social media outlets can be observed in Figures 3.6 and 3.7.

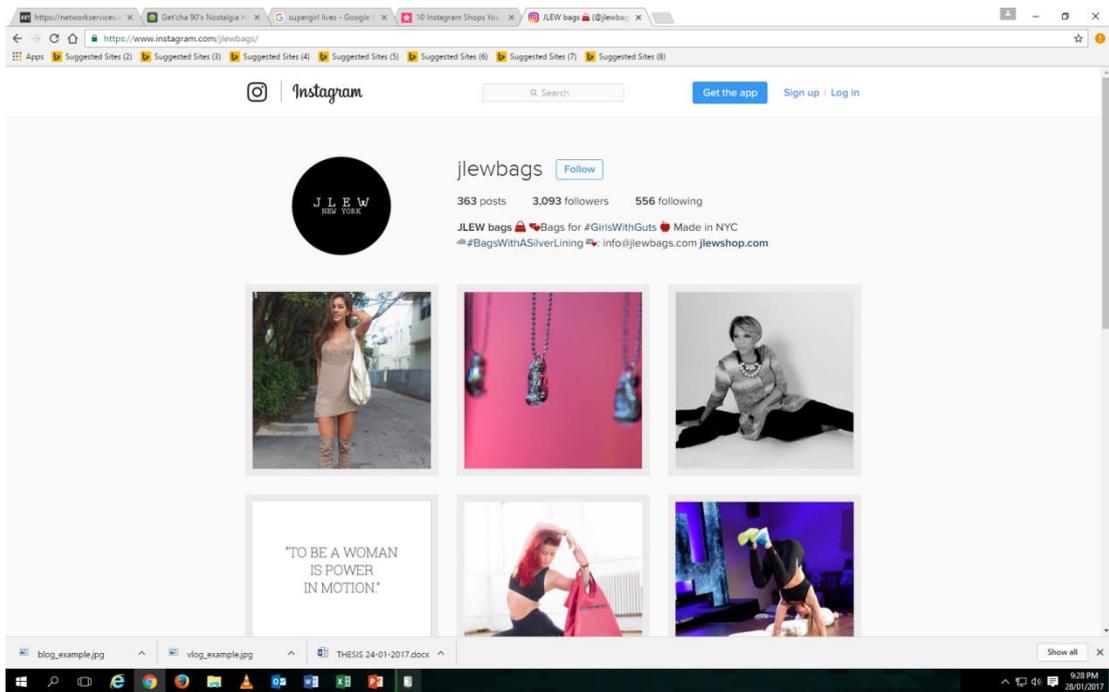


Figure 3.6 Pop-up store owning example (1)

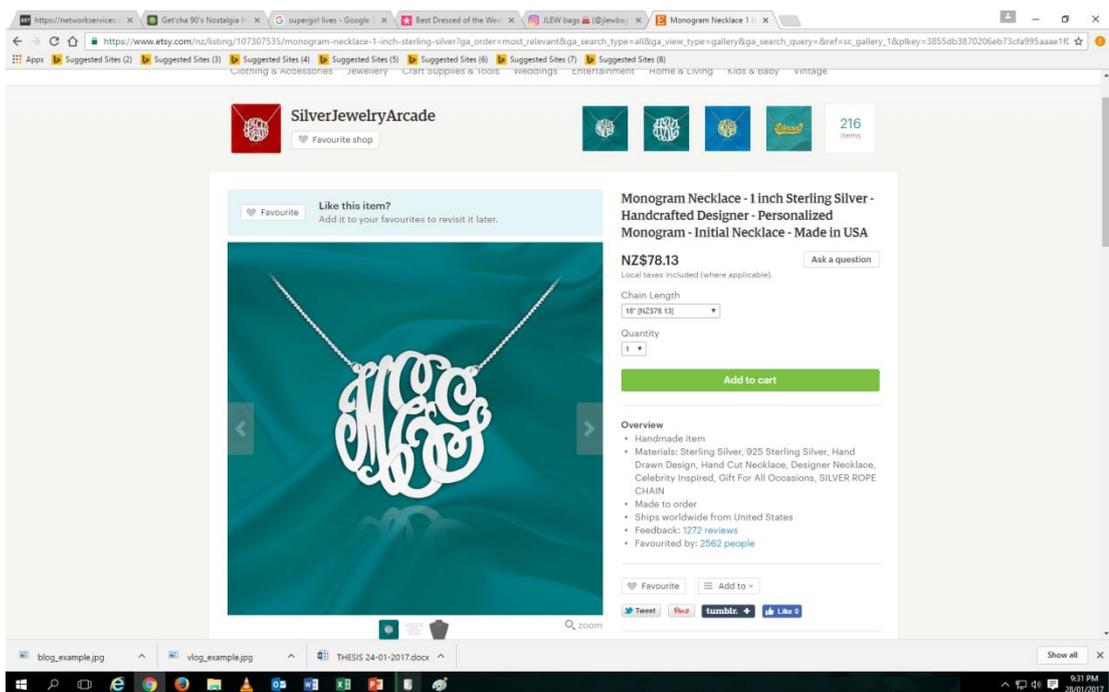


Figure 3.7 Pop-up store owning example (2)

Professionals from each of the aforementioned fields were invited to participate in the study through the researchers' own network as well as contacting them through their public social media profiles where they had provided their contact information, beseeching their audience and people with collaboration opportunities or questions to contact them.

3.1.2 Using Semi-Structured Interviews

The above-mentioned new professionals were interviewed to gain insight into their vocation for the purposes of the study. Following Boeije (2010), a list of interview questions was prepared beforehand to efficiently conduct the interview and not drift from the scope of the study. However, as indicated earlier, this is an exploratory study. Since much about the new professions is unknown, the process of semi-structured interviewing was selected. In this way, if there was an interesting but unknown concept or topic that arose during the course of the interview, the researcher could probe further and gain some knowledge about new phenomena, which may be helpful for the progress of the study.

According to DiCicco-Bloom and Crabtree (2006), semi-structured in-depth interviews are the most prevalently used qualitative method for data collection. One of the advantages of the semi-structured interviewing technique is that it allows creating a rapport between the interviewer and the interviewee. Moreover, depending on the personal, professional and educational histories of the participants, a semi-structured interview can be re-worded for specific individuals so as to convey the same meaning but using a vocabulary better suited to the individual (Louise & While, 1994).

3.1.3 The Interview Guide

There were 12 invites sent to prospective participants for the interviews. 10 people responded to the invite and out of the 10, only eight participants consented to participate

in the interviews. For the sake of uniformity, two participants from each new profession (vlogging, blogging and pop-up store owning) were selected. Chapter 2 highlighted how companies use sCommerce and mCommerce to further their businesses. It also summarised how the relationship of businesses with their customers evolved through the ages and the impact of social media on value co-creation. The first research question entails investigating how new professionals use sCommerce and mCommerce to establish their professions and thereby create value. Hence as emphasised above, the questions for the interview were based on consequent assumptions made through the findings from the literature review (as discussed above) as well as the research question itself.

The interview included approximately 20-25 questions, (that varied due to the semi-structured nature of the interview). These were used to describe the participants' new professions, affirm how they actually used mCommerce and sCommerce to establish their professions and thereafter create value. The questions also attempted to investigate the skills required for their profession, the research and prior knowledge needed to partake in these new vocations, complications and positives of using mobile technology and social media, views about their audience/customer base, and any observations they had made about being in this novel field. The entire list of questions can be found in Appendix F.

The time taken to conduct the interviews varied from the shortest interview lasting for 20 minutes and the longest taking 49 minutes. The interviews were steered according to the pre-decided list, but as stated above, due to the interviews being semi-structured, there were follow-up questions asked and certain intriguing topics were further queried, all depending on the participants' responses and voluntariness for information.

All the interviews were conducted over Skype and/or Facebook Messenger's video calling application. A smartphone's voice recorder was used to audio-record the interviews and Screencast-O-Matic Pro was used to video record the interviews, however,

the audio-recordings were the main instruments for transcription. The participants were aware that they were being recorded and were also informed when the recording commenced and stopped. The data obtained from the interviews was subsequently prepared for further analysis.

3.2 Part 2: The Intended Audience's/Customers' Perspective

As discussed above, the second part of the study involves investigating the customers' perception of the services offered by the new professionals.

Ethical approval to conduct the survey was granted by the Auckland University of Technology Ethics Committee (AUTEK) on April 19, 2016, with the reference number 16/84.

3.2.1 Why conduct a public survey?

The public perception of the new professions was investigated by way of getting the intended audience's/customers' opinions. Research states that a survey is an efficient tool that can help gather data regarding the behaviour and attributes of people and that this form of data collection is frequently used to test hypotheses (Cavana et al., 2001).

The survey design followed the findings from Part 1, which was used to select appropriate constructs from the adoption model discussed in Section 2.5 (namely, the UTAUT2). Items which aligned with the insights from Part 1 and used in existent prior empirical research were adapted and included as survey questions.

3.2.2 Why use the UTAUT2 adoption model?

The UTAUT2 was chosen as the theoretical foundation of the survey because the model had been tested and validated in a number of studies investigating mCommerce acceptance, e-service adoption, mobile internet usage and blog adoption (Alshehri et al.,

2012; Carlsson, 2006; Gruzd, 2012; Pardamean & Susanto, 2012; Venkatesh et al., 2003; Venkatesh et al., 2012).

More specifically, the first validation of the model was done by Venkatesh et al. in 2012 on the acceptance of mobile internet. Additionally, the UTAUT2 was found particularly suitable for this study because its constructs could be modified to reflect the acceptance and perception of new professions from the customers' point of view. It was adapted to reflect the attitude and perceptions of the customers using the services offered by the new professionals.

As stated in Section 2.5, the UTAUT2 includes the constructs of performance expectancy, effort expectancy, social influence, facilitating condition, hedonic motivation, price-value and habit as independent variables (IV) and behavioural intention and use behaviour as dependent variables (DV). It also consisted of an alteration of the moderating relationships from those that were present in the UTAUT, to fit the customer's use-context, which is more applicable to the study undertaken here. As shown below, the UTAUT2 constructs were modified to reflect customer attitudes and perceptions with regards to the acceptance of vlogging, blogging and pop-up store owning.

3.2.2.1 Performance Expectancy:

The performance expectancy in the context of this study can be defined as the extent to which the audience/customers believe that the new professions will help or be advantageous to them in terms of the job/task that they are trying to accomplish. For instance, did the YouTube tutorial about pronunciation that they were watching help them improve their enunciation of certain words? Did the food blog that they read describing new restaurants help them pick a suitable eatery? Or did their purchases from pop-up storeowners match the quality that they were expecting?

3.2.2.2 *Effort Expectancy:*

Effort expectancy is the level of straightforwardness associated with using the services of these new professions. For instance, a user-friendly interface may minimise blog complexities; similarly, the social media pages of the pop-up storeowners and the channels of the vloggers need to be easily accessible.

3.2.2.3 *Social Influence:*

Social influence is the magnitude to which an individual perceives that important others believe he or she can accept the services of the new professions. This entails the degree to which an individual will follow a blog, watch a vlog or buy goods from a pop-up store because his/her family, friends, peers, colleagues, superiors or role-models are doing so.

3.2.2.4 *Facilitating Conditions:*

Facilitating conditions entail the extent to which the customer believes that an organisational and technical infrastructure exists to support the adoption of goods and services from the new professionals. For example, whether the senior management at an individual's workplace supports leveraging the services/goods offered by the new professions; whether he/she has the necessary resources (like an internet-enabled device and access to a stable Internet connection) to receive the services, and whether any problems he/she may have with the content of the blogging/vlogging/pop-up store social media outlets are addressed by the new professionals and/or the social media outlet support staff.

3.2.2.5 *Hedonic Motivation:*

Hedonic motivation can be defined as the level to which the customer enjoys or gains pleasure from leveraging the goods and services from the new professions. For instance,

it could be the enjoyment of watching YouTube videos or reading fashion blogs, or it could be ordering handmade products targeting niche markets.

3.2.2.6 Price Value:

The cost and pricing structure may have a significant impact on the acceptance of the new professions. In the case of vlogs and blogs, many are free but some require a paid subscription. The prices of products in virtual pop-up stores usually vary based on the type of products being offered. Customers may ruminate about paying a certain price by weighing the perceived value of the product/service they are buying against it.

3.2.2.7 Habit:

The definition of habit involves the extent to which people tend to exhibit mannerisms routinely due to learning. In this particular case, this can mean regular consumption of the new professionals' services and products. One can habitually watch vlogs and read blogs in their free time, or order things online from pop-up stores.

3.2.2.8 Behavioural Intention:

Behavioural intention in the context of this study refers to the intention of the customers/audience to continue using the services/goods offered by the new professions in future. In other words, one may intend to watch vlogs, read blogs or buy products from pop-up stores in future.

3.2.2.9 Use Behaviour:

Use behaviour is to the way customers actually use the goods and services offered by the new professionals. Use behaviour is measured by the actual frequency of watching vlogs, reading vlogs or purchasing from pop-up stores.

3.2.3 Selecting the Survey Participants

The survey participants were selected by way of an online advertisement with a link to the survey itself (Appendix D), which invited people who knew of and used the services offered by the new professions to answer questions regarding their perceptions and their use of said services. On entering the survey, they were greeted with an information sheet cum consent form which provided details about the study and the kind of questions that they were expected to answer. Prospective participants could either choose to give consent and complete the survey or not consent and exit from it.

3.2.4 Survey Instrument and Data Collection

The survey questionnaire was designed in the online tool 'Qualtrics' (chosen as it was supported by the researcher's university). Once completed, it was pilot tested by the researcher and a layman with no vested personal interest in the research. The purpose of the pilot test was to ensure the survey's smooth running as well as to obtain an objective view on the understanding and language of the questions that were provided. The survey itself included an information sheet as mentioned above, to provide some context and background of the research to the prospective respondents. The participants were also assured about the confidentiality and anonymity of their responses. The questions themselves were as simplistically worded as possible, with the absence of technical jargon or terms which a layperson would be unfamiliar with, so as to ensure that there was no ambiguity in the meaning of the questions.

After the survey was finalised, it was distributed by advertisement through links on social media and email invitations to ensure that the invitation was thoroughly propagated amongst prospective respondents, thereby gaining the most responses possible. For measuring the survey items, analogous to the UTAUT2, a five-point Likert scale was adopted. The points ranged from '1', which indicated 'strongly disagree' to '5',

which was indicative of a respondent strongly agreeing. Use behaviour, which described the frequency of actual usage, was measured on a five-point scale that ranged from '1' to '5', from 'Never' to 'Everyday' respectively.

3.3 Chapter Summary

This chapter describes the structure of this study with its two parts, the qualitative and the quantitative. In part 1 (the qualitative analysis), the new professional's perspective is explored by using semi-structured interviews to interview prospective participants. In part 2 (the quantitative analysis), the intended Audience's/Customers' perspective is investigated by means of a survey informed by pre-existing adoption models.

Chapter 4: Part 1—The New Professionals’ Perspective

This chapter links to the first research question, wherein it is investigated how the new professionals leverage social media and mobile technology to create value. Additionally, the new professionals’ views on how they create value, established their professions and their relationships with their peers, their intended audience, and society in general are also explored in this chapter. It is divided into four parts, the first of which entails preparing the interview data for coding. Second, is the coding of the interviews of the six participants, after which, is the code mapping section that enables categorisation of the codes. The final section includes data analysis where the themes developing from the codes are described and some corollaries based on them are made.

4.1 Preparing the Data

The four steps needed to refine and prepare the interview data before analysis was to begin, as described by Boeije (2010), were attempted to be followed. The steps included: Planning and management of the storage of the data files; accurate transcription of the audio and video files; anonymising the interviews by removing all the identifiable information of the participants to preserve discretion; and the handling of data that might be needed for performing qualitative analysis using the computer.

In total, there were six interviews conducted. The audio recordings of the interviews contained identifiable information about the participants and were hence, accordingly labelled and transferred to a secure location accessible only by the researcher and her supervisor to preserve confidentiality. Following that, each interview was transcribed. The transcription process included removal of crutch words like ‘ummm’,

'hmmm', 'like', etc. After transcription, each file was saved with their participant number, suffixed with the word interview; for example Participant 1's file was named 'Participant 1 Interview'. The longest interview was with Participant 6, which came to be 7121 words after transcription. The transcripts for Participants 1, 2, 3, 4 and 5 had 3931, 2417, 1939, 1559 and 2293 words respectively. The next step involved anonymising the interview transcripts. For this, the names of organisations, countries, people, and anything that could make the participants potentially identifiable were replaced with fictionally created names, thereby preserving the promise of confidentiality. Each transcript was read thoroughly and repeatedly, which helped better elucidate the interview content. Thereafter, physical copies of the transcripts were printed out for pencil and paper analysis. The qualitative analysis was done without the use of any external software, but by the researcher manually, thus the last step described by Boeije (2010), regrading data procession for computer-related analysis was skipped.

According to Boeije (2010), after data preparation, the next step should be data segmentation. In this, the interview data was 'segmented' into pertinent and significant sections after multiple meticulous readings of the interviews. Each section had clearly defined beginnings and endings to avoid confusion. These segments were then duly assigned codes using descriptive coding, which is described in the next section.

4.2 Coding the Data

According to Saldana (2013), a code in qualitative analysis is a "word or short phrase" (p. 3) that representatively allocates a comprehensive and "essence-capturing" (p. 3) attribute for a part of language-based data. Saldana further talks about the cyclic processes of coding, wherein the first cycle coding methods are initially applied. These first cycle methods are applied iteratively to each interview (in this case, all six participant interviews) to assign new codes that may have been missed the first time or to find data

that could be assigned to previously discovered codes. This was followed by second cycle coding methods that as described by Saldana, may be applied only if there is a need for them. The main function of second cycle codes is to reanalyse, refine and reorganise the codes obtained in the first cycle. They also help improve the language used and remove redundant or marginal codes.

Coding is dependent on the participants and their interview responses, so in this study, the interview data were encoded by disregarding anything supplementary or external to the scope of the research. However, academics state that the research question shapes the direction of enquiry and also predicates the results generated (Trede & Higgs, 2009). Thus, in accordance with the first research question, specific meanings related to the new professions' value and sustainability were sought. It is noteworthy that coding data is not objective, but is subjective and a form of interpretive science, depending on what a researcher wants from the data (Saldana, 2013). Additionally, according to Adler and Adler (1987), the researcher's knowledge of the subject matter also affects the coding process. Hence, because of the familiarity the researcher gained with vlogging, blogging and pop-up store owning during the literature review and through her previous experiences of following the professions on SNSs before the start of the study; it was understood that this knowledge would impact on the coding of the data. This is also exemplified in studies that state that the individual choices of a researcher indicate that coding is a 'judgement call' (Sipe & Ghiso, 2004).

Additionally, grouping certain things under a solitary code does not mean that they are the same or even similar; in fact, the classification can be done by similarities as well as contrariness (Saldana, 2013). Furthermore, Hatch (2002, as cited in Saldana 2013), elucidates the distribution of patterns by means of similarity (things taking place in the same manner), difference (things happening in an expectedly dissimilar manner), frequency (things taking place recurrently or rarely), sequence (things transpiring in an

orderly fashion one after another), correspondence (some things occurring relative to other things) and causation (one event being the reason for the occurrence of another). As will be observed in the following sections, the coding for the data in this research was undertaken by using one or more of these genres.

According to Saldana (2013), combination coding methods or hybrid coding methods when used need to be justified with valid reasoning as to why multiple coding techniques are being used instead of just adhering to one. Because of the exploratory nature of this study and the consequent lack of abundant literature available about these new professions, a combination of hypothesis and descriptive coding was decided upon.

Hypothesis coding is normally used in exploratory studies and includes presumptions that the researcher may have about what may occur in the data before actually coding it (Bernard, 2011; Weber, 1990). A way to check the assumptions made from the literature review, mentioned in Chapter 3, was to develop hypothesis codes before data collection and use them to help the researcher anticipate possible findings and the direction the semi-structured interviews could take. In this case, the assumptions from the literature review and the “hunches” (a word emphatically used by Saldana (2013) when referring to hypothesis coding), that encapsulated the researcher’s understanding about the nature of the new professions were framed to formulate hypothesis codes. These are depicted in Table 4.1.

Table 4.1 Hypothesis coding

INITIAL ASSUMPTIONS FROM THE LITERATURE REVIEW	HYPOTHESIS CODE LABEL	HYPOTHESIS CODE MEANING
New professionals use social media, and in turn, sCommerce to create content for and support their profession.	HC1	SCommerce supports new professions
New professionals use mobile technology, and in turn, mCommerce to create content for and support their profession.	HC2	MCommerce supports new professions
It is a two-party, goods-dominant relationship between the new professionals and their audience like the initial value-in-exchange phenomenon, which was initially the case of traditionally established professions.	HC3	Two-party relationship with customers

Once the interviews were completed and the data transcribed, all the interview transcripts were regressively coded using descriptive coding (Saldana, 2003; Miles & Huberman, 1985; Wolcott, 1994). Descriptive coding gives a succinct representation of the general topic of a unit of qualitative data. In fact, the codes are illustrative of the topic and not an abbreviated form of the content (Tesch, 2013). Also, descriptive coding is a technique that can be used in essentially all genres of qualitative research as it summarises the primary topic of the excerpt and helps the reader get the overall gist of the researcher's experience during the research in terms of observing or hearing what he/she saw/heard (Wolcott, 1994).

The reason why hypothesis coding and descriptive coding were deemed suitable for this qualitative study was because the hypothesis coding (which was based on what little was known about the new professionals and the ubiquity of social media and mobile technology) would help the researcher formulate certain theories regarding what to expect, while the descriptive coding would help summarise the main ideas of the participants' responses. It was understood that it was not compulsory that all the descriptive codes would coincide with the hypothesis ones and vice versa, but it was expected that the two together would strengthen the coding process by giving a fuller picture before the start of the analysis.

Each participant's interview was perused and the codes that arose from them were arranged in a tabular format along with the corresponding quote associated with the code. After the codes were generated in Participant 1's interview, subsequent participants' interviews generated new codes. Each succeeding participant's new codes were applied to both the previous and next participants' interviews; more so to the former to check whether they may have been missed being spotted in the initial rounds of coding. This was especially so because participants often said things, which paraphrased what other participants stated. Thus, the researcher took such responses into context and assigned

them to their corresponding codes. Additionally, certain interview segments fit into multiple codes. The overlap was addressed by disregarding the repetition and classifying the interview segments to their matching codes. Colour coding was used to identify codes emerging from a particular interview as follows:

Codes discovered in the interview of Participant 1—Black

Codes discovered in the interview of Participant 2—Red

Codes discovered in the interview of Participant 3—Green

Codes discovered in the interview of Participant 4—Purple

Codes discovered in the interview of Participant 5—Orange

Codes discovered in the interview of Participant 6—Blue

All the six interviews were coded and the codes arranged in a tabular format with the specific quote from the interview associated with that code. These coded interviews of Participants 2, 3, 4, 5 and 6 are provided in Appendix I. But to show how the coding process was actually conducted, the final version of Participant 1's coded interview is provided as an example in Table 4.2.

Table 4.2 Descriptive coding for Participant 1 (food blogger)

<u>DESCRIPTIVE CODE</u>	<u>PARTICIPANT QUOTE</u>
Profession's description	<p>"I'm a food blogger who started out by taking pictures on Instagram to setting up my own blog online, wherein I review restaurants and write recipes along with pictures of food and the ambience of the places that I go to. I am also a member of the FBAX."</p> <p>"I have recently started food-styling and being hired by restaurants and other such joints for food styling and photography."</p>
Starting social media outlet	"...started out by taking pictures on Instagram to setting up my own blog online"
Expertise in their field	<p>"I was also nominated for the best new food blog award last year in the Xn Food Bloggers Awards ceremony"</p> <p>"...in just my 4th month of blogging, I was even nominated for the national food blogger awards."</p>
Starting/prior interest in field	"As a hobby in the beginning"
Collaborations with peers for mutual benefit	
Professionally relevant workshops and learning centres	"There are (food styling) workshops conducted here too but I haven't been to any so far. I hope to start my own someday!"
Professional status	"I actually am a doctor who just graduated last year, but food has always been my first love and since I had breaks between internships (I) began blogging... I have recently started food-styling and being hired by restaurants and other such joints for food styling and photography."
Ethical Responsibility	
Income, expenditure and taxes	
Precise planning and frequency of posts	"...began blogging regularly and now I write up to one or two blog posts a week"

	<p>“(On) Insta, one daily. May go (up)to two”</p> <p>“...I haven't created hyperlinks as I don't like uploading each and every image on Insta. I will only upload the best ones on Insta as I want my feed to stand out, but I will upload everything on the blog. The hyperlink option is available though.”</p>
Primary social media outlet used	“I have a WordPress blog”
Motivation and rationale	“Growing up as a guy whose mother used to be a food critic, I’ve had the opportunity to grace my palate with cuisines inspired by cultures all over the world all my life and in turn, be a part of ample restaurant reviewing which served (as) a strong motivation for me to start reviewing restaurants on various online forums, visit places to experience their local food and gather all my favourite recipes in diaries. To be able to put that all up on my own internet space by becoming a food blogger has been something I’ve always wanted to do and the time couldn’t be more right (sic).”
Research regarding sCommerce for profession	<p>“...then I looked online for a long time until I finally decided to use WordPress. There were other sites, but WordPress was the perfect fit, to be honest!”</p> <p>“It took me more than a year to narrow it down to WordPress. I’ve been following food and travel blogs ever since they came into existence and even before I started my own blog,”</p> <p>“...there are plenty! BlogSpot was a close contender for me, remember how they used to have those ads for it when we were young”</p> <p>“(I learnt about food styling and presentation) through observation and online food magazines and YouTube videos. There are workshops conducted here too but I haven't been to any so far.”</p> <p>“...we do research beforehand, look up statistics online and upload images during peak times when audiences are most active on insta...”</p>
Help from peers/mentors	“I got some guidance from a couple of seasoned bloggers which is why I had a pretty good idea about the pros and cons of each existing medium.”
Supplemental skills needed for profession	“No, not really. The fact is that your blog will be highly appreciated if your writing is polished and your knowledge about the subject is far beyond average. It obviously helps if you are or were in the past, a chef, a photographer, an editor of a

	<p>magazine/newspaper or a journalist by profession. The technical skills can be figured out in due process as WordPress is quite simplified for even an amateur to figure out (sic).”</p> <p>“You don’t need to be someone with a culinary or a journalism degree to know food or write about it. I have neither, but I’ve been reading and writing on food all my life which made it easier for me to pen down my ideas and experiences with food thus far on my blog”</p>
Benefits of use of mobile devices and applications	<p>“Yep (I use mobile devices in my profession).”</p> <p>“But Snapchat and Instagram are two mobile apps that I always use for promoting my blog and you can't post stuff to those mediums (sic) from anywhere else but your mobile phones.”</p> <p>“It is handy for figuring out the stat(istic)s for each post and also for promoting each post on social media.”</p> <p>“Yes I do (use mobile devices to reply to your audience).”</p>
Hiring other professionals to support their profession	
Lack of mobile optimisation and deficiency of requisite mobile features	<p>“I always write my blog on my PC and post to WordPress from there as well.”</p> <p>“As simplified (sic) as the website is, the WordPress mobile app is quite cumbersome to figure out. It lacks certain editing options that are only present on the website, besides the fact that the screen is smaller and typing (is) less efficient on a mobile device.”</p> <p>“(mobile devices as part of your profession been advantageous) Not when it comes to creating a blog post”</p> <p>“(Need a better designed mobile app for WordPress) It'll be far more convenient to access individual posts and to make the required edits that way. There is an Instagram widget provided on WordPress... I don't think I've checked it but I don't think the app offers that”</p>

	<p>“So you should know in WordPress you have another option: instead of having a separate widget and making it sort of redundant, you can actually arrange your Instagram pics where your actual photos of the blog are and they could be hyperlinks which when clicked on, could direct people to your insta page (sic). This is only available on the WordPress site not on the app!”</p> <p>“Another big disadvantage of (the) WordPress app (is that) you just cannot customize the theme for your site. And that's something one needs to keep doing from time to time.”</p>
Deficiency in social media features	<p>“...if the tech geniuses come up with something that would make an unpaid blog site look as burnished as a paid site, it would benefit everyone.”</p> <p>“...you even have problems with the main site. Last I checked, you couldn't even upload videos on WordPress unless they've been uploaded on a host site like YouTube. That's another feature I'd love seeing in WordPress as I may like to post recipe steps in the future.”</p>
Audience participation and Interaction with audience	<p>“I try to (respond to any of your audience's comments/questions) most of the times! But sometimes the response is quite overwhelming and I'm unable to reply to all.”</p> <p>“(the audience/customer base has) increased steadily (in the time period that I've been in my field)”</p> <p>“(I gain) around 40 (followers) approx. (a month). Last month, I gained 80”</p>
Use of secondary supplementary Social Media outlets	<p>“...apart from WordPress, yes! I told you about Insta and snapchat”</p> <p>“Zomato, Twitter and Facebook.”</p>
Need for activity on multiple outlets	<p>“The higher the numbers of followers on Insta, Twitter or (one's) FB page, the more people hit that link in your social media bio and view your post (sic).”</p>
Need for Publicity and promotion	<p>“Promotion of each blog post works best if you're sharing your content on any/all of these (secondary supplementary) media.”</p> <p>“Most people have been able to view my content only after I've shared my posts on these media, as evident in my blog stats.”</p>

	<p>“After the blog started, around 300 likes was the highest (I got on Instagram). And I did get a good spike in blog views when I uploaded that pic (for promoting my blog).”</p>
Learning on the job and through the job’s media	<p>“(I learnt about food styling) Through observation and online food magazines and YouTube videos.”</p>
Ongoing Necessity for relevance and innovation	<p>“Yeah sure (I keep yourself up to date with newly emerging social media which may help your profession)”</p> <p>“A mere existence on Facebook or Twitter makes you aware of any other social media that could do the job (sic).”</p> <p>“(the most recent medium that I’ve started to use as a result of this is) Zomato. It’s a site specifically based on reviewing restaurants.”</p>
Social influence contributing to selecting social media for profession	
Advantages of new profession	<p>“Another advantage of writing for your own blog and not for a food magazine or editorial is the fact that you don’t have to seek anyone’s permission before publishing what you want to publish, besides there being no limit to the number of characters in each post, and yet gain more views than an online magazine post would. So this profession is now pretty much internationally accepted and there is ample respect for a food blogger in the Food & Beverage industry all over the world. You can be a food critic and an influencer and reach out to millions of people through your words.”</p>
Differences between personnel in the same profession	<p>“Also there are micro-bloggers, who won’t review food or write any worthy description at all if you ask me, but just post a picture of the food item and write its name and still consider themselves to be bloggers.”</p> <p>“And apart from that you also have these bloggers who collect content from other bloggers and regram or repost it on Instagram or Twitter or other social media outlets. And surprisingly, they have more followers than the solo bloggers.”</p> <p>“Like you can understand why people would want to follow just one channel or blogger or you know, person who can give them news from most of the others. But it gives us exposure as well like when I was featured but Food Talk X, I gained like 40 followers in a day!”</p>

	“More like aggregate micro-bloggers! But yes, you could call them aggregate bloggers.”
Opportunity for newcomers/novices	“You don’t need to be someone with a culinary or a journalism degree to know food or write about it.”
Self-employed and self-reliant—Not answerable to anyone	“Another advantage of writing for your own blog and not for a food magazine or editorial is the fact that you don’t have to seek anyone’s permission before publishing what you want to publish, besides there being no limit to the number of characters in each post, and yet gain more views than an online magazine post would.”
Inequity in profession due to certain competitors:	<p>“There are other things as well though where some people who aren’t really very good at blogging have a large viewership only because they got in on this earlier in the game when there were very few players.”</p> <p>“Also there are micro-bloggers, who won’t review food or write any worthy description at all if you ask me, but just post a picture of the food item and write its name and still consider themselves to be bloggers. I just think it’s for free food and perks, you know? And I find that to be really unfair to the rest of the populace who are trying to put in a lot of effort in creating their blogs.”</p>
Changing landscape of social media	
Good photo and video quality requisite	<p>“I grab my food shots on my DSLR and use my mobile phone only to upload the shots on social media. If there comes a mobile phone whose camera matches the quality of a DSLR, I might certainly consider buying it.”</p> <p>“...my food photo quality has massively improved with the use of my DSLR and a myriad of the Instagram filters.”</p> <p>“A picture quality that matches that of a DSLR would motivate every food blogger to consider buying the (mobile) device (sic).”</p> <p>“I only use Clarendon or Ludwig. Otherwise, I play with (the) contrast, sharpness, highlights and shadows. I increase the sharpness for almost every upload.”</p> <p>“It (pictures) looks better and I do get more likes (as compared) to the time I didn’t use filters.”</p> <p>“I think my photo quality improved massively after the giveaway which is what garnered the right attention.”</p>

	“I started giving more emphasis to food styling so the presentation of the photo, in general, increased.”
Additional equipment used	“I grab my food shots on my DSLR and use my mobile phone only to upload the shots on social media.”
Benefits of features offered by social media	<p>“Social media is really a boon to all of us and if not for it, I would never have gotten so many good reviews, encouragement and an audience who enjoys reading what I love writing.”</p> <p>“My first post had around 40-50 views. Latest post had 260. Till date, I've had 8000 views. The higher the numbers of followers on Insta, Twitter or (one's) FB page, the more people hit that link in your social media bio and view your post (sic).”</p> <p>“I only use Clarendon or Ludwig (Instagram filters for photos). Otherwise, I play with (the) contrast, sharpness, highlights and shadows. I increase the sharpness for almost every upload.”</p> <p>“Everyone's aware of the power of social media these days. They won't mind doing the same for you.”</p>
Power of Tagging	<p>“I learnt that they (hashtags) existed on Twitter while I wasn't a part of it. So I read about it on FB, then (I) started using them on Instagram. You've seen my insta(gram) profile na (sic)? It's where I do most of my publicity. For my blog, I mean. (I) Joined twitter very late”</p> <p>“You check out the most commonly used tags on other people's posts, then go to the tag page and see the high frequency of the tag being used and start using the same (tag).”</p> <p>“But at times, you use general tags like instapopular or delicious, which people still use for more likes and follows.”</p>
Need for Inter-connectivity in social media outlets	
Informed audience	“(Resulting number of increased followers), in fact, after (the) giveaway ended, I gained 70+ (followers).”
Support from third-party traditional professions	<p>“...what I've observed (is that) most restaurateurs tell us when there are too many bloggers clicking (pictures of) their food: “The food might go cold, but we will reheat it for you if you'd like.””</p> <p>“Most recently (it) happened in Le 15 café”</p>

	<p>“...because the pictures are important for their publicity as they're the ones who have invited the bloggers”</p> <p>“The same (restaurants being accommodating and reheating food) applies there (establishments that I go to review where I haven't been invited). Everyone's aware of the power of social media these days. They won't mind doing the same for you.”</p>
Need for standardisation and simplification for content creation	
Transitioning into bigger opportunities related to their field	“I have recently started food-styling and being hired by restaurants and other such joints for food styling and photography.”
Creation of Social Media Outlet specific to profession	
Impact of policies in social media outlets	<p>“I'm okay with the (new Instagram) layout. Makes some pictures pop out well. The logo still hasn't changed on my phone even after updating.”</p> <p>“But I do hate the rumoured policy changes... In the middle, there was this rumour going around that insta was changing its policy and pictures won't be seen on a viewer's instafeed but based on popularity and the things insta predicts the user likes.”</p> <p>“...you see how that would be a huge blow to us? We rely on viewers seeing our posts as and when we post them so that we can increase our audience and if users won't be able to even see our images even though we do research beforehand, look up statistics online and upload images during peak times when audiences are most active on insta, you know?”</p>
New professions creating newer professions	
Cyberbullying	

It is of note that the codes themselves are a description of the topic and thus, the code labels themselves are the topical definitions of the codes and not an abbreviation of the main content of the paragraph. These codes are then subjected to further analysis and description in Section 4.2. In Table 4.2, the descriptive codes in black are the ones that were found through pencil and paper analysis in the first round of coding when only Participant 1's interview was coded. Thereafter, Participant 2's interview was coded by first trying to find quotes that fit into the descriptive codes found in Participant 1's interview. Though a lot of the interview data did correspond to the codes found in the first interview, new codes also appeared. The new codes were applied to the preceding interview by reexamining it and recoding data if new meanings were found. For example, it was found that '**Opportunity for newcomers/novices**' was also applicable to Participant 1's interview. This process was repeated till all data were coded and all interviews were examined with respect to all codes.

As stated, initially hypothesis coding was adapted before conducting the interviews after which, descriptive coding was undertaken. Thereafter, the assumptions underlying the hypothesis codes were checked after descriptive coding was completed. After the full descriptive coding of the interviews, it was observed that the hypothesis codes 1 and 2 coincided with 22 descriptive codes that were related to the use of sCommerce and mCommerce by the new professionals. This provided support for the assumptions underlying hypothesis codes 1 and 2. However, hypothesis code 3 was not supported. According to the interviewees there seemed to be no presence of a goods-dominant relationship like it was in the case of traditional businesses when they initially were founded. In fact, the new professionals appeared to be engaging in a service-dominant value co-creating relationship with their customers right from when they started their professions.

4.3 Code Mapping

Code mapping is a popular strategy used to present qualitative data in a more meaningful manner to improve its reliability and trustworthiness (Saldana, 2013). An added advantage of code mapping is the better organisation of the observations made in the interviews. Saldana emphasises using evidence from multiple authors that code mapping helps transform codes into categories (with multiple codes in each category) and summarises them into higher level themes and concepts.

The code mapping process can contain multiple iterations. Saldana exemplifies four such iterations and suggests that it can be followed by second cycle coding methods. However, in this study, categories emerged after three iterations, which were subsequently used to formulate sufficiently coherent themes. During the first iteration, a simple list of the codes was created. In this case, there were 45 codes that emerged from all six interviews of the new professionals, which were listed alphabetically in column 1 of Table 4.3. As mentioned earlier during the descriptive coding process, the code labels themselves reflect the topic, which indicates that 45 topics emerged.

Along with listing the codes, all the codes discovered along with their corresponding participant number and quotes from all the interviews were assembled in one table. This fully assembled table is in Appendix J. The participant number corresponding to the associated code that emerged from the descriptive coding of the interviews, can be observed in column 2 of Table 4.3.

Table 4.3 Code mapping (1)

<u>CODE</u>	<u>PARTICIPANT NUMBER</u>
Additional equipment used	P1, P4, P6
Advantages of new profession	P1, P2, P3, P4, P5, P6
Audience participation and Interaction with audience	P1, P2, P3, P4, P5, P6
Benefits of features offered by social media	P1, P2, P3, P4, P5, P6
Benefits of use of mobile devices and applications	P1, P2, P3, P4, P5, P6
Changing landscape of social media	P6
Collaborations with peers for mutual benefit	P3, P4, P6
Creation of Social Media Outlet specific to profession	P5
Cyberbullying	P2
Deficiency in social media features	P1, P2, P3, P4, P6
Differences between personnel in the same profession	P1, P3, P5, P6
Ethical Responsibility	P5
Expertise in their field	P1, P4
Good photo and video quality requisite	P1, P2, P3, P4, P5, P6
Help from peers/mentors	P1, P2, P3, P6
Hiring other professionals to support their profession	P5, P6
Impact of policies in social media outlets	P1, P2, P3, P4, P6
Income, expenditure and taxes	P3, P5, P6
Inequity in profession due to certain competitors:	P1, P2, P3
Informed audience	P1, P3, P6
Lack of mobile optimisation and deficiency of requisite mobile features	P1, P6
Learning on the job and through the job's media	P1, P2, P3, P5, P6
Motivation and rationale	P1, P2, P3, P4, P5, P6
Need for activity on multiple outlets	P1, P3, P4, P5, P6
Need for inter-connectivity in social media outlets	P2
Need for publicity and promotion	P1, P2, P3, P4, P5, P6
Need for standardisation and simplification for content creation	P1, P6
New professions creating newer professions	P6
Ongoing Necessity for relevance and innovation	P1, P2, P4, P5, P6
Opportunity for newcomers/novices	P1, P2, P3, P6
Power of Tagging	P1, P5
Precise planning and frequency of posts	P1, P5, P6
Primary social media outlet used	P1, P2, P3, P4, P5
Profession's description	P1, P3, P4, P5, P6
Professional status	P1, P2, P3, P4, P5, P6
Professionally relevant workshops and learning centres	P1, P6
Research regarding sCommerce for profession	P1, P2, P3, P4, P5, P6
Self-employed and self-reliant	P1, P3, P4, P6
Social influence contributing to selecting social media for profession	P2, P4
Starting social media outlet	P1, P2, P3, P5, P6
Starting/prior interest in field	P1, P2, P3, P4, P6
Supplemental skills needed for profession	P1, P2, P3, P4, P5, P6
Support from third-party traditional professions	P1, P2, P3, P4, P6

Transitioning into bigger opportunities related to their field	P1, P2, P3, P5
Use of secondary supplementary Social Media outlets	P1, P2, P3, P4, P5, P6

A closer look at the codes highlighted in yellow: ‘Changing landscape of social media’, ‘Need for interconnectivity in social media outlets’ and ‘Creation of social media outlet specific to profession’, make them appear to be inter-related in the sense that they all refer to the transformation of social media. Transforming social media entails the versatility and flexibility of social media, the innovation associated with it and possible new features that could be included in certain SNSs. Subsequently, the above three codes were subsumed into a new code called ‘Transforming Social Media’.

The codes highlighted in green: ‘Ethical Responsibility of the new professionals’, ‘New professions creating newer professions’ and ‘Cyberbullying’ were retained even though they were supported by data from one interview each. First, the code ‘Ethical Responsibility of the new professionals’, though not specifically mentioned by the other participants except for Participant 5, seemed interesting to include to examine the impact of ethics in new professions as they have been an old and integral part of traditional professions (Solomon, 1992). Similarly, the code ‘New professions creating newer professions’ highlighted possibilities of sustainability for the professions under consideration here. If they were already birthing new professions because of their outreach, it showed an impact on society and a dependence of others on them. Lastly, even though most participants did not specifically address the code ‘cyberbullying’, it is of note to include this phenomenon in the study as it highlights how negative comments and actions could have a significant impact on the new professionals personally. The changes resulted in a reduced set of 43 codes from the initial 45.

The next iteration was based on categorising the initial codes (Table 4.4). Saldana (2013), states that this can be done through simply sorting, cutting, pasting and comparing on a Word document. Reiterating one of Hatch’s (2002, as cited in Saldana 2013),

methods of distributing patterns by means of similarity (things taking place in the same manner), a grouping of codes was done based on categories emerging centred on the similarity of codes as well as by interpreting how well they went together. This categorisation simplified the code structure and allowed us to see emerging themes and concepts from the qualitative data.

Table 4.4 Code mapping (2)

Social Media and sCommerce	Starting social media outlet
	Social Media-related workshops and learning centres
	Precise planning and frequency of posts
	Primary social media outlet used
	Research regarding sCommerce for profession
	Deficiency in social media features
	Use of secondary supplementary Social Media outlets
	Need for activity on multiple outlets
	Need for Publicity and promotion
	Learning on the job and through the job's media
	Transforming Social Media Outlets
	Benefits of features offered by social media
	Power of Tagging
	Need for standardisation and simplification for content creation
	Impact of policies in social media outlets
Cyberbullying	
Mobile Technology and mCommerce	Benefits of use of mobile devices and applications
	Lack of mobile optimisation and deficiency of requisite mobile features
	Good photo and video quality requisite
	Need for standardisation and simplification for content creation
Society's Response and Influence	Hiring other professionals to support their profession
	Audience participation and Interaction with audience
	Social influence contributing to selecting social media for profession
	Informed audience
	Support from third-party traditional professions
New professions creating newer professions	
Personal ambition and incentives	Profession's description
	Expertise in their field
	Starting/prior interest in field
	Professional status
	Ethical Responsibility
	Income, expenditure and taxes
	Motivation and rationale
	Supplemental skills needed for profession
	Ongoing Necessity for relevance and innovation
	Advantages of new profession
	Opportunity for newcomers/novices
	Self-employed and self-reliant
	Additional equipment used
Transitioning into bigger things related to their field	
New Professional Peer Influence	Collaborations for mutual benefit
	Help from peers/mentors
	Differences between personnel in the same profession
	Inequity in profession due to certain competitors

4.4.1 Social Media and SCommerce

Theme 1: Use of multiple social media channels

Codes Used:

‘Starting social media outlet’, ‘Primary social media outlet used’, ‘Use of secondary supplementary social media outlets’, ‘Need for activity on multiple outlets’

Description:

Each new professional who participated in the interviews started their profession with a primary social media outlet relevant to their field. Case in point, both blogger participants (Participants 1 and 5) use WordPress to publish their blogs, the vloggers (Participants 3 and 6) started with YouTube to publish and circulate their videos and out of the two pop-up store owners, one uses Etsy (Participant 2) and the other uses Instagram (Participant 4).

However, it was not as simplistic as using just one prime outlet for distributing/selling content. In fact, all of the participants stated that they have created an online presence on multiple secondary social media outlets to supplement their main medium and have more followers on said secondary sites than their primary ones. This is illustrated by how Participants 1 and 5 have more followers on Instagram than on WordPress, with Participant 1 stressing on the increased number of views on his blog posts because of people clicking on the embedded link to his blog through the additional social media outlets that he has been using. This, in turn, enabled them being redirected to the blog that they may not have found otherwise. Participant 4 stated that she gets orders for her neoclassical entremets on WhatsApp rather than through direct messaging on Instagram and Participant 6 increasingly publishes more videos on Facebook and tries to circulate them through WhatsApp. In fact, Participant 6 affirmed that she gains more revenue through Facebook videos in recent times relative to YouTube videos. Similarly,

Participant 3 also acceded that she had more follower so her Facebook and Instagram pages.

Inference 1:

Overall, the new professionals stated that the increased popularity and outreach of their services and goods were due to the strong reliance on advertising and promoting themselves through these other outlets where people may be more active. This activity on several outlets enabled creating awareness among the public, which leads to the hope of attracting more viewers/readers/customers.

Theme 2: Criteria used when choosing social media channels

Codes Used:

‘Research regarding sCommerce for profession’, ‘Need for publicity and promotion’

Description:

In terms of prior research before selecting their preferred social media outlets, Participants 1 and 6 did extensive research before picking their chief medium. In fact, Participant 1 researched for a year before he narrowed it down to WordPress after weighing the merits and demerits of alternative sites like BlogSpot. Moreover, he also gained some insight about social media through peers and mentors that he looked up to (who were already blogging), much like Participant 6, who emulated the seniors at her university, who were successful and renowned vloggers. Participant 6 also took note of features such as Search Engine Optimisation (SEO), website quality owing to her technical background before deciding that YouTube was a good space to publish videos. On the other hand, Participants 2, 3, 4 and 5 did no specific research before selecting their media but selected the most popular medium that they heard or knew of. Participant 5 selected WordPress and bought a domain name to link to her site at the recommendation of a friend, whereas Participants 2 and 4 selected their social media outlets based on the social influence of their immediate circle. Friends and family being most active on certain sites and

applications led Participant 4 to selecting Instagram and WhatsApp for the purposes of her online store. Similarly, Participant 2 was inclined to use Facebook for publicity and opinion polls regarding new product designs and label choices because of the presence of people that she knew on the site. Participant 3, on the other hand, selected YouTube through habitual viewing of other vlogs. She was herself part of the vlogger audience before she decided to sign up for the YouTube partner program herself, which is analogous to Participant 2 being a buyer from Etsy before becoming a seller there. This observation underscores the development of audience members becoming new professionals themselves.

Inference 2:

The selection criterion for social media outlets specific to their professions depends on a variety of reasons for the new professionals prominent among which were prior research on the internet and the effect of social influence from friends, family and peer. In fact, peer influence even leads to the audience/customers transitioning into become new professionals themselves. This influx of ‘newer’ new professionals because of the increased outreach of the goods and services offered by these professions suggests the possibility of sustainability of these professions.

Theme 3: Perpetual learning and professional development along with adaptation to innovations in the features of SNSs

Codes Used:

‘Learning on the job and through the job’s media’, ‘Benefits of features offered by social media’, ‘Social media-related workshops and learning centres’

Description:

According to the participants’ interviews they were both the creators of content as well as the audience of their peers, which enabled them to follow a trend of learning on the job

and through the job's own media as specifically explained by Participants 1, 3 and 6 on how they learnt about the nuances of photography, Photoshop and video editing software through YouTube tutorials.

The individual merits of the social media outlets were wholly praised by the participants, wherein they conveyed the manner in which certain social media outlets have helped create and further improve their professions. For instance, Participant 1 illuminated the way through which social media had been a boon to him by getting him a lot of exposure, followers and positive comments within a short span of time. He also elaborated how he has used the specifics of various applications to his advantage, such as the use of image filters from Instagram, as well as the tools in the application provided. Examples included features for manipulating the contrast, shadows, sharpness and highlight of the photo to get an enhanced version of the image, which he said that he subsequently posts on both his main blog as well as his supplementary outlets. Correspondingly, Participant 2 related the pros of having a site like Etsy, which gives opportunities to new business owners to help take off their business and reach customers worldwide. In parallel to the other participants, Participant 3 believed that her audience existed only because of the existence of social media and further recognised the influence of the YouTube partner program to help monetise her content through advertisement. She further stated that the program, more importantly, helped her come into her own by allowing her to have a personal online identity that she could share with other unhindered.

Participant 4 considered the visual appeal of food pictures to be more alluring in drawing customers than plain text and was thankful for the existence of social media which unlike traditionally established businesses, helped her to not only promote, but also sell her products. Participant 5 on the other hand, appreciated the ubiquity of social media in recent times and the simplicity of specifically WordPress, when it came to designing the website for her blog. In addition to the aforementioned views, Participant 6 addressed

the aid given by minor add-on features and services on Facebook, like auto-playing content, which may lead to an increased number of views on the content and the simple, yet useful, content analytics offered for posts pictures and videos. Furthermore, she said that services like live streaming and analytics on both Facebook and YouTube have helped her analyse and thereby improve her performance. Another important suggestion she made was that of standardisation of video formats and aspect ratios. She said that this could be done through a combined initiative taken by both social media in-charges as well as mobile technology developers. It called for a uniform video format and aspect ratio (that would be best suited in terms of UI/UX) being a pre-installed mode in devices and social media applications. Such standardisation would not only lead to a reduction in discrepancies in video quality for the audience but more importantly, help simplify the entire video publishing process to newcomers as well as minimise time consumed to create, edit and eventually upload new videos.

Additionally, to try to better themselves at their current profession, there are external workshops and classes organised by people adept at content creation as stated by Participant 1. A few examples related by Participant 6 during her interview were of YouTube Spaces and the YouTube Creator Academy, which are places for YouTubers to undertake learning classes, get promoted as well as create their own videos. They exist all over the world, so as to be easily accessible by vloggers. Similarly, Participant 1 spoke about the existence of food styling and photography workshops for bloggers and Instagrammers and expressed an interest in starting workshops of his own in future.

Inference 3:

This accentuates the manner by which new professionals branch out to attempt and constantly learn about newer things, which may benefit their professions based on their skills as well as their customers' suggestions. Moreover, the flexibility in the adoption of

new features introduced by SNSs as well as the complete utilisation of existing features highlighted their efforts in adding value to the goods/services they offered.

Theme 4: Leveraging new features—Hashtags

Codes Used:

‘Power of Tagging’

Description:

Apart from the aforementioned benefits of each individual outlet, the new professionals have tried to ingeniously leverage the offerings of social media to grow their professions and gain more followers. Participants 1 and 5 illustrated the power of ‘hashtags’ and how they utilise them. A phenomenon made popular by Twitter and then later spreading to most social media outlets, prominently on Instagram and later Facebook, hashtags help optimise search results by finding keywords with the ‘#’ symbol before them. Participant 1 stated that he tries to utilise tagging to its full potential by researching the most popular hashtags on Instagram. He then tries to put them on his posts to get maximum views, likes and comments. Similarly, Participant 5 said that she uses hashtags and tries to coin her own tags to make them a unique identifier of her posts. Additionally, there have been multiple stories about the positive impacts of hashtags, a famous example of which is ‘#ThePowerOfMakeup’ started by vlogger ‘Nikki Tutorials’ against people shaming make-up users (Borge, 2015).

Inference 4:

The practice of using hashtags is a tool employed by the new professionals to increase the outreach of their professions and thereby garner more customers/audience. Using tags relevant to their field or topic of discussion leads to the augmentation of the search results of prospective customers who may be interested in leveraging the goods/services offered by them.

Theme 5: The importance of planning

Codes Used:

‘Precise planning and frequency of posts’

Description:

Another way the new professionals tried to ensure that they had a consistent audience base is through the precise planning and a steady frequency of posting content online. Participant 1 stated that he believes in quality control and thus posts the best pictures that he takes on Instagram and also ensures that he posts at least one image daily. He further stated that he does extensive research about popular activity on social media outlets along with looking up statistics online, which depict the peak hour of activity on social media outlets and then times his posts accordingly. He also tries to post between one to two blog posts a week to keep his readers interested. Similarly, Participant 5 said that she posts daily on Instagram and Facebook, even though she is not as regular with her blog posts. Participant 6 emphasised the need to commit to one’s audience by continuing to steadily upload videos, which would help keep the current audience interested and consequently increase the number of followers. Participant 3, on the other hand, expressed regret at not being able to vlog regularly, leading to her audience not growing consistently.

Inference 5:

Planning their social media posts both in terms of the frequency of the posts as well as the specific timing of the post uploads helps not only to ensure optimal visibility of their posts and attract newer viewers/customers but also retain their existing audience. In fact, being an infrequent uploader can lead to alienating one’s audience and customers.

Theme 6: Drawbacks of social media outlets and the new professionals' suggestions for improvements

Codes Used:

'Deficiency in social media features', 'Need for standardisation and simplification for content creation', 'Transforming Social Media Outlets'

Description:

Social media sites, however, did not come without their own pitfalls, as clearly discerned from the interviews; every participant had several points of critique as well as suggestions for improvement. Participant 1 complained about the lack of facility to upload videos directly to WordPress, but having to embed videos from YouTube. Participant 2 suggested there be a buy button on Facebook through which she could sell her products¹. She stressed that she did not want a hyperlink to the site, but desired the presence of a direct connection to her customers' Etsy cart, which would add the product in their cart on selecting a product from her advertised Facebook catalogue. Participant 6 further stated that YouTube analytics were slightly complicated for non-tech savvy individuals to comprehend easily or be able to decipher the text and graphs present without assistance or practice, and also that the User Interface and Experience (UI/UX) could use improvement. Participant 4 illustrated the need to have a validated rating system on sites like Facebook. Facebook offered customers the opportunity to rate places and stores. From personal experience, she had had a negative review and rating from someone who was not even her customer, thereby unnecessarily sabotaging her score, which she wished to avoid in future. Participant 5 had ideas about the creation of social media outlets analogous to Twitter but specially catered to fashion and beauty bloggers, which would enable easy sharing of thoughts and advice.

¹ Please note that the interview took place and thereby, the suggestion was made before the introduction of 'Facebook Marketplace', wherein one can buy/sell products through Facebook.

Inference 6:

Even though social media outlets are the facilitators of their professions, they do not exist without fault, as there exist limitations specific to each professional's needs. However, due to their experience and familiarity with operating these outlets, new professionals can suggest improvements to existing features as well as create new features or even new outlets.

Theme 7: The effect of social media outlet policies

Codes Used:

‘Impact of policies in social media outlets’

Description:

Another major criticism by the participants was about the social media policies. Participant 1 expressed that since the social media policy makers can change their site’s policies on their own whim and without any notice to the entrepreneurs functioning on the site, even a slight change in the regulations could greatly affect their professions. An example given by him about the same was Instagram’s recent revision in policies which stated that posts will no longer be shown in the default chronological order, but instead be algorithmically displayed according to an individual’s ‘interest’ based on the accounts they followed and the pictures that they liked. According to him, there is a possibility that this may encumber newcomers’ posts being viewed or even hinder increasing the existing audience base.

Both Participants 3 and 6 emphasised on the need for equity when it came to sites like YouTube in terms of promoting, recommending and featuring their partners, which would mean more promotion of newcomers rather than already established and famous YouTubers. This would give relatively small YouTubers the chance to have their videos

be slightly more prominent and visible in the sheer volume of videos being uploaded every day on the site.

Besides that, Participant 6 commented on the changing landscape of social media, especially how relative to a few years ago, video visibility on YouTube has decreased because of the daily influx of a large number of videos. She gave some more insight about how sites like YouTube are also bent upon earning more revenue and hence commercialising their platform and hence would promote those videos which their algorithm estimated would give them more views. She said that it is also difficult to anticipate what exactly their ‘wants’ are as their algorithm is constantly updated and hence mercurial. However, changes in policy can also be for the benefit of the new professionals as observed in the proposed new way to handle copyright claims by YouTube, wherein monetized videos will be allowed to continue running advertisements in case of copyright disputes (Frank, 2016). After the resolution of the dispute, the money earned would go to the winning party, thereby not hindering income in both cases; the first being when there are false copyright accusations and the second being when someone else is earning money based on the original creator’s content.

Additional aspects of the effect of social media policies are apparent in the real world, as witnessed by how YouTube cancelled its contract with top vlogger, ‘PewDiePie’, despite him being the top-earning vlogger for two consecutive years (Berg 2015; Berg 2016). This was because of his inclusion of anti-Semitic imagery in his video that was intended to be taken in a humorous light (Chokshi, 2017). This was done because such content was against the company’s policies and offended sensibilities.

Inference 7:

Due to the existence of these new professions on social media, the new professionals are completely reliant on the policies of these outlets, which could change without much warning. This puts their very professions in danger should there be any drastic policy

which may decrease their post visibility or a shutting down of a major social media outlet altogether.

Theme 8: Cyberbullying

Codes Used:

‘Cyberbullying’

Description:

On the point of cyberbullying, most of the new professionals interviewed did not relate personal instances of cyberbullying, but noted that they had seen it occur for new professionals with a bigger following (who had a larger audience) than them. However, Participant 2 discussed some extreme cyberbullying she faced by a fellow competitor on the site she sells her products on and a barrage of disparaging comments by the friends and followers of her competitor accusing her of plagiarism and going as far as to ‘report’ her activities to the site. Although the policy makers of the site sorted the matter out, it was a difficult time for her. This indicated that cyberbullying is not just subjugated to the new professionals by their audience, but also by their competitors. Moreover, there have been infamous cases of vloggers being cyberbullied and how they retaliated, which were reported in news outlets and magazines. Case in point, where beauty vloggers Bella DeLune and ‘makeupby_alo’ took negative comments and transformed them into positive make-up looks (Mahlmeister, 2015).

Inference 8:

Cyberbullying, even though emphasised by just one of the new professionals interviewed may pose a serious threat to the mental well-being of the new professionals as compared to negative comments addressed to brands/companies. This is because commenters may possibly indulge in harassment or personal attacks against the new professionals as individuals, regardless of the content of the post or customer service. This is different

from the complaints or unfavourable feedback directed towards companies because they are addressed to a corporate facade and not a specific individual.

4.4.2 Mobile Technology and MCommerce

Theme 9: Usage of Mobile Devices and Technology

Codes Used:

‘Benefits of use of mobile devices and applications’, ‘Good photo and video quality requisite’

Description:

The participants agreed that using mobile devices was prevalent in their professions, especially because of the convenience that they provided. According to all the participants interviewed, these devices made it easier to check audience comments on the go and instantaneously respond to them. Additionally, they were very conducive when it came to things like checking blog/vlog post statistics including things like the number of views and likes on a post, increase/decrease in the number of followers throughout the day apart from the added bonus of portability and ease of sharing posts and pictures instantaneously.

Another major reason common in all the interviews was using mobile devices because of the requisite of great photo quality needed in their occupations. They stated that smartphones had inherently great cameras nowadays, which enabled them to take sharp pictures and post them online to garner more followers/buyers. Participant 6 specifically appreciated the ability to live-broadcast on Facebook and YouTube on the go. She also added that the smartphone recorders were beneficial when she was making large videos with her camera outside when it was noisy.

Moreover, the participants stated that there exist certain social media applications, which were only accessible and thereby, operable through mobile devices. Example of

two such applications include Snapchat and Instagram, all the interviewed participants use either one or both of which. Snapchat is an application that is accessible purely through mobile devices. According to Participant 1, when it came to Instagram, even though one could view Instagram pictures on desktop computers, it is not possible to upload pictures through them.

Inference 9:

The usage of mobile devices and technology by these new professionals is prevalent due to ease of operability, portability and because of the facilitation of instantaneous interaction with their customers. Additionally, posting high-resolution photos is a necessary part of their professions, which is made easier because of high-end cameras being included in smartphones. Moreover, there seem to be applications, which are available to use only on mobile devices that are used by these new professionals

Theme 10: Limitations of mobile devices

Codes Used:

‘Lack of mobile optimisation and deficiency of requisite mobile features’, ‘Need for standardisation and simplification for content creation’

Description:

On the contrary, when it came to actual content creation, mobile devices had many shortcomings. Lack of mobile optimisation and the dearth of features present on the WordPress mobile application made it difficult to create blog posts and visualise content alignment on the mobile device as related by Participant 1. Participant 6 outlined reasons such as the lack of video editing applications on mobile devices, which were robust enough to have all the features present in the main computer software, as well as uploading long videos on YouTube somehow being more time-consuming. Other reasons given by her for not transitioning to using just her mobile camera for vlogs were quick

consumption of phone memory when recording long and high-quality videos, which included having to take multiple takes of the same scene on the quest to get the perfect shot. In addition to that, there was the issue of occasionally forgetting to change the screen orientation and dimensions into 16:9 horizontal, instead of portrait when recording with phones. This was essential for a better viewing experience for the user and a dearth of pre-existing modes that would automatically do that for her led to half the screen being black after uploading videos on social media.

Inference 10:

There exist limitations of using mobile devices and technology, which perhaps need to be ameliorated by developers; however, these reasons did not seem to deter the new professionals from making use of mobile devices. This was because, as stated in Theme 9, certain applications have only been created for and thus can only be used through mobile technology, for instance posting on Snapchat and Instagram, outlets that are prominently used by them for furthering their profession.

4.4.3 Personal Ambition and Incentives

Theme 11: New-professionals' backgrounds

Codes Used:

‘Profession's description’, ‘Starting/prior interest in field’, ‘Professional status’, ‘Self-employed and self-reliant’, ‘Motivation and rationale’, ‘Advantages of new profession’, ‘Opportunity for newcomers/novices’

Description:

Every one of the new professionals interviewed for this study described their background and professional status to be different from their current occupation. For instance, Participant 1 was a doctor, Participant 4 majored in the physics and Participant 6 was an engineer. However, they all eventually transitioned into their respective new professions

by “following their passions” (which was the most prevalent motivation and rationale for switching to the new profession in the first place) or developing skills related to their current new profession, like in the case of Participant 4, who went to culinary school or in the cases of Participant 3 and 6 who learnt video editing software for their vlogs. Another common factor which led to the adoption of new professions was the independence that came with being self-employed and self-reliant, thereby answering to no one other than themselves, as related by Participants 1, 3 and 6.

Furthermore, all the participants also highlighted the advantages of being a new professional by virtue of elucidating how social media made their life and occupation easier and gave a platform to any newcomers who may want to launch their careers as new professionals. It also gave them complete content-control and autonomy over their services. Examples of new features on social media, which makes life easier for new professionals by furthering opportunities are that of Facebook’s proposed ‘tip jar program’, wherein the audience can leave monetary tips if they liked the posted content, or the soon to be released feature of cash-payment on Snapchat (Newton, 2016; . Another example is that of the invention of a fashion algorithm, which suggests how to dress for Instagram pictures to garner more likes and followers (Lindig, 2015). Due to such opportunities offered to newcomers, individuals have quit their traditional jobs to become full time new-professionals like former Verizone employee turned Snap-artist, Cyrene Quiamco (Snap Inc., 2014; Szoldra, 2016). Lastly, they rounded up the advantages of being a new professional by giving examples of other popular and successful new professionals in their industry.

Inference 11:

Even though the new professionals come from different backgrounds not necessarily related to their current field or even topic of blogging or vlogging or may have no prior experience of selling goods, they evolved and adapted themselves to fit these professions.

This was done by a combination of prior interest in the field as well as through the development of skills matching those interests to partake effectively in these new occupations. Moreover, there are ample opportunities for newcomers in the field. Additionally, being self-employed and having autonomy over the goods and services they supply to their customers is advantageous, according to them.

Theme 12: Income and Taxes

Codes Used:

‘Income, expenditure, and taxes’

Description:

Participants 3, 5 and 6 also talked about the income and taxes from these new professions; with Participants 5 and 6 agreeing that when one is new to the field, earning money just through the new professions may be difficult. On the contrary, experienced and popular new professionals are known to earn money equal to and at times, even more than mainstream traditional professionals as evidenced by the scrutiny of YouTubers’ earnings done by Outrigger Media, a company that specialises in video advertisement solutions (Ives, 2015). According to them, the monthly estimated earnings of the top 10 beauty vloggers ranged from around \$14,520 to \$41,475 (in USD) and the top 10 culinary vloggers earned even higher, ranging from \$32,261 to \$127,777. Similarly, bloggers on Instagram may charge up to £58,000 for a post featuring a brand, depending on the number of followers they have and consequently, the number of people they influence (Spedding, 2016).

Nevertheless, the participants stated that their new professions also open up other avenues of income, like how Participant 5 explained by saying that “This is not my source of income yet, per say! I don’t write for any brand or company, however, because of my blog’s exposure, it has gotten me I work as a make-up artist in Mumbai (sic). I also travel

for shoots, brides (sic), music video shoots, etc.” Similarly, Participant 1 gets hired by restaurants for food styling and photography owing to his blog and Participant 2 also stated how she has been invited to the Chattanooga market to sell her wares. Participant 3 further explained how she also paid taxes on her income from YouTube by saying that, “Yes, since I’m the ‘sole proprietor’ of my YouTube channel, it is taxable. But I can deduct my business expenses from it. So if I have spent something which is directly needed for my channel, that amount of money is deductible, and I don’t have to pay taxes on it.”

Inference 12:

There may be a difficulty for newcomers in the field to have consistent or regular income through just one channel, but there is an availability of supplemental channels through which they get work and paid related to their skills as bloggers, vloggers and pop-up store owners. Additionally, the practice of paying taxes suggests these new professionals adding value to society.

Theme 13: Supplemental skills required

Codes Used:

‘Supplemental skills needed for profession’, ‘Ethical Responsibility’

Description:

When addressing supplemental skills that may be required for the profession, Participant 1 stated that having a culinary or journalism degree when food blogging would certainly not be a hindrance, but passion, honesty and knowledge about food and writing were necessary even if one had no prior experience. Food styling and culinary photography were also stated to be of utmost importance when it came to drawing audiences. Correspondingly, Participant 5 elaborated on the same attributes, but in terms of beauty

blogging, which included an interest in fashion and makeup as well as having a knack for recommending products.

Additionally, Participant 5 also stressed the importance of having a sense of ethical responsibility as an inherent skill, wherein she stated, “Whether I make blogging as my profession or not. I want girls to know me as a person they approach for their beauty related queries, somebody they know they can trust with when it comes to recommendation, coz I don't believe in lying, if a product doesn't work it doesn't work. I wouldn't promote it.” This is exemplified by famous new professionals who use their ‘celebdom’ to create a positive social impact, for example, microvlogger Lele Pons who aspires to be an inspiration to female vloggers, Janet Mock a renowned transgender-rights activist on social media, and cultural appropriation advocate Amandla Stenberg, to name a few (Gould, 2015). Most significantly, vlogger Essena O’Neil decided to quit social media after she exposed the shortcomings of being a social media influencer and the truth behind the contrived posts on her profile, which according to her were falsely constructed illusions to attract more followers (McCluskey, 2015). She stated that doing all this made her miserable in real life and stressed on the need for honesty in social media posts, saying that the representation of a perfect life on social media is uncharacteristic of one’s real life. The impact of her revelations was so far-reaching that she was named one of Time magazine’s 30 most influential persons on the internet of the year (TIME Staff, 2016).

Similarly, Participant 6 elaborated on the need to know about video editing software, creating thumbnails and making videos, which appeal to the target audience as important skills to have, which she gradually picked up after becoming a vlogger through watching tutorials online. Participant 3 was also in accordance with learning about movie making and editing by watching YouTube tutorials which reiterate how the new professionals tend to learn and up-skill themselves on the job through their job’s own media. Participant 2 and 4, however, needed more concrete skills apart from manoeuvring

through social media and mobile technology: Participant 2 was highly reliant on family recipes of soaps and scents, whereas Participant 4 was trained from one of France's best patisserie schools in creating neoclassical entremets.

Inference 13:

Overall, the main factors influencing additional skills to be learnt before partaking in these new occupations depends on the genre of the new profession being considered. Bloggers need expertise in writing, vloggers in video editing and content creation and pop-up storeowners in creating and selling their products. However, these genres have further categories within themselves as observed—food bloggers need to know about food styling and culinary photography, beauty bloggers need to be adept at makeup and assessing beauty products, lifestyle vloggers may need to improve their camera presence and research for new ideas for new vlogs, and depending on the kind of pop-up store owned, in this instance, an online patisserie must have an expert pastry chef, whereas an apothecary owner should be accomplished in creating products adhering to the health and safety risks as well as being desired by her current customer base.

Theme 14: Supplemental equipment required

Codes Used:

'Additional equipment used'

Description:

Apart from additional skills, the participants also made use of additional equipment apart from social media and mobile technology. Participant 1 stated that he uses a DSLR camera to capture food shots. Participant 6 however, used more than just a camera. She said, "The camera I use is a point and shoot camera, which (to explain simply is) like (the) automatic (version) of DSLR. So you don't have to make a lot of adjustments like the photographer or videographer, you can just keep it on one setting and directly shoot!

It's easier for me. Then I use a tripod of course, as I want to shift and I want to take different takes, so it's better if you have a tripod which can adjust lens and all that stuff (sic). Those are the equipment, and then for the editing I have software in my laptop and then I edit them, and that's it". Being pop-up storeowners who sell tangible products, Participant 2 and 4 naturally needed to use additional equipment to not just to buttress their on-line profession, but to actually create their products from scratch. Thus, for her patisserie, Participant 4 confirmed, "I have my own kitchen set up in my own house—with an industrial fridge and ovens along with all the other necessary equipment."

Inference 14:

Analogous to supplemental skills, additional equipment required is specific to the profession. Bloggers and vloggers may require camera equipment in general, but more specifically, beauty bloggers and vloggers may require make-up and clothes to review. Similarly, pop-up store owners would require particular equipment related to their field.

Theme 15: Expertise and Social Media Presence

Codes Used:

'Expertise in their field', 'Ongoing Necessity for relevance and innovation',
'Transitioning into bigger things related to their field'

Description:

In the current pool of participants, Participant 1, 4 and 6 appeared to be experts in their respective fields, Participants 2 and 5 seemed to be doing averagely and Participant 3 looks to be faring below par compared to the rest of the interviewees. These observations were supported by evidence from the interviews, wherein Participant 1 stated that he was invited to be part of a nationwide food bloggers association that he accepted and was nominated for a food blogging award two months after starting his blog. Also, his assertions of continued innovation through better food styling, writing and photography

leading to an increasing and relatively quick growth of his audience seems to be indicative of his competence. Similarly, Participant 4's features in renowned magazines like Vogue and Cosmopolitan and flourishing orders were proof of her success. Apart from Participant 6's in-depth answers to the interview questions, which offered valuable insight about vloggers, her analysis of the current scenario of YouTube videos and her flexible move from YouTube to publishing videos on Facebook to garner sponsors and viewers, as well as the strategic distribution of her vlogs through personal messengers such as WhatsApp, led to 'viral videos' and a corresponding expansion in fan following signifying her skillfulness.

On the other hand, even though Participant 5 has sufficient knowledge about her field, she stated that she had been lax with her blog because of modelling for a nationwide competition and her responsibilities as a makeup artist, which had resulted in a relatively slow growth of her blog's readership, but she had attempted to counter that by keeping a strong presence on social media through frequent posts on Instagram and Facebook. Participant 2 had been suffering from health issues, personal problems as well as the aforementioned instances of cyberbullying, which had culminated into a stagnating performance in her profession. Participant 3 elucidated that since getting a new job (a traditional profession), she had been wholly negligent of her vlog channel, not having uploaded videos in months, which had led to virtually no growth in viewers and thereby, more views on her old content.

Participant 1 described how a mere existence on social media enabled him to keep himself updated with newly emerging media that may help his profession. By virtue of this, according to him, the most recent medium he started using to supplement his profession was, "Zomato. It's a site specifically based on reviewing restaurants." Correspondingly, Participant 6 stated the need for being updated about the upgrades and changes in social media outlets and to try to best leverage what else was being offered by

them to their advantage. Participant 2 stressed on the need to promote and advertise one's brand irrespective of the medium, "I think you should know (how) to sell yourself as a brand. Advertise as much as you can and be professional—just because you're selling online doesn't mean that you shouldn't have proper posters and labels for your products", she articulated. Similarly, Participant 4 emphasised that she never got complacent and innovated her patisserie skills and incorporated new techniques all the time to keep her customers intrigued. She added that "I also go for new kinds of training to innovate my style and I have recently started organising bakery master classes. What I'm saying is that if you do your job well and know your stuff and keep updating your style and bringing something new to the table consistently, you don't need to conform to what you've been referring to as a 'traditional profession', like I think I'm doing okay without a physical store!" There is a possible future trend of moving towards expanding their professions and transitioning into bigger things related to their professions. Participants 1 and 5 hinted towards transitioning into vlogging from blogging in future and Participant 2 is already a regular fixture at the local markets, thereby furthering her entrepreneurship dream. This phenomenon of transitioning is apparent in the lucrative side-businesses conducted by bloggers making them budding entrepreneurs (Coscarelli & Casely-Hayford, 2015).

Inference 15:

Considering the above points, it is apparent that a consistent presence on social media and ongoing need for innovation are essential factors in sustaining new professions and gradually becoming experts therein, irrespective of their genre. Moreover, this may lead to progression to the next level in their professions because of the increase in the number of opportunities.

4.4.4 Society's Response and Influence

Theme 16: Value co-creation with the customers/audience

Codes Used:

'Audience participation and interaction with audience', 'Informed audience'

Description:

Through the interviews it was noted that it is not just a two-party relationship between the service provider and consumer—there are other parties involved: peers, aggregate content providers, and third party traditionally established companies providing their support to the service provider as well as the audience. The audience/customers are not just static/passive entities, in fact, they make their demands and suggestions to tweak content however they want in the form of direct interaction with the content provider through comments (on the blog/blog/post advertising the product for sale by virtual stores) and by tagging these new professionals in personal posts and reviews on social media outlets, wherein they are active. In turn, the new professionals (as stated by the majority of the interviewees), address their customer base's concerns and respond to their demands in like. This is proof of the fact that unlike traditionally established businesses, the new professions did not start with asymmetrical communication and then transition into two-way dialogues, but that the foundation of their profession was built on backward and forward communication with their audience, wherein they both co-create value for one another. According to the participants, there was rarely a time when the new professionals did not interact with their customers and this claim is evident in the statements of Participant 2 who said that she ensures that she sends personalised thank-you notes to all customers who purchase from her to create a personal bond with them.

Similarly, the importance of their audience in 'making them what they are' are prevalent in the responses of Participant 3 and how she makes sure that each comment on her channel gets replied to because her audience are helping her grow for which she's

grateful; along with asserting that there was more of a direct interaction with the audience because they saw her as an individual, like themselves and not the façade of a corporation. Participant 5 went one step ahead and apart from answering the queries of all her readers, she said that she takes the admiration received from her posts to stride and says that it helps build trust between her audience and her when she is transparent and often publicly reposts the feedback that she gets from people. She also added that she believes that the blog is personal to her and insists that she needs to have a relationship with her customers that goes equally both ways, where both the readers understand and know her as a person and vice versa. Participant 4 said that she believes that her customers like to feel more involved and not just get the products delivered at their doorstep; so she posts videos and images of the creation of her products to make her audience feel like they're part of the entire process from creation to delivery. This has garnered positive reactions from her customer base. Participant 6 added that responding to comments was how one inherently understood the needs of the customer that led to new ideas and customised content created for that audience.

In addition, a more profound relationship with the loyal and regular customers has been highlighted in the statements of Participants 1 and 5. In fact, the presence of an intelligent and informed audience is further elucidated in Participant 1's account of how the number of followers of his blog and secondary social media outlets increased after a giveaway of free products and not during it. According to Participant 1, the quality of his photos, as well as posts, increased because he started stressing more on food styling, which is what he presumes drew more followers to his content and not the prospect of getting freebies.

Followers are keen and active, sometimes also inform, and ask the service providers about their activity on other social media outlets, as informed by Participant 3. In fact, Participant 6 considered her audience base to be her best analytical tools in human

form—because of their fearless approach of saying what they wanted/did not want or what they liked/disliked.

A majority of the participants also noted that ‘bigger’ vloggers and bloggers (the ones with a larger audience base) have expanded to become entrepreneurs by collaborating with traditionally established companies to release their own brand of products, which appeared to be a transition to virtual store owning but at a much grander scale compare to the pop-up store owners being talked about in this context. The participants further stated that, audiences participate in officially sponsored meet and greets, buy products and attend paid events like the YouTube Fan Fest to support their favourite bloggers and vloggers. Not only that, but new professionals have also been interviewed by news outlets and published in magazines (not unlike Participant 4). This illustrated the audience support that these new professionals were already party to, thereby creating their own niche in the society.

Inference 16:

There is a notable presence of value co-creation between the new professionals and their customers. There has always been a presence of symmetrical dialogue and interaction between their customers and themselves, unlike traditionally established professions, which started with asymmetrical dialogue. The new professionals also attribute their success to their customers and try to engage in a more meaningful relationship with them by customising content, adhering to their feedback and requests and replying to their comments. Moreover, audience support to these professionals is also apparent in their positive feedback, loyalty and the continual leveraging of the goods and services offered by the new professionals.

Theme 17: Social Influence

Codes Used:

‘Social influence contributing to selecting social media for profession’

Description:

It is however not just their audience that affects the behaviour of these new professionals. Social influence for the new professionals commenced even before they actually started their occupations—Participants 2, 6 and 4 admitted to selecting specific social media outlets and adapting newer ones for their professions only because their family, friends, or just people around them, in general, seemed to prominently use those outlets.

Inference 17:

As stated above, the popularity and use of certain social media outlets by friends, family and their circle of social interaction has also prompted new professionals to adopt them for the purposes of their professions not only before they decided to become a new professional, but as and when new social media outlets are introduced to society.

Theme 18: Professional outreach—traditional businesses and ‘newer’ professions

Codes Used:

‘Hiring other professionals to support their profession’, ‘Support from third-party traditional professions’, ‘New professions creating newer professions’

Description:

New Professionals also hired other professionals to back their professions. Case in point was how Participant 5 hires photographers to take finished, high-quality pictures for her blog. Correspondingly, Participant 6 also admitted to having hired and collaborated with professional videographers, especial when she was an amateur, to produce high-quality videos that were more visually appealing.

Corroborating the integration of new professionals into our society is the support that they get from traditionally established professions, as alluded to earlier. Participant 1 confirmed this by referring to the numerous invitations he received from restaurants to review them. He further stated that at these events when they are clicking pictures, bloggers are reassured by restauranteurs that if the food is not warm anymore, they would reheat it for them. These joints see this as a promotional opportunity for their businesses, “Everyone’s aware of the power of social media these days”, confided Participant 1, which enables these traditional professionals to use these new professionals to expand. Participant 2 also endorsed this by indicating her acceptance into the Chattanooga Market to sell her products on Sundays. Participants 3 and 6 referred to how organisations sponsored videos for them in lieu of promotions and reviews, as did Participant 4, who admitted to collaborations with established high-end companies and being featured in famous magazines and news outlets. In fact, industry estimates say that brands spend about \$1 billion a year on sponsored content on Instagram and bloggers negotiate deals with them about the number of posts featuring their products, promises of not featuring competitors simultaneously and not featuring products which may not cater to their style or fashion sense (Schaefer, 2015).

Lastly, Participant 6 also mentioned that these new professions were not the newest anymore, but in fact, birthing newer professions. When explaining how sometimes newer vloggers needed help managing their channels, she said, “...the MCNs for them, you know multi-channel networks who just (get) hire(d) by the channels and take their ownership and just do everything for them.”

Inference 18:

New professionals hire other professionals to support their professions and in turn get hired by traditionally established companies to promote their products and services, thereby indicating sustainability because of their acceptance by peers and traditional

companies alike. Additionally, new professions also give rise to newer professions, which is another reason in favour of their sustainability.

4.4.5 New Professional Peer Influence

Theme 19: Collaboration with peers

Codes Used:

‘Collaborations for mutual benefit’, ‘Help from peers/mentors’

Description:

Collaborations to create content with peers in the pool of new professionals (and not traditionally established companies) in order to get an ‘exchange of audience’ and more exposure is a unique way of growth, which is being employed by the new professionals. Participant 3 has indulged in many such collaborations for her videos, but on the other hand, Participant 6 stated that collaborations are only useful if you could get in touch with peers who have an audience base who liked content similar to your own viewers, had a similar or larger number of followers/subscribers and were willing to equally contribute to content creation. According to her, this was because the collaboration would be futile with someone who had fewer subscribers than herself, as there was a strong possibility that she would not gain as many followers compared to the effort that had been put in for the collaboration. Furthermore, vloggers with a larger viewership than her may not want to collaborate with her for similar reasons. So ultimately, she summarised by saying that finding a collaborator of ‘equal strength’ who is close enough for her to collaborate with would be the only way to have an advantageous relationship.

Inference 19:

New professionals collaborate with peers for mutual benefit. Collaborations are beneficial because of increased publicity as well as an exchange of audience/customers.

Theme 20: Competition and Inequity

Codes Used:

‘Differences between personnel in the same profession’, ‘Inequity in profession due to certain competitors’

Description:

There is also the presence of different factions of bloggers and vloggers in the pool of new professionals. Micro-bloggers (who blog on sites like Twitter and Instagram use just 140 characters with a picture or just a paragraph with a maximum of 30 tags and a picture) are common on both social media sites. Similarly, there are micro-vloggers, people who just post Instagram videos under a minute or Vine-stars (Vine was a micro-video SNS where six-second videos are played on loop), who have gained popularity because of producing six second videos which play on a loop on the Twitter-owned social media mobile application ‘Vine’, which was recently announced to be discontinued by Twitter in the following few months (The Medium Corporation, 2016). The presence of such personnel in the industry of new professionals was asserted by Participants 1, 3, 5 and 6. In fact, Participant 1 also stated his annoyance at the injustice of micro-bloggers being extended the same courtesy by third party sponsors and traditionally established companies when it came to invitations for openings and reviews, as he felt that the description and review of the food/restaurant could not possibly be abridged in such a manner that does it justice. However, this was not the only point of rivalry between the different types of new professionals; another section is the aggregate bloggers/vloggers. According to Participant 1 and 3, aggregate bloggers and vloggers collate content from individual bloggers and vloggers and publish it with credit given to the original creators. Instances of these types of professionals are heavily prevalent on Instagram. But there are instances when unfair use comes to into light when certain individuals compile YouTube videos, ‘edit them’ and monetise the compilation without paying or crediting the original

creators, which according to Participant 3 is illegal as it infringes on copyright material created by the original makers, but these creators seem to somehow circumvent these regulations. But if done in the right way by properly crediting the original content creator, there can be a benefit to both parties—the aggregate bloggers and vloggers get more views on their content, whereas the original creators get more exposure through them. This can be seen as a form of indirect collaboration.

Additionally, according to the interviewees (Participants 1, 3 and 6), there has been an added advantage for the new professionals who got in early in the game—individuals who have had blogs and vlogs for the past five years or so have a larger fan following than people who're just starting now, regardless of content quality. Nonetheless, help from their peers and mentors have benefited newer professionals to enter the field. On the same note, Participants 1, 2 and 6 also agreed that there were better and more easily available opportunities for newcomers in their field compared to the difficulty of entrance in certain traditionally accepted professions.

Inference 20:

There are different sects of new professionals within a particular genre, for instance, bloggers have aggregate and micro-bloggers along with general bloggers and so do vloggers. This may occasionally lead to competition and rivalry. There is also inequity between the professionals who are relatively newer to the field and professionals who have been in the field for multiple years owing to experience and a larger audience/customer base for the latter.

4.5 Chapter Summary

This chapter describes the new professionals' perspective and how they leverage people and resources available to them to create value. It starts with the preparation and coding of the interview data and the subsequent processes of code mapping and creating

categories of codes to aid in the analysis of the interview data. It also describes the themes emerging from the coding process and draws inferences based on them.

Chapter 5: Part 2—The Intended Audience's/Customers' Perspective

This chapter addresses the second research question, wherein the perception of the services of the new professionals by their intended audience/customers is investigated. Certain constructs of the UTAUT2 model were adapted to fit the context of customer adoption based on their behavioural characteristics and use of the goods and services offered by the new professionals. These understandings were used to inform a survey questionnaire about customer perceptions of the new professional services.

5.1 Modifying the Questionnaire

In order to ensure that the survey questionnaire was aligned with the insights derived from the analysis of the new professionals' interview data, the questions were re-examined and the questionnaire was modified. Certain constructs and relationships were eliminated because of the lack of evidence from the qualitative analysis supporting them, however, questions based on the remaining constructs and relationships were retained as they were supported by the interviews' highlights. Furthermore, the survey questionnaire was expanded to include questions about customer participation and sustainability based on insights from concepts like proactivity, customer trust, interaction, and feedback as well as the content of the research question. The process and the outcomes are described below, with each of the retained constructs discussed in the light of the evidence from the qualitative evidence.

5.1.1 Eliminated Constructs

There was no support from the new professionals' interviews suggesting that performance expectancy (PE), effort expectancy (EE) and facilitating conditions (FC) affected customers' response to their professions. Hence, the variables were discarded from this

study. However, this does not mean that they may have no influence on the participants at all, just that they were considered outside the scope of this study.

5.1.2 Social Influence

Social influence (SI) is the degree to which an individual will follow a blog, watch a vlog or buy goods from a pop-up store only because his/her family, friends, peers, colleagues, superiors or role-models are doing so.

As shown in theme 15 in Chapter 4, 'Expertise and Social Media Presence' the content of a vlog could go 'viral' with the help of messenger applications sending it to the extended family and friends' network. Additionally, the interviewees themselves were susceptible to social influence when it came to selecting social media outlets. As apparent in the theme 2 'Criteria used when choosing social media channels' and theme 17 'Social Influence', participants acceded to using certain social media outlets only because they had friends, family and peers using them. Since the selection of social media outlets because of social influence was common in the new professionals themselves, it was considered interesting to investigate the items in this construct with respect to their intended audience. Therefore, the survey questions related to social influence were retained.

5.1.3 Hedonic Motivation

Hedonic motivation (HM) in the context of this study is referred to as the enjoyment of watching YouTube videos or reading fashion blogs for instance; or it could be ordering handmade products from niche markets. Additionally, according to the theme of 'Value co-creation with the customers/audience', the responses of the participants therein indicate that their customers and audience leave positive comments and reviews on their content, along with requesting for more content, making it evident that the customers

enjoy the services being offered. Hence, the survey questions related to hedonic motivation were retained.

5.1.4 Price Value

The cost and pricing structure of the goods and services may also have a significant impact on the customers' acceptance of the new professions, which is why the price value (PV) is also considered to be investigated. In the case of vlogs and blogs, many are free, but some require a paid subscription. However, the prices in virtual pop-up stores usually vary based on the type of products being offered. Customers may ruminate about paying a certain price by weighing the value of the product/service they are buying against it.

As exhibited in theme 16, 'Value co-creation with the customers/audience', the participants' description of their customers proactively requesting new and customised content and products seems to indicate satisfaction with the price and corresponding value of the services provided. The survey questions related to price value were therefore retained.

5.1.5 Habit

Habit (H) entails the extent to which people tend to perform behaviours automatically because of learning, which in this case can mean regular consumption of the new professionals' services and products. One can therefore habitually watch vlogs and read blogs in their free time or even order things online from pop-up stores for that matter.

Again in theme 16, 'Value creation and co-creation with customers/audience', the participants emphasised on the existence of a loyal customer base, some of who have been regularly following their work from the very start of their blogs by liking and commenting on their content. This leads to the speculation about an ongoing 'habit' of

reading blogs amongst some in their audience. Thus, the survey questions regarding habit were retained in the survey.

5.1.6 Participation

As stated above, the items from the UTAUT2, which were selected for the purpose of the quantitative analysis were only those that were identified in the new professionals' interviews.

However, participation (P) emerged as a new concept from the qualitative analysis of the interview data of the new professionals, especially through theme 16, 'Value creation and co-creation with customers/audience'. Apart from that, on more than one occasion in the theme 1, 'Use of multiple social media channels', theme 5, 'The importance of planning', theme 9, 'Usage of mobile devices and technology', theme 15, 'Expertise and social media presence', and theme 17, 'Social Influence'; all the new professionals reiterated the importance and prevalence of audience participation and their interaction with them being valuable to their profession.

Prahalad and Ramaswamy (2004b), state that 'activism', is one of the manifestations of an informed customer that enables customers to openly vocalise and embolden their peers to do the same regarding any feedback they may have about the company. Audience comments, criticism, informed insight, compliments and requests or engagement of any kind from the audience were phenomena reiterated throughout all the participants' interviews.

Thus, the construct, 'Participation' was specially created upon the qualitative analysis of the interview data. It consists of four sub-constructs: Trust (T), Proactivity (PR), Positive Feedback (PF), and Negative Feedback (NF) that were included to test for the actual and current usage in the form of participation by their the customer base as

described by the new professionals in their interviews. Thus, the prevailing evidence from the interviews leads to the inclusion of questions related to participation in the survey.

5.1.7 Continual Intention to Use

The final two constructs involving continual intention and actual use were directly leveraged from the UTAUT2 model because even though the participants' interviews emphasised enthusiastic participation from the customer base, future intention to use and actual usage can only be investigated by asking the customers themselves.

The behavioural intention construct was renamed to 'continual intention to use' (CI). As the name of the construct suggests, this is the continued intention to use the goods and services offered by the new professionals. Apart from being a part of the original UTAUT2 model, this construct was considered to possibly aid in addressing the perception and consequent future use of the customers.

5.1.8 Actual Use

Use behaviour from the UTAUT2 was renamed to 'actual use' (AU) and defined as the frequency actual usage of the goods and services offered by the new professionals. The variable itself was retained as formulated in the UTAUT2 model.

5.1.9 Sustainability

A question relating to sustainability (S) was put into the survey after the continual intention to use questions. This was done to address the part of the research question that relates to the sustainability of the new professions. After asking about their future plans and intentions to leverage the goods and services offered by the professions, the respondents were asked about their views on the sustainability of the professions. This was done to address the customer perception of the long-term future of the new

professions. It was used as a check to see that even though the customers may regularly use the services of the professions in future, they may think that these professions may not be available in the long term.

5.2 Questionnaire Items

The questions in the survey were presented in the following format. ‘Vlogging’, ‘blogging’ and ‘pop-up store owning’ had their own separate sections with similar questions worded to reflect the respective profession under consideration.

The terms like ‘system’, ‘technology’ and ‘work’ were replaced as needed with terms like ‘vlog/blog/pop-up store’, ‘profession’ and ‘work/daily life tasks’ respectively. The participants in the survey were allowed to skip sections and answer only the sections that included the new professions that they were familiar with.

Each construct (SI, HM, PV, H, CI and S) had one or more items associated with it. The answers were in the form of ‘5-point Likert scale’ where:

- 1- Strongly Disagree
- 2- Disagree
- 3- Neutral
- 4- Agree
- 5- Strongly Agree

Actual Use (AU) was used to measure the frequency of the actual usage of the services/products by the customers. The scale of measurement was modified from UTAUT2 (from ‘Never’ to ‘Many Times a day’) to a Likert scale from 1 to 5 where:

- 1- Never
- 2- Every Year

3- Every Month

4- Every Week

5- Every Day

This was done because of the nature of the professions and to ensure uniformity in the survey. It seemed highly unlikely that customers would shop multiple times a day; hence the above suitable scale was decided upon. Similarly, even though the first and third CI items were adapted as is; the second item of the CI construct that originally stated: ‘I will always try to use the system in my daily life’, was discarded from this study. This was because it was expected that the prospective respondents of the survey would have varying frequencies of use, which would not be limited to just daily usage, but in fact, span to yearly usage.

The newly created survey items for the participation constructs were to be answered on a different Likert Scale ranging from 1 to 5, where:

1- Never

2- Rarely

3- Sometimes

4- Frequently

5- Always

It is important to note that ‘Participation’ (in the context of new professions) is a new construct not included in the acceptance models researched. Since extensive consumer participation and one-on-one interaction with the new professionals came into light during the interviews, evidently more important than direct interaction observed in traditional professions, participation was created to investigate the phenomenon further.

Table 5.1 provides a complete summary of the questionnaire items with the second column depicting the original UTAUT2 items in italics.

Table 5.1 Questionnaire items

<u>Label</u>	<u>Original</u> <u>UTAUT2</u>	<u>Vlogging</u>	<u>Blogging</u>	<u>Pop-up store</u> <u>owning</u>
SOCIAL INFLUENCE (SI)				
<u>SI1.</u>	<i>People who influence my behaviour think that I should use the system</i>	People who influence my behaviour (peers, role models, etc.) think that I should watch vlogs	People who influence my behaviour (peers, role models, etc.) think that I should read blogs	People who influence my behaviour (peers, role models, etc.) think that I should shop from pop-up stores.
<u>SI2.</u>	<i>People who are important to me think that I should use the system</i>	People who are important to me (friends, family, etc.) think that I should watch vlogs	People who are important to me (friends, family, etc.) think that I should read blogs	People who are important to me (friends, family, etc.) think that I should shop from pop-up stores
<u>SI3.</u>	<i>The senior management of this business has been helpful in the use of the system</i>	The video sharing/hosting site has been helpful in using their site/application by including things like a simplified design/user interface with easy separation and searching of different genres of vlogs	The blogging social media site has a robust and simple application and responds to any problems I have with it	The social media site which hosts the pop-up store has a robust and simple application and responds to any problems I have with it
<u>SI4.</u>	<i>In general, the organisation has supported the use of the system</i>	Colleagues at my workplace have been encouraging in the watching of vlogs for help with my job	Colleagues at my workplace have been encouraging in the reading of blogs for help with my job	Colleagues at my workplace have recommended shopping from pop-up stores
HEDONIC MOTIVATION (HM)				
<u>HM1.</u>	<i>Using the system is fun</i>	Watching vlogs is fun	Reading blogs is fun	Shopping from pop-up stores is fun
<u>HM2.</u>	<i>Using the system is enjoyable</i>	Watching vlogs is enjoyable	Reading blogs is enjoyable	Shopping from pop-up stores is enjoyable

<u>HM3.</u>	<i>Using the system is entertaining</i>	Watching vlogs is entertaining	Reading blogs is entertaining	Shopping from pop-up stores is entertaining
PRICE VALUE (PV)				
<u>PV1.</u>	<i>The system is reasonably priced</i>	Watching vlogs online is reasonably priced	Reading blogs online is reasonably priced	Shopping from pop-up stores online is reasonably priced
<u>PV2.</u>	<i>The system is good value for money</i>	Watching vlogs online is good value for money	Reading blogs online is good value for money	Shopping from pop-up stores online is good value for money
<u>PV3.</u>	<i>At the current price, the system provides a good value</i>	At the current price, watching vlogs provides a good value	At the current price, reading blogs provides a good value	At the current price, shopping from pop-up stores provides a good value
HABIT (H)				
<u>H1.</u>	<i>The use of the system has become a habit for me</i>	Watching vlogs has become a habit for me	Reading blogs has become a habit for me	Shopping from pop-up stores has become a habit for me
<u>H2.</u>	<i>I am addicted to using mobile internet</i>	I am addicted to watching vlogs	I am addicted to reading blogs	I am addicted to shopping from pop-up stores
<u>H3.</u>	<i>Using the system has become natural to me</i>	Watching vlogs has become natural to me	Reading blogs has become natural to me	Shopping from pop-up stores has become natural to me
CONTINUAL BEHAVIOURAL INTENTION (CI)				
<u>CI1.</u>	<i>I intend to use the system in the next <n> months</i>	I intend to keep watching vlogs in future	I intend to keep reading blogs in future	I intend to keep shopping from pop-up stores in future
<u>CI3.</u>	<i>I plan to use the system in the next <n> months</i>	I plan to continue watching vlogs in future	I plan to continue watching blogs in future	I plan to continue shopping from pop-up stores in future
SUSTAINABILITY (S)				

<u>SU1.</u>		I predict that vlogging as a profession is sustainable long term	I predict that blogging as a profession is sustainable long term	I predict that pop-up store owning as a profession is sustainable long term
ACTUAL USE (AU)				
<u>UB1.</u>	<i>I normally use the system as frequently as:</i>	I normally watch vlogs as frequently as:	I normally read blogs as frequently as:	I normally shop from pop-up stores as frequently as:
PARTICIPATION (P)				
<i>POSITIVE FEEDBACK (PF)</i>				
<u>PF1.</u>		I leave positive comments on vlogs	I leave positive comments on blogs	I leave positive feedback after shopping from pop-up stores online
<i>NEGATIVE FEEDBACK (NF)</i>				
<u>NF1.</u>		I leave negative comments on vlogs	I leave negative comments on blogs	I leave negative feedback after shopping from pop-up stores online
<i>PROACTIVITY (PR)</i>				
<u>PR1.</u>		I have requested for specific content on vlogs	I have requested for specific content on blogs	I have requested for specific products from pop-up storeowners online
<i>TRUST (T)</i>				
<u>T1.</u>		I buy products reviewed/recommended by vloggers	I buy products reviewed/recommended by bloggers	I buy new products advertised and advocated by pop-up storeowners

5.3 Data Analysis

The survey garnered 209 responses in total. Out of these, two respondents clicked on ‘Do Not Consent’ in the consent form and were removed from the survey, 14 skipped all three

sections and were removed, and 15 were removed because they did not complete the survey. Hence, these 31 responses could not be included in the data analysis, leaving the researcher with 178 acceptable responses. The respondents could fill in either one or more of the three sections depending on their knowledge and actual use of the new professions of vlogging, blogging and pop-up store owning. Thus, 135 people completed the vlogging section, 129 the blogging section, and 89 the pop-up store owning section as observed in Table 5.2.

Table 5.2 Response breakdown

Just one section answered:	Vlogging	Blogging	Pop-up Store Owning
	28	18	13
Just two sections answered:	Vlogging + Blogging	Vlogging + Pop-up Store Owning	Blogging + Pop-up Store Owning
	43	8	12
All 3 sections answered:	Vlogging + Blogging + Pop-up Store owning		
	56		
Total Responses:	Vlogging	Blogging	Pop-up Store owning
	135	129	89

Exploratory factor analysis was conducted in order to explore some of the data gathered using the questions related to SI, HM, PV and H, modified to reflect the three new professions. This was done to see what sample behavioural characteristics would emerge, and also more importantly, whether or not they were the same in the three professions. The consequent multiple regression of CI as a dependent variable on the independent variables that emerged after factor analysis was conducted in order to identify possible significant predictors of CI for each profession.

5.3.1 Sample Description

The demographics of the sample are represented in Table 5.3. Out of the 178 acceptable respondents, 111 were female, 66 were male and one person preferred not to disclose their gender. Most respondents (124) were in the 18-24 age-group, while 37 were in the 25-34 range, seven in the 35-44 and ten in the 45-54 range. There were no respondents above 55 years of age. Since ‘experience’ was measured as the number of hours spent on the Internet, it appeared that the majority of the respondents (106 out of 178) spent more than four hours online, 21 spent about three to four hours online, 22 spent two to three hours, 26 spent between one and two hours and only three spent less than one hour on the Internet.

Table 5.3 Demographics

Variables		Respondents	
		Frequency	Percentage
Gender	Male	66	37.08%
	Female	111	62.36%
	Prefer not to disclose	1	0.56%
Age	18-24	124	69.66%
	25-34	37	20.79%
	35-44	7	3.93%
	45-54	10	5.62%
	55 and above	0	
Hours spent online per day (Experience)	Less than one hour	3	1.69%
	1-2 hours	26	14.61%
	2-3 hours	22	12.36%
	3-4 hours	21	11.8%
	More than 4 hours	106	59.55%

The pie chart in Figure 5.1 shows that there were more female respondents than male ones, which may indicate that females are more familiar with the existence of the new professions than males.

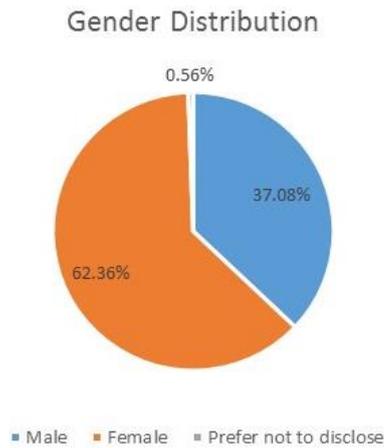


Figure 5.1 Gender Distribution

According to Ng, Schweitzer and Lyons (2010), millennials are people who were born on or after the year 1980. The millennials, who are part of the 18-34 age groups, make up for 90.45% of the current sample, and thus account for the maximum number of respondents. There were no respondents over the age of 55, which either indicates that they did not view the survey advertisement, were not interested in answering surveys or a possibility that people in that age group were not familiar with the existence of the new professions.

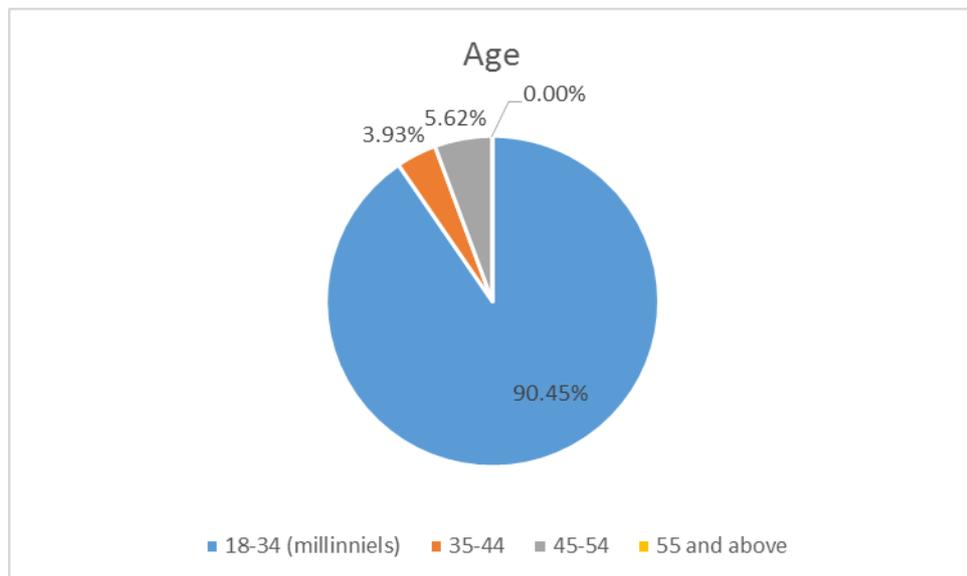


Figure 5.2 Age Distribution

In terms of hours spent online, people who spent more than three hours online daily accounted for the majority of respondents, constituting of 71.35% of the sample as seen

in Figure 5.3. Thus, usage above three hours daily was considered to be frequent usage for this study. This seems plausible owing to the presence (both in terms of availability and advertisement) of these professions only on online social networks.

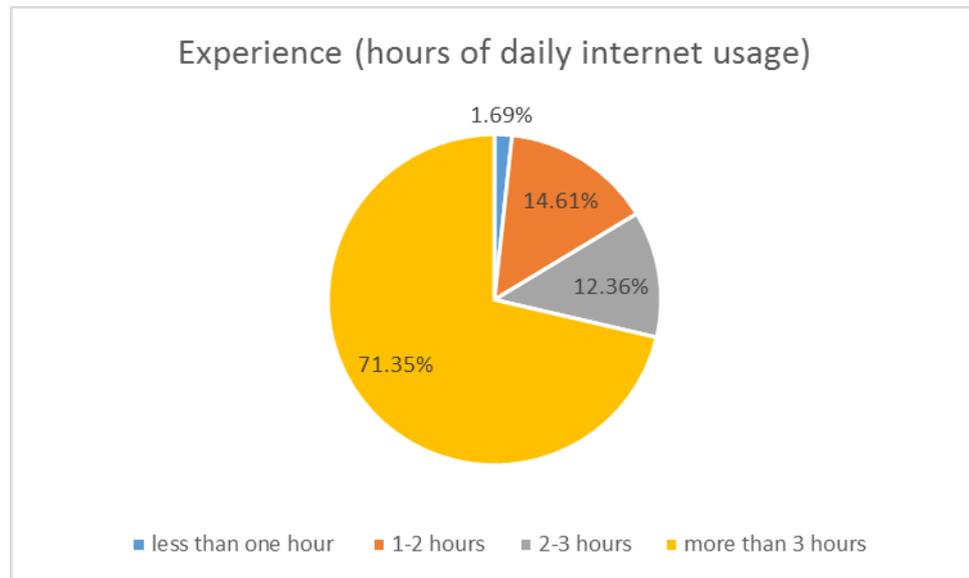


Figure 5.3 Experience (hours of internet usage)

Out of the millennial group (18-34 years of age), 72.67% of respondents said that they spent more than three hours online every day; thereby indicating a possibility that digital natives were more inclined to know of or use the goods and services offered by the new professions. Furthermore, out of the most prevalent customers, that is, millennials who were online for more than three hours a day, 61.54% of the respondents were female, thereby indicating that there were more young female customers of the new professionals as compared to males.

In a study by Friedl and Verčič, (2011) it was observed that browsing SNSs is the most prevalent social media activity amid workers born after 1980 (69%). Also, 65% of the workers loved watching videos online, 64% liked reading online forums or discussion groups and lastly, 60% loved following blogs. These results were similar to this study's findings related to age and spending time online. Accordingly, the actual use, participation and sustainability of the customers were compared as a whole for both across

the sample and by taking a special interest in the millennial demographic, which accounts for the majority of the sample.

5.3.2 Actual Use

Actual use indicated the frequency of actual usage. In terms of a comprehensive view across all professions (Figure 5.4), it appeared that 69% of blogs were being used, that is, followed and read more often compared to the other professions (daily or weekly). A close second were vlogs, which were being viewed by 65.93% of the respondents every day or every week.

However, the majority of the customers (88.77%), shopped from pop-up stores monthly or yearly. This was possibly because shopping from pop-up stores entailed the purchase of tangible and possibly more expensive goods, unlike the intangible services offered by vloggers and blogger. This behaviour is similar to customers' online shopping patterns by Bronco Software (2015), where 76% of customers preferred shopping online monthly and/or yearly. Interestingly, there were certain survey respondents (1.12% each for blogging and pop-up store owning and 3.06% for vlogging) who seemed to not use the goods and services offered by the professions, who answered the questionnaire because of their familiarity with the professions. This may imply that the popularity of the new professions is spreading and that the respondents may be prospective customers of these new professions.

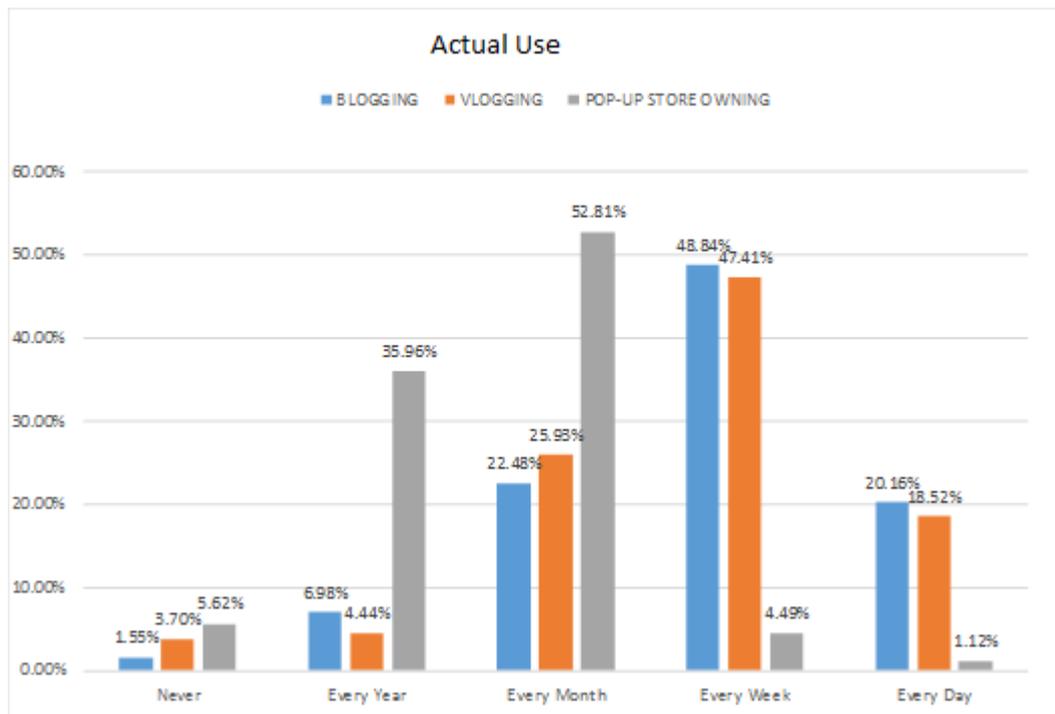


Figure 5.4 Actual use across all three professions

A similar trend was observed in the significant customer-group consisting of just millennials. Out of this group, 68.84% read blogs and 65.60% watched vlogs at least weekly. Furthermore, 87.18% of them shopped at least yearly from pop-up stores (Figure 5.5).

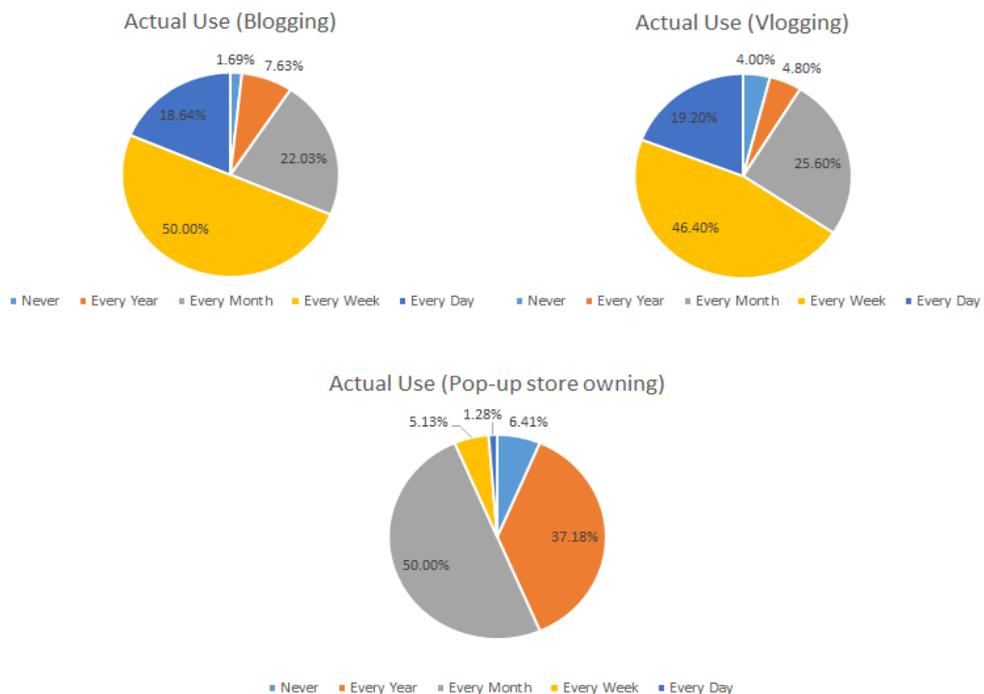


Figure 5.5 Actual use of the 18-34 demographic

5.3.3 Participation

According to the new professionals, their audience/customers would leave ample feedback and constructive suggestions regarding the content that they watched, read, or bought. As observed in Figure 5.8, 77.02% of customers for bloggers, 73.04% for pop-up store owners, and 74.06% for vloggers have stated that they have left positive feedback at least once. Out of those, 20.93%, 24.44% and 21.35% of customers admitted to almost never leaving positive feedback. Moreover, less than 22% of customers of each profession regularly left positive comments, the rest resorting to commenting only occasionally. However, in their book about the secrets of Amazon’s top sellers, Schepp and Schepp (2009) note that only about 10% of customers ever leave feedback on Amazon, which is a prominent and established eRetailer. Relative to those numbers, the new professionals had a greater percentage of customers who left feedback.

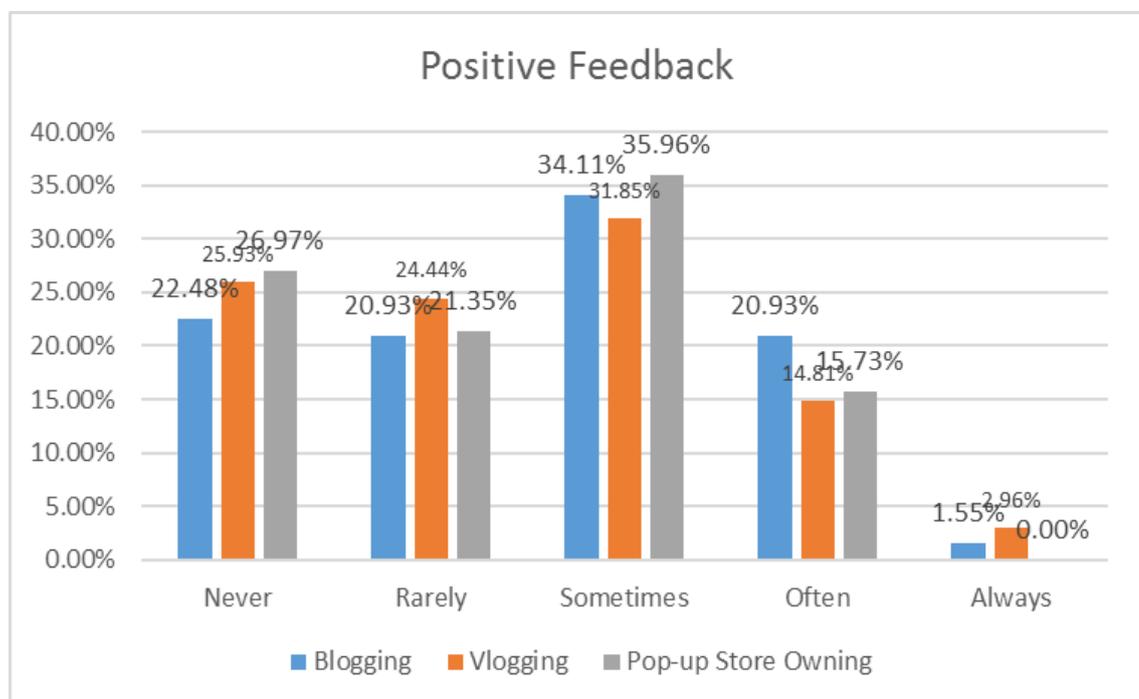


Figure 5.6 Positive feedback across all three professions

The most prominent customers consisting of the millennial group had similar numbers with minor increases in terms of customers that left complimentary feedback at

least occasionally (as seen in Figure 5.9). In terms of leaving positive comments, once there were 76.27% of blog readers, 73.60% vlog viewers and 73.08% pop-up store customers who left positive feedback at least once. However, less than 20% of customers admitted to leaving positive comments regularly for pop-up stores and vloggers and 22.88% admitted so for blogs. Thus, the majority of the customers even in the millennial group did not leave frequent complementary feedback.

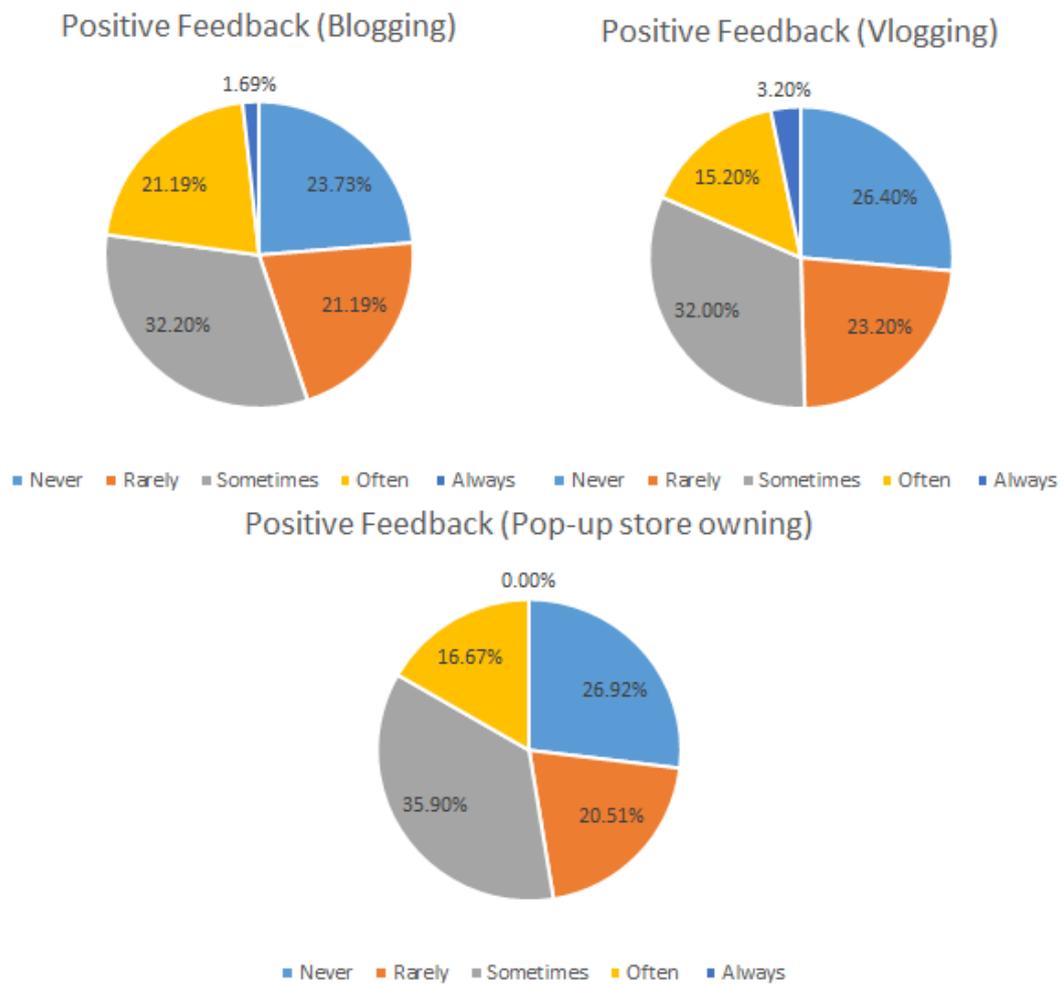


Figure 5.7 Positive feedback predictions in the 18-34 demographic

As observed in Figure 5.10, about half the number of respondents admitted to leaving negative feedback at least once. It was the highest for pop-up store owners, wherein 55.05% of the customers have left negative reviews at least once, followed by 44.96% of the blogging audience and 41.58% of the vlogging audience. A negligible percentage of the customers left frequent negative comments, amounting to 0.78% for

blogging, 2.22% for vlogging and 2.24% for pop-up store owning. Out of the pop-up store customers, 1.12% admitted to always leaving negative feedback. This may possibly be attributed to a form of cyberbullying as mentioned in theme 8 in Chapter 4. It is unclear though, whether the lack of recurrent negative comments from the majority of the customers was due to an absolute exemption from participation or because of their appreciation for the services of the new professionals, which thereby did not warrant any negative feedback.

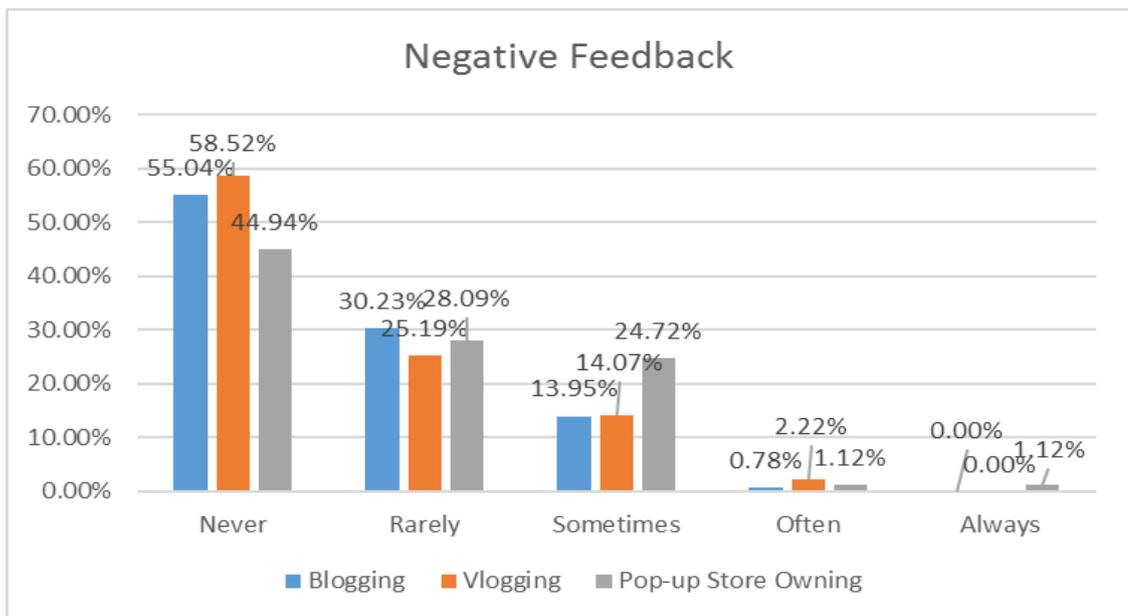


Figure 5.8 Negative feedback across all three professions

The numbers in the special interest demographic of the 18-34 age group reflected an almost negligible difference from the overall sample. There was a minor decrease in negative feedback for vloggers and bloggers, but a slight increase for pop-up stores with 55.12%, 43.22% and exactly 40% of customers having acknowledged leaving negative feedback at least once for pop-up stores, blogging and vlogging respectively (Figure 5.11). Additionally from the millennial sample, more than half of the vlogging and blogging audience and 44.87% of the pop-up store customers had never left any negative feedback, which seemed to indicate that at least the majority of the millennial customers

did not appear to be indulging in cyberbullying with malicious intent against the new professionals.

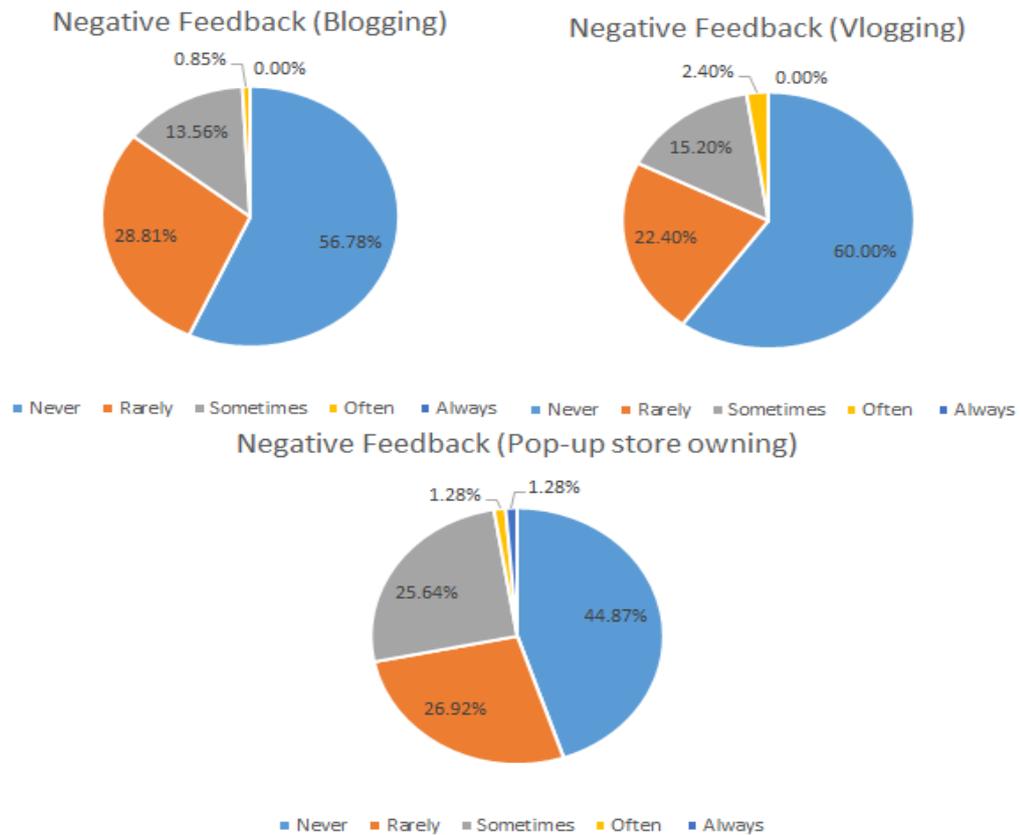


Figure 5.9 Negative Feedback predictions in the 18-34 demographic

Disregarding the customers that rarely asked for customised content, only 20.16% of the blogging audience, 21% of the vlogging audience and 39.33% of pop-up store customers had ever requested for specific content based on their needs and desires, as represented in Figure 5.12. This indicated a lack of recurrent visible participation from a significant section of the customers.

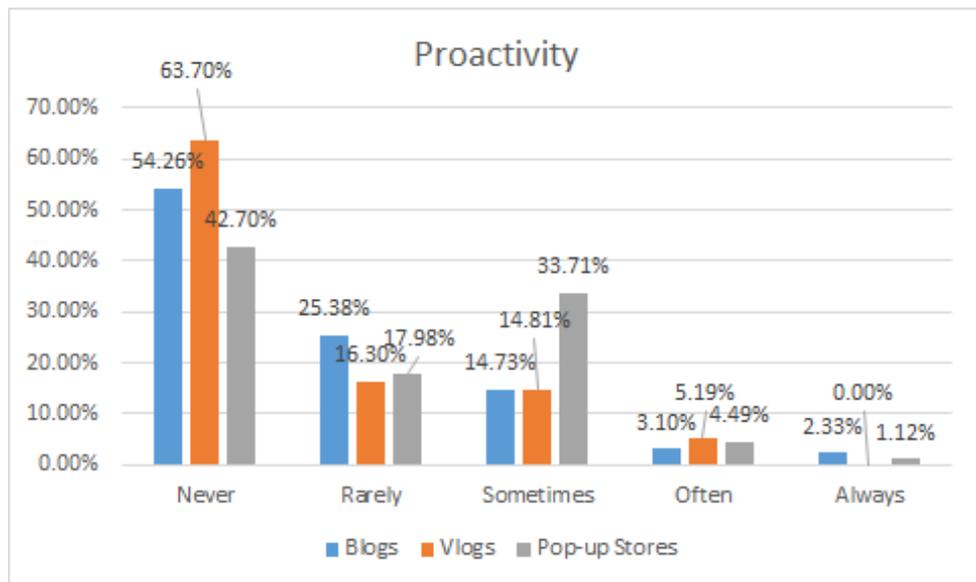


Figure 5.10 Proactivity across all three professions

Discounting the customers who almost never asked for content proactively; in the major customers demographic of 18-34 year olds, there was a further, albeit minor increase in proactivity as represented in Figure 5.13, where 21.18% and 20.41% of the customers of blogging and vlogging. Conversely, in case of pop-up store owning, there was a notable decrease in the proactivity of the millennial customers (35.90%) relative to the overall sample (39.33%). This indicated that the respondents aged 35 and above appeared to be more vocal in asking for customised content from pop-up store owners. Even though that group consisted partly of digital immigrants and aliens (who were not born into the digital age), it seemed to in no way diminish their capabilities as proactive pop-up store customers, who were willing to engage in value co-creation digitally.

Despite the differences between the professions, the majority of the respondents, irrespective of their age, seemed to not prefer forthright engagement with any genre of the new professionals, thereby highlighting a lapse in communication from the customers' side.

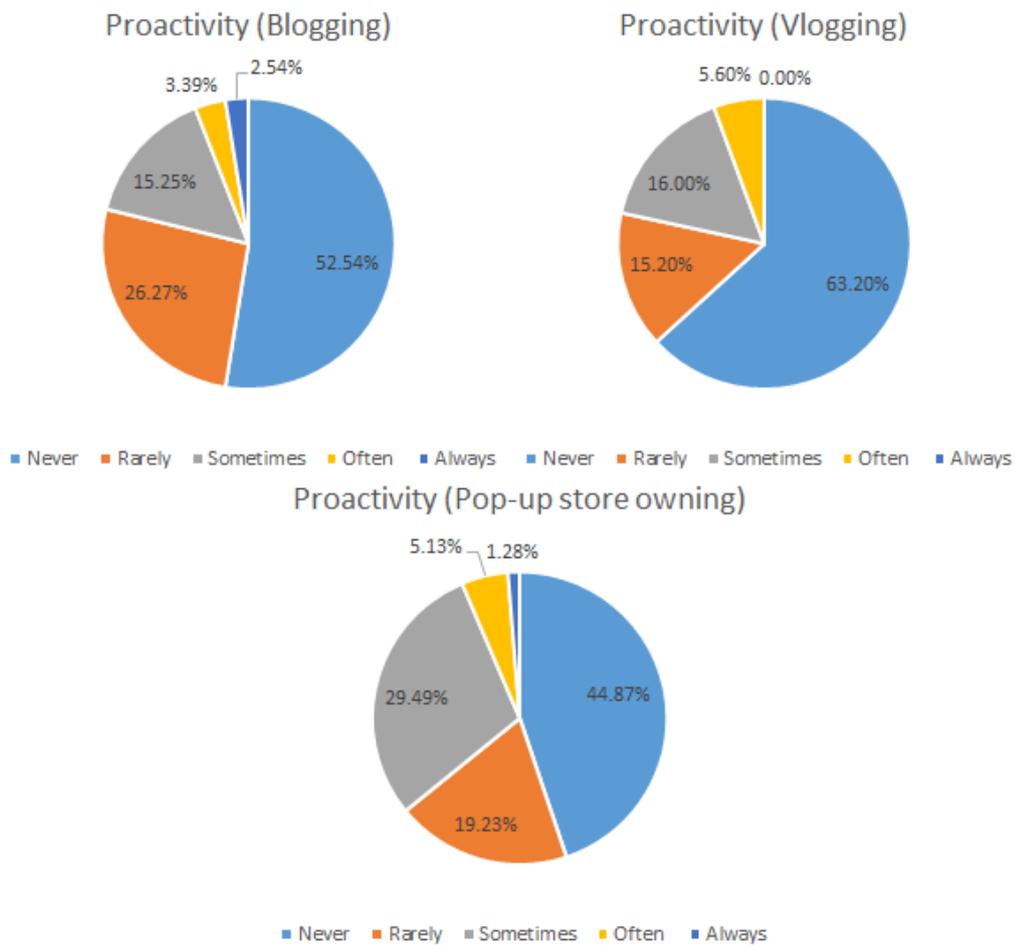


Figure 5.11 Proactivity predictions in the 18-34 demographic

In terms of trustworthiness, 87.60% of the respondents agreed that they trusted reviews by bloggers, followed by 77.04% who trusted vlogger reviews and 76.40% of customers who admitted to believing in and subsequently buying products advocated for and advertised by pop-up store owners (Figure 5.14). However, out of those, 26.70% of blogging customers, 15.20% of vlogging customers and 19.23% of pop-up store customers admitted that they only rarely trusted the recommendations of the new professionals, thereby significantly reducing the initially high trust numbers.

A possible reason for the ‘lack of trust’ in the form of not believing in the reviews or advertisements by these new professionals can be because of external perception-based factors (Walczuch & Lundgren, 2004). According to these authors, the perceived reputation of the e-retailer (in this case, the new professionals) is often influenced by word of mouth, through friends and relatives (as reflected by the social influence construct that

is also investigated in this study), by market dominated sources and neutral sources. Another possible factor is also the investment of resources by the new professionals into their business, for instance, has the vlogger invested enough effort into the production value of the video, or the blogger invested enough money to have a good site design that promotes better UX, and is the pop-up store owner investing enough thought into the marketing of his products? Another factor considered by Walczuch and Lundgren is how similar the new professionals are to the customers, has a positive effect on trust. For instance, the customers may ask themselves whether the new professionals are common men and women like them who understood what it is like to be a customer, or are they just intent on selling their services. The former would enable foster trust. Additionally, perceived normality also influences trust in that a customer would more likely purchase/use the services if they feel that it is the norm to do so by others like them. Two other probable factors mentioned by Walczuch and Lundgren are that of consumer control and familiarity, wherein customers have the propensity to trust more if they believe that they themselves can influence the seller (like in the case of proactivity, where they could request for specific content) and are familiar with them (having heard about them or used their services before). Thus, if the customers presumed that the new professionals were lacking in any of these aspects, they may lack the disposition to trust the new professionals based on their advertisements and reviews alone.

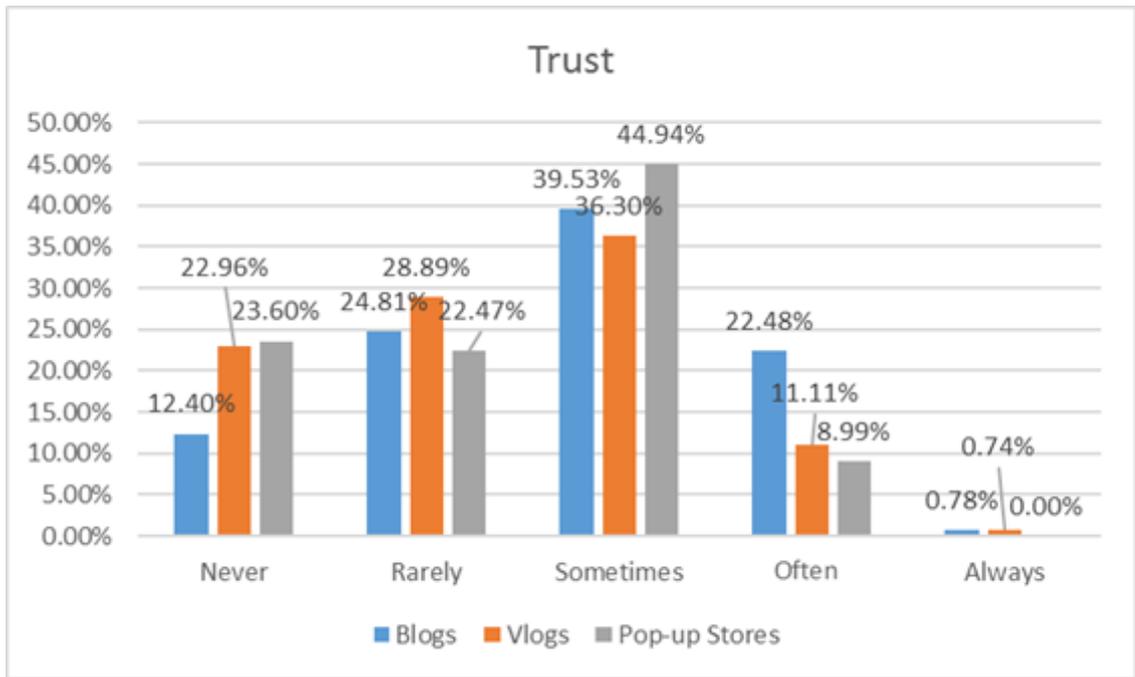


Figure 5.12 Consumer trust across all three professions

Disregarding the customers who only rarely trusted the new professionals' endorsements, in the prevalent user demographic of 18-34 year olds (Figure 5.15), there seemed to be an almost negligible decrease in trust for bloggers (from 62.79% to 62.72%) and pop-up store owners (from 53.93% to 52.57%) compared to the overall sample. There was a similarly minor increase in trust for vloggers compared to the overall sample (from 48.15% to 48.8%), which is comparable to the survey results conducted by Variety magazine, wherein YouTubers now apparently have more influence on teenagers than celebrities do (Ault, 2014).

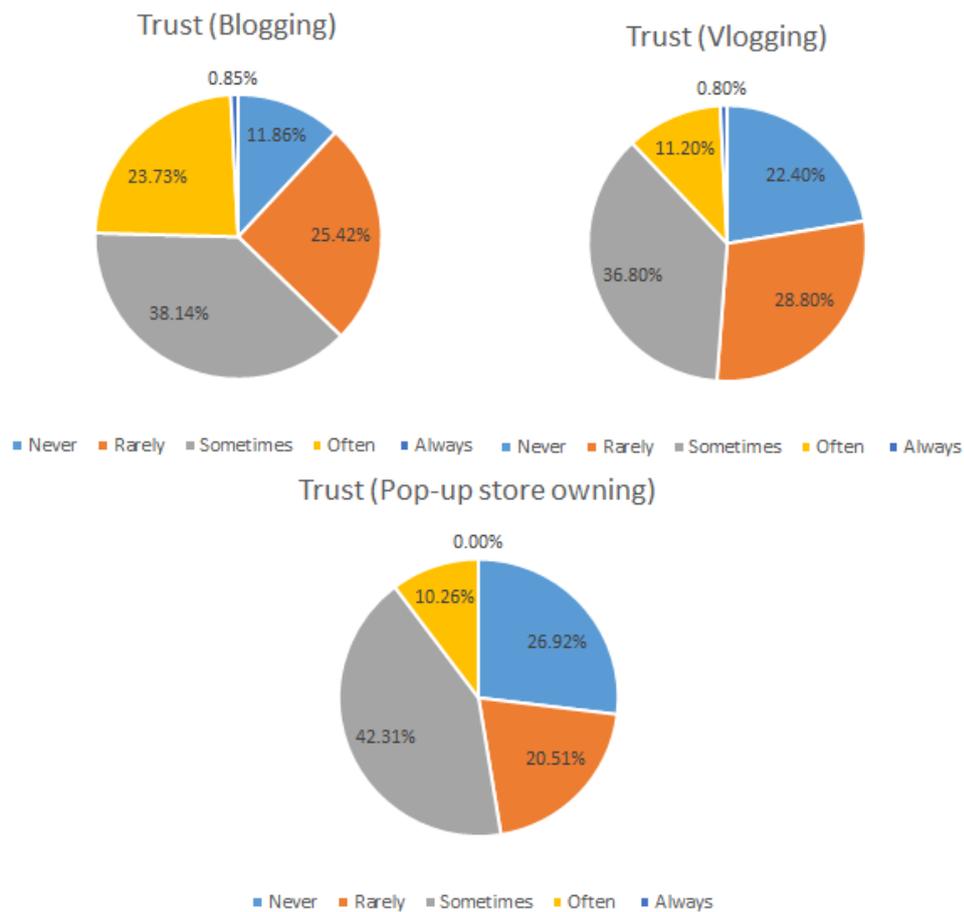


Figure 5.13 Consumer trust prediction in the 18-34 demographic

In summary, despite there being customers who were active ‘participants’, there was also an existence of a latent customer base. But, it is noteworthy that even though the latent customer base did not actively participate in value co-creation through comment-based interaction, they still did provide value to the new professionals through an increase in the number of views and likes on content. As shown in theme 3 in Chapter 4, this data can be gathered and used by the new professionals through data analytics tools present in social media outlets.

5.3.4 Sustainability

The respondents’ views on sustainability across the three professions indicated that virtual pop-up store owning was the profession most expected to last long-term (Figure 5.6). To put it into perspective in terms of numbers, 64.03% thought that that pop-up stores will be sustainable, 45.74% replied in the affirmative for blogging and 42.22% for

vlogging. Additionally, only a relative minority of the sample thought that each individual profession was unsustainable, with 12.36% for pop-up store owning, 15.55% for vlogging and 17.06% for blogging.

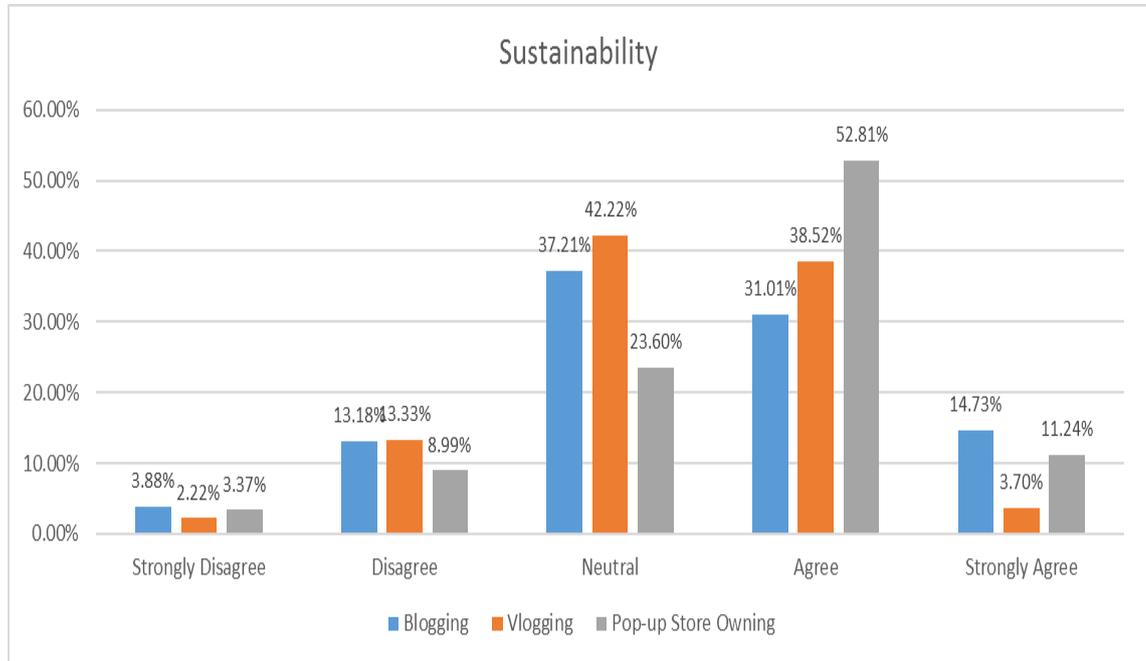


Figure 5.14 Sustainability across all three professions

Moreover, the view on sustainability of the demographic of the most prominent customers (18-34 year-olds) for each profession further support the sustainability perceptions of the overall sample. Pop-up store owning was again considered most sustainable (62.82%) among the three with only 14.11% of the millennials disputing sustainability. Similarly, 44.92% thought that blogging was sustainable versus 17.80% who thought that it was not and 42.40% supported sustainability for vloggers as opposed to the 16.80% who predicted against sustainability. It is noteworthy that the sustainability predictions of the young demographic are exceptionally important relative to the other age groups, as they would be the most likely long term customers of the services of these professions.

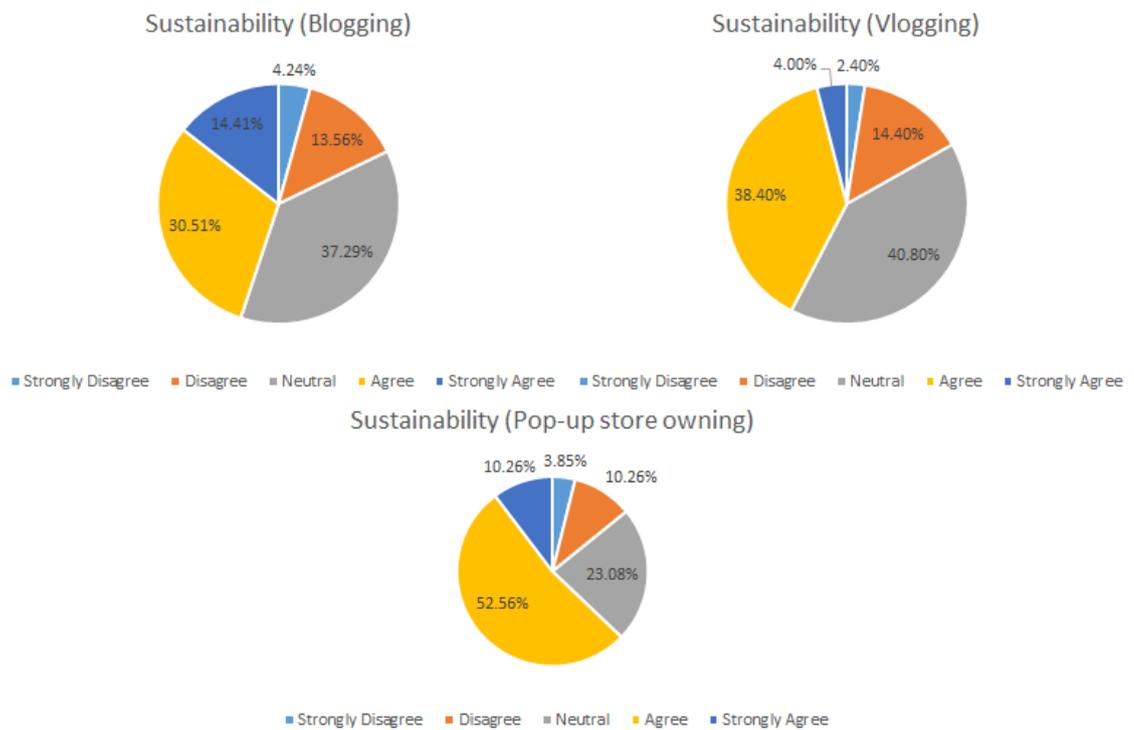


Figure 5.15 Sustainability predictions in the 18-34 demographic

5.3.5 Exploring Sample Characteristics Related to Social Influence, Hedonic Motivation, Habit and Price Value

As shown in the preceding section, a significant proportion of the customers believed that the new professions were sustainable relative to those that did not believe in sustainability. Therefore, they may be expected to have a continual intention to use the services provided by the professions. Measuring the continual intention to use may be influenced by factors related to the behavioural characteristics of the customers. In this study, the findings present so far allow to assume that CI may be influenced by four predictor constructs shown in Figure 5.16. Exploratory factor analysis was undertaken in order to check the validity of this assumption.

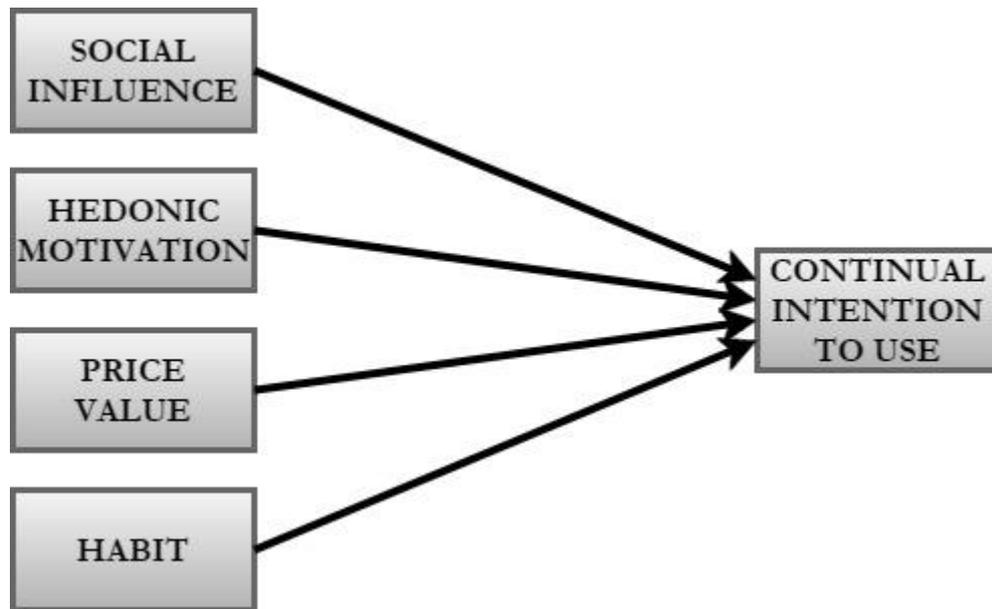


Figure 5.16 Possible predictors of continual intention to use

The benefits of factor analysis are multi-fold: to understand the structure of a latent variable (like social influence), to create a survey with questions which may measure an underlying variable and to reduce the number of variables to a manageable size, along with retaining most of the information that was to be conveyed using the variables (Field, 2013). The exploratory factor analysis was conducted separately for each profession separately using the independent variables SI, HM, PV and H (depicted earlier in Table 5.1) adapted from UTAUT2 to check whether they were possible motivators of CI using IBM SPSS Statistics 24. The results of the factor analysis for each profession can be observed in Appendices K, L, and M².

According to Field (2013), the communalities³ of each item after extraction should most likely be above 0.5 for it to be acceptable. In the case of blogging, two social influence items, SI3 and SI4 were below 0.5 and in both vlogging and pop-up store

² For the purposes of distinguishing between the predictor-variables of each profession, they are depicted with a prefix 'B' for blogging, 'V' for vlogging and 'P' for pop-up store owning respectively in the appendices.

³ This can be observed in the 'Sig. (1-tailed)' section of the 'Correlation Matrix' tables in Appendices K, L and M for each of the new professions.

owning SI3 was below 0.5. This seemed to indicate the possible future elimination of these items.

These results were also strengthened upon examination of the correlations⁴ in the correlation matrix, where the aforementioned items had low degrees of inter-correlations with all the other items for each new profession. Another check recommended by Field was that it is essential to avoid variables that have extreme multicollinearity or variables that are extremely highly correlated or have a singularity (those that are perfectly correlated). This is done because in such cases, of the items that are highly correlated, it becomes extremely difficult to identify the singular contribution to a factor. In the case of the new professions, none of the items had correlation coefficients greater than 0.9 or equal to 1, thereby, being acceptable. Moreover, there were no items where a majority of the significant values in the items were greater than 0.05, which was another recommendation by Field. He also stated that the determinant of the R matrix should be greater than 0.00001 to ensure that the questions correlate fairly well. For blogging it was .001, .004 for vlogging and between .00001 and .001 for pop-up store owning⁵. Therefore, there was no need to eliminate any items at this stage.

According to Stevens (2012), the significant value of the factor loadings depends on the size of the sample. He recommends that for a sample size of 200, a factor loading greater than 0.364 is considered significant, for a sample size of 100, it has to be greater than 0.512 and for a sample size of 50, a factor loading above 0.722 is noteworthy. In the case of blogging and vlogging, the sample sizes are 129 and 135 respectively and the factor loadings are above the stipulated 0.512 for the 100 sample size.

⁴ This can be observed in the 'Correlations' section of the 'Correlation Matrix' tables in Appendices K, L and M for each of the new professions.

⁵ SPSS displayed values only up to three places (.000), but on observation of the correlation coefficients and significant values, it is inferred that the R- matrix of pop-up store owning has a determinant greater than .00001.

However, the sample size for pop-up stores was just 89 because of which factor loadings below 0.65 were suppressed to ensure that insignificant items were discarded. Thus, for this study, factors which had loadings below 0.512 in the case of vlogging and blogging and 0.650 in the case of pop-up store owning were rejected to ensure that the standard set by Stevens was met along with the added benefit of minimising unnecessary cross-loadings with other factors.

The next review was that of the Kaiser-Meyer-Olkin (KMO)⁶ measure of sampling adequacy, which usually ranges from 0 to 1. According to Kaiser (1974), the value of KMO should be greater than 0.5 for the sample to be adequate or acceptable. However, according to Hutcheson and Sofroniou (1999), values between 0.5 and 0.7 are middling, 0.7 and 0.8 are good, 0.8 to 0.9 are great, and above 0.9 are excellent. For blogging it was 0.783, 0.790 for vlogging and 0.797 for pop-up store owning, so it was considered to be good with respect to the required criteria.

Bartlett's⁷ measure of sphericity involves testing that the null hypothesis that the original correlation matrix is an identity matrix (Field, 2013). In this case, the significance value should be less than 0.05, which was confirmed as being .000 for all three professions.

Furthermore, for factor extraction, the option to extract factors where Eigenvalues are greater than one was selected according to Kaiser's recommendation. As a result of doing that, four factors were obtained. Comparing it to the scree plot⁸, the decision was taken not to run the analysis for the second time because, after four components there was

⁶ This can be observed in the 'KMO and Bartlett's Tests' tables in Appendices K, L and M for each of the new professions.

⁷ This can be observed in the 'KMO and Bartlett's Tests' tables in Appendices K, L and M for each of the new professions.

⁸ The scree plots can be found in Appendices K, L and M for each of the professions.

a point of inflection where the line started to approximately flatten, indicating that there were only four components significant enough to be necessary for extraction.

Orthogonal rotation (varimax rotation) was used here because of the assumption that the factors are independent of each other, (as observed in UTAUT2, the model that was used as a reference for this study) (Field, 2013). In the rotated component matrix, in the coefficient display format, the variables were sorted by the size of their factor loadings to assist in interpretability. It was observed that the readability of the components improved as compared to the unrotated solution, such that four components for each individual profession were clearly observed (Tables 5.4, 5.5 and 5.6). The items in each of the components were clearly visible and each item loaded very highly onto just one factor. The item SI3 was dropped from blogging and pop-up store owning because it did not have a significant enough factor loading. Otherwise, all the other items were retained. Next, each factor was analysed to interpret common themes. Upon observation, each of the factors corresponded to the independent constructs of UTAUT2, that is, hedonic motivation, habit, price- value and social influence. However, social influence contained just three items (SI1, SI2, and SI4) in the case of blogging and two items (SI1 and SI2) in the case of pop-up store owning. The fourth social influence item in pop-up store owning was part of the hedonic motivation factor. This inclusion is highly plausible as SI4 (Colleagues at my workplace have recommended shopping from pop-up stores), has been shown as a significant influence in multiple studies, where individuals prefer shopping with their co-workers rather than family (Kinley, Josiam, & Lockett, 2010; Luo, 2005).

Table 5.4 Rotated Component Matrix for Blogging

	Component			
	1	2	3	4
BHM2	.913			
BHM1	.866			
BHM3	.853			
BPV2		.876		
BPV3		.874		
BPV1		.797		
BH1			.845	
BH2			.832	
BH3			.797	
BSI2				.902
BSI1				.862
BSI4				.522
BSI3				

Table 5.5 Rotated Component Matrix for Vlogging

	Component			
	1	2	3	4
VHM2	.887			
VHM1	.876			
VHM3	.854			
VH2		.875		
VH1		.800		
VH3		.665		
VPV1			.809	
VPV3			.768	
VPV2			.725	
VSI4				.746
VSI1				.684
VSI2				.670
VSI3				.571

Table 5.6 Rotated Component Matrix for Pop-up Store Owning

	Component			
	1	2	3	4
PHM1	.860			
PHM2	.845			
PHM3	.809			
PSI4	.692			
PH2		.887		
PH1		.840		
PH3		.830		
PPV2			.844	
PPV1			.841	
PPV3			.701	
PSI3				
PSI1				.861
PSI2				.827

In summary, the exploratory factor analysis confirmed that certain constructs from UTAUT2 could be adapted to the context of acceptance of new professions albeit with slight modification in the social influence construct for blogging and pop-up store owning, and keeping the constructs unchanged in vlogging. Thus, these four constructs can be considered as four possible significant predictors of continual intention to use the new professionals’ services. However, the factor analysis does not show which of these possibilities, if any, is likely to be true (Field, 2013). For that, the continual intention to use has to be regressed on these four possible predictors.

5.3.6 Exploring Possible Significant Predictors of the ‘Continual Intention to Use’

Since the exploratory factor analysis helped extract four major factors for each new profession, the next step was to compute specific variables by taking the mean of the items in each factor that was extracted for the individual professions. After doing that,

each profession was represented by four specific variables which could be tested as predictors for CI (Liu, Kuang, Gong & Hou, 2003).

The two questions related to CI were checked for internal consistency reliability and the correlation matrices (Appendix N) revealed high degrees of correlation between the two questions. Thus, the mean of these two items was also computed to get one variable for continual intention to use.

The next step was to regress CI on the possible predictors HM, H, PV and SI. The complete results of multiple regression for each profession can be observed in Appendices O, P and Q. In the regression output, the first table consisted of correlations between the predictors and CI. It was noted that for blogging and pop-up store owning, the Pearson correlation coefficient was the greatest for HM followed by H, PV and SI respectively. On the other hand, for vlogging it was the greatest for H, followed by HM, PV and SI respectively. This seems to indicate that HM is possibly the best predictor of CI for blogging and pop-up store owning, whereas H is possibly the best predictor for vlogging.

According to Field (2013), the one-tailed significance of each correlation should be less than .001 ($p < .001$) to be acceptable. However, not all the values for the three professions were less than .001, especially the one-tailed significance of SI was for all three professions. But Fields says that despite the significance, if the correlation coefficients are small and thus appear to be measuring different things, it indicates no collinearity, like here in the cases of blogging, vlogging and pop-up store owning. Thus, the variables for each individual profession were accepted.

In the 'Model Summary' table the overall model is described and whether it is successful in predicting the outcome, which in this case is CI. Field states that R^2 is a measure of how much of the variability in the outcome can be explained by the predictors. In case of blogging, R^2 is .487 which means that the four predictors account for 48.7%

variance in CI. Similarly, the four predictors account for 46.9% and 41.2% variance in CI for vlogging and pop-up store owning respectively. Field explains that the difference between R^2 and adjusted R^2 depicts 'shrinkage' when compared to a derived from the real-world population rather than the current sample, thus ideally the value of adjusted R^2 should be equal or very close to that of R^2 . In the context of this study, the value of adjusted R^2 for blogging was 0.471, vlogging was 0.393 and pop-up store owning was 0.444. Thus, the difference between adjusted R^2 and R^2 is 0.016 (1.6%) for blogging, 0.019 (1.9%) for vlogging and 0.025 (2.5%) for pop-up store owning. This shrinkage indicates that the model would account for 1.6%, 1.9% and 2.5% less variance in CI for blogging, vlogging and pop-up store owning respectively if it were derived from the real world population than the current sample. Also according to Field, the Durbin-Watson statistic indicates whether the assumption of independent errors is justifiable and the closer it is to '2', the better, though 1.5 to 2.5 is the acceptable range. For blogging it was 1.770, for vlogging it was 2.078 and 2.095 for pop-up store owning, which is within the prescribed bounds.

Furthermore, Field (2013), states that the analysis of variance (ANOVA) checks if the model is considerably better at envisaging the outcome, that is, CI than by virtue of the mean as a 'best guess'. This, according to Field, is particularly the F-ratio, which is the ratio of 'Regression' over 'Residual' from the ANOVA table, shows the betterment in prediction that consequences from fitting the model compared to the accuracy that still exists in the model. So if the aforementioned improvement due to fitting the regression model is more than the inaccuracy in the model, the value of F-ratio will be greater than 1. For all three professions, the F-ratio is much greater than 1. Additionally the significance is .000 ($p < .001$), for all three cases. From this, it is construed that the independent variables used considerably improve our capability to predict CI.

Next considering the model parameters, in agreement with Field (2013), in multiple regression, the model takes the form of an equation with b values as coefficients for each of the independent variables that together predict the outcome. The b values show the unique and specific addition of each predictor to the model. The sign of the b values is also important, wherein a positive coefficient indicates a positive relationship, whereas a negative coefficient indicates a negative relationship with CI.

For instance, the b values of HM, PV and H for all three professions were positive, so it was interpreted as: if HM, H or P increase, so does CI. However, the b value for SI is negative, which possibly indicates that as SI decreases, CI increases. Field states that it is essential to understand that the b-value represents to what degree each IV/predictor affects CI, if the others are kept constant. Field adds that if the t-test associated with a b value has significance less than 0.05, then that predictor makes a meaningful contribution to the model. So the larger the value of t or the smaller the significance, the greater is the contribution of the predictor. So for blogging, from the magnitude of t-statistics we can see that there were two predictors with $p < 0.05$, indicating that they were significant. HM had $t=5.525$ and $p=.000$ and H had $t=5.189$ and $p=.000$, which indicates that HM had slightly more impact than H.

Similarly, for vlogging there were also just two significant predictors H and HM. Here, H had $t=4.659$ and $p=.000$, and HM had $t=3.618$ and $p=.000$, demonstrating that H was slightly more impactful than HM. On the other hand, pop up store owning had three significant predictors, which in the order of precedence are HM with $t=3.649$ and $p < .000$, H with $t=3.379$ and $p < .001$ and PV with $t=2.678$ and $p < .009$. The significance of a variable is denoted by ‘*’, which can be seen in Table 5.4 along with the significant predictor for each of the professions.

Table 5.7 Significant predictors for each new profession

Sig	Blogging	Vlogging	Pop-up Store Owning
* p<.05			
** p<.01			PV and H ⁹
*** p<.001	HM, H	H, HM	HM

Field explains that the b-value is dependent on the units of measurement of the variables. The standardised beta values are directly comparable because they're measured in standard deviation units, which lead to better comprehension about the importance of the predictor to the model. In fact, beta is the number of standard deviations CI will change as a consequence of altering the predictor. A summary of the regression results for each profession are depicted in Tables 5.2, 5.3 and 5.4.

Table 5.8 Regression Results for Blogging

BLOGGING

	B	SE b	B
Constant	1.22	.35	
Hedonic Motivation (HM)	.43	.08	.40***
Habit (H)	.32	.06	.40***

Note: R²=.70 *p<.05, **p<.01, ***p<.001

⁹ For habit, p=.001, which shows that it has a greater precedence than price-value.

Table 5.9 Regression Results for Vlogging

VLOGGING

	B	SE b	β
Constant	1.42	.35	
Habit (H)	.29	.06	.39***
Hedonic Motivation (HM)	.28	.08	.29***

Note: $R^2=.65$ * $p<.05$, ** $p<.01$, *** $p<.001$

Table 5.10 Regression Results for Pop-up Store Owning

POP-UP STORE OWNING

	B	SE b	β
Constant	.38	.41	
Hedonic Motivation+SI4 (HMSI4)	.40	.11	.35***
Habit (H)	.29	.09	.30**
Price Value (PV)	.31	.12	.25**

Note: $R^2=.69$ * $p<.05$, ** $p<.01$, *** $p<.001$

In summary, the results of the regression analysis indicated that in order of precedence, for blogging HM and H are significant predictors of CI, for vlogging H and HM were significant predictors and for pop-up store owning HMSI4, H and PV were significant predictors. The lone variable SI was not a predictor for CI in any profession (with the exception of SI4 in pop-up stores, which was included with HM) even though the professions existed on social media outlets.

5.4 Chapter Summary

This chapter describes the quantitative analysis of the views of the intended audience/customers of the new professions. The steps of the process included modifying the questionnaire using the inferences made from the qualitative analysis of the interview data, a descriptive analysis of the survey results regarding current usage and related behavioural characteristics were analysed descriptively, an exploratory factor analysis validating the independent constructs proposed as predictors of continual intention to use, and multiple regression analysis that identified significant predictors for continual intention to use for each of the new professions.

Chapter 6: Discussion and Conclusion

This research was attempted on a global scale because of the ubiquity of the World Wide Web; considering that any individual from any country can create and access web sites and post content on them (Albert, Jeong & Barabási, 1999). This indicates that the internet, and in turn, social media (which is a part of it) transcends territorial boundaries, thus leading to this study attempting to include participants and respondents from various countries. More specifically, this study attempted to complement and enhance the existing body of knowledge about the new professions of vlogging, blogging and virtual pop-up store owning by examining how they have tried to ingrain themselves into society and how they create value, along with looking at their intended audience's/customers' perception of their services.

It has been affirmed in the previous section that the new professionals have built their occupation through a combination of social media, mobile technology and their personal ambition and interests to create, promote, establish and make available the goods and services offered by their respective professions. The themes that arose from Chapter 4 indicated that according to the participants, their audience and peers (including traditional businesses and companies) had an important contribution to their success. Additionally, insights from the customers' perspective and habits from Chapter 5 specified the behavioural traits, which affected the customers' perception of the new professions, their sustainability, and consequently how they indulged in value co-creation. The following sections elaborate how the participation and involvement of

society and their peers influence value creation and co-creation in vlogging, blogging and pop-up store owning.

6.1 Value Creation and Co-Creation in Blogging

Figure 6.2 shows the people and the interactions involved in creating and co-creating value in the case of blogging. The rectangular block represents the bloggers (new professionals). These include:

- I. ‘Conventional’ bloggers (1) who write articles and blogs on web pages
- II. ‘Micro’ bloggers (2) who use social media outlets like Twitter and Instagram to write a one sentence/paragraph with an accompanied image, which is considered to be a ‘micro-blog’
- III. ‘Aggregate’ bloggers (3) who collate the blogs of both the conventional and micro-bloggers and post them on their websites and social media outlets along with giving them due credit.

Value is first created by the conventional and micro-bloggers who create unique content using sCommerce, mCommerce and their own mettle (as witnessed in the themes within the categories of ‘social media and sCommerce’, ‘mobile technology and mCommerce’, and ‘personal ambition and incentive’ in Chapter 4) that they publish on their respective outlets. There is a value co-creation relationship between aggregate bloggers and the other two blogger groups: the conventional bloggers and the micro-bloggers (seen in the theme 20, ‘competition and inequity’). While aggregate bloggers sustain their profession by leveraging the unique content created by both conventional and micro-bloggers and combing through them to form aggregated content, the conventional and micro-bloggers may gain more readers because of the credit that is given to them on the aggregate bloggers’ posts. This adds more value to the previously created

unique content making it easily accessible to the customers because of its aggregation at one place and to the conventional and micro bloggers because of increased exposure.

Another value co-creation relationship, (as observed in theme 18, ‘professional outreach—traditional businesses and ‘newer’ professions’) is that of the one between the professionals and the representatives of traditionally established companies (4). The latter send bloggers products to review, invite them to their establishments to rate and write about their services, and sponsor blog posts, giveaways and events for the bloggers’ audience. In this mutually beneficial relationship, value co-creation occurs when bloggers gain support from the traditional firms for the creation of new content while the traditional firms achieve their publicity and promotional goals. Again, more value is added by the traditional firm as their participation increases the bloggers’ popularity, possibly increasing customer trust due to familiarity with the traditionally established business (Walczuch & Lundgren, 2004).

Finally, the active audience/customers (5a) of the bloggers participate in the value co-creation process by consuming both the unique and the aggregated content and through active interaction with the bloggers (noted in theme 16 ‘value co-creation with customers/audience’). The latter includes explaining what they liked and did not like, requesting customised content, and expressing their trust in the bloggers’ content by means of commenting in ascent with their views or agreeing to follow the bloggers’ suggestions. The bloggers gain ideas for new content and create posts that aim to meet their target audience’s needs. Moreover, a lot of these customers gain inspiration from and become bloggers themselves

However, there is a latent part of the audience/customers (5b) who do not engage in interaction with the new professionals. They do not leave feedback nor do they actively ask for customised content. It is uncertain whether they are indeed deriving enough value

to co-create value with the bloggers because of the lack of evidence of their active involvement. Nevertheless, they add to the number of ‘reads’ and ‘views’ of the bloggers’ content, which the blogger can see through the data analytics algorithm ingrained in the software that they use as observed in theme 3, ‘perpetual learning and professional development along with adaptation to innovations in the features of SNSs’. Thereafter, the bloggers use the insight from the customers and the results of data analytics, to again create new content, thereby repeating the cycle.

With respect to the future, (noted in the theme 15, ‘expertise and social media presence’) data indicates that bloggers may transition into vloggers, by supplementing their posts with video material, or even entrepreneurship by launching their own line of products, which is indicated in the figure as ‘Transitioning into the next step’ (7).

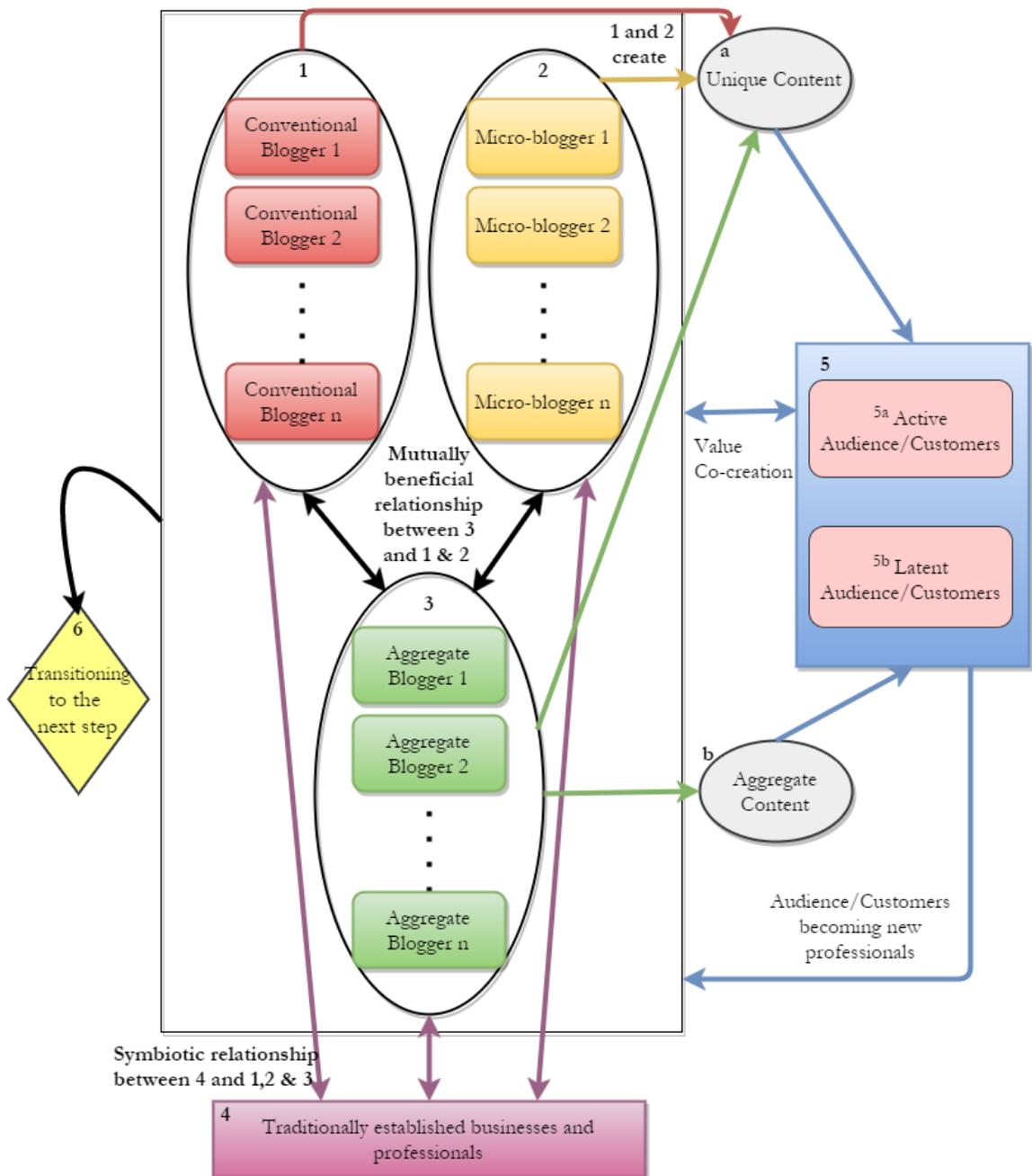


Figure 6.1 Value creation and co-creation in blogging

6.2 Value Creation and Co-Creation in Vlogging

As observed in Figure 6.3, the vlogging scenario is mostly parallel to that of blogging, except for a few marked differences that are highlighted here. The types of vloggers included here are:

- I. Conventional Vloggers (1) who publish videos on streaming social media sites like YouTube.

- II. Micro vloggers (2) who film videos which are under a minute and publish it on micro-social media networks like Instagram, Twitter and until it was discontinued, Vine.
- III. Aggregate vloggers (3*) who aggregate video content and repost microvlogs on social media with due credit to the creator or edit and add production value with permission from the original creator and publish content on streaming/video publishing sites.

There is also a presence of a symbiotic relationship between the conventional and micro vloggers who create value through their own unique content, and the aggregate vloggers. However, the aggregate vloggers cannot directly monetise aggregated videos from the conventional vloggers on social media outlets like YouTube, as observed in the theme 20, ‘new professional peer influence’. There are copyright issues, which can only be alleviated if the aggregate vlogger takes permission from the original creator, edits the videos, adds additional production value and gives due credit to the original creators before earning any money from it. Traditionally established professions (4) play a similar role to that of the blogging setting when it comes to supporting vloggers, as seen in theme 18, ‘professional outreach—traditional businesses and ‘newer’ professions’.

Vloggers have also led to the creation of new professions as seen again in theme 18, ‘professional outreach—traditional businesses and ‘newer’ professions’, wherein there are multi-channel networks (MCNs) (6) whose main job is to handle vlogging channels for other vloggers. Vloggers can outsource the handling of their channel to these MCNs, who handle the channel, try to increase its following, and charge a percentage of the vlogging channel’s profits for the job.

The vlogging audience (5) also engages in value co-creation with the vloggers in the same way as that of blogging, but they interact with vloggers not only in the form of comments, but by creating ‘response videos’, which also contributes to the pool of unique

content of vlogs shown in the figure and as observed in 16 ‘value co-creation with customers/audience’. In a way, the customers are becoming producers here. They also can, in turn, be inspired by the vloggers they watch to become vloggers themselves, thereby becoming new professionals themselves analogous to some of the participants in this study as witnessed in theme 11, ‘new professionals’ background’. Nonetheless, the silent section of customer base discovered in Chapter 5 is present in the case of vlogging as well; those who watch vlogs but do not visibly participate in the value co-creation process. But as stated earlier, the new professionals do derive value from them due to the number of ‘views’ on their vlogs, which they know of due to data analytics software and tools present in the social media outlets that they use. Similar to the bloggers, the vloggers subsequently use their audience’s comments and the findings from data analytics as noted in in theme 3, ‘perpetual learning and professional development along with adaptation to innovations in the features of SNSs’, to produce new vlogs, thereby repeating the cycle.

Lastly, there seems to be a transition (7) from vlogging to entrepreneurship as witnessed by many of the interviewees in their field (as detected in theme 15, ‘expertise and social media presence’).

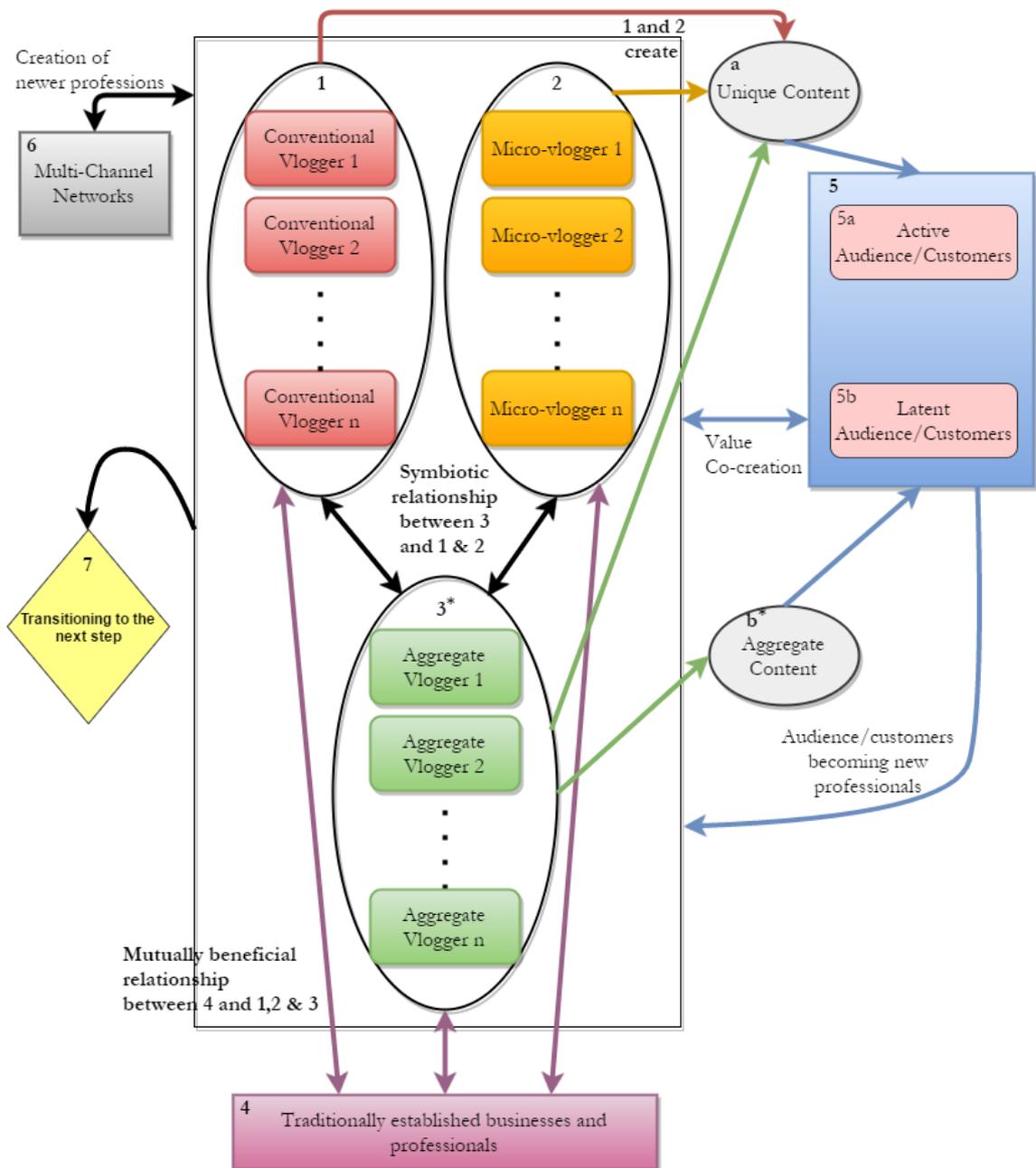


Figure 6.2 Value creation and co-creation in vlogging

6.3 Value Creation and Co-Creation in Pop-Up Store Owning

Pop-up store owning seems to have a simpler network of value creation and co-creation relative to that of bloggers and vloggers. There are no different groups of pop-up storeowners as they deal in tangible, physical products and not virtual content as in the case of the other new professions. Traditionally established businesses (3) may want to invest in them as a business opportunity or collaborate with them to sell products support

their profession and hence, co-create value as seen in theme 18, ‘professional outreach—traditional businesses and ‘newer’ professions’.

The pop-up store owners’ active customers (2a) create value in the same way as that of the vloggers and bloggers through interaction in the form of proactive participation, feedback, and trust, as noted in theme 16, ‘value co-creation with the customers/audience’. There is a similar presence of a latent section of customers (2b) who do not visibly engage in the value co-creation process. They do not leave feedback neither do they ask for personalised products nor offer recommendations to the pop-up store owners, but do provide value to the pop-up storeowners through their purchases. Using the insight from the customers that do leave feedback as well as making note of their most popular products being purchased, the pop-up storeowners promote their products and repeat the value co-creation process all over again.

Lastly, according to the findings in theme 15, ‘expertise and social media presence’, the pop-up store owners may, in future, venture into owning brick and mortar stores instead of just virtual ones, indicating a transition into the next step (4).

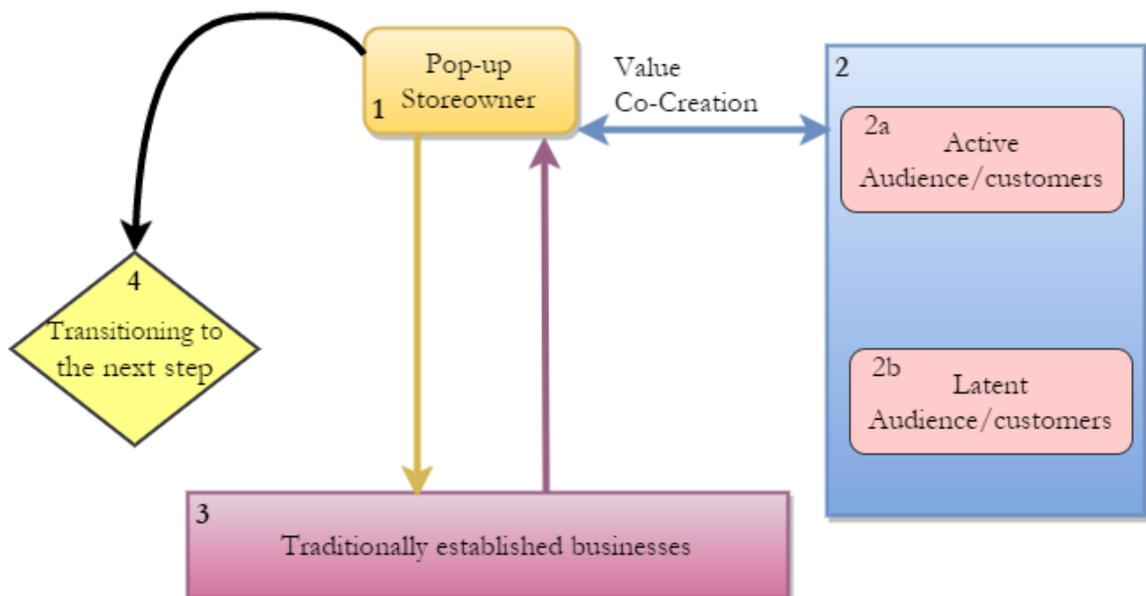


Figure 6.3 Value creation and co-creation in pop-up store owning

6.4 The Audience's/Customers' Acceptance of the New Professions and their Services

The data showed that in this sample 18-34 year old females who spent more than three hours online every day were the most prominent customers of the new professionals. Furthermore, the larger part of customers also seemed to watch vlogs and read blogs regularly, ranging from daily to weekly. The majority also bought products from pop-up stores mostly monthly or yearly, which is classified as 'frequently' in terms of shopping online for tangible goods (Bronco Software, 2015).

However, in terms of interaction and participation, in all three professions the majority of the customers did not regularly proactively interact with the new professionals nor do they frequently ask for personalised content. Additionally, most customers appeared to leave feedback (both positive and negative) only occasionally. As stated earlier, this indicated that even though there were active customers, there was a presence of a silent, or more so, a latent section of customers who appeared to use the services but did not engage in any apparent way with the service providers. Also, only approximately half of the customers appeared to frequently trust the reviews and recommendations of the new professionals for buying other products.

Even in the early years of the eCommerce boom, during the heights of the internet frenzy, research by Reichheld and Schefter (2000), suggested that familiarity and trust, not the price of the goods and services are essential for the customer. For example, the main objective of the website of the Vanguard group was not to sell services, but to ensure that their customers could get timely advice and consequently make better decisions. Even though their strategy of ensuring that their customers followed multiple steps before being able to access their site may have appeared counter-intuitive, it did account for over 40% of their customer interaction even in the year 2000.

Disregarding the responses that were 'neutral', the customers' views on the probable sustainability of the professions seemed wholly positive with only a minority doubting sustainability. Thereafter, the continual intention to leverage the services of the new professionals was assessed by regressing it on probable behavioural characteristics, which could possibly predict it. With respect to the factors influencing the intention to use the new services in future, there seemed to be an insignificant impact of social influence on the intention to use the services provided by the new professionals in all three professions, especially in the case of both blogging and vlogging. It was, however, slightly more impactful in the case of pop-up store owning relative to the other two. Moreover, the results of the exploratory factor analysis prompted one of the items in the social influence construct, (the social influence of peers from one's workplace), to be combined with hedonic motivation and create a new variable. This result aligned with findings from previous research suggesting that co-workers' opinions on shopping are more influential than family's (Kinley, Josiam, & Lockett, 2010; Luo, 2005).

The significant predictors of continual intention to use for all three professions were hedonic motivation and habit. It indicated that the customers may have a proclivity for buying goods and services based on their sense of enjoyment and whether they were habituated to do it. Even though the new professions existed on social media outlets, there was little to no effect of the influence of their social circle on the customers' intention to use for blogging and vlogging, with co-workers being marginally influential when purchasing products from pop-up stores. This is contrary to Qualman's (2010) theory, which suggests that through social media, the public thinks that their peers' judgement and appraisal of things is worth more than any third party or advertisement. This was untrue for at least the customers' immediate peers in the case of vlogging and blogging.

Additionally, the effect of price value was not significant for bloggers and vloggers probably because most blogs and vlogs are free to read and watch, being

available on websites which do not require an upfront payment to access. However, price value played a significant role, albeit not as significant as hedonic motivation and habit, for pop-up stores. This was possibly because of the presence of tangible goods that need to be paid for to use. Nevertheless, price value could be a significant predictor for blogging and vlogging in future because of the recent advent of paid streaming services like YouTube Red (<https://www.youtube.com/red>) in some countries, wherein vloggers have their own contracted shows with YouTube Red and if more bloggers start to emulate the existing paid application-only offering exclusive content of social media influencers like the Kardashian-Jenner family (Rosemberg, 2015).

6.5 Addressing the Research Questions

Drawing on the analysis of the feedback presented so far allows for the linking of both the research questions; answering how the new professionals create value and how their intended audience/customers perceive their services. The examination of the study's findings allow to represent the specific interactions involved in creating and co-creating value in the case of the new professions(Figure 6.1).

This entire network including the interactions between multiple parties, the resources they use to create and co-create value and the motivators governing their behavioural attributes are depicted in Figure 6.4. As seen, the new professionals use a combination of social media, mobile technology and their personal ambition to create value from their occupation. Their peers, namely, other new professionals and society, including their audience/customers and traditionally established professions partake in value co-creation with them.

The two parties relevant to the scope of this study, the new professionals and their audience/customers are represented in green. The current use and future use sections contain the underlying characteristics of customers' behaviour; these motivate them to create value and influence their perceptions of the new professions. Current use highlights

the characteristics that dictate the customers' present actual usage. These include the frequency of the use of the services and various aspects of participation, such as, feedback, interaction with the service providers in the form of proactively requesting for content, and trust, which involves trusting the reviews and recommendations of the new professionals. Future use includes the customers' prediction of the sustainability of the professions and certain behavioural characteristics, which may influence their continual intention to use the goods/services provided by the professions.

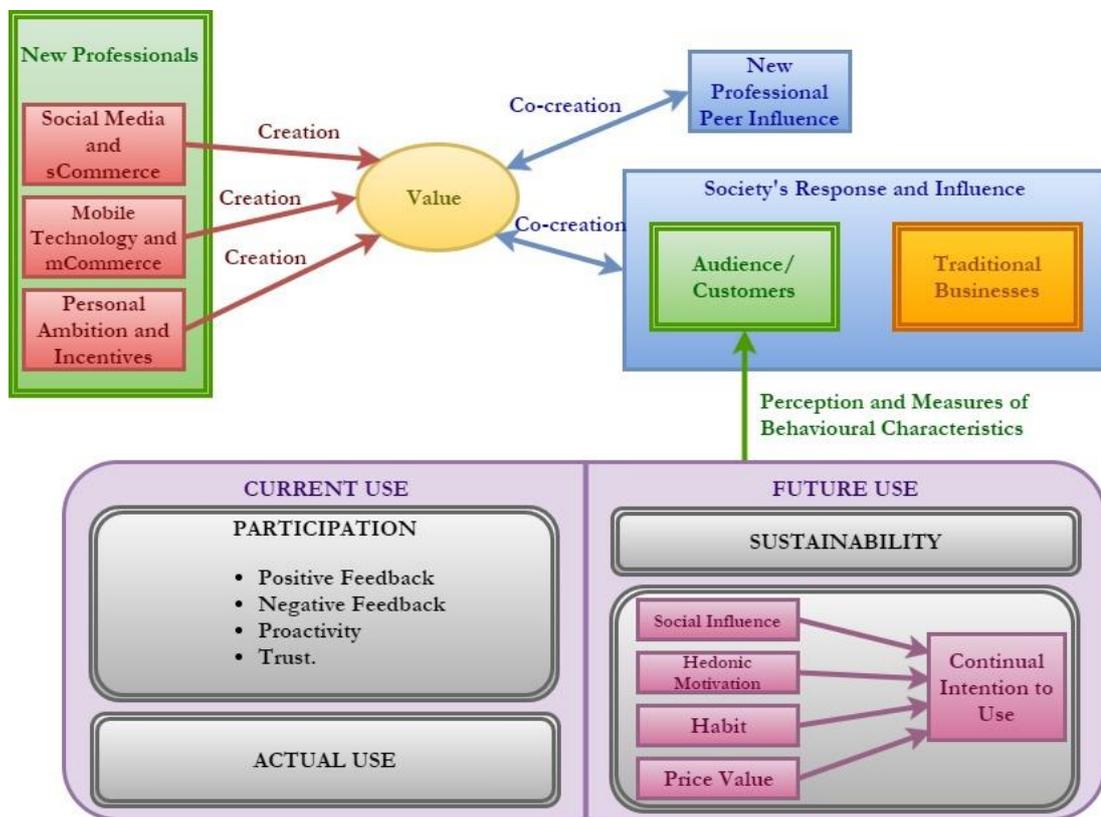


Figure 6.4 Linking the new professionals' value creation and co-creation with the audience's/customers' perception and behavioural characteristics

The network of interactions described above provides an answer to the first research question by showing the process involved in value creation and co-creation and the factors motivating the participants' behaviour. Furthermore, it may be suggested that the new professions have a sustainable future as long as the value creation and co-creation processes are stable. The second research question is answered through the findings about

the customers' current and possible future use behaviour. Because of the regular current usage of the services of the new professions and an optimistic view about the sustainability and consequent intention of future use of the services by the customers, it appears that the customers presently perceive the new professions positively.

6.6 Contributions

This research contributes to the body of knowledge in several ways. First, it undertook the investigation of the processes of value co-creation and creation and future use of the services of the three newly established professions, which have not yet attracted significant interest. Second, the study proposed a value creation and co-creation framework that included the main players and their interactions. Then, the study identified specific customer behavioural characteristics that influenced customer's acceptance of new professions.

According to Reichheld (2003), loyal customers contribute to a profession's growth by recommending its services to others and that recommendation indicates that the customers are putting their reputation on the line. Thus, to ensure the possible future growth of their professions through a loyal and trusting customer base and not to alienate the silent customer base, it seems prudent for the new professionals to be aware of all their customers' needs and not just of the ones who are vocal about it. As seen in the exploration of customer participation in Chapter 5, a large portion of the customer base in all three professions was latent and did not indulge in any visible interaction. Forbes' suggestions to increase customer feedback includes setting up profiles on multiple review sites, which may increase chances of getting reviewed by customers active on those portals and ensuring that leaving feedback is easy for them and there are not a lot of complicated steps involved in the process (Akalp, 2014). Other ways mentioned include, incentivising the review process, like organising giveaways for which a reviewer would

be selected at random (irrespective of whether the review is positive or negative) and most importantly, by remembering to thank the customers after they leave a review or providing them with a discount code or offer after reviewing, which would possibly help create loyal reviewers.

6.7 Limitations and Future Work

The study has numerous limitations, some of which could be overcome by attempting further research in this field. First, only six new professionals were interviewed for their perspective. This is obviously not representative of the entire sample of bloggers, vloggers and pop-up store owners in the world. However, each participant represented a different genre of blogger, vlogger and pop-up store owner. Furthermore, the participants were from different countries across the globe, through which the study attempts to provide a holistic view of the perspectives of the different professions. Similarly, because the survey was published online and there were only 209 respondents, they were not representative of the entire population of new professionals' audience/customers. Nonetheless, given the limited time allotted for the study, the survey was advertised on multiple globally accessible social media outlets to increase its outreach to the best of the ability of the researcher.

The regression analysis and the resultant significant predictors of continual intention to use suggest constructs of a model that may be proposed, which could be used in future studies of the continual intention to use the goods and services offered by the new professions. Additionally, further research may be needed to obtain a more comprehensive view of the latent customer base's predilections for not engaging in visible participation and interaction with the new professionals. This may in turn reveal undetected variables and constructs, which may also influence the continual intention to use. Moreover, other aspects of the customers' actual use could be investigated in future,

for instance, in this study, the use of mCommerce and mobile technology by the new professionals was investigated, next, the customers' use of mCommerce when trying to leverage the new professionals' service can be explored.

According to Lee, Park and Han (2008), there is a 'conformity effect' amongst customers who get influenced by their peers and conform to the word-of-mouth effect. This was also evidenced in a survey by Zendesk, wherein 90% of the respondents attributed positive reviews on sites influencing them to make purchases, whereas 86% admitted that negative reviews discouraged them (Dimensional Research, 2013). In this study, the social influence of the customers' own family, colleagues, role-models and peers that they are acquainted with was investigated. In future, the influence of other customers (who may be strangers on the internet) on their decision to buy or use goods and services, may be investigated.

Furthermore, an in-depth study of the two other parties involved in value co-creation, the traditionally established professions and the new professional peers, (in Figure 6.1) may be attempted in future. The influence of the aforementioned two groups was touched upon in the participant interviews, but that did not provide their own perspectives. The interviewed participants only spoke about the support that they had received from the traditionally established companies. No mention was made of any negative impact from their side. However, recently there were reports of editors from Vogue (a traditionally established magazine) making disparaging remarks about the bloggers seated in the front row of Milan Fashion week (Stern, 2016). This seems to indicate that there may be possible animosity or tensions in the relationship between the traditional and new professionals, whose impact can be examined further in future. Similarly, in terms of the new professionals' peers, further exploration of cross-professional collaborations can be undertaken, such as, collaborations of bloggers with vloggers or bloggers with pop-up store owners for giveaways.

6.8 Conclusion

Revisiting Crosby's definitions of new professions, it has already been established that vlogging, blogging and virtual pop-up store owning are classified as new professions because they have not yet been included in the Standard Occupational Classification (Crosby, 2002). These professions also appear to fit into the category of emerging professions, because according to Crosby, an emerging occupation is one that has little employment numbers, yet is relied upon to get bigger as time progresses, and the employment numbers for these three professions are indeed rising. It was observed that the new professionals transition into bigger opportunities related to their fields; for instance, vloggers become entrepreneurs owning online businesses (which, can be a transition to pop-up store owning) and bloggers also transition into becoming vloggers and entrepreneurs, thereby increasing employment numbers. Moreover, the audience/customers of these new professions achieve inspiration from observing these bloggers, vloggers and pop-up storeowners and they themselves become new professionals, as was evidenced by the testimony of certain participants in this study regarding their prior interest and subsequent entrance into the new professions, as well as the audiences posting 'reaction' videos to the new professionals' content, which are vlogs unto themselves. In fact, as established in this study it is getting easier for newcomers to enter into these fields now because of innovations in technology, including the introduction of new applications and new features in existing applications. Additionally the phenomenon of new professions birthing newer professions like multi-channel networks who manage social media profiles and companies who aim to increase the number of followers on social media, indicates that they are not the newest professions in the sphere of sCommerce and mCommerce anymore.

In the case of all three professions, social media has a significant influence on the new professionals by enabling them to create value. This is not only because it is where they host their services, but because of the various supplementary and continually innovating facets of social media such as the addition of new features and new applications, which can be adopted to better their professions and allow them to perpetually learn new things for the same. Additionally, social media policies and the policy-makers can also have direct and substantial impact on the new professionals. This may include phenomena like changes in the algorithm of an outlet, which may increase or decrease a new professional's content visibility or the denouement, distancing, and sometimes even banning of the new professionals whose content may go against the company policies and provoke an unsuitable reaction from the masses leading to negative publicity.

Furthermore, mobile technology and mCommerce are being used by the new professionals to create and co-create value by using it for audience interaction and applications which are specific to mobile devices. However, mobile devices are not being leveraged completely for creating content because of the absence of relevant features in mobile applications, which are present in the desktop software or website. Thus, an absolute migration from desktop software to mobile software is yet to be achieved.

Even though the majority of customers of the new professions are millennials, more specifically, millennial females who spend more than three hours online daily; the entire sample's perception of the new professionals' services appears to be positive in the fact that they appear to be regularly leveraging the goods and services provided by these professions. Moreover, one section of the customer base appears to be visibly co-creating value through active participation and interacting with the new professionals, whereas the other section consists of a latent customer base who do not engage in visible participation, but instead, provide value to the new professionals through the number of 'views', 'reads'

and ‘purchases’. Most customers believed in the future sustainability of the new professions than those that do not. The biggest motivator that governed customers’ continual intention to use the services of the new professions was their own hedonic motivation followed by habit for all three professions. Price value was a third significant motivator for buying from pop-up stores, but not for the other two professions. It was interesting to note that even though these professions exist in the social sphere, there seemed to be little impact of social influence from the customers’ immediate social circle in the case of any of the new professions.

All in all, this study establishes that the new professionals create value through a combination of sCommerce, mCommerce, and their own personal skill-set and ambitions. They also co-create value with their peers, traditionally established professions, and their audience/customers, who engage with them either visibly or silently. The majority of the customers, perceive the new professions positively and indulge in frequent use of their services. A significant proportion of customers also think that these professions are sustainable, and therefore have a continual intention to use their services in future because of a personal disposition to hedonic motivation, habit, and to a certain extent, price value.

References

- Adler, P. A., & Adler, P. (1987). *Membership roles in field research*. Thousand Oaks, CA: Sage Publications, Inc.
- Aguinis, H., Joo, H., & Gottfredson, R. K. (2011). Why we hate performance management—And why we should love it. *Business Horizons*, 54(6), 503-507. doi:10.1016/j.bushor.2011.06.001
- Akalp, N. (2014, August 28). 6 Simple Ways To Get Customers To Review Your Business Online *Forbes*. Retrieved from <https://www.forbes.com/sites/allbusiness/2014/08/28/6-simple-ways-to-get-customers-to-review-your-business-online/#555545a314c5>
- Akturan, U., & Tezcan, N. (2012). Mobile banking adoption of the youth market: Perceptions and intentions. *Marketing Intelligence & Planning*, 30(4), 444-459. doi:10.1108/02634501211231928
- Albert, R., Jeong, H., & Barabási, A. L. (1999). Internet: Diameter of the world-wide web. *Nature*, 401(6749), 130-131. doi:10.1038/43601
- Alshehri, M., Drew, S., Alhussain, T., & Alghamdi, R. (2012). *The Effects of Website Quality on Adoption of E-Government Service: An Empirical Study Applying UTAUT Model Using SEM*. Paper presented at the 23rd Australasian Conference On Information Systems, Geelong, Australia. Retrieved from <http://aut.ac.nz.libguides.com/APA6th/conferences>
- Anil, S., Ting, L. T., Moe, L. H., & Jonathan, G. P. G. (2003). Overcoming barriers to the successful adoption of mobile commerce in Singapore. *International Journal of Mobile Communications*, 1(1-2), 194-231. doi: 10.1504/IJMC.2003.002466
- Armstrong, A., & Hagel, J. (2000). The real value of online communities. In Lesser, E. Fontaine, M. & Slusher, J. (Eds.), *Knowledge and communities* (pp 85-95). Abingdon, United Kingdom: Routledge.
- Arnold, M. J., & Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of Retailing*, 79(2), 77-95. doi:10.1016/S0022-4359(03)00007-1
- Aula, P. (2010). Social media, reputation risk and ambient publicity management. *Strategy & Leadership*, 38(6), 43-49. doi:10.1108/10878571011088069
- Ault, S. (2014, August 5). Survey: YouTube Stars More Popular Than Mainstream Celebs Among U.S. Teens. *Variety*. Retrieved from <http://variety.com/2014/digital/news/survey-youtube-stars-more-popular-than-mainstream-celebs-among-u-s-teens-1201275245/>
- Beatty, S. E., & Ferrell, M. E. (1998). Impulse buying: modeling its precursors. *Journal of Retailing*, 74(2), 169–191. doi:10.1016/S0022-4359(99)80092-X

- Belden, C (2013). Paid, earned and owned media: Convergence in social media. *Journal of Digital and Social Media Marketing*, 1(3), 243-250. Retrieved from <http://www.ingentaconnect.com/content/hsp/jdsmm/2013/00000001/00000003/00005>
- Benbasat, I., & Barki, H. (2007). Quo vadis TAM?. *Journal of the association for information systems*, 8(4), 7. Retrieved from <http://aisel.aisnet.org/jais/vol8/iss4/7>
- Berg, M. (2015, October 14). The World's Highest-Paid YouTube Stars 2015. *Forbes*. Retrieved from <http://www.forbes.com/sites/maddieberg/2015/10/14/the-worlds-highest-paid-youtube-stars-2015/#3ec0bc4542cb>
- Berg, M. (2016, December 5). The Highest-Paid YouTube Stars 2016: PewDiePie Remains No. 1 With \$15 Million. *Forbes*. Retrieved from <http://www.forbes.com/sites/maddieberg/2016/12/05/the-highest-paid-youtube-stars-2016-pewdiepie-remains-no-1-with-15-million/#6212f39c6b0f>
- Bernard, H. R. (2011). *Research methods in anthropology: Qualitative and quantitative approaches*. Plymouth, United Kingdom: AltaMira Press.
- Blood, R. (2002). *The Weblog Handbook: Practical Advice on Creating and Maintaining Your Blog*, Cambridge, MA: Perseus Publishing.
- Borge, J. (2015, June 25). *InStyle*. Retrieved from <http://www.instyle.com/news/the-power-of-makeup-makeover-photos>
- Bronto Software (2015). *Consumers Tell All. Part 1: Online Shopping Frequency* [Whitepaper]. Retrieved from http://mkto.brnto.com/rs/797-YXJ-932/images/consumers_tell_all-WP-1-Final.pdf
- Bruns, A., Highfield, T., & Lind, R. A. (2012). Blogs, Twitter, and breaking news: The produsage of citizen journalism. *Producing theory in a digital world: The intersection of audiences and production in contemporary theory*, 80(2012), 15-32. Retrieved from <http://snurb.info/files/2012/Blogs,%20Twitter,%20and%20Breaking%20News.pdf>
- Bughin, J., Chui, M., & Manyika, J. (2013). *Ten IT-enabled business trends for the decade ahead*. (McKinsey Quarterly, 13(May)). Retrieved from McKinsey & Company website: <http://www.mckinsey.com/industries/high-tech/our-insights/ten-it-enabled-business-trends-for-the-decade-ahead>
- Bureau of Labor Statistics. (n.d.). *Standard Occupational Classification*. Retrieved June 24, 2016, from <http://www.bls.gov/soc/#materials>
- Bureau of Labor Statistics. (2009). *2010 Standard Occupational Classification*. Retrieved from http://www.bls.gov/soc/soc_structure_2010.pdf
- Burnkrant, R. E., & Cousineau, A. (1975). Informational and normative social influence in buyer behavior. *Journal of Consumer research*, 2(3), 206-215. doi:10.1086/208633

- Burt, J. (2011). BYOD trend pressures corporate networks. *eweek*, 28(14), 30-31. Retrieved from <http://winfwiki.wi-fom.de/images/2/2e/65469365.pdf>
- Carlsson, C., Carlsson, J., Hyvonen, K., Puhakainen, J., & Walden, P. (2006, 4-7 Jan. 2006). *Adoption of Mobile Devices/Services - Searching for Answers with the UTAUT*. Paper presented at the Proceedings of the 39th Annual Hawaii International Conference on System Sciences (HICSS'06). doi:10.1109/HICSS.2006.38
- Charmaz, K., & Belgrave, L. (2002). Qualitative interviewing and grounded theory analysis. *The SAGE handbook of interview research: The complexity of the craft*, (2nd ed., pp. 347-364). Thousand Oaks, CA: Sage Publications, Inc.
- Chokshi, N. (2017, February 14). Disney Drops PewDiePie and YouTube Distances Itself After Reports of Anti-Semitic Videos. *The New York Times*. Retrieved from https://www.nytimes.com/2017/02/14/business/pewdiepie-youtube-disney.html?_r=0
- Chowdhry, A. (2014, November 11). Why Facebook Forced Users To Download A Separate Messenger App?. *Forbes*. Retrieved from <http://www.forbes.com/sites/amitchowdhry/2014/11/11/why-facebook-forced-users-to-download-a-separate-messenger-app/#77795a4d6ec7>
- Cogburn, D. L., & Espinoza-Vasquez, F. K. (2011). From networked nominee to networked nation: Examining the impact of Web 2.0 and social media on political participation and civic engagement in the 2008 Obama campaign. *Journal of Political Marketing*, 10(1-2), 189-213. doi: 10.1080/15377857.2011.540224
- comScore (2014). *The U.S. Mobile App Report* [Whitepaper]. Retrieved from http://www.comscore.com/Insights/Presentations-and-Whitepapers/2014/The-US-Mobile-App-Report?cs_edgescape_cc=NZ
- Clarke III, I. (2008). Emerging value propositions for m-commerce. *Journal of Business Strategies*, 25(2), 41. Retrieved from <http://search.proquest.com/docview/204381311?accountid=8440>
- Cohn, C. (2015, January 23). How to Properly Use Social Media to Fit Your Business Strategy. *Forbes*. Retrieved from <http://www.forbes.com/sites/chuckcohn/2015/01/23/how-to-properly-use-social-media-to-fit-your-business-strategy/2/#2775aff55026>
- Collamer, N., (2015, August 11). How to make money as a Blogger. *Forbes*. Retrieved from <http://www.forbes.com/sites/nextavenue/2015/08/11/how-to-make-money-as-a-blogger/>
- Coscarelli, A. & Casely-Hayford, A. (2015, November 23). The Famous Bloggers With Lucrative Side Businesses. *Refinery29*. Retrieved from <http://www.refinery29.uk/famous-fashion-bloggers-make-money#slide-1>
- Cox, J. L., Martinez, E. R., & Quinlan, K. B. (2008). Blogs and the corporation: managing the risk, reaping the benefits. *Journal of Business Strategy*, 29(3), 4-12. doi: 10.1108/02756660810873164

- Crawford, K. (2009). Following you: Disciplines of listening in social media. *Continuum: Journal of Media & Cultural Studies*, 23(4), 525-535. doi:10.1080/103043109033003270
- Crosby, O. (2002). New and emerging occupations. *Occupational Outlook Quarterly*, 46(3), 16-25. Retrieved from <https://www.bls.gov/careeroutlook/2002/fall/art02.pdf>
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*, 319-340. doi:10.2307/249008
- Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User acceptance of computer technology: a comparison of two theoretical models. *Management science*, 35(8), 982-1003. doi:10.1287/mnsc.35.8.982
- Deeg, M. E., & Paterson, D. G. (1947). Changes in social status of occupations. *Journal of Counseling & Development*, 25(4), 205-208. doi:10.1002/j.2164-5892.1947.tb01406.x
- Department of Health and Human Services. (2015). *Lime Crime 7/29/15* [Warning Letter]. Retrieved April 2, 2016 from <https://www.fda.gov/ICECI/EnforcementActions/WarningLetters/2015/ucm456525.htm>
- DiCicco-Bloom, B., & Crabtree, B. F. (2006). The qualitative research interview. *Medical education*, 40(4), 314-321. doi:10.1111/j.1365-2929.2006.02418.x
- Dietrick, B. (2014, November 10). Introducing the Salesforce Marketing Cloud YouTube Channel [Web blog post]. Retrieved from <https://www.marketingcloud.com/blog/introducing-the-salesforce-marketing-cloud-youtube-channel/>
- Dimensional Research. (2013). *CUSTOMER SERVICE AND BUSINESS RESULTS: A SURVEY OF CUSTOMER SERVICE FROM MID-SIZE COMPANIES* [Whitepaper]. Retrieved from https://d16cvnquvjw7pr.cloudfront.net/resources/whitepapers/Zendesk_WP_Customer_Service_and_Business_Results.pdf
- DiMicco, J. M., Geyer, W., Millen, D. R., Dugan, C., & Brownholtz, B. (2009, January). *People Sensemaking and Relationship Building on an Enterprise Social Network Site*. Paper presented at the 2009 42nd Hawaii International Conference on System Sciences. Retrieved from <http://ieeexplore.ieee.org/document/4755502/#full-text-section>
- Field, A. (2013). *Discovering statistics using IBM SPSS statistics*. Thousand Oaks, CA: Sage Publications, Inc.
- Friedl, J., & Verčič, A. T. (2011). Media preferences of digital natives' internal communication: A pilot study. *Public Relations Review*, 37(1), 84-86. doi:10.1016/j.pubrev.2010.12.004

- Frank, A. (2016, April 28) YouTube is changing the Content ID system in an effort to help creators. *Polygon*. Retrieved from <http://www.polygon.com/2016/4/28/11531228/youtube-content-id-changes-copyright-dispute-jim-sterling>
- Gammage, B., Plummer, D. C., Thompson, E., Fiering, L., LeHong, H., Karamouzis, F., & Basso, M. (2009). Gartner's top predictions for IT organizations and users, 2010 and beyond: A new balance. *Gartner Report, Dec*. Retrieved from http://insight.datamaticstech.com/dtlsp/confirmit/Gartner/10014/gartners_top_predictions_for_173482.pdf
- Gardner, B. S. (2011). Responsive web design: Enriching the user experience. *Sigma Journal: Inside the Digital Ecosystem*, 11(1), 13-19.
- Ghurye, G. S. (1969). *Caste and race in India*. Mumbai, India: Popular Prakashan.
- Gibbs, S. (2016, June 6). Why is Facebook trying to force you to use its Messenger app?. *The Guardian*. Retrieved from <https://www.theguardian.com/technology/2016/jun/06/facebook-forcing-messenger-app-explainer>
- Gould, S. (2015, September 24). THE SOCIAL 50: The best people on the internet right now. *Business Insider Australia*. Retrieved from <http://www.businessinsider.com.au/best-people-on-the-internet-in-2015-2015-9?r=US&IR=T#/#50-crystal-lee-lucas-is-instagramms-most-mysterious-witch-1>
- Gruman, J. A., & Saks, A. M. (2011). Performance management and employee engagement. *Human Resource Management Review*, 21(2), 123-136. doi:10.1016/j.hrmr.2010.09.004
- Gruzd, A., Staves, K., & Wilk, A. (2012). Connected scholars: Examining the role of social media in research practices of faculty using the UTAUT model. *Computers in Human Behavior*, 28(6), 2340-2350. doi:10.1016/j.chb.2012.07.004
- Gulliver, A. (2014, October 8). Snapchat anti drug-driving campaign. *Stuff*. Retrieved from <http://www.stuff.co.nz/technology/digital-living/61757732/snapchat-anti-drugdriving-campaign>
- Hanna, R., Rohm, A., & Crittenden, V. L. (2011). We're all connected: The power of the social media ecosystem. *Business horizons*, 54(3), 265-273. doi:10.1016/j.bushor.2011.01.007
- Harris, L., & Dennis, C. (2011). Engaging customers on Facebook: Challenges for eRetailers. *Journal of Consumer Behaviour*, 10(6), 338-346. doi:10.1002/cb.375
- Harvey, D. (2013, November 13). Meet the vloggers: Self-employed and 'worth a fortune'. *BBC newsbeat*. Retrieved from <http://www.bbc.co.uk/newsbeat/article/24726895/meet-the-vloggers-self-employed-and-worth-a-fortune>
- Hatch, J. A. (2002). *Doing qualitative research in education settings*. Albany, NY: SUNY Press.

- Heart of the City Auckland. (n.d.a). *Safety*. Retrieved April 29, 2016, from <http://hotcity.co.nz/safety>
- Heart of the City Auckland. (n.d.b). *StoreWatch* [Brochure]. Retrieved from <http://hotcity.co.nz/Storewatch%20Info.pdf>
- Hu, P. J., Chau, P. Y., Sheng, O. R. L., & Tam, K. Y. (1999). Examining the technology acceptance model using physician acceptance of telemedicine technology. *Journal of management information systems*, *16*(2), 91-112. doi:10.1080/07421222.1999.11518247
- Hubpages. (2015). *How to make money on YouTube*. Retrieved on October 20, 2015 from <http://janikon.hubpages.com/hub/How-to-Make-Money-on-YouTube-Vlogging-Reviewing-and-Shorts>
- Hutcheson, G. D., & Sofroniou, N. (1999). *The multivariate social scientist: Introductory statistics using generalized linear models*. Thousand Oaks, CA: Sage Publications, Inc.
- Ives, N. (2015, April 15). What a YouTube Celeb Pulls In *.Advertising Age*. Retrieved from http://adage.com/article/news/a-youtube-celeb-pulls/298015/?utm_campaign=SocialFlow&utm_source=Twitter&utm_medium=Social
- Johnson, R. B., & Onwuegbuzie, A. J. (2004). Mixed methods research: A research paradigm whose time has come. *Educational researcher*, *33*(7), 14-26. doi:10.3102/0013189X033007014
- Kaiser, H. F. (1974). An index of factorial simplicity. *Psychometrika*, *39*(1), 31-36. doi:10.1007/BF02291575
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, *53*(1), 59-68. doi:10.1016/j.bushor.2009.09.003
- Kaufman, I. (2011, October 24). Are You a Digital Alien, Digital Immigrant, or Digital Native? Marketing to the Digital Who. *Social Media Today*. Retrieved from <http://www.socialmediatoday.com/content/are-you-digital-alien-digital-immigrant-or-digital-native-marketing-digital-who>
- Kim, S., & Park, H. (2013). Effects of various characteristics of social commerce (scommerce) on consumers' trust and trust performance. *International Journal of Information Management*, *33*(2), 318-332. doi:10.1016/j.ijinfomgt.2012.11.006
- Kinley, T. R., Josiam, B. M., & Lockett, F. (2010). Shopping behavior and the involvement construct. *Journal of Fashion Marketing and Management: An International Journal*, *14*(4), 562-575. doi:10.1108/13612021011081742

- Koelma, G. (2014, April 4). Australia's first professional Instagrammer, Lauren Bath, shares her secrets for career success. *NewsComAu*. Retrieved from <http://mobile.news.com.au/finance/work/australias-first-professional-Instagrammer-lauren-bath-shares-her-secrets-for-career-success/story-fnkgbb3b-1226874508436>
- Kurzban, R., Duckworth, A., Kable, J. W., & Myers, J. (2013). An opportunity cost model of subjective effort and task performance. *Behavioral and Brain Sciences*, *36*(06), 661-679. doi:10.1017/S0140525X12003196
- Lee, J., Park, D. H., & Han, I. (2008). The effect of negative online consumer reviews on product attitude: An information processing view. *Electronic Commerce Research and Applications*, *7*(3), 341-352. doi:10.1016/j.elerap.2007.05.004
- Lee, S., Hwang, T., & Lee, H. H. (2006). Corporate blogging strategies of the Fortune 500 companies. *Management Decision*, *44*(3), 316-334. doi:10.1108/00251740610656232
- Lee, Y.E., & Benbasat, I. (2003). Interface design for mobile commerce. *Communications of the ACM*, *46*(12), 48-52. doi: 10.1145/953460.953487
- Lenhart, A., Purcell, K., Smith, A., & Zickuhr, K. (2010). *Social Media & Mobile Internet Use among Teens and Young Adults. Millennials*. Retrieved from ERIC database. (ED525056)
- Liang, T. P., Huang, C. W., Yeh, Y. H., & Lin, B. (2007). Adoption of mobile technology in business: a fit-viability model. *Industrial management & data systems*, *107*(8), 1154-1169. doi:10.1108/02635570710822796
- Lindig, S. (2015, June 21). NEW ALGORITHM FOR INSTAGRAM WILL TELL YOU HOW TO DRESS BETTER. *Harper's Bazaar*. Retrieved from <http://www.harpersbazaar.com/fashion/trends/a11271/fashion-algorithm-suggests-outfits-for-better-instagram-photos/>
- Liu, R. X., Kuang, J., Gong, Q., & Hou, X. L. (2003). Principal component regression analysis with SPSS. *Computer methods and programs in biomedicine*, *71*(2), 141-147. doi:10.1016/S0169-2607(02)00058-5
- London, B. (2015, February 21). The online power couples! Meet Britain's most influential video bloggers with a combined reach of 20 million... who can earn up to £50,000 for ONE video. *Daily Mail Australia*. Retrieved on from <http://www.dailymail.co.uk/femail/article-2958267/Meet-Britain-s-influential-video-bloggers-combined-reach-X-millions.html>
- Louise Barriball, K., & While, A. (1994). Collecting Data using a semi-structured interview: a discussion paper. *Journal of advanced nursing*, *19*(2), 328-335. doi:10.1111/j.1365-2648.1994.tb01088.x
- Luca, M. (2011). Reviews, reputation, and revenue: The case of Yelp.com. *Harvard Business School NOM Unit (Working Paper No. 12-016)*. Retrieved from <http://ssrn.com/abstract=1928601>

- Luo, X. (2005). How does shopping with others influence impulsive purchasing?. *Journal of Consumer Psychology, 15*(4), 288-294. doi:10.1207/s15327663jcp1504_3
- Mahlmeister, K. (2015, July 10). CEO pay too high? Watch These Beauty Bloggers Transform Their Haters' Insults Into Gorgeous Makeup Looks. *MTV News*. Retrieved from <http://www.mtv.com/news/2209875/makeup-shaming-contouring/>
- McCluskey, M. (2015, November 3). Teen Instagram Star Speaks Out About The Ugly Truth Behind Social Media Fame. *Time*. Retrieved from <http://time.com/4096988/teen-instagram-star-essena-oneill-quitting-social-media/>
- Meeker, M. (2014). *Internet Trends 2014—Code Conference*. (Report May 28, 2014). Retrieved from Kleiner Perkins Claufield Byers website: http://kpcbweb2.s3.amazonaws.com/files/85/Internet_Trends_2014_vFINAL__05_28_14-_PDF.pdf?1401286773
- Miles, M. B., & Huberman, A. M. (1985). *Qualitative data analysis*. Newbury Park, CA: Sage Publications, Inc.
- Min, Q., Ji, S., & Qu, G. (2008). Mobile commerce user acceptance study in China: a revised UTAUT model. *Tsinghua Science & Technology, 13*(3), 257-264. doi:10.1016/S1007-0214(08)70042-7
- Nayebi, F., Desharnais, J. M., & Abran, A. (2012, April 29 2012-May 2 2012). *The state of the art of mobile application usability evaluation*. Paper presented at the 2012 25th IEEE Canadian Conference on Electrical and Computer Engineering (CCECE). Retrieved from <http://document/6334930/#full-text-section>
- Newton, C. (2016, April 19). Facebook considers letting users add a tip jar to make money from posts. *The Verge*. Retrieved from <http://www.theverge.com/2016/4/19/11455840/facebook-tip-jar-partner-program-monetization>
- Ng, E. S., Schweitzer, L., & Lyons, S. T. (2010). New generation, great expectations: A field study of the millennial generation. *Journal of Business and Psychology, 25*(2), 281-292. doi:10.1007/s10869-010-9159-4
- Nolan, J. M., Schultz, P. W., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2008). Normative social influence is under-detected. *Personality and social psychology bulletin, 34*(7), 913-923. doi: 10.1177/0146167208316691
- Online video is impossible to pin down*. (2016). Retrieved July 11, 2016, from <http://vidcon.com/about/>
- Oshlyansky, L., Cairns, P., & Thimbleby, H. (2007). *Validating the unified theory of acceptance and use of technology (UTAUT) tool cross-culturally*. Paper presented at the Proceedings of the 21st British HCI Group Annual Conference on People and Computers: HCI...but not as we know it - Volume 2, University of Lancaster, United Kingdom. Retrieved from http://10.1145/1540000/1531429/p83-oshlyansky.pdf?ip=156.62.3.11&id=1531429&acc=ACTIVE%20SERVICE&key=65D80644F295BC0D%2E393BC165BD0B3654%2E4D4702B0C3E38B35%2E4D4702B0C3E38B35&CFID=907278583&CFTOKEN=23381333&__acm__=148862

0885_73ec0167acb6853b20f67e8979c4c3a6

- Pardamean, B., & Susanto, M. (2012). Assessing user acceptance toward blog technology using the UTAUT model. *International journal of mathematics and computers in simulation*, 1(6), 203-212. Retrieved from https://www.researchgate.net/publication/263544652_Assessing_User_Acceptance_toward_Blog_Technology_Using_the_UTAUT_Model
- Patel, S. (2014, March 30). Top Five Emerging YouTube Channels from TV Networks. *Videoink*. Retrieved from <http://www.thevideoink.com/features/top-five-emerging-YouTube-channels-tv-networks/#.V4Y8NLh96Uk>
- Patton, M. Q. (1990). *Qualitative evaluation and research methods*. Thousand Oaks, CA: Sage Publications, Inc.
- Perrott, A. (2015, September 19). Why has everyone fallen in love with Lewis Road Creamery? *The New York Times*. Retrieved from http://www.nzherald.co.nz/lifestyle/news/article.cfm?c_id=6&objectid=11515287
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard business review*, 76, 97-105. Retrieved from https://www.researchgate.net/publication/235360991_The_Experience_Economy_Work_Is_Theatre_and_Every_Business_A_Stage
- Plata, M. (1975). Stability and change in the prestige rankings of occupations over 49 years. *Journal of Vocational Behavior*, 6(1), 95-99. doi:10.1016/0001-8791(75)90024-X
- Pralhad, C. K., & Ramaswamy, V. (2004a). Co-creation experiences: The next practice in value creation. *Journal of interactive marketing*, 18(3), 5-14. doi:10.1002/dir.20015
- Pralhad, C. K., & Ramaswamy, V. (2004b). Co-creating unique value with customers. *Strategy & leadership*, 32(3), 4-9. doi:10.1108/10878570410699249
- Qualman, E. (2010). *Socialnomics: How social media transforms the way we live and do business*. Hoboken, NJ: John Wiley & Sons, Inc.
- Ramaswamy, V. (2008). Co-creating value through customers' experiences: The Nike case. *Strategy & Leadership*, 36(5), 9-14. doi: 10.1108/10878570810902068
- Reichheld, F. F. (2003). The one number you need to grow. *Harvard business review*, 81(12), 46-55. Retrieved from <http://marketinglowcost.typepad.com/files/the-one-number-you-need-to-grow-1.pdf>
- Reichheld, F. F., & Schefter, P. (2000). E-loyalty: your secret weapon on the web. *Harvard business review*, 78(4), 105-113. Retrieved from http://www.pearsoned.ca/highered/divisions/text/cyr/readings/Reichheld_SchefterT2P1R1.pdf

- Rosember, J. (2015, September 14). Kim Kardashian and Sisters Launch Personalized Apps. *Variety*. Retrieved from <http://variety.com/2015/scene/vpage/kim-kardashian-kendall-kylie-jenner-app-website-launch-1201593468/>
- Safko, L. (2010). *The social media bible: tactics, tools, and strategies for business success*. Hoboken, NJ: John Wiley & Sons.
- Saldaña, J. (2013). *The coding manual for qualitative researchers*. Sage Publications, Inc.
- Sánchez Abril, P., Levin, A., & Del Riego, A. (2012). Blurred boundaries: Social media privacy and the twenty-first-century employee. *American Business Law Journal*, 49(1), 63-124. doi: 10.1111/j.1744-1714.2011.01127.x
- Santa Ana, J. (2013). *The New Communications Standard. Drive Engagement by Combining Email with Mobile Messaging Tell All*. [Whitepaper]. Retrieved from <https://www.messagesystems.com/sites/default/files/uploads/pdf/wp-new-communications-standard.pdf>
- Schaefer, K. (2015, May 20). HOW BLOGGERS MAKE MONEY ON INSTAGRAM. *Harper's Bazaar*. Retrieved from <http://www.harpersbazaar.com/fashion/trends/a10949/how-bloggers-make-money-on-instagram/>
- Schepp, B., & Schepp, D. (2009). *Amazon Top Seller Secrets: Insider Tips from Amazon's Most Successful Sellers*. New York, NY: AMACOM.
- Schwartz, B. (2015). Google sending mass scale warnings to non-mobile friendly web sites. *Search Engine Roundtable*. Retrieved from <https://www.seroundtable.com/google-fix-mobile-usability-issues-found-on-19732.html>
- Sheppard, B. H., Hartwick, J., & Warshaw, P. R. (1988). The theory of reasoned action: A meta-analysis of past research with recommendations for modifications and future research. *Journal of consumer research*, 15(3), 325-343. doi:10.1086/209170
- Smith, T. (2009). The social media revolution. *International journal of market research*, 51(4), 559-561. Retrieved from <https://www-warc-com/Content/ContentViewer.aspx?MasterContentRef=15d1dbdd-d2e9-4faa-a1b0-9deaeb2a5cdf&CID=A89669&PUB=JMRS>
- Sindhwani, P., & Ahuja, V. (2014). A Study of Online Co-Creation Strategies of Starbucks Using Netnography. *Int. J. Online Mark.*, 4(1), 39-51. doi:10.4018/ijom.2014010104
- Sipe, L. R., & Ghiso, M. P. (2004). Developing conceptual categories in classroom descriptive research: Some problems and possibilities. *Anthropology & Education Quarterly*, 472-485. Retrieved from <http://www.jstor.org/stable/3651350>
- Snap Inc. (2014, November 17). *Introducing Snapcash*. Retrieved December 6, 2016, from <https://www.snap.com/en-US/news/post/introducing-snapcash/>

- McMahon, C. (1994). Ethics and Excellence: Cooperation and Integrity in Business. Robert C. Solomon. *Ethics*, 104(4), 911-913. doi:10.1086/293672
- Spedding, E. (2016, October 6). Meet fashion's super-influencers: the women with the power to charge £58,000 for one Instagram post. *The Telegraph*. Retrieved from <http://www.telegraph.co.uk/fashion/people/meet-fashions-super-influencers-the-women-with-the-power-to-char/>
- Stern, C. (2016). A VERY stylish showdown! Vogue editors take aim at 'pathetic' bloggers who sit front row at Fashion Week in a scathing article, branding the online stars 'desperate' and 'embarrassing'. *Daily Mail UK*. Retrieved from <http://www.dailymail.co.uk/femail/article-3809981/A-stylish-showdown-Vogue-editors-aim-pathetic-bloggers-sit-row-Fashion-Week-scathing-article-branding-online-stars-desperate-embarrassing.html>
- Stevens, J. P. (2012). *Applied multivariate statistics for the social sciences*. Abingdon, United Kingdom: Routledge.
- StopPress Team. (2015, October 20). 'The world's first Instagram made of chocolate'. *StopPress*. Retrieved from <http://stoppress.co.nz/poppres/worlds-first-Instagram-made-chocolate>
- Šumak, B., Polancic, G., & Hericko, M. (2010, 10-16 Feb. 2010). *An Empirical Study of Virtual Learning Environment Adoption Using UTAUT*. Paper presented at the 2010 Second International Conference on Mobile, Hybrid, and On-Line Learning. Retrieved from <http://ieeexplore.ieee.org/document/5430017/#full-text-section>
- Sun, Y., Bhattacharjee, A., & Ma, Q. (2009). Extending technology usage to work settings: The role of perceived work compatibility in ERP implementation. *Information & Management*, 46(6), 351-356. doi:10.1016/j.im.2009.06.003
- Szoldra, P. (2016, January 8). A Verizon employee became so famous on Snapchat, she was able to quit her stable job. *Tech Insider*. Retrieved from <http://www.businessinsider.com/cyreneq-snapchat-2016-1?IR=T>
- Talbot, K. (2015, December 1). 5 Tips for Selling products on Instagram. *Social Media Examiner*. Retrieved from <http://www.socialmediaexaminer.com/5-tips-for-selling-products-on-Instagram/>
- The Medium Corporation. (2016). Important News about Vine. Retrieved November 10, 2016 from <https://medium.com/@vine/important-news-about-vine-909c5f4ae7a7#.oew1paqfn>
- Teo, T. (2010). Examining the influence of subjective norm and facilitating conditions on the intention to use technology among pre-service teachers: a structural equation modeling of an extended technology acceptance model. *Asia Pacific Education Review*, 11(2), 253-262. doi:10.1007/s12564-009-9066-4
- Tesch, R. (2013). *Qualitative research: Analysis types and software*. Abingdon, United Kingdom: Routledge.

- TIME Staff. (2016, March 21). The 30 Most Influential People on the Internet. Time. Retrieved from <http://time.com/4258291/30-most-influential-people-on-the-internet-2016/>
- Trede, F., & Higgs, J., (2009). Framing Research Questions and Writing Philosophically: The role of framing research questions. In Higgs, J., Horsefall, D., & Grace, S. Last (Ed.), *Writing Qualitative Research on Practice*. Rotterdam, The Netherlands: Sense Publishers.
- Vallerand, R. J. (1997). Toward a hierarchical model of intrinsic and extrinsic motivation. *Advances in experimental social psychology*, 29, 271-360. doi:10.1016/S0065-2601(08)60019-2
- Vargo, S. L., Maglio, P. P., & Akaka, M. A. (2008). On value and value co-creation: A service systems and service logic perspective. *European management journal*, 26(3), 145-152. doi:10.1016/j.emj.2008.04.003
- Vasileiadis, A. (2014). Security concerns and trust in the adoption of m-commerce. *Socialnès Technologijos*, (01), 179-191. Retrieved from <https://www.ceeol.com/search/article-detail?id=117516>
- Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the technology acceptance model: Four longitudinal field studies. *Management Science*, 46(2), 186-204. doi: 10.1287/mnsc.46.2.186.11926
- Venkatesh, V., Davis, F. D., & Morris, M. G. (2007). Dead or alive? The development, trajectory and future of technology adoption research. *Journal of the association for information systems*, 8(4), 267. Retrieved from <http://search.proquest.com/docview/198765594?accountid=8440>
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS quarterly*, 425-478. Retrieved from <http://www.jstor.org/stable/30036540>
- Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology. *MIS quarterly*, 36(1), 157-178. Retrieved from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2002388
- Walczuch, R., & Lundgren, H. (2004). Psychological antecedents of institution-based consumer trust in e-retailing. *Information & Management*, 42(1), 159-177. doi:10.1016/j.im.2003.12.009
- Weber, R. P. (1990). *Basic content analysis* (No. 49). Thousand Oaks, CA: Sage Publications, Inc.
- Wolcott, H.F. (1994). *Transforming qualitative data: Description, analysis, and interpretation*. Thousand Oaks, CA: Sage Publications, Inc.
- Wong, J. (2016). How to Set Up a Facebook Store to Sell On Facebook. Retrieved July 17, 2016, from <http://www.websitebuilderexpert.com/how-to-set-up-a-facebook-store/>

Yim, M. Y. C., Yoo, S. C., Sauer, P. L., & Seo, J. H. (2014). Hedonic shopping motivation and co-shopper influence on utilitarian grocery shopping in superstores. *Journal of the Academy of Marketing Science*, 42(5), 528-544. doi:10.1007/s11747-013-0357-2

Appendices

Appendix A: Ethics Approval



AUTEC Secretariat

Auckland University of Technology
D-88, WU406 Level 4 WU Building City Campus
T: +64 9 921 9999 ext. 8316
E: ethics@aut.ac.nz
www.aut.ac.nz/researchethics

19 April 2016
Krassie Petrova
Faculty of Design and Creative Technologies

Dear Krassie

Re Ethics Application: **16/84 An exploration of the perceived values of new professions created by mCommerce and sCommerce.**

Thank you for providing evidence as requested, which satisfies the points raised by the Auckland University of Technology Ethics Sub-Committee (AUTEC). Your ethics application has been approved for three years until 19 April 2019. As part of the ethics approval process, you are required to submit the following to AUTEC:

- A brief annual progress report using form EA2, which is available online through <http://www.aut.ac.nz/researchethics>. When necessary this form may also be used to request an extension of the approval at least one month prior to its expiry on 19 April 2019;
- A brief report on the status of the project using form EA3, which is available online through <http://www.aut.ac.nz/researchethics>. This report is to be submitted either when the approval expires on 19 April 2019 or on completion of the project.

It is a condition of approval that AUTEC is notified of any adverse events or if the research does not commence. AUTEC approval needs to be sought for any alteration to the research, including any alteration of or addition to any documents that are provided to participants. You are responsible for ensuring that research undertaken under this approval occurs within the parameters outlined in the approved application. AUTEC grants ethical approval only. If you require management approval from an institution or organisation for your research, then you will need to obtain this. If your research is undertaken within a jurisdiction outside New Zealand, you will need to make the arrangements necessary to meet the legal and ethical requirements that apply there. To enable us to provide you with efficient service, please use the application number and study title in all correspondence with us. If you have any enquiries about this application, or anything else, please do contact us at ethics@aut.ac.nz.

All the very best with your research,

A handwritten signature in black ink, appearing to read 'K O'Connor', written in a cursive style.

Kate O'Connor
Executive Secretary

Auckland University of Technology Ethics Committee

Cc: Sagorika Datta sagorika15@gmail.com

Appendix B: Information Sheet for Group A (New Professionals)

Participant Information Sheet

This information sheet is for the vloggers, bloggers and pop-up store owners who will be interviewed as part of this research.

Date Information Sheet Produced: 20-03-2016

Project Title:

An Exploration of the Perceived Values of New Professions Created by MCommerce and SCommerce

An Invitation:

My name is Sagorika Datta and I am a Master's student of Computer and Information Sciences at Auckland University of Technology (AUT). I would like to invite you to participate in my research that entails the exploration of your profession, which was created by the use of mobile technology as well as social media outlets as part of my Master's qualification. Participation in this research is voluntary and you may withdraw at any time prior to the completion of data collection (August 31, 2016).

What is the purpose of this research?

With the current developments in mobile technology and the increasing importance of social media, mobile commerce (mCommerce), and social commerce (sCommerce) have started playing an important role in people's everyday life. They have also given rise to a number of potential 'new' professions which until recently were considered just as hobbies and recreational activities. These new professions include vlogging, blogging, and virtual pop-up store ownership to name but a few.

Due to the increased interest of the public in social media and its pervasiveness, the number of social media outlets has increased. Given the ease of access due to the use of mobile devices, these potential new professions have been slowly but surely gaining

momentum and establishing themselves as real professions comparable to traditionally established brick and mortar businesses.

The aim of this study is to assess the potential of these professions and analyse the value associated with them both in economic terms as well as based on public perception.

How was I identified and why am I being invited to participate in this research?

The use of social media outlets and mobile technology by you in creating your professional identity is the primary criteria for your selection in this research, as the research focuses on the advent of new professions by the use of the aforementioned means.

What will happen in this research?

As stated above, this research will be an exploratory study of your profession and its creation using social media and mobile technology. It will be double ended, as in, your profession will be analysed not only through interviews of you and other participants in similar professions like you (who will be sorted into group A of the participants) but also through questionnaires to your intended audience/customers (sorted into group B) to understand their perception of your profession.

What are the discomforts and risks?

There will be no discomforts or risks. The interview will be scheduled at a time suitable to you and your identity will be kept confidential (known only to the researcher).

How will these discomforts and risks be alleviated?

N/A

What are the benefits?

The potential benefits of this research to you is that the research can help in finding the added benefits associated with your profession and can help predict its long-term success. Moreover, the potential benefits to the wider community are that it can help spread awareness to the community (some of who are unaware) about the existence of such professions, which have mainly been considered hobbies until recently and enable them to be the customers/audience to your professions. This will in turn give you an overview of the public perception of your profession, which will help you select and target demographics for your vlogs, blogs and cyber-stores.

The potential benefit to the researcher (me) is that it will be a learning experience for me apart from this being part of the thesis published as part of my Master's degree.

How will my privacy be protected?

Only I (the primary researcher) will know your identity. In the thesis, you will be referred to as 'Participant 1/2/3...' Hence, you will be anonymous to the people accessing the thesis.

What are the costs of participating in this research?

You will be requested to provide two hours of your time for an interview.

What opportunity do I have to consider this invitation?

You will have two weeks from the date of receipt of the consent form and this invitation to consider whether you would like to participate in this research or not.

How do I agree to participate in this research?

A consent form will be sent to you by email, whereby you can read and sign it if you agree to participate in this research and then send it back to the primary researcher's email address (sagorikaa15@gmail.com).

Will I receive feedback on the results of this research?

A summary and feedback will be given only after the completion of the thesis. You can also read the thesis when it is finally published to look at the findings.

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor:

Krassie Petrova, kpetrova@aut.ac.nz, +64921 9999 ext 5045.

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTECH:

Kate O'Connor, ethics@aut.ac.nz, +64921 9999 ext 6038.

Whom do I contact for further information about this research?

Please keep this Information Sheet and a copy of the Consent Form for your future reference. You are also able to contact the research team as follows:

Researcher Contact Details:

SAGORIKA DATTA

Email id: sagorikaa15@gmail.com / pkx7362@aut.ac.nz

Project Supervisor Contact Details:

KRASSIE PETROVA

Email id: kpetrova@aut.ac.nz

Contact no. +64921 9999 ext 5045

Approved by the Auckland University of Technology Ethics Committee on *April 9, 2016*, AUTECH Reference number *16/84*.

Appendix B: Information Sheet for Group B (Audience/Customers)

Welcome to my

Survey

Hello,

My name is Sagorika Datta and I am a Master's student in field of Computer and Information Sciences from Auckland University of Technology (AUT). This survey is part of my Master's degree thesis at Auckland University of Technology and it is an exploratory study on how the use of mobile technology and social media has enabled the creation of new professions like vlogging, blogging and virtual pop-up store owning. Vlogging and blogging use to be hobbies merely years ago but now are paying-professions and the creation of virtual pop-up stores means that one can sell goods/services without a brick and mortar shop or a fixed physical location. I would like to invite you to participate in my research study by completing this short survey. The survey should only take 10-15 minutes to complete. All survey responses will be anonymous and we will keep your answers confidential. The Auckland University of Technology Ethics Committee (AUTECH) has approved this study.

What will happen in this research?

You will be asked to answer several questions about how you, as an audience/customer, perceive the aforementioned professions and what you think about their sustainability and contribution to society. The survey is only concerned with popular social media outlets like Facebook, Instagram, YouTube, Etsy, Wattpad, WordPress, BlogSpot and Snapchat and a few lesser known social media outlets. If you use one or more of these outlets along with following blogs/vlogs/buying from pop-up stores which are not based in online retail

websites, please complete the survey. You can navigate through each page by clicking the Next button.

What are the discomforts and risks?

There are no discomforts or risks. Participation is voluntary. You can stop being in the study at any time. You will not be penalized.

How will my privacy be protected?

Your survey responses will be anonymous. You will not be asked for personal or identifying information at any time.

What are the costs of participating in this research?

We expect the survey to take about 15 minutes of your time.

What opportunity do I have to consider this invitation?

The survey will be open until October 31, 2016.

How do I agree to participate in this research?

Completion of this questionnaire will be taken as an indication of your consent to participate.

Will I receive feedback on the results of this research?

A summary of the findings can be found in March 2017 when the thesis is completed and published. You can also read the final thesis when published.

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor:

Krassie Petrova: kpetrova@aut.ac.nz +64 9 921-9999 ext 5045

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTECH:

Kate O'Connor, ethics@aut.ac.nz , 921 9999 ext 6038.

Whom do I contact for further information about this research?

Researcher Contact Details:

Sagorika Datta

Email id: sagorika15@gmail.com

Project Supervisor Contact Details:

Krassie Petrova: kpetrova@aut.ac.nz +64 9 921-9999 ext 5045

Appendix C: Email Invitation for Interviews for Group A (New Professionals)

Hi NAME_OF_THE_PARTICIPANT,

Hope this email finds you well. My name is Sagorika Datta and I received your email addresses from your public profiles where you asked your fans, followers or people with questions to contact you.

I was wondering if you would be interested in helping me out with some data collection for my master's degree in computer and information sciences from Auckland University of Technology? I'd be grateful if you would agree to give an interview regarding your profession. I have attached the information about the study with this email along with the consent form. If you think that you would be keen to be part of the study do let me know and we can organise a time when we could have a Skype interview?

Looking forward to hearing from you. Thanks for your time!

Kind Regards

Sagorika

Appendix D: Invitation Advertisement for the Survey for Group B

(Audience/Customer)

Hey there

Are you an eager follower of any genre of vlogs and video channels on sites like YouTube and Vimeo? Alternatively, are you an avid reader of blogs on any field—travel, food, beauty, music, etc. on blog sites/social media outlets? Have you ever bought anything online from a virtual pop-up store based on a social media site like Instagram, Facebook or Etsy? If you have done any one of the above things, then make yourself heard about these professions and the respective vloggers, bloggers and virtual pop-up storeowners on this survey!

Help a Master's student out with some data collection and make your opinion heard about these relatively new professions. An information sheet is attached on the first page of the survey giving you more detailed information about this study. Thanks for your time!

Appendix E: Consent Form for Group A (New Professionals)

Project title: An Exploration of the Perceived Values of New Professions

Created by MCommerce and SCommerce

Project Supervisor: Krassie Petrova

Researcher: Sagorika Datta

- I have read and understood the information provided about this research project in the Information Sheet dated 09 April 2016.
- I have had an opportunity to ask questions and to have them answered.
- I understand that notes will be taken during the interviews and that they will also be audio-taped and transcribed.
- I understand that I may withdraw myself or any information that I have provided for this project at any time prior to completion of data collection, without being disadvantaged in any way.
- If I withdraw, I understand that all relevant information including tapes and transcripts, or parts thereof, will be destroyed.
- I agree to take part in this research.
- I wish to receive a copy of the report from the research (please tick one):
Yes No

Participant's signature:

.....

Participant's Name:

.....

Participant's Contact Details (if appropriate):

.....

.....

.....
.....
Date:

Approved by the Auckland University of Technology Ethics Committee on April 9, 2016

AUTEC Reference number 16/84.

Note: The Participant should retain a copy of this form.

Appendix F: Indicative Interview Questions for Group A (New Professionals)

1. Describe your 'new' profession.
2. How long have you been in that field?
3. Is it your primary source of income or do you do it in conjunction with a more 'traditional' profession?
4. Did you start it out just as a hobby or did you always intend for this to be your profession?
5. Could you expand on the type of media you use?
 - a. Is this medium the primary source for your profession?
 - b. Why did you pick that medium? What were your motivations to do so and the rationale behind it?
 - c. Were there any alternative media you could have used instead of the one you are currently using?
 - d. What kind of research about that medium had you done before selecting it?
6. Do you need to have any special technical skills for using that medium e.g. movie making and video editing for YouTube, for instance?
7. Do you use mobile devices in your profession?
 - a. Of the content that you provide to your customers/audience, how much is created, advertised or promoted through mobile devices?
 - b. Do you create all your content using mobile devices? If not, then why?
 - c. Do you require any special skills in terms of operating the mobile device to do that?
 - d. Do you post all your content through mobile devices?
 - e. Do you view all your customers'/audience's responses through mobile devices?

8. Has using mobile devices as part of your profession been advantageous to you in any way?
9. Do you respond to any of your audience's comments/questions on the media that you use?
 - a. Do you use mobile devices to reply to your audience?
10. Do you use any secondary medium to supplement your profession?
 - a. What are the aforementioned media?
 - b. Why do you use these particular media?
 - c. In what (if any) way have they benefited you?
11. Do you keep yourself up to date with newly emerging media, which may help your profession?
 - a. If so, how do you do that?
 - b. What is the most recent medium that you have started to use as a result of this?
12. Do you keep yourself up to date with the new mobile technology in the market?
 - a. New devices with new operating systems and new features are released all year round, have you ever bought a device specifically because you thought that it would be advantageous to your profession?
13. Has the audience/customer base increased or decreased in the time that you have been in your field?
 - a. If so, was this response due to you using a new feature in social media or mobile technology?
14. What new features would you like to see added in your preferred medium/media that you think would help benefit your profession?
15. What new features would you like to see added in terms of mobile technology, which you think, would help benefit your profession?

16. Do you think that your profession has any marked differences from the traditionally accepted professions in society? Can you explain your answer?
17. Is there anything that you would like to add in terms of what you have observed as a 'new' professional in your field?

Appendix G: Survey Questionnaire for Group B (Audience/Customers)

The information sheet from Appendix B was first displayed upon entering the survey, after which the questionnaire followed:

Q1 To proceed with the survey if you give your consent, please select the 'I Consent' option:

- I Consent (1)
- I Do Not Consent (2)

If I Do Not Consent Is Selected, Then Skip To End of Survey

Q2 Which of the following new professions did you know of and follow on social media before participating in this survey?

- Vlogging (e.g. YouTube Video channels) (1)
- Blogging (Blogs/Articles/Insights by individuals written on their own domain or a specific blogging site like WordPress, BlogSpot, etc.) (2)
- Virtual Pop-up Store owning (any goods/services sold individually on outlets like Facebook and Instagram with no commercial retail websites, but perhaps just a phone number, email id, and social media profiles to contact the retailer) (3)

Q3 What is your gender?

- Female (1)
- Male (2)
- Other (Please specify) (3) _____
- Prefer not to disclose (4)

Q4 What is your age?

- 18-24 (1)
- 25-34 (2)
- 35-44 (3)
- 45-54 (4)
- 55-64 (5)
- 64-75 (6)
- 75 and above (7)

Q5 On average, how frequently do you use the internet per day?

- Less than 1 hour a day (1)
- 1-2 hours a day (2)
- 2-3 hours a day (3)
- 3-4 hours a day (4)
- More than 4 hours a day (5)

Q6 If you are unfamiliar with vlogging then please skip this section.

- Skip (1)
- Complete (2)

If Skip Is Selected, Then Skip To End of Block

Q7 People who influence my behaviour (such as peers, role-models) think that I should watch vlogs.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q8 People who are important to me (such as friends, family) think that I should use watch vlogs.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q9 The video sharing social media site has a robust and simple application and responds to any problems I have with it.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q10 Colleagues at my work place have been encouraging in the watching of vlogs for help with my job.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q11 Watching vlogs is fun.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q12 Watching vlogs is enjoyable.

- Strong disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly Agree (5)

Q13 Watching vlogs is very entertaining.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q14 Watching vlogs online is reasonably priced.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q15 Watching vlogs online is good value for money

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q16 At the current price, watching vlogs provides a good value.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q17 Watching vlogs has become a habit for me.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q18 I am addicted to watching vlogs.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q19 Watching vlogs has become natural to me.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q20 I leave positive comments on vlogs

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)

Q21 I leave negative comments on vlogs.

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)

Q22 I have requested for specific content on vlogs.

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)

Q23 I have followed advice given by vloggers.

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)

Q24 I buy products reviewed/recommended by vloggers.

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)

Q25 I intend to keep watching vlogs in future.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q26 I think that vlogging as a profession is sustainable long term.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q27 I plan to continue watching vlogs in future.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q28 I normally watch vlogs as frequently as:

- Never (1)
- Every year (2)
- Every month (3)
- Every week (4)
- Every day (5)

Q29 If you are unfamiliar with blogging then please skip this section.

- Skip (1)
- Complete (2)

If Skip Is Selected, Then Skip To End of Block

Q30 People who influence my behaviour (such as peers, role-models) think that I should read blogs.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q31 People who are important to me (such as friends, family) think that I should read blogs.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q32 The blogging social media site has a robust and simple application and responds to any problems I have with it.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q33 Colleagues at my work place have been encouraging in the reading of blogs for help with my job.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q34 Reading blogs is fun.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q35 Reading blogs is enjoyable.

- Strong disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly Agree (5)

Q36 Reading blogs is very entertaining.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q37 Reading blogs online is reasonably priced.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q38 Reading blogs online is good value for money

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q39 At the current price, reading blogs provides a good value.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q40 Reading blogs has become a habit for me.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q41 I am addicted to reading blogs.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q42 Reading blogs has become natural to me.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q43 I leave positive comments on blogs.

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)

Q44 I leave negative comments on blogs.

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)

Q45 I have requested for specific content on blogs.

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)

Q46 I have followed advice given by bloggers.

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)

Q47 I buy products reviewed/recommended by bloggers.

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)

Q48 I intend to keep reading blogs in future.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q49 I think that blogging as a profession is sustainable long term.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q50 I plan to continue reading blogs in future.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q51 I normally read blogs as frequently as:

- Never (1)
- Every year (2)
- Every month (3)
- Every week (4)
- Every day (5)

Q52 If you are unfamiliar with pop-up stores on social media selling products and services then please skip this section:

- Skip (1)
- Complete (2)

If Skip Is Selected, Then Skip To End of Block

Q53 People who influence my behaviour (such as peers, role-models) think that I should shop from pop-up stores.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q54 People who are important to me (such as friends, family) think that I should shop from pop-up stores.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q55 The social media site that hosts the pop-up store has a robust and simple application and responds to any problems I have with it.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q56 Colleagues at my work place have recommended shopping from pop-up stores.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q57 Shopping from pop-up stores is fun.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q58 Shopping from pop-up stores is enjoyable.

- Strong disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly Agree (5)

Q59 Shopping from pop-up stores is very entertaining.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q60 Shopping from pop-up stores online is reasonably priced.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q61 Shopping from pop-up stores online is good value for money

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q62 At the current price, shopping from pop-up stores online provides a good value.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q63 Shopping from pop-up stores online has become a habit for me.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q64 I am addicted to shopping from pop-up stores online.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q65 Shopping from pop-up stores online has become natural to me.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q66 I leave positive feedback after shopping from pop-up stores online.

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)

Q67 I leave negative feedback after shopping from pop-up stores online.

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)

Q68 I have requested for specific products from pop-up storeowners online.

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)

Q69 I buy new products advertised and advocated by pop-up storeowners.

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)

Q91 I read reviews written by other buyers from the pop-up stores before deciding to buy from the store.

- Never (1)
- Rarely (2)
- Sometimes (3)
- Often (4)
- Always (5)

Q70 I intend to keep shopping from pop-up stores online.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q71 I think that pop-up store owning as a profession is sustainable long term.

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q72 I plan to continue shopping from pop-up stores online..

- Strongly disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly agree (5)

Q73 I normally shop from pop-up stores online as frequently as:

- Never (1)
- Every year (2)
- Every month (3)
- Every week (4)
- Every day (5)

Appendix H: Interview Transcripts

Appendix H.1: Interview 1—Participant 1 (Food Blogger)

INTERVIEWER: Describe your ‘new’ profession.

PARTICIPANT 1: I’m a food blogger who started out by taking pictures on Instagram to setting up my own blog online, wherein I review restaurants and write recipes along with pictures of food and the ambience of the places that I go to. I am also a member of the FBAX.

INTERVIEWER: FBAX?

PARTICIPANT 1: The Food Bloggers Association of X. I was also nominated for the best new food blog award last year in the X Food Bloggers Awards ceremony.

INTERVIEWER: Impressive! How long have you been in that field?

PARTICIPANT 1: Around 10 months.

INTERVIEWER: Is it your primary source of income or do you do it in conjunction with a more ‘traditional’ profession?

PARTICIPANT 1: The latter. I actually am a doctor who just graduated last year, but food has always been my first love and since I had breaks between internships (I) began blogging regularly and now I write up to one or two blog posts a week. I have recently started food-styling and being hired by restaurants and other such joints for food styling and photography.

INTERVIEWER: Cool! Did you start it out just as a hobby or did you always intend for this to be your profession?

PARTICIPANT 1: As a hobby in the beginning.

INTERVIEWER: Could you expand on the type of social media you use?

PARTICIPANT 1: I have a WordPress blog.

INTERVIEWER: Is this medium the primary source for your profession?

PARTICIPANT 1: primary source?

INTERVIEWER: Like is this your main blogging medium?

PARTICIPANT 1: Yep.

INTERVIEWER: Why did you pick that medium? What were your motivations to do so and the rationale behind it?

PARTICIPANT 1: Growing up as a guy whose mother used to be a food critic, I've had the opportunity to grace my palate with cuisines inspired by cultures all over the world all my life and in turn, be a part of ample restaurant reviewing which served (as) a strong motivation for me to start reviewing restaurants on various online forums, visit places to experience their local food and gather all my favourite recipes in diaries. To be able to put that all up on my own internet space by becoming a food blogger has been something I've always wanted to do and the time couldn't be more right (sic). So then I looked online for a long time until I finally decided to use WordPress. There were other sites, but WordPress was the perfect fit to be honest!

INTERVIEWER: Which brings me to my next question, were there any alternative media you could have used instead of the one you're currently using?

PARTICIPANT 1: Yes, there are plenty! BlogSpot was a close contender for me, remember how they used to have those ads for it when we were young-

INTERVIEWER: -Hahaha, yeah I do-

PARTICIPANT 1: -but nothing (was) as refined and polished as a WordPress blog that would've catered to my needs.

INTERVIEWER: So, what kind of research about that medium had you done before selecting it?

PARTICIPANT 1: It took me more than a year to narrow it down to WordPress. I've been following food and travel blogs ever since they came into existence and even before I started my own blog, I got some guidance from a couple of seasoned bloggers which is why I had a pretty good idea about the pros and cons of each existing medium.

INTERVIEWER: Oh ok, you had someone to advise you along with your personal research as well, that's great!

PARTICIPANT 1: Yeah, thanks!

INTERVIEWER: Do you need to have any special technical skills for using that medium e.g. movie making and video editing for YouTube, or any previous creative writing experience for blogging, for instance?

PARTICIPANT 1: No, not really. The fact is that your blog will be highly appreciated if your writing is polished and your knowledge about the subject is far beyond average. It helps if you are or were in the past, a chef, photographer, editor of a magazine/newspaper or a journalist by profession. The technical skills can be figured out in due process as WordPress is quite simplified for even an amateur to figure out (sic).

INTERVIEWER: Do you use mobile devices in your profession?

PARTICIPANT 1: Yep!

INTERVIEWER: Of the content that you provide to your customers/audience, how much is created, advertised or promoted through mobile devices?

PARTICIPANT 1: I always write my blog on my PC and post to WordPress from there as well. But Snapchat and Instagram are two mobile apps that I always use for promoting my blog and you can't post stuff to those mediums (sic) from anywhere else but your mobile phones.

INTERVIEWER: Do you create all your content using mobile devices? If not, then why?

PARTICIPANT 1: No. As simplified (sic) as the website is, the WordPress mobile app is quite cumbersome to figure out. It lacks certain editing options that are only present on the website, besides the fact that the screen is smaller and typing (is) less efficient on a mobile device. But like I said, posting pictures on Instagram and snapchat is done through my phone.

INTERVIEWER: Yeah, I get that! Do you require any special skills in terms of operating the mobile device to do that (any special apps that you had to download and learn to use)?

PARTICIPANT 1: Yes, the WordPress mobile app. It is very... rudimentary? I took a long time trying to find features that were available on the website, only to find out that they weren't available on the mobile app.

INTERVIEWER: Do you view all your customers'/audience's responses through mobile devices?

PARTICIPANT 1: Yep!

INTERVIEWER: Has using mobile devices as part of your profession been advantageous to you in any way?

PARTICIPANT 1: Not when it comes to creating a blog post. It is handy for figuring out the statistics for each post and also for promoting each post on social media.

INTERVIEWER: Do you respond to any of your audience's comments/questions on the media that you use?

PARTICIPANT 1: I try to, most of the times! I do so to the loyal ones who have stuck by me since the beginning at least! But sometimes the response is quite overwhelming and I'm unable to reply to all.

INTERVIEWER: Do you use mobile devices to reply to your audience?

PARTICIPANT 1: Yes, I do!

INTERVIEWER: Do you use any secondary social medium to supplement your profession?

PARTICIPANT 1: apart from WordPress, yes! I told you about Insta and snapchat-

INTERVIEWER: -anything else?

PARTICIPANT 1: Zomato, Twitter and Facebook.

INTERVIEWER: Why do you use these particular media?

PARTICIPANT 1: Promotion of each blog post works best if you're sharing your content on any/all of these media.

INTERVIEWER: In what (if any) way have they benefited you?

PARTICIPANT 1: Most people have been able to view my content only after I've shared my posts on these media, as evident in my blog stats.

INTERVIEWER: Do you keep yourself up to date with newly emerging social media which may help your profession?

PARTICIPANT 1: Yeah sure!

INTERVIEWER: How do you do that?

PARTICIPANT 1: A mere existence on Facebook or Twitter makes you aware of any other social media that could do the job (sic).

INTERVIEWER: What is the most recent medium that you've started to use as a result of this?

PARTICIPANT 1: Zomato. It's a site specifically based on reviewing restaurants.

INTERVIEWER: Yes, I use it often! Do you keep yourself up to date with the new mobile technology in the market?

PARTICIPANT 1: Like I said, being active on Facebook and Twitter does the job for you!

INTERVIEWER: New devices with new operating systems and new features are released all year round, have you ever bought a device specifically because you thought that it would be advantageous to your profession?

PARTICIPANT 1: Not really. I grab my food shots on my DSLR and use my mobile phone only to upload the shots on social media. If there comes a mobile phone whose camera matches the quality of a DSLR, I might certainly consider buying it.

INTERVIEWER: Wow, so you carry around a DSLR to each of your review outings?

PARTICIPANT 1: Yes! Need those beaut(iful) shots!

INTERVIEWER: Has the audience/customer base increased or decreased in the time period that you've been in your field?

PARTICIPANT 1: Increased steadily!

INTERVIEWER: Was this response due to you using a new feature in social media or mobile technology?

PARTICIPANT 1: Yes, my food photo quality has massively improved with the use of my DSLR and a myriad of the Instagram filters.

INTERVIEWER: Hmmm, what new features would you like to see added in your preferred medium/media which you think would help benefit your profession?

PARTICIPANT 1: Be(ing) able to download food maybe? Jokes apart, I'm pretty happy with everything the media I'm employing the use of have to offer and if the tech geniuses come up with something that would make an unpaid blog site look as burnished as a paid site, it would benefit everyone.

INTERVIEWER: What new features would you like to see added in terms of mobile technology which you think would help benefit your profession?

PARTICIPANT 1: A picture quality that matches that of a DSLR would motivate every food blogger to consider buying the device (sic).

INTERVIEWER: Depends on the money they have to spend though-

PARTICIPANT 1: -hahaha yeah definitely on that as well!

INTERVIEWER: Do you think that your profession has any marked differences from the traditionally accepted professions in society? Can you explain your answer?

PARTICIPANT 1: You don't need to be someone with a culinary or a journalism degree to know food or write about it. I have neither, but I've been reading and writing on food all my life which made it easier for me to pen down my ideas and experiences with food thus far on my blog and in just my 4th month of blogging, I was even nominated for the national food blogger awards. Another advantage of writing for your own blog and not for a food magazine or editorial is the fact that you don't have to seek anyone's permission before publishing what you want to publish, besides there being no limit to the number of characters in each post, and

yet gain more views than an online magazine post would. So this profession is now pretty much internationally accepted and there is ample respect for a food blogger in the Food & Beverage industry all over the world. You can be a food critic and an influencer and reach out to millions of people through your words.

INTERVIEWER: Is there anything that you would like to add in terms of what you've observed as a 'new' professional in your field?

Lots of things. Social media is really a boon to all of us and if not for it, I would never have gotten so many good reviews, encouragement and an audience who enjoys reading what I love writing. There are other things as well though where some people who aren't really very good at blogging have a large viewership only because they got in on this earlier in the game when there were very few players.

Also there are micro-bloggers, who won't review food or write any worthy description at all, if you ask me, but just post a picture of the food item and write its name and still consider themselves to be bloggers. I just think it's for free food and perks, you know? And I find that to be really unfair to the rest of the populace who are trying to put in a lot of effort in creating their blogs.

And apart from that you also have these bloggers who collect content from other bloggers and regram or repost it on Instagram or Twitter or other social media outlets. And surprisingly, they have more followers than the solo bloggers.

INTERVIEWER: Oh really?

PARTICIPANT 1: Yes! Like you can understand why people would want to follow just one channel or blogger or you know, person who can give them news from most of the others. But it gives us exposure as well, like when I was featured but Food Talk X, I gained like 40 followers in a day!

INTERVIEWER: Oh great! So you'd say that they're like aggregate bloggers?

PARTICIPANT 1: More like aggregate micro-bloggers! But yes, you could call them aggregate bloggers.

INTERVIEWER: Hahaha, Got it! I have a few additional questions from the notes I've taken during this interview, now that we're done with the questions I had listed. Do you mind if I ask you a few more questions?

PARTICIPANT 1: yeah sure, whatever you want!

INTERVIEWER: Where did you learn about tagging, as in, how did you learn about it?

PARTICIPANT 1: Tagging on social media?

INTERVIEWER: Yeah, like hashtags, not Facebook (where in you're) tagging people. Like how do you come up with them? Is that one of the main reasons that your blog is popular (sic) when you use tags?

PARTICIPANT 1: I learnt that they existed on Twitter while I wasn't a part of it. So I read about it on FB, then (I) started using them on Instagram. You've seen my insta(gram) profile na (sic)? It's where I do most of my publicity. For my blog, I mean. (I) Joined twitter very late-

INTERVIEWER: -like how late?

PARTICIPANT 1: I think about two and a half years ago?

INTERVIEWER: Hmm... How do you come up with appropriate hashtags for your post, like in your blog?

PARTICIPANT 1: It's the same as on Instagram. You check out the most commonly used tags on other people's posts, then go to the tag page and see the high frequency of the tag being used and start using the same (tag).

INTERVIEWER: Wow, some people wouldn't even know that there was a tag page. I use insta so much but have never used it for my personal account at all-

PARTICIPANT 1: -hahaha, that's probably because you're not as invested as I am. I'm a blogger na-

INTERVIEWER: Hahaha, yeah, yeah, I get it. I'm not as a frequent poster as you. Just to clarify, do you mean popular tags related to your posts right (sic)?

PARTICIPANT 1: Yes. But at times, you use general tags like instapopular or delicious, which people still use for more likes and follows.

INTERVIEWER: Oh ok got it: generic popular tags and food-specific tags.

Is that right?

PARTICIPANT 1: Pretty much.

INTERVIEWER: Sweet! Can you tell me a little bit more about your blog stats? You mentioned them earlier, I think?

PARTICIPANT 1: My first post had around 40-50 views. Latest post had 260. Till date, I've had 8000 views. The higher the numbers of followers on Insta, Twitter or (one's) FB page, the more people hit that link in your social media bio and view your post (sic).

INTERVIEWER: oh, I had a question about photo filters as well. You said earlier that that you use insta to add filters to your DSLR photos which you put up on your blog as well as on insta itself and twitter and FB for promotion? What are your most used Instagram filters?

PARTICIPANT 1: Wow, you remembered all that-

INTERVIEWER: -you did just tell me 15 minutes ago-

PARTICIPANT 1: -but still. I thought you were just recording it-

INTERVIEWER: -I'm also paying attention. Come back to the point! Instagram filters?

PARTICIPANT 1: Fine. I only use Clarendon or Ludwig. Otherwise, I play with (the) contrast, sharpness, highlights and shadows. I increase the sharpness for almost every upload.

INTERVIEWER: So has doing all that made a difference?

PARTICIPANT 1: It looks better and I do get more likes (as compared to) the time I didn't use filters.

INTERVIEWER: OK so how many posts per week? I know that you put a blog post once every week at least and twice at most. I'm talking about snapchat, Instagram and twitter?

PARTICIPANT 1: (On) Insta, one daily. May go (up)to two.

On Snapchat, (it) varies. (I post) every three-four days, around 15 snaps on an average in a story.

(On) Twitter, around five to six tweets daily.

INTERVIEWER: Nice! Average number of follower increases on insta per month? Like how many do you gain every month?

PARTICIPANT 1: Around 40 approx. Last month, I gained 80 in a month.

INTERVIEWER: Woohoo! That was your giveaway month though, yeah?

PARTICIPANT: No, in fact, after (the) giveaway ended, I gained 70+ (followers).

INTERVIEWER: Wow, I wasn't expecting that! And during your giveaway (sic)?

PARTICIPANT 1: 50-ish, I think.

INTERVIEWER: Hmm interesting how you didn't get the most followers during your giveaway period. What do you reckon is the reason for that?

PARTICIPANT 1: I think my photo quality improved massively after the giveaway which is what garnered the right attention. And during the giveaway, most people who were tagged were already following me.

INTERVIEWER 1: Wait, hold up! How did your photo quality improve? Did you do something different?

PARTICIPANT 1: I started giving more emphasis to food styling so the presentation of the photo, in general, increased.

INTERVIEWER: How did you learn about food styling?

PARTICIPANT 1: Through observation and online food magazines and YouTube videos. There are workshops conducted here too but I haven't been to any so far. I hope to start my own someday!

INTERVIEWER: Oh nice. Another question though, which I'm pretty curious about: in the quest for styling the food, do you need to alter the presentation of the original dish provided by the chef?

Does it take time? And if it does take time, wouldn't it render the food less edible? Like less warm and stuff?

PARTICIPANT 1: If the dish has already been presented to you, you don't need to alter it but alter the surroundings. Like place it against a different background or placing a glass differently, maybe have someone hand model for you, pick a morsel of the food with a fork and click that (sic). And I understand your concerns, but what I've observed (is that) most restauranters tell us when there are too many bloggers clicking (pictures of) their food: "The food might go cold, but we will reheat it for you if you'd like."

INTERVIEWER: Oh wow, so the restaurants are ready to cooperate as well?

PARTICIPANT 1: Yeah. Most recently (it) happened in Le 15 cafe

INTERVIEWER: That's amazing!

PARTICIPANT 1: Yes because the pictures are important for their publicity as they're the ones who have invited the bloggers

INTERVIEWER: But what about establishments that you go to review where you haven't been invited per say?

PARTICIPANT1: The same applies there. Everyone's aware of the power of social media these days. They won't mind doing the same for you.

INTERVIEWER: Wow, so the power of social media is indeed the main driver for your profession?

PARTICIPANT 1: Absolutely!

INTERVIEWER: I'm gonna quote you on that!

PARTICIPANT 1: I thought that you were gonna quote me on everything I said.

INTERVIEWER: You know what I mean!

Ok, going back to something we discussed previously: you also want a better designed WordPress mobile app, I reckon? And a way to direct link your Instagram photos in that?

PARTICIPANT 1: Yes. It'll be far more convenient to access individual posts and to make the required edits that way. There is an Instagram widget provided on WordPress

INTERVIEWER: Even on the mobile app?

PARTICIPANT 1: I don't think I've checked it but I don't think the app offers that

INTERVIEWER: Hmmm ok. So I was reading your review for Kanpai; that was amazing!

PARTICIPANT 1: Thank you. It was an amazing experience since gourmet Japanese cuisine hasn't been shed so much light on in Mumbai, as much as I'd like, I mean!

INTERVIEWER: I really liked the photos as well.

PARTICIPANT 1: Thanks. So you should know in WordPress you have another option: instead of having a separate widget and making it sorta redundant, you can actually arrange your Instagram pics where your actual photos of the blog are and they could be hyperlinks which when clicked on, could direct people to your insta page (sic). This is only available on the WordPress site not on the app!

INTERVIEWER: But I've seen the pics in your main post. They aren't clickable, are they?

PARTICIPANT 1: Yeah that's because I haven't created hyperlinks as I don't like uploading each and every image on Insta. I will only upload the best ones on Insta as I want my feed to stand out, but I will upload everything on the blog. The hyperlink option is available though.

INTERVIEWER: Oh great, but not on the app, as you said?

PARTICIPANT 1: Yep. Another big disadvantage of (the) WordPress app (is that) you just cannot customize the theme for your site. And that's something one needs to keep doing from time to time.

INTERVIEWER: Looks like they only have the bare minimum in their app!

PARTICIPANT 1: Correct. But you even have problems with the main site. Last I checked, you couldn't even upload videos on WordPress unless they've been uploaded on a host site like YouTube. That's another feature I'd love seeing in WordPress as I may like to post recipe steps in the future.

INTERVIEWER: Oh, so you need to have a YouTube account to post videos on WordPress, I can see how that can be cumbersome. Videos, so that'll technically be a step into the vlogging arena as well?

PARTICIPANT 1: Yes

INTERVIEWER: Have you looked up the YouTube partner program for vloggers?

PARTICIPANT 1: (I) don't think I have.

INTERVIEWER: I don't want to sound like I'm advertising it, but a lot of people use it to make money as well!

PARTICIPANT 1: Oh is it? I should check it out.

INTERVIEWER: Yeah, whenever you've got time!

Ok, wanted to also know about the photo with the most number of likes and if that affected your blog stats?

PARTICIPANT 1: After the blog started, around 300 likes was the highest (I got). And I did get a good spike in blog views when I uploaded that pic.

INTERVIEWER: Oh great! Thoughts on the new insta layout change and logo (sic)?

PARTICIPANT 1: I'm okay with the layout. Makes some pictures pop out well. The logo still hasn't changed on my phone even after updating.

INTERVIEWER: Wait, how?

PARTICIPANT 1: Hahaha, I have no idea! But I do hate the rumoured policy changes.

INTERVIEWER: Elaborate?

PARTICIPANT 1: In the middle there was this rumour going around that insta was changing its policy and pictures won't be seen on a viewer's instafeed but based on popularity and the things insta predicts the user likes.

INTERVIEWER: Yes, I'd read about this!

PARTICIPANT 1: Yes, you see how that would be a huge blow to us? We rely on viewers seeing our posts as and when we post them so that we can increase our audience and if users won't be able to even see our images even though we do research beforehand, look up statistics online and upload images during peak times when audiences are most active on insta, you know?

INTERVIEWER: Yes, I can see how that can be a problem! However, I see that they haven't enforced that policy yet.

PARTICIPANT 1: And fingers crossed that they don't!

INTERVIEWER: Yep, thanks for the interview!

PARTICIPANT 1: This was fun! Let me know if you have any more questions later!

INTERVIEWER: Thanks, I will, you've been very insightful!

Appendix H.2: Interview 2—Participant 2 (Online Apothecary Owner)

INTERVIEWER: Describe your ‘new’ profession.

PARTICIPANT 2: I started my own business a year ago, but this year it has been exploding in growth. It is called ABC Apothecary. I have been accepted into the Chattanooga Market, you know, the big one every Sunday? And also can be a vendor at the other three they host. I also have my own online store and I do a lot of local sales. Last year (I) did not perform well but this year my sales are increasing greatly every month. I design a plethora of items from bath, body, perfume, candles, home goods, beauty treatments, and a lot more. I use mainly organic items and am very detail-oriented.

INTERVIEWER: That’s impressive; in that, you also answered my next question which was how long have you been in that field?

PARTICIPANT 2: Hahaha, yeah, I did! Sorry, I jump the gun sometimes-

INTERVIEWER: -Hahaha, no it’s fine! I’m just curious though, an apothecary online? That’s different! I mean a couple of years back you wouldn’t think to order stuff found in an apothecary online, would you?

PARTICIPANT 2: I know what you mean, but nowadays everything is about convenience! You can buy almost everything over the internet, so why not authentic, hand-made stuff, things which I have cultivated in my own garden, in an apothecary online? Not all places have apothecaries nearby, most of these kinda stores are defunct now and the few that exist may be out of reach because of the sheer distance for many. Hence, it’s a matter of convenience; I mail my products to people who can’t reach me.

INTERVIEWER: Sounds great! So is this your primary source of income or do you do it in conjunction with a more ‘traditional’ profession?

PARTICIPANT 2: No, this is my primary source (of income)! My husband helps me set up as well.

INTERVIEWER: So on to my next question: did you start it out just as a hobby or did you always intend for this to be your profession?

PARTICIPANT 2: Well, I was looking for change and I always loved making handmade products. I had a few family recipes for doing it, so when I started this a year ago, I always intended ABC (Apothecary) to be my profession!

INTERVIEWER: Could you expand on the type of media you use?

PARTICIPANT 2: Media?

INTERVIEWER: I meant social media outlet, sorry if that was unclear!

PARTICIPANT 2: It's alright! Oh well, talking about media, I have my own Etsy store. That's where almost all of ABC's orders are processed (from).

INTERVIEWER: Just reaffirming, is this medium the primary source for your profession?

PARTICIPANT 2: Mainly, yes!

INTERVIEWER: Why did you pick that medium? What were your motivations to do so and the rationale behind it?

PARTICIPANT 2: Well you know Etsy, right? It's sorta like a YouTube for us small (business) owners who create things in limited quantities (and) want to sell stuff. We obviously can't sell on huge retailers like amazon, because we aren't big enough and we don't want to have to rent out shops (for selling our goods), hence Etsy allows niche markets to sell online.

INTERVIEWER: Right, were there any alternative media you could have used instead of the one you're currently using?

PARTICIPANT 2: I don't really know, but Etsy is the most popular one that I looked up, and I used to buy from Etsy sellers before, so, I picked it because of previous experience with it and the trust it built.

INTERVIEWER: Ok, so do you need to have any special technical skills for using that medium, like vloggers perhaps need to know movie making and video editing for YouTube, for instance?

PARTICIPANT 2: No, not really! You should know how to use a computer hahaha! But no, the goods that you're selling should be up to the mark-

INTERVIEWER: -Up to what Mark exactly?

PARTICIPANT 2: Well, they shouldn't be shoddy and badly made. You want your customers to buy again (from you)! Also, I think that you should know (how) to sell yourself as a brand. Advertise as much as you can and be professional—just because you're selling online doesn't mean that you shouldn't have proper posters and labels for your products. I use Photoshop and photo-editing apps to make labels with the ingredients listed as authentic as I can.

INTERVIEWER: Wow, that's great! Do you use mobile devices in your profession?

PARTICIPANT 2: Yes.

INTERVIEWER: Of the content that you provide to your customers/audience, how much is created, advertised or promoted through mobile devices?

PARTICIPANT 2: I post pictures on my FB page, Instagram and the Etsy promotional pics which are taken through my phone.

INTERVIEWER: Do you use your phone for anything else?

PARTICIPANT 2: I sometimes respond to customer enquiries through my phone and also view the comments on the different social media on my phone.

INTERVIEWER: Has using mobile devices as part of your profession been advantageous to you in any way?

PARTICIPANT 2: Yeah, when I'm away from home in the markets or anywhere outside, really, I can check my orders through my phone!

INTERVIEWER: Do you respond to any of your audience's comments/questions on the media that you use?

PARTICIPANT 2: Yes, on Etsy and Facebook!

INTERVIEWER: Do you use mobile devices to reply to your audience?

PARTICIPANT 2: Yes, whenever I don't have my PC near me or it is switched off. Also I was having back troubles recently and I couldn't sit up straight to use the PC, so my phone was very handy!

INTERVIEWER: Do you use any secondary medium to supplement your profession?

PARTICIPANT 2: Nothing apart from Etsy and Facebook, really!

INTERVIEWER: Ok so, why do you use these particular media? In what (if any) way have they benefited you?

PARTICIPANT 2: My friends and family have always been using these social media outlets. Most of my family and friends are on Facebook, but it isn't really as good as Etsy for selling stuff, so I process my orders through Etsy but do most of my promotion through Facebook. Seeing my Facebook posts, friends and family can go to my Etsy store to buy things.

INTERVIEWER: Ok, so do you keep yourself up to date with newly emerging media which may help your profession?

PARTICIPANT 2: Honestly, I've been really busy trying to expand my business. I recently started stocking my stuff in the Chattanooga markets as I said before, but I've been having back problems so filling out the Etsy orders, the market orders and sending my goods to the other stores which want to stock products from ABC takes up most of my time.

Now that you ask, I think that it's a good idea though. I might try and look more into other social media outlets for advertisement purposes only though (sic), I'm too comfortable with Etsy right now to bother changing to tell you the truth!

INTERVIEWER: Do you keep yourself up to date with the new mobile technology in the market? New devices with new operating systems and new features are released all year round, have you ever bought a device specifically because you thought that it would be advantageous to your profession?

PARTICIPANT 2: I honestly don't need to; at least that's what I think. I usually use my phone just to take pictures. Haven't really thought about doing more with it yet, but as I said, maybe in future?

INTERVIEWER: Has your customer base increased or decreased in the time period that you've been in your field?

PARTICIPANT 2: Oh yes, definitely! Very much so compared to last year. Some days I'm filling up to 17 Etsy orders a day.

INTERVIEWER: Was this response due to you using a new feature in social media or mobile technology?

PARTICIPANT 2: Well, I've started doing a lot more publicity through Facebook posts, that could be a reason, I guess!

INTERVIEWER: What new features would you like to see added in your preferred media which you think would help benefit your profession?

PARTICIPANT 2: I'm pretty happy with what I've currently got, but here's a far-fetched thought that I had—it would be way easier if there was a 'buy' button on Facebook that would directly lead my customers to the checkout cart on Etsy?

INTERVIEWER: So you're asking for more inter-connectivity?

PARTICIPANT 2: Yes, exactly that!

INTERVIEWER: That does sound like an idea! Though you know that you can post hyperlinks on Facebook, right?

PARTICIPANT 2: Yes, and I do that, but a direct 'buy' button will be amazing!

INTERVIEWER: Sweet, the final few questions now: what new features would you like to see added in terms of mobile technology which you think would help benefit your profession?

PARTICIPANT 2: Don't really need anything as yet, to be honest? Better cameras? But they're coming out with them every year, so that seems kinda moot now.

INTERVIEWER: Do you think that your profession has any marked differences from the traditionally accepted professions in society? Can you explain your answer?

PARTICIPANT 2: To be honest, I feel that just our starting point is different (sic). I started (my business) online, working from my own home and mailing orders without having any direct or you know, face to face customer interaction, whereas many other small store owners had to rent out a store and speak to customers when they came in. But I think that our end game is the same—we just want to expand our business and increase its popularity.

INTERVIEWER: That's an interesting perspective! Is there anything that you would like to add in terms of what you've observed as a 'new' professional in your field?

PARTICIPANT 2: Where can I start? There are many things. I can afford to be innovative and borrow ideas from big businesses but do it on a smaller scale, you know? Like I was thinking of subscription boxes like Ipsy and BeautyBox? I want to start one personalised subscription box for ABC as well, where, for a set amount of money each month, you'll get a box full of ABC products and samples. I think that it'll be a double edged sword here, you know? I'll have a set amount of money coming in every month because of this, the customers will get more than their money's worth in the box and if they like something then they can order the full sized products off the Etsy site.

And... Well it's not all good, you know? Like, in the initial days of my business, someone reported me on Etsy for. Trying to 'copy' their store and products because they were on Etsy before me. I was pretty affronted as I got a warning on the site and I had to explain my case to

them after which everything got sorted (out). I think that the people in-charge of policy are fair. Happy that they took care of it.

Also there are days when I don't get many orders and that's disappointing along with being worrisome, but I guess that's the same for the normal shop owners as well.

That's all that I can think of right now, really!

INTERVIEWER: Thank you so much, you were great here!

PARTICIPANT 2: Anytime, hon!

Participant 2 called again to tell me about a few things that she had forgotten to:

PARTICIPANT 2: I will not have a fit. I will keep my peace. I purchased a font that I absolutely love(ed) (and) then I went to make the border and label for my Mesuline Bath Salts and Divine Feminine Bath salts. And then when I went to Etsy to check my messages and BOOM there on my "recommended" listings was a bath salt by the woman who says I copy her- remember I told you before? I'm again innocent! I didn't want to spread negativity, but last time it wasn't just that she'd reported me, her followers accused me of copying her and sent many spiteful emails and messages. Anyways, coming back to this situation, this product that she had, it was the same font and the same picture but different product. I (right) about screamed! This woman has taken all the famous pictures and made something out of them. I have stayed far away from her and had no idea what she even had on her page (sic) but often times her items come up as recommended for me. I am about to say f___ it and use the font and picture but I don't want to be accused by her or her following again. My products are my own and I work hard. I have lost countless nights and hours of work to this woman I refuse to go through this again! I already changed so many of my things to further separate myself from her. I don't even use certain words because I was rabidly attacked by one of her friends. I shouldn't have caved to begin with; it just made it easier for them to come back and bully me therefore I don't want to do this again. I still fully believe she is the reason my sales dropped for a couple of months and I have

just gained momentum back so I fear losing it again. I will not name her though, I have no desire to start drama. I am just venting.

INTERVIEWER: I'm sorry that you had to go through all that! But like you said, your products are your own hard work and I guess that's what makes them unique!

PARTICIPANT 2: Oh, Yes! On every order I make, I write a thank you note. It may not mean much to everyone but I am very pleased when I get one (a thank you card). To me it shows they stopped their busy day to take even 10 seconds to scribble out a little note for me (sic). Nights like tonight I am very tired from working all day and I could easily not write a thank you note for my remaining orders as it would save a little time, but what would that say? I am nothing without my customers and I want them to know I stopped, even for a few seconds, to think about them personally and I wrote them a little letter (sic). It's worth it.

INTERVIEWER: That's really thoughtful! Thank you so much for calling back, this has been more insightful!

PARTICIPANT 2: Don't worry about it!

Appendix H.3: Interview 3—Participant 3 (Comedy And Lifestyle Vlogger)

INTERVIEWER: Describe your ‘new’ profession.

PARTICIPANT 3: I am a vlogger and erratic blogger. I say erratic blogger because blogging is just a hobby and not something that I update frequently (sic). Vlogging par (sic) I do much more regularly. I started my YouTube channel and blog just to be comfortable with myself. It makes me feel happy and satisfied to express (myself) through videos and if someone else benefits by learning through my experiences, that was even more better (sic).

INTERVIEWER: So what kinda videos do you make?

PARTICIPANT 3: I make (videos of) what I see around me. I’m not limited to just one thing. I usually do a lot of videos related to social media, movie reviews, funny stuff about people, also blogs about the events that me and my friends (sic) attend. I also do collaborations with other YouTubers about fun things that may be common between our channels. Collabs help in exposure to new audience and an exchange of audiences between us.

INTERVIEWER: Oh cool, I might ask you about collabs more later. For now, I want to know are you part of the YouTube Partner Program? And how long have you been in that field?

PARTICIPANT 3: Yep, I’m part of it. I started my YouTube channel in October 2014 and blog in Jan-Feb 2015.

INTERVIEWER: So what is the YouTube Partner Program actually?

PARTICIPANT 3: well, it helps me early on through my content using advertisements and paid promotions.

INTERVIEWER: Is the income that you get from it taxable?

PARTICIPANT 3: Yes, since I’m the ‘sole proprietor’ of my YouTube channel, it is taxable. But I can deduct my business expenses from it. So if I have spent something which is directly needed for my channel that amount of money is deductible, and I don't have to pay taxes on it.

INTERVIEWER: OK, got it! So do you get paid by the number of subscribers that you have?

PARTICIPANT 3: No, it's views, likes, sub(scriber)s, everything! But if I do a brand video, it is a different thing.

INTERVIEWER: How is it different?

PARTICIPANT 3: (A) Brand video is a promotional video. So I not only get paid by YouTube for the likes, views and all, I also get paid by (the) brand.

INTERVIEWER: So by brand videos you mean sponsored videos?

PARTICIPANT 3: Yes

INTERVIEWER: So wait, I'm confused: why won't YouTube pay you if you're doing a sponsored video? You're still getting likes and views aren't you?

PARTICIPANT 3: Oh YouTube does pay me for the likes and views and subs re (sic) just not for the brand promotion. That is paid by the brand.

INTERVIEWER: Ok, great! So tell me how do collabs help you?

PARTICIPANT 3: Well, collabs help in getting more viewers. You get the combined audience of your own and the person you collaborate with ka (sic) channel. So their audience might get interested in watching your videos and vice versa.

INTERVIEWER: Awesome! So is vlogging your primary source of income or do you do it in conjunction with a more 'traditional' profession?

PARTICIPANT 3: I started my YouTube channel as i was always fascinated by this life. I started it planning to make it a full time career. It's not like I'm not doing other things though; it's been two months since I started working part time for a Bollywood media house. I have to do a lot of travelling from my house to the workplace every day and it's very tiring. I take time for my YouTube (channel) and blog as it keeps me sane from all the stress and anxiety issues I face.

INTERVIEWER: That does sound nice! Could you expand on the type of social media you use and if it is the primary source for your profession?

PARTICIPANT 3: YouTube for my vlog and WordPress for my blog and yes, they are the main things that I use to publish my vlogs and blogs

INTERVIEWER: Why did you pick that medium? What were your motivations to do so and the rationale behind it?

PARTICIPANT 3: I loved watching YouTube videos, you see? I came across a lot of YouTubers doing this who manage to bring a lot of people together and are trying to make world a better place one video at a time. I felt if i started this, may be, it will bring a smile on one face at least. And like I said, I was very fascinated with YouTube and vloggers. According to me it's the most powerful medium for sharing videos.

INTERVIEWER: Were there any alternative media you could have used instead of the one you're currently using?

PARTICIPANT 3: No. Like I said, YouTube is one of the easiest way to reach out to a wide audience.

INTERVIEWER: What kind of research had you done before selecting YouTube as your primary medium?

PARTICIPANT 3: I didn't look at any other available outlets because I didn't want to start Vlogging on any other 'medium' as you call it. For me, there is no research (required) to start a YouTube channel (sic). If you are certain that you want to start a channel, you just have to keep one thing in mind (and that is) what kind of content you want to make. Once you do that, then you are all set to go.

INTERVIEWER: Do you need to have any special technical skills for using that medium e.g. movie making and video editing for YouTube, or any previous creative writing experience for blogging, for instance?

PARTICIPANT 3: Nope. One can always learn as the time passes. That's what I did! I started making videos and learning video editing through YouTube tutorials simultaneously!

INTERVIEWER: Oh, so you weren't well-versed in video-editing before you started your channel?

PARTICIPANT 3: Nope, just learnt as I started!

INTERVIEWER: Do you use mobile devices in your profession?

PARTICIPANT 3: Yes

INTERVIEWER: Of the content that you provide to your customers/audience, how much is created, advertised or promoted through mobile devices?

PARTICIPANT 3: A lot. Spreading the word is through messages on mobile devices only!

INTERVIEWER: Do you create all your content using mobile devices? If not, then why?

PARTICIPANT 3: Nope. (I saw) no reason as for it (sic). I'm more comfortable doing it on my big PC screen!

INTERVIEWER: Do you post all your content through mobile devices?

PARTICIPANT 3: No. I just share the content through it! Like I post the blog after I edit it through my PC. But stuff like sharing it on my Facebook page, or snapchatting parts of it to my followers or sharing a link on Twitter, I mainly do using my phone. Stuff like Instagram and snapchat toh (sic) you have to use through your phone, they are mobile apps!

INTERVIEWER: Do you view all your customers'/audience's responses through mobile devices?

PARTICIPANT 3: Yes, as I'm only ever using my PC while video editing. After that, I just use my phone.

INTERVIEWER: Has using mobile devices as part of your profession been advantageous to you in any way?

PARTICIPANT 3: Yes. It helps (the) viewing experience (become) very easy!

INTERVIEWER: Do you respond to any of your audience's comments/questions on the media that you use?

PARTICIPANT 3: yes

INTERVIEWER: Do you use mobile devices to reply to your audience?

PARTICIPANT 3: Yes. I do. I respond to every comment. They are making my channel grow. It is my responsibility to be grateful about it and respond!

INTERVIEWER: Do you use any secondary social media to supplement your profession?

PARTICIPANT 3: Yep, Facebook, Twitter, Instagram and snapchat. And WordPress also! In my free time, I do blogging.

INTERVIEWER: Why do you use these particular media?

PARTICIPANT 3: The content (that) I can't share it on my YouTube channel, goes on my blog. And the other stuff I use to get the word out about my channel. Your subscribers are present in many social media outlets and it is good exposure and publicity. In fact, they themselves ask in the comments about your presence on different outlets.

INTERVIEWER: In what (if any) way have they benefited you?

PARTICIPANT 3: They have helped me to reach different kind(s) of audience. And like I said earlier, good publicity allows more people to come see my videos!

INTERVIEWER: Do you keep yourself up to date with newly emerging social media which may help your profession?

PARTICIPANT 3: Yes.

INTERVIEWER: how do you do that?

PARTICIPANT 3: I like to keep up to date. It helps all kinds of audience if i use any other medium.

INTERVIEWER: What is the most recent medium that you've started to use as a result of this?

PARTICIPANT 3: Snapchat.

INTERVIEWER: Do you keep yourself up to date with the new mobile technology in the market?

PARTICIPANT 3: I don't find any need to.

INTERVIEWER: how come?

PARTICIPANT 3: I just don't think that it's necessary.

INTERVIEWER: New devices with new operating systems and new features are released all year round, have you ever bought a device specifically because you thought that it would be advantageous to your profession?

PARTICIPANT 3: Not really. I mean, not yet, at least!

INTERVIEWER: Has the audience/customer base increased in the time period that you've been in your field?

PARTICIPANT 3: Yes.

INTERVIEWER: If so, was this response due to you using a new feature in social media or mobile technology?

PARTICIPANT 3: I think social media has a part to play in it. Hell, my audience wouldn't exist if not for social media! The audience has grown eventually but it is slower than I want it to be though.

INTERVIEWER: What new features would you like to see added in your preferred medium/media which you think would help benefit your profession?

PARTICIPANT 3: I would like them to give newbies more chance to help them grow! So like more featurettes on us and a few ads and recommendations on our behest? If they don't help us reach out to the audience and only keep promoting the bigwigs in the industry, then us relatively small fellows won't have a fair chance.

INTERVIEWER: What new features would you like to see added in terms of mobile technology which you think would help benefit your profession?

PARTICIPANT 3: I'm not sure about it, but better cameras? But they always improve it, I guess. I'm pretty happy with what we've got as of now.

INTERVIEWER: Do you think that your profession has any marked differences from the traditionally accepted professions in society? Can you explain your answer?

PARTICIPANT 3: I have become more confident- is said by a lot of people. I can be myself without being judged and that's what I have heard from people

INTERVIEWER: That's great to hear but I think that you misunderstood the question, I meant how is vlogging different from the other traditionally accepted professions in our society?

PARTICIPANT 3: Oh, that! Sorry!

INTERVIEWER: It's all good!

PARTICIPANT 3: Well we can work from home mostly and on our own and talk about what we're passionate about. Also I feel that there is more of a direct interaction with the audience as they see your face and not the company, the traditional company that you're saying. It just is more personal!

INTERVIEWER: Is there anything that you would like to add in terms of what you've observed as a 'new' professional in your field?

PARTICIPANT 3: YouTube is one of the best way(s) to be yourself without worrying about what anyone else thinks. It is sure difficult to be a successful one but it is worth it!

Appendix H.4: Interview 4—Participant 4 (Online Patisserie Owner)

INTERVIEWER: Describe your ‘new’ profession.

PARTICIPANT 4: I am the owner of an online store—I own a patisserie where I create made to order French neoclassical entremets and macarons.

INTERVIEWER: How long have you been in that field?

PARTICIPANT 4: It’s been around a little over a year now.

INTERVIEWER: Is it your primary source of income or do you do it in conjunction with a more ‘traditional’ profession?

PARTICIPANT 4: No, this is my primary profession. I am the sole owner. I have my own kitchen set up in my own house—with an industrial fridge and ovens along with all the other necessary equipment.

INTERVIEWER: Did you start it out just as a hobby or did you always intend for this to be your profession?

PARTICIPANT 4: I have a bachelor’s degree in Sciences where I majored in Physics but then I took up an internship in the patisserie kitchen of one of the premier five star hotels in Delhi. I obviously don’t want to name names, but the hours were long and we weren’t getting paid that very much. But I enjoyed what I was doing in terms of creating new flavours and thought maybe physics was not what I was supposed to do... so I applied to get into a pastry school in Paris and got in and that was that! So it was never a hobby, you see? It was just circumstances and mainly... coincidence? Or fate!

INTERVIEWER: That’s fascinating! So you said that it’s an online patisserie, could you expand on the type of media you use for it?

PARTICIPANT 4: I use Instagram and WhatsApp. Instagram for publishing pictures with details about the types of cakes and macaron flavours along with the details of contacting me

like my (phone) number and email id. And using my phone number people can either directly call me or use WhatsApp to message me about their orders.

INTERVIEWER: So are WhatsApp and Instagram the primary source for your profession?

PARTICIPANT 4: Yes

INTERVIEWER: Why did you pick them? What were your motivations to do so and the rationale behind it?

PARTICIPANT 4: Familiarity, I guess? I use WhatsApp a lot for interacting with family and friends. It's really convenient. I also think it's used by the majority of people in Delhi, so it seemed like a good choice. Instagram I picked because I think that people respond more to food pictures more than just reading the descriptions or the menu. So I try to take pictures from the best angles of my creations and put it up online.

INTERVIEWER: Were there any alternative media you could have used instead of the one you're currently using?

PARTICIPANT 4: Probably, but like I said, these were the ones I was most familiar with and they are the most popular, so I prefer using these.

INTERVIEWER: What kind of research about the media had you done before selecting them?

PARTICIPANT 4: I didn't need to do any research because I was I already knew about them.

INTERVIEWER: Do you need to have any special technical skills for using that medium e.g. movie making and video editing for YouTube, for instance?

PARTICIPANT 4: Not really!

INTERVIEWER: Do you use mobile devices in your profession?

PARTICIPANT 4: Yes.

INTERVIEWER: Of the content that you provide to your customers/audience, how much is created, advertised or promoted through mobile devices?

PARTICIPANT 4: Instagram is a mobile app and you can upload pictures only through your phone and same with WhatsApp, it is a mobile messenger so almost everything I do is through my phone.

INTERVIEWER: Do you require any special skills in terms of operating the mobile device to do that?

PARTICIPANT 4: No, just normally operating your camera.

INTERVIEWER: Do you post all your content through mobile devices?

PARTICIPANT 4: Yes.

INTERVIEWER: Do you view all your customers'/audience's responses through mobile devices?

PARTICIPANT 4: Yes

INTERVIEWER: Has using mobile devices as part of your profession been advantageous to you in any way?

PARTICIPANT 4: Like I said convenience (sic). I can post whenever I want to and immediately when I feel like it. I can film my glazing or take a picture of it on Instagram and post it instantaneously and then after decorating it, I can post a finished pic. I feel like my customers like to see the process and therefore get more involved. I can see it in their own comments! And the positive feedback they give me both on WhatsApp and Instagram.

INTERVIEWER: Do you respond to any of your audience's comments/questions on the media that you use?

PARTICIPANT 4: Sometimes, not usually on Instagram. But definitely on WhatsApp! That's how I get my orders in.

INTERVIEWER: Do you use mobile devices to reply to your audience?

PARTICIPANT 4: Yeah!

INTERVIEWER: Do you use any secondary medium to supplement your profession?

PARTICIPANT 4: Apart from Instagram? I share PQR's posts through Instagram onto Facebook.

INTERVIEWER: Why do you use these particular media?

PARTICIPANT 4: Almost everybody's on Facebook nowadays and I can promote PQR more through it.

INTERVIEWER: In what (if any) way have they benefited you?

PARTICIPANT 4: More comments and more exposure, I guess! Maybe more orders as well?

INTERVIEWER: Do you keep yourself up to date with newly emerging media which may help your profession?

PARTICIPANT 4: No, not actually. I do read the news and stuff so I get to know about popular media in that way, but I don't deliberate search for new things.

INTERVIEWER: What is the most recent medium that you've started to use as a result of this?

PARTICIPANT 4: I haven't actually started using anything. Ive heard a lot about snapchat but never really got into it.

INTERVIEWER: Do you keep yourself up to date with the new mobile technology in the market?

PARTICIPANT 4: Like I said, I read the news online. So whatever's in it. Nothing specific though!

INTERVIEWER: New devices with new operating systems and new features are released all year round, have you ever bought a device specifically because you thought that it would be advantageous to your profession?

PARTICIPANT 4: No. I just use Instagram, WhatsApp and Facebook and those can be accessed through any smartphone. A good camera is important though and I use an iphone which has a pretty good camera.

INTERVIEWER: Has the audience/customer base increased in the time period that you've been in your field?

PARTICIPANT 4: Oh yes, definitely.

INTERVIEWER: If so, was this response due to you using a new feature in social media or mobile technology?

PARTICIPANT 4: I think it is because of the quality of my cakes and macarons. I try to incorporate French flavours and techniques in a very authentic way. I keep changing the menu, innovating it (sic). People like new and unique things and that's what my patisserie gives them.

INTERVIEWER: What new features would you like to see added in your preferred medium/media which you think would help benefit your profession?

PARTICIPANT 4: So Facebook has the option to rate the page of a joint, restaurant, store and places like that. So obviously PQR also gets rated. I had a perfect five star rating till some time ago. Then someone who hadn't even ordered from me left me a four star rating (sic). I loved having a perfect rating because I put in extra efforts but it got messed up by this person who probably hasn't even tried my products! I wish there was any way Facebook could validate these reviews so that they can only be left by actual customers.

INTERVIEWER: What new features would you like to see added in terms of mobile technology which you think would help benefit your profession?

PARTICIPANT 4: Nothing that I can think of.

INTERVIEWER: Do you think that your profession has any marked differences from the traditionally accepted professions in society? Can you explain your answer?

PARTICIPANT 4: I just don't have my own physical store. My stuff is made to order and I have a kitchen in my own house which is really convenient for me. You can't just walk in and try and buy stuff unlike the other bakeries and patisseries and according to me that makes my stuff more exclusive. I think that other patisseries use social media pages for just promoting

their pages but for me it's my main avenue for selling my creations apart from the added bonus of promotion.

INTERVIEWER: Is there anything that you would like to add in terms of what you've observed as a 'new' professional in your field?

PARTICIPANT 4: Not really! Just that I'm lucky to be as successful as I am in just a year. I have collaborated with well-established organisations and included my products in their goody bags (sic). My cakes have been featured in vogue and cosmopolitan has done a feature on me. I also go for new kinds of training to innovate my style and I have recently started organising bakery master classes. What I'm saying is that if you do your job well and know your stuff and keep updating your style and bringing something new to the table consistently, you don't need to conform to what you've been referring to as a 'traditional profession', like, I think I'm doing okay without a physical store!

Appendix H.5: Interview 5—Participant 5 (Beauty Blogger)

INTERVIEWER: Describe your 'new' profession.

PARTICIPANT 5: I started blogging randomly. There are a lot of bloggers out there we know. But I don't write for any brand particularly. I write about products I genuinely like and use. I create looks on myself that are doable for any girl and describe step by step in the article to understand how and what I use. Besides blogging and actually because of the love for make-up that it promoted to everyone, I work as a makeup artist with several production houses. I've worked on several music videos for Rajshri, Veda Production, brides, Photoshoot etc. Its always fun because I meet so many lovely faces. Each face I come across to work on, has something special. It's also fun to interact with them while working and giving them product knowledge so they can use products they need even after the shoot. I always make sure to give some product knowledge to my client. If I know products that would work for them I'd suggest them. I don't promote any brand particularly however MAC and Clinique are my favorite. I always look forward to solving queries by my amazing readers. I feel connected to them and it inspires me to work more. I believe every girl is a stunner, nobody without makeup is ugly. And nobody with makeup is fake. That's what I truly believe in my heart and that's what I portray in my work and meetings with my clients. It's something I believe in from within and it comes naturally to me. It's been years I've been working now and I've learnt so much, there is of course more to learn each day with each client/shoot and I look forward to it. Whether I make blogging as my profession or not. I want girls to know me as a person they approach for their beauty related queries, somebody they know they can trust with when it comes to recommendation, coz I don't believe in lying, if a product doesn't work it doesn't work. I wouldn't promote it. After all skin is the most important part and face is the first thing we notice. Every girl would want a flawless skin and making her feel confident about it is my idea.

Also, I've done my acting course from Anupam Khers acting academy called Actor Prepares and also worked on some ads, a short film, and several TV Shows. I'm sure there's more to come on this tangent as well and I'm excited about it.

INTERVIEWER: Great! How long have you been in that field?

PARTICIPANT 5: I started this about two years ago. However, I was too occupied with shoots, etc. so couldn't really give it time. But it's been on regularly for the last seven months and I have got a fantastic response from my readers and Instagrammers.

INTERVIEWER: Is it your primary source of income or do you do it in conjunction with a more 'traditional' profession?

PARTICIPANT 5: This is not my source of income yet, per say! I don't write for any brand or company, however, because of my blog's exposure, it has gotten me I work as a make-up artist in Mumbai (sic). I also travel for shoots, brides (sic), music video shoots, etc.

INTERVIEWER: Did you start it out just as a hobby or did you always intend for this to be your profession?

PARTICIPANT 5: I started it randomly. My friends always believed I had some skill, my cousin who is a renowned fashion blogger wanted me to start blogging. So it just started randomly by me sharing my product knowledge. However, I've come a long way. I love interacting with girls who need beauty advice or skincare tips. As a person, I love helping people, that's the atmosphere I grew up in. Hence, my blog is close to me. I've gained a lot of respect and fame through it, actually more than I expected (to)! People admire me and my work and they trust me with my work and it is the most encouraging thing ever!

INTERVIEWER: Could you expand on the type of social media you use?

PARTICIPANT 5: I have my own website, I've got my own domain name there. I got my site name registered which is why I gotta pay a yearly rental. It's www.DEF.com and I renew my domain every year

INTERVIEWER: So you have the domain named registered, but where is your site hosted again?

PARTICIPANT 5: Yeah I mean that is the site name and it works on WordPress. If that makes sense?

INTERVIEWER: hahaha, yeah, it does! Did you customise the site yourself then?

PARTICIPANT 5: Yeah I used the existing elements on WordPress and designed it. It's damn simple ya (sic)!

INTERVIEWER: Is this medium the primary source for your profession?

PARTICIPANT 5: Yes.

INTERVIEWER: Why did you pick that medium? What were your motivations to do so and the rationale behind it?

PARTICIPANT 5: I use Facebook, Instagram and my website. The website has detailed information while Facebook and Instagram spreads awareness.

INTERVIEWER: But why pick only WordPress for your primary outlet?

PARTICIPANT 5: That's because it's easy to understand and customise. Didn't want a lot of clutter and found WordPress to be the best for that!

INTERVIEWER: Were there any alternative media you could have used instead of the one you're currently using?

PARTICIPANT 5: Yes, probably. People use free websites, but I don't as I told you. I would love to move on to YouTube as it really helps when it comes down to beauty and also adds a personal touch with the viewers but I haven't got the time to do so. However, a lot of lovely people have encouraged me and want me to do this.

INTERVIEWER: What kind of research about that medium had you done before selecting it?

PARTICIPANT 5: No research at all actually, apart from a recommendation that my friend gave me about reserving the domain name for my website.

INTERVIEWER: Do you need to have any special technical skills for using that medium e.g. movie making and video editing for YouTube, or any previous creative writing experience for blogging, for instance?

PARTICIPANT 5: It always gives you an upper hand if you know how to make videos, edit etc. But, for my blog, like I said, I love being honest and writing from the heart. I don't think you need any experience for that!

INTERVIEWER: Do you use mobile devices in your profession?

PARTICIPANT 5: Yes, I do!

INTERVIEWER: Of the content that you provide to your customers/audience, how much is created, advertised or promoted through mobile devices?

PARTICIPANT 5: Like I said, I only work on (sic) Facebook, Instagram and my website. I access them all through my iPhone.

INTERVIEWER: Do you create all your content using mobile devices? If not, then why?

PARTICIPANT 5: I don't always use my mobile to create content. Sometimes, I write my articles on my phone. But most of the time it's on my laptop. Also, I hire a professional photographer for my blog shoot to give detailed images and information about my look/product review. There are times I use my iPhone to click selfies of my look and post it on my Instagram with #ShamelessSelfie . I randomly came up with #ShamelessSelfie and it pretty much became my thing.

INTERVIEWER: So are hashtags a big thing in your profession?

PARTICIPANT 5: Honestly, the more the tags, the more the views (on your post) Instagram! You can even search for posts on Facebook using hashtags, so yeah, hashtags are pretty useful!

INTERVIEWER: So how do you know what are the best tags to use?

PARTICIPANT 5: I have some of my fixed tags like #MumbaiBlogger #Blogger and all. You can use up to 30 tags on Instagram and I try to create my own apart from using the common ones that most people use on their posts.

INTERVIEWER: Great! So coming back to my list of questions: Do you require any special skills in terms of operating the mobile device to do that (any special apps that you had to download and learn to use)?

PARTICIPANT 5: Not really. Not that I use of. Depends on a person I'd say! I did download Facebook, Instagram and WordPress but I didn't have to learn to use them. It's pretty much direct!

INTERVIEWER: Do you post all your content through mobile devices?

PARTICIPANT 5: Like I said, I use my iPhone on a daily basis to update Instagram and Facebook and laptop to access WordPress and post on my website.

INTERVIEWER: Do you view all your customers'/audience's responses through mobile devices?

PARTICIPANT 5: Usually, yes.

INTERVIEWER: Has using mobile devices as part of your profession been advantageous to you in any way?

PARTICIPANT 5: Yeah it's easier to get in touch with people and quicker too!

INTERVIEWER: Do you respond to any of your audience's comments/questions on the media that you use?

PARTICIPANT 5: Yes, I love interacting with my readers. It's a great feeling. I also post their lovely feedback and positive comments on Instagram and Facebook. I want my readers to feel appreciated. I'm really thankful to those readers who have been continuously supporting me since I started my blog. My blog is not just a read and go thingy (sic). It is a two-way relationship; I want my readers to know me as a person and that I am grateful for them.

INTERVIEWER: Do you use mobile devices to reply to your audience?

PARTICIPANT 5: I do use my phone mainly to reply on (the) spot.

INTERVIEWER: Do you use any secondary social medium to supplement your profession?

PARTICIPANT 5: Apart from Facebook and Instagram? No I don't.

INTERVIEWER: Why do you use these particular media?

PARTICIPANT 5: For the publicity of blog posts and reaching more people, they've helped me do that.

INTERVIEWER: Do you keep yourself up to date with newly emerging social media which may help your profession?

PARTICIPANT 5: Not yet, I'm happy with the social media platform I use.

INTERVIEWER: Do you keep yourself up to date with the new mobile technology in the market?

PARTICIPANT 5: Yes

INTERVIEWER: New devices with new operating systems and new features are released all year round, have you ever bought a device specifically because you thought that it would be advantageous to your profession?

PARTICIPANT 5: Never really bought any device specifically. I hire a professional photographer that's it.

INTERVIEWER: Has the audience/customer base increased or decreased in the time period that you've been in your field?

PARTICIPANT 5: It has, however not as fast I thought it would, but it surely has increased and I have no regrets as I have also been busy shooting and modelling so I can't give my entire

week/weeks or month to the blog (sic). Like I said though, the blog has brought me some of the work as a makeup artist as well!

INTERVIEWER: If so, was this response due to you using a new feature in social media or mobile technology?

PARTICIPANT 5: I'm not quite sure what exactly the reason is but I know for sure people can see the honesty in my work. So even a small form of appreciation is very encouraging and rewarding.

INTERVIEWER: What new features would you like to see added in your preferred medium/media which you think would help benefit your profession?

PARTICIPANT 5: I would love to move on to YouTube. A lot of people have suggested me to start filming videos. I have decided on a particular location in my room. I need to invest in tools to start filming. Then I can link my blog and blog together! However, I have a lot on my plate already.

INTERVIEWER: What new features would you like to see added in terms of mobile technology which you think would help benefit your profession?

PARTICIPANT 5: Something like Twitter app for make-up specifically maybe, where I could interact with make-up enthusiasts and girls regarding beauty and all that comes under this tangent.

INTERVIEWER: Do you think that your profession has any marked differences from the traditionally accepted professions in society? Can you explain your answer?

PARTICIPANT 5: A lot of people have made it huge in the world of web. A lot of women and make-up artists/professional refer to blogs and video to learn more. You have people like Kande Johnson, Michelle Phan, Bethany Mota, Promise Phan, Bunny Meyers who have seven million subscribers, their own meet and greets sponsored by other companies and their own makeup lines as well! They've accomplished things which small physical store owners

couldn't. In the field of beauty we learn new thing every day. It has made a difference in traditionally accepted professions. We all use social media as reference nowadays!

INTERVIEWER: Is there anything that you would like to add in terms of what you've observed as a 'new' professional in your field?

PARTICIPANT 5: I think it's fun. If you enjoy it, you will make it big, provided you have patience. If you do it with the sole purpose of earning money it will make things difficult for you and you will feel tired. Recently, I have not only been blogging about beauty but also expressing based on my experiences with my current TV Show (MNO), on how we all have dreams and how we struggling. This is a part of inner beauty and my sole purpose is to connect with people. So I see my blog moving on from being a beauty blog to a blog/brand or person (sic) people would like to turn to for positivity, ideas, beauty, confidence and know that we are all same.

Appendix H.6: Interview 6—Participant 6 (Fashion and Lifestyle Vlogger)

INTERVIEWER: Can you describe your ‘new’ profession?

PARTICIPANT 6: I’m a YouTuber. I run my YouTube channel called fashionista ferret it’s related to fashion comedy and dance because of basically what I am and what I really like. Other than that, I am working as a head stylist, like the style editor at ‘XYZ’ and their business developer.

INTERVIEWER: That's amazing-

PARTICIPANT 6: -They also have a big YouTube channel so I’m doing both professionally. So that’s how I’m managing my survival (and) everything that we’re doing something in a professional world also where we get everything—we get money and everything but simultaneously also making your own videos is not gonna get you that much money and that will not help survive in Mumbai or anywhere. If you're at home, living with your parents, then it’s fine, but if you're living on your own then YouTube and making videos is not just what you can do in the initial period of time.

INTERVIEWER: You said that you guys also collaborate and make videos? Is your collective company also part of the YouTube partner program in anyway? Do they gain money from YouTube with views or whatever?

PARTICIPANT 6: Ok, so being very honest with you run I haven't done any collaboration with anyone except (with) the really good videographers. So I shoot my own videos. But I've collaborated with the other video graphemes who make really good videos and wanted to experiment. But as per say the talent in the videos, I haven't really collaborated with anyone because there are very few subscribers on my channel right now, as in not few but maybe 2000+ subscribers. But then you then have to find the kind of content you make—you have to find similar kind of people to collaborate with.

INTERVIEWER: Ok

PARTICIPANT 6: So for me right now it's not that feasible also because I'm not able to get in touch with them because even if this YouTube Space and YouTube partner all these programs give you guidance and allow you to get contacts of similar YouTubers once you have 10k+ subscribers

INTERVIEWER: Oh, ok!

PARTICIPANT 6: Before that it is very difficult to get in touch with the right people whom you can collaborate with so that it'll be beneficial for the both of you. Otherwise (for example) all those (YouTubers) with 400 subscribers and all you can meet all those people in YouTube Space because you have (separate) categories (of YouTubers) with different numbers of subscribers which have workshops. So we're not allowed to go in every workshop. So it's depending on the number of subscribers we have.

INTERVIEWER: Ok, so these-

PARTICIPANT 6: - I have... I don't wanna collaborate with people who have less subscribers than me (sic). So that's how it works and frankly I don't have that much of time to (do it) because it's very difficult to get in touch with all these kinds of people.

INTERVIEWER: Absolutely

PARTICIPANT 6: Because collaborating doesn't work that way ki—let's collaborate!
You have to be good friends with them. You have to share a certain level of commitment as in comfortableness with those. So just you coming on their channel will benefit them. So just collaborating with people takes time.

INTERVIEWER: So these workshops that you were talking about are physical meeting workshops or are they just online?

PARTICIPANT 6: These are the physical meeting. Because online YouTube has the YouTube Creator Academy where you can learn everything—how to make, how to put up content, everything what you can do, how to start your YouTube channel, everything!

But these workshops are actually made for the physical guidance, if you wanna learn specifically from some person, you need personal guidance, you need personal assistance.

INTERVIEWER: Ok, got it: going back to the list of questions that I have: so how long have you been a YouTuber?

PARTICIPANT 6: So I started this channel one year ago but i am active on my channel, as in I started putting up videos on my channel very actively from last six months

INTERVIEWER: Oh okay, that's great! So you technically already answered this—I wanted to ask you if this was your primary source of income or do you do it in conjunction with a more traditional profession and you already said that you are a style editor at—what was the name of the company again?

PARTICIPANT 6: Business developer at XYZ.com

INTERVIEWER: Oh, Actually I think I know about XYZ.com! It's pretty famous

PARTICIPANT 6: Yeah, it is famous

INTERVIEWER: Anyways, did you start this out as a hobby or did you always intend for this to be part of a serious profession? YouTubing?

PARTICIPANT 6: Always wanted to be a serious profession, definitely! That was my passion! And from my background-- I'm an engineer, I'm a JKL student

INTERVIEWER: Oh that's great!

PARTICIPANT 6: Yeah I'm an engineer and for me, I figured out that this is my passion and it took (me) a long time (to transition) because when you need to shift from one profession to another, it takes time and effort. So while I was doing my JKL-ian jobs and whatever typical corporate jobs, I started this because this kept me going; this was because my passion! I was feeling happy that ok, at least I was doing something in my life. So it was pretty much what I wanted (and) not a hobby or something like that (sic).

INTERVIEWER: That's amazing! Ok, can you expand on the type of social media that you use? You said YouTube right? You use YouTube for mainly publishing videos; do you use any other social media outlet?

PARTICIPANT 6: Yeah definitely! Facebook, Instagram are the two main things which I personally use. I'm not very much comfortable in... Twitter can market you really well, because I personally don't use it because Twitter is something you keep on updating it you keep on tweeting it only then you can get lot of you know say followers but there's no harm in sharing it but I personally don't do so I'm only active on Instagram and Facebook and YouTube

INTERVIEWER: That's great. So YouTube is the primary source of your profession like it's where you usually publish your videos and then you share it on, or you post promos and publicity stuff on Instagram and Facebook, is it?

PARTICIPANT 6: Yeah I do, see earlier what I used to do is I used upload videos on YouTube and share the same link on Facebook. But what I do right now is I directly upload on Facebook because on YouTube there are loads and loads of videos coming up every day and the visibility and the—there are so many videos that your overall visibility has decreased.

INTERVIEWER: Ok!

PARTICIPANT 6: Yeah, everybody—even the audience is producing videos on YouTube.

INTERVIEWER: Oh!

PARTICIPANT 6: But on Facebook, it's not (like) that. On Facebook if you upload video first it's automatic—it automatically plays on their own (sic). On YouTube you have to actually click on it and then do it.

INTERVIEWER: Oh you mean videos auto-playing when you're scrolling through the newsfeed, yeah?

PARTICIPANT 6: Yeah! So that's how you know—the numbers that you're gonna get on Facebook, the people that are gonna reach you on Facebook, is much higher than the YouTube—right now which we're getting.

INTERVIEWER: Ok!!

PARTICIPANT 6: Earlier if you talk about two years earlier or 3 years earlier, in X I'm talking about, in the rest world it was long back that they started this, but in X it was different. YouTube was a much more better place to upload videos and market yourself, but right now it's not that good. I get more views on Facebook videos as compared to YouTube videos.

INTERVIEWER: Do you earn anything from the Facebook videos or do you just earn through YouTube?

PARTICIPANT 6: No you don't earn from Facebook videos, see the point is, when you upload videos even on YouTube you don't earn that much (unless) your views are not—more than a lakh or something. Otherwise hardly you'll get anything! For example if you have 1 lakh views, you'll get 2-3 thousand rupees

So even putting videos on YouTube is not giving that much money to us. It's better if we're getting more likes and the views on some other channel and we can get sponsors for us which is more beneficial.

INTERVIEWER: Ok!

PARTICIPANT 6: So I'm just targeting more on the views as per say what I'm earning from YouTube because there's not that much because visibility is not there.

INTERVIEWER: Ok so you prefer sponsors?

PARTICIPANT 6: See yeah, not right now, but Revlon approached me and they gave me products and some money too—so I'm happy, at least I'm getting something from making one video, but if we talk about YouTube and I have just 3000 views on my channel, I'm hardly gonna get Rs10

INTERVIEWER: Oh my gosh, ok!

PARTICIPANT 6: Yeah, so that doesn't matter to me, so just video is not really good and beneficial for the YouTubers right now.

INTERVIEWER: Ok, that's news! Ok, so I think that you answered all these questions that I had to-

PARTICIPANT 6: Sorry—

INTERVIEWER: -no, no that's good because then I can skip forward: did you do any kind of research before picking up YouTube as your premier source previously? Like a year back when you wanted to start this, so did you do any kind of research before thinking that ok, YouTube is the one where I want to start publishing videos

PARTICIPANT 6: See, how I started is that I had a Facebook page before I had a YouTube channel. So what I used to do is that I was very passionate about fashion from the beginning only. So I used to put pictures, look of the day, and all that stuff and articles and blogs; I had a blog also! It's still there, but I'm not active on that. So what I realised that how I'm gonna stand out from the rest of the bloggers and fashionistas out there. How I can be more expressive to the audience like how can all these audience that want to learn fashion how can they learn better. Not through pictures of course because video is 2-d, 3-d and it can move and it can talk inside and so many things can happen in a video! So that's how I thought I want to upload videos. Then I saw all these TVF and AIB, the big-big channels of X, they all were my seniors (at university)!

INTERVIEWER: Okay!

PARTICIPANT 6: So they were doing so I thought that yeah, it's a good place where you can edit and it's very nice and it has SEO (Search Engine Optimisation) and it has everything, so I knew about all these things because of my technical background and thought that this is a nice space to put your videos on. Definitely, I had a Facebook page earlier, so used to put same

there, but yeah but YouTube is specifically for videos, so that's the reason why is started the YouTube channel.

INTERVIEWER: Lovely! Ok, so did you need any special technical skills: you said that you are from a technical background, but did you need any special technical skills for YouTube like movie-making perhaps or editing or stuff like that?

PARTICIPANT 6: Definitely! It was very tough, So, I'm telling you that initially what I thought was that I will really make very high-class videos like what you told me before that you really liked on my channel. So those were the videos which were carefully edited and shot by other videographers and not by me.

INTERVIEWER: Oh okay, those were amazing! I saw those videos and I really liked the production value. It was really good!

PARTICIPANT 6: So they were really good and I, at that time, I was earning a lot from my other job; so I had the money to put into all these production of the videos-

INTERVIEWER: -So you hired them?

PARTICIPANT 6: Yeah. So what I realised is that if I'm gonna Put so much of money on one video, you know, the return on that investment was very less! Because you are in the experimental mode in the beginning! So you don't want to invest that much into all these production stuff rather, you just start what you really- try to figure out what you really want and what's actually working for you.what the audience is really liking, you know sometimes it's not about how good your content, as in how visually good your content is, but (what) actually you're talking about. How good is that? You know the visual appealing or the actual content is in. Definitely the production really matters, it has to be really clean, it has to be really good background, lighting has to be good, matlab even if I'm shooting on my own and I don't want to put that much of production costs, even then it has to look good! It shouldn't be like, ok I'm sitting in a shabby place and I'm just shooting. No, it cannot be that. Yeah but when I

started, when I took the decision of starting to make videos on my own, definitely I didn't know that then. So I didn't know the editing, I didn't know how to make a thumbnail, I didn't know how to- everything! How to make annotations, everything! So what I did is, I actually started learning all this. Till. Now I've learnt four video editing softwares.

INTERVIEWER: Okay, which ones?

PARTICIPANT 6: I've learnt photoshop, I've learnt every damn software (sic) to edit your video or edit your pictures or everything and then I kept on learning, but this all I learnt through YouTube videos only! So I didn't take any training or something. I just used to watch YouTube videos and that' show I learnt and now I make my own videos. But see, when you want to run such a big channel and when you want to commit so much to your audience that you will upload video(s) on every Wednesday or Saturday or every week, you cannot depend on people to make videos for you because you want it to be very seriously but others don't! You cannot be dependent upon that! Maybe you can hire a bit later because you're getting a lot of pressure, your channel is working but you need to know that in case there's some emergency and somebody's not available, you can upload your own video! So basic things you need to know and I also did that. So right now the production is completely on me, I'm just a one man army here!

INTERVIEWER: Oh! Commendable! But I've been watching your videos and it's nice and funny and you're humorous; it's good! Good stuff!

Moving on to the next one: so do you use mobile devices to do anything in your profession?

PARTICIPANT 6: Oh yeah! So recently there are live videos options going on Facebook that you can record live videos of yours(elf). Like if you're travelling, rather than just shooting a video first and then editing it and then putting a video online, you can just record it directly and it'll directly get uploaded. So for that, it's only available on mobile (phones) and tablets.

INTERVIEWER: Okay! That's right!

PARTICIPANT 6: For that I use my mobile, but for normal recordings which I put on my YouTube or all that stuff, they're all pre-shot, for that I don't use mobiles or anything. Just for the live videos!

INTERVIEWER: Okay! That's great!

So... All these questions are answered. Then you've got... All this is also answered, very good! Do you do you view all your customers and audiences response through mobile devices? I mean, the comments, or people might give you some kinda feedback, they might write on your Facebook page, or they might right on your YouTube video. So do you view most of the responses through your mobile device or do you log onto your PC to do that?

PARTICIPANT 6: See, with me, I'm most of the time on the PC. Like if I'm in office I'm in front of my PC, if I'm at home I'm doing something, I'm on my PC. So I just... Response is very quick, I respond back to all my comments because that's how you interact with your audience and that's how you know what they really want and how they're gonna like it more. So I respond back to every comment but not really through mobile because with me the case is that I'm mostly in front of the PC because I'm working then when I come back I'm editing video on PC on my desktop my laptop only so I'm all the time just replying through desktop or PC.

INTERVIEWER: Okay, sounds good: so apart from the live video thing that you told me about has using mobile devices being beneficial to your profession in anyway?

PARTICIPANT 6: Not really! Because see, you cannot put up—because everybody don't have an iPhone with them (sic) or everybody cannot have really good camera with them, but it's very difficult to shoot with the camera and how're you gonna edit it? You have to edit, you cannot just edit on the mobile and uploading is also not possible because videos are really big files so you have to go back to your PC or laptop. Right? So editing software cannot be in the mobile, you cannot shoot in your mobile because if you want really good quality of video, so generally

people shoot by (using) DSLR(s) or really good cameras rather than shooting it (by phone). And because it takes a lot of takes to do while you shoot, you know? You need to act a lot, you need to take a lot of shots in THE film and making film and maybe your mobile won't have that much of memory to store it. So if I'm shooting outside, I don't want to run out of my cell phone memory while I'm using in a camera. The other thing which is that the definition of a mobile is not 16:9.

INTERVIEWER: Oh I get it, I get it! You need the specific dimensions?

PARTICIPANT 6: Yeah when you shoot by mobile full cover image and video, it's gonna be just this much and the rest of the video will be black on the video which is not again a problem for YouTubers to shoot on a camera, you know sorry, mobile camera. And for commenting yeah, we watch YouTube sometimes on the mobile while we're out we want to watch some video but actually as per the production point of view, we don't use mobile that much. I personally don't use much because so many people...

INTERVIEWER: Ok, that sounds reasonable! You already said that you respond to audience comments and ok, in the secondary social media outlets, I mean you said use Instagram, Facebook and YouTube. Do you use anything else? Any other social media outlet?

PARTICIPANT 6: WhatsApp.

INTERVIEWER: Ok, you use WhatsApp! What do you use WhatsApp for?

PARTICIPANT 6: So one of my videos which was on 'Pyaar Ka Punchnama' it got viral because when I did the analysis of how it got viral, so the biggest burst of sharing happened was through WhatsApp and I dunno because I forward(ed) my link of my video to loads of groups and my friends on WhatsApp. So what happened was they forwarded it along and it just got viral then.

INTERVIEWER: Wow!

PARTICIPANT 6: Yeah, see sometimes... with the social media the thing is that anything will work—you never know what's gonna work for you. It all depends upon- that's how it's called viral! That's why we cannot control it, it's just like a viral, it just goes. You dunno where or why or on which platform, that's why loads of YouTubers actually be active on all the social media because you never know which media is gonna work for you and once you become famous either through Facebook or through YouTube or some people are really famous by Instagram. So whatever may it be, you start concentrating on that only platform. So that you make that platform as a primary and then you treat all the platform secondary. Well in the beginning when you keep on updating everything which you make, on all the platforms. But it's also very difficult to keep on updating all the platforms-

INTERVIEWER: -because there are so many?

PARTICIPANT 6: Yeah, because there are (a) lot of platforms and they all have different modes of uploading, for example on Instagram you can upload more than 1 minute video. So you have to edit your video—even if your video on YouTube is three minutes you have to cut down to one minute and put it on Instagram. So you have to edit twice. Then if we talk about Pinterest or all these *people*, they only take certain format of videos. So you have to edit in different format so all these things take a lot of—it's very time consuming and a lot of efforts to put in on lot of social media platforms for your videos because every platform demands different things.

INTERVIEWER: So two more questions Instagram and Pinterest:

So you said that you use Pinterest also? Or you don't use Pinterest. I mean, we're you just giving an example-

PARTICIPANT 6: No no, I know about Pinterest because I tried (it) once, I didn't like it that much so I just stopped it. So I know how people put it up and what format you need... But I'm just active on Instagram, Facebook and YouTube.

INTERVIEWER: So Instagram apart from posting images and stuff, do you also post previews of your videos like you said one minute or so?

PARTICIPANT 6: Yeah yeah, we do! If my video is really long and I cannot put in and cut it down, the whole story that I'm telling in that 3 minute video, I can't tell it in one minute, I create a trailer of it and put it on Instagram and say that you can watch the full video here. But if my video is a dance video and I know there that my video is one minute 50 seconds, then I can just bring it down to one minute and upload the whole video.

INTERVIEWER: It's actually pretty clever to do that! Also, how do you actually analyse how well your video that? Can you tell me a little about YouTube analytics? Or does Facebook have analytics or is there any way that you can look at the stats and understand how well your video did for that particular... topic?

PARTICIPANT 6: See the analytics, there is a google analytics where you can actually see the whole thing of how your video is behaving and then specifically on your channel also there is analytics that you can see on YouTube -- that how your video is performing. On YouTube, it's a different algorithm if you're talking about (it)/. There are certain things which you need to do on YouTube to be visible. One thing which I told you earlier also that there's a problem of YouTube right now that there are millions and millions of videos coming up daily on YouTube, so the visibility has already decreased, so the only thing that they say is that 'keep on uploading, you will get visible', because their algorithm is like that! They're gonna promote those videos more, those who are putting more videos on their channel.

INTERVIEWER: Ohhh

PARTICIPANT 6: So they keep on giving more preference... It's their algorithm, how they work re! Sometimes you get (how) their algorithm (works) but they can keep on changing it the way they want it, because they also are commercialising their platform. They also are earning through that so they keep on changing, promoting those people who they see that okay,

this person can get us more views or this person can get us more views... things like that/, so analytics are there, but they're just to guide you whether you should do something next time or not, but they're not actually (there) to guide you to become viral, which will get more likes.

Actually, your audience is the most effective to tell you, I think those are your analytical... I mean, people are your analytical tools who are gonna give you the analytics by saying this is good or not. Whether we liked it or not. The numbers are like for some people it's gonna work, for some it's not gonna work.

Now if you talk about Facebook, I feel Facebook has better analytics as compared to YouTube because it is very clear. They have the list of videos and they'll compare it with you. It's all about I think, the UI, UX of the design of YouTube and Facebook, that I feel more comfortable analysing my videos on Facebook, as compared to analysing on YouTube because they give you everything—post wise, video wise, picture wise analysis... everything. On YouTube it's a bit complicated that you have to do a lot of filling and select options and then see it. You have to... forget about me, a normal person who has just started (on) YouTube, they cannot analyse that—that ok, how are we gonna analyse it, how the graphs work and all that stuff.

INTERVIEWER: Ok, that's interesting to know! Like we talked about earlier, there are many social media outlet, but new social media outlets keep emerging every couple of months or so, if you want me to give you an example, snapchat.

PARTICIPANT 6: No I don't personally use snapchat.

INTERVIEWER: Do you at least keep yourself up to date about the newly emerging social media outlets which might be beneficial to your profession?

PARTICIPANT 6: Yeah definitely, because see. We're working on a social platform and we have to keep ourselves updated about what is happening, even about the upgrades in Facebook, YouTube, Instagram—we have to even keep ourselves updated about that! What more is Instagram offering, what more is YouTube offering, what more is Facebook offering? But the

point is that it's really up to a different person how he wants to take his content to be. For example for me, I don't want to go onto snapchat a lot because, as I told you, it's a lot of hassle to and takes a lot of effort to put videos on so many different platforms, but if you've heard of the saying that it's better to be good in one thing rather than to be average in all.

But these are all the sayings, so it's up to you how you want to take your content to (your audience). So what I feel is that if I have selected 3 platforms, I really have to concentrate on those three, because even analysing the throughout the week, putting (content) on them , making videos for them, it takes a lot of time and efforts to already do it. You don't wanna lose (out) on something that you're already doing just because there's a new platform which came out, which you don't even know whether it's gonna work for you or not. So that's why for me, I didn't feel very comfortable—for snapchat, like, what will I do on snapchat? I cannot just record on mobile and put it, because how am I gonna do the snapchat for that? If I'm applying my makeup, then how will I do it? Like it's not, I can't teach it. I can just show it!

INTERVIEWER: Like sorta of a sneak peek-

PARTICIPANT 6: -so maybe personally I'll use it, but not for my channel.

INTERVIEWER: Ok, so you prefer just tried and tested methods which have been proven to work already?

PARTICIPANT 6: No, not like that, I told you na (sic) it's different for people—for some people YouTube worked very well, for some, Facebook really worked very well. People might not think that, but for me, I'm in the very initial stage (of) what is working for me, so I cannot say that. Because I have to try everywhere, but you cannot select so many; you wont be able to put 100% (of your effort) in any.

INTERVIEWER: So like you said earlier, you don't want a jack of all and master of none situation be having your finger in all the pies; you just wanna be good at certain things-

PARTICIPANT 6: -yes, exactly-

INTERVIEWER: -ok, that's completely fair!

So you said that you don't use mobile a lot, right? What device are you using right now? As in, your phone?

PARTICIPANT 6: Ok, so for (voice) recording (when I'm outside) I use my phone, sorry, I didn't mention that! But sometimes, I don't record even on phone because I'm shooting most of my videos in the room—in my bedroom, because there's not a lot of sound here, so you can just- my camera can directly capture my voice. So I don't need to have a recorder for my voice in that way.

INTERVIEWER: -or a mic?-

PARTICIPANT 6: -But if a person is shooting outside, or if I am shooting outside, then I record it because there will be a lot of other voices which can cancel my voice.

The camera I use is a point and shoot camera, which (to explain simply is) like (the) automatic (version) of DSLR. So you don't have to make a lot of adjustments like the photographer or videographer, you can just keep it on one setting and directly shoot! It's easier for me. Then I use a tripod of course, as I want to shift and I want to take different takes, so it's better if you have a tripod which can adjust lens and all that stuff. Those are the equipment, and then for the editing I have software in my laptop and then I edit them, and that's it.

INTERVIEWER: And what is your device, as in, your model name and make for your phone?

PARTICIPANT 6: My phone?

INTERVIEWER: Yeah

PARTICIPANT 6: What brand it is?

INTERVIEWER: Yeah

PARTICIPANT 6: My phone is Xiaomi Redmi note 3.

INTERVIEWER: Great! On that note, right now you've got a pretty high end phone, but every year, or rather, every couple of months you've got different phones being released with different features, would you ever consider buying such a device just for the sake of your profession?

PARTICIPANT 6: Like what kind a features? Can you give me an example?

INTERVIEWER: Ok, consider the Samsung Galaxy note 5 onwards, all the Samsung flagship phones have got a feature through which you can live broadcast videos directly to your YouTube channel. So would you ever consider buying such a device if you think that it would be beneficial to your channel?

PARTICIPANT 6: Not really. No, I think that live recording is not related to mobile,. Maybe I don't know what you're talking about-

INTERVIEWER: - oh there's this... like, I can send you a link explaining-

PARTICIPANT 6: -YouTube has just one option-

INTERVIEWER: -ok-

PARTICIPANT 6: -Sorry, go on,

INTERVIEWER: - No sorry, I was just saying that I could send you a link of the features of that device, but it's just like a couple of YouTubers have also leveraged that function in which they directly linked up the phone with their YouTube channel and used the live broadcast option, and the audience can then see you (them) live.

PARTICIPANT 6: Honestly, it depends on what kinda vlogger you are, is your channel like a daily vlogging of what you do? Like Superwoman does; like she has one more channel where she vlogs about her daily life. It really depends on what kind of videos you want to make. If you want to make the kind of videos I make, then there's no point in buying such kind of devices which do things like these, if you don't want to broadcast live.

INTERVIEWER: Ok, that sounds reasonable!

PARTICIPANT 6: But if you want to run a channel like graveyard girl's follow me around, when you broadcast to everybody live and if, for example there's a live audience, like at her meet and greets, and you want to do everything live, then these kind of devices matter a lot, I'll also think of buying, in future like-- I want to broadcast live and this is really gonna work for me, but I don't want to directly invest in something that I'm not sure of.

Anyways, like I said, live-streaming, I can do it on Facebook. You don't even need to install or buy anything extra for that, nothing! It's just Facebook, you don't need a new device.

PARTICIPANT 6: If there was no alternative of going live, then I would've thought of going live! But now there's an alternative of going live, so...

INTERVIEWER: Ok, yeah! Sounds good. Ok, I'm gonna ask you these two questions together because you've more or less already answered them, but if you want to add anything I'd be happy to listen. What kind of new features would you want to be added in terms of social media or mobile technology so that it helps your profession?

PARTICIPANT 6: I would just like if the technical front of making videos, like dimensions, like 16: 9, or all these stuffs, or these can be made generalised for normal people, because sometimes people don't get all these stuff, like what does it really mean? Or how am I supposed to edit this video, or why is it not looking full (screen) on YouTube (sic)? It was full (screen) on my mobile! Somehow, I don't know how technology is gonna do it, but keep it simple: like if we click a selfie it's gone and it's done! You can directly do it, the videos in these things, if they're very quick, it's gonna be more easier (sic) for people like us to put more videos! Because why we can't put many videos is because it takes lot of things to do actually, to edit in certain format, to shoot in certain format, to put it in certain format in every different platform.

INTERVIEWER: Right...

PARTICIPANT 6: So if that becomes the same in all the platforms, it becomes very simple for new people, even for us who know the stuff, it becomes very simple.

INTERVIEWER: Yeah, so you're talking about a standardisation of sorts? Some sort of a gold standard? Something that is uniform for everybody?

PARTICIPANT 6: Yeah! A uniform thing so that it becomes very easy for everyone to.. But I think that because it's not easy, people who put a lot of effort get famous! In return for their hard work! But yeah, that'll help us and you know, maybe like I said in mobile you just have that rectangle vertical recording, if it's possible to have (it) another way around so people don't even need to spend a lot of money on their cameras. You know, our mobile can also move where we're moving, so we don't need a person to shoot for us... things like that. There are loads of things that I can say, like this should be there and this should be there...

INTERVIEWER: - Yeah, but these things are paramount for you?

PARTICIPANT 6: Yeah if it can be generalised, it can be more convenient, it can be made more technically sound, then yeah!

INTERVIEWER: Yeah, I completely get where you're coming from. And I think it's probably doable as well, you just have to get the right people to think about it... sorry, I'm getting ahead of myself.

PARTICIPANT 6: For me also (when I was a newcomer), it took a lot of time to understand in which format I have to shoot in. Like my first three videos, were like scratch for me, even when I shot them, I couldn't do anything with them because I was just learning and it took me one month to get on track and keep on editing and uploading videos. For some people it even takes up to six months to understand what we have to do and how we upload videos. And there are people who still don't know the MCNs for them, you know multi-channel networks who just hire the channels and take their ownership and just do everything for them. So there are things like that, you're losing the ownership, you're losing certain percentage of your income coming in, anyways it's not coming in that much in the beginning from YouTube and then you're giving ownership to other people and they're handling it, so what's the point?

For example, if some day my mom wants to make a cooking channel, she can't! Because it's very difficult for her, if not impossible to go through... I mean we can figure it out, like we're from the new generation. But, loads of girls, loads of people who have loads of talent, and are in different places worldwide, they just can't do it, even though they really want to, they don't know how to do it! Maybe they don't even know where to get all this stuff from, how it works, what are the software called... I'm just saying that if it's very easy for all these people, then it can be done by everyone. So if these can become accessible to everyone, then you know miracles can, there are loads of talent everywhere

INTERVIEWER: Ok, last two questions right now:

What are the differences between your profession and the more traditional professions in society?

PARTICIPANT 6: Ok, I'm gonna answer this personally, and the thing is this is what I love! I don't like desk jobs. I'm a free soul! I don't want to be caged in a desk job in some office. I'm a very creative person and I think that creativity shouldn't have any limits and these kind of professions—YouTubing, is my avenue to do that. See everybody is doing or wants to do a corporate job to survive in this city whether they like it or not, even I'm surviving through a corporate job even though it's in fashion, which is close to what I vlog about, but not everybody gets to do what they love. So I'm liking the job, but I'm still doing the job—so this is how you survive! But nobody has stopped you from doing what you really love! If you really want to create—if I'm a person who really likes the stage, I've created my own stage and I'm doing videos! I want to create something and I really feel happy about it so I'm creating things! So it's all about what you really want in your life. So it's about the thinking of the person, the kind of different people that we are! It's not a difference between jobs and professions, it's a difference between people. I don't consider profession to be the job that I'm doing, but the profession is something that I'm passionate about.

INTERVIEWER: Was vlogging a part of what drove you to get a job in fashion?

PARTICIPANT 6: When I was doing engineering in my second year, I went into modelling and I went to MNO Miss X and I was the second runner up there, so from there, my whole life took a professional turn towards modelling. But when I entered this industry, I realised that this industry is very dirty and all. And I'm just wasting time there! So I really knew from that time that I wanted to do something in fashion, it was not about the job, I just decided that I would do anything in fashion. Something really creative and specifically towards fashion but obviously creative. But of course, I'm living away from my family, so I had to take up a job so that I could settle here in Mumbai, so I got my first job from JKL and I was really earning quite a lot. So for one year I was doing those corporate jobs and marketing and all that stuff which I got in from JKL, but finally I shifted, I left the job, I was free for few months, that was the period where I decided that I want to take YouTube very seriously and now whatever I do will just be in league with my passion and in the fashion world because that's what I did in YouTube. So then I started interviewing in lots of fashion companies and firms, I did a lot of freelance projects as a fashion consultant, so that's how my profile started building, I started making my own videos, then that's how I got into XYZ.com because they saw my YouTube channel and they thought that I'm very good at it and I can edit and I can do all that stuff and create stuff and I'm from a technical background so I can handle their business development also, so that's how I got into this. So it was all like—not that planned, but I knew that I want to go in this direction.

INTERVIEWER: Ok, quick question: I sort of maybe missed it: you did your engineering in which field again?

PARTICIPANT 6: Metallurgy and material science

INTERVIEWER: Last question: is there anything that you want to add in terms of what you've observed as a new professional in your field?

PARTICIPANT 6: It's something that has given a lot of opportunity to a lot of people to do something that they really want. Earlier there just used to be Bollywood where people want to become something; to show their talents they have to go to all these places but right now they don't have to. They have their own platform, they can just do it on their own and they can become something, it's a full time opportunity and they can do it from their own house, they don't have to travel, so that's really good! That's giving them a sense of satisfaction in the end. It keeps them going on. That's it!

INTERVIEWER: Thank you so much, you've been amazing!

Appendix I: Coding Appendix

Appendix I.1: Descriptive coding for participant 2 (online apothecary owner)

<u>DESCRIPTIVE CODE</u>	<u>PARTICIPANT QUOTE</u>
Profession's description	"I started my own business a year ago, but this year it has been exploding in growth. It is called ABC Apothecary. I have been accepted into the Chattanooga Market, you know, the big one every Sunday? And also can be a vendor at the other three they host. I also have my own online store and I do a lot of local sales. Last year (I) did not perform well but this year my sales are increasing greatly every month. I design a plethora of items from bath, body, perfume, candles, home goods, beauty treatments, and a lot more. I use mainly organic items and am very detail-oriented."
Starting social media outlet	"Oh well, talking about media, I have my own Etsy store. That's where almost all of ABC's orders are processed (from)."
Expertise in their field	
Starting/prior interest in field	"Well, I was looking for change and I always loved making handmade products. I had a few family recipes for doing it, so when I started this a year ago, I always intended ABC (Apothecary) to be my profession!"
Collaborations with peers for mutual benefit	
Professionally relevant workshops and learning centres	
Professional status	"..., this is my primary source (of income)! My husband helps me set up as well."
Ethical Responsibility	
Income, expenditure and taxes	
Precise planning and frequency of posts	
Primary social media outlet used	"..., talking about media, I have my own Etsy store. That's where almost all of ABC's orders are processed (from)."

Motivation and rationale	“...nowadays everything is about convenience! You can buy almost everything over the internet, so why not authentic, hand-made stuff, things which I have cultivated in my own garden, in an apothecary online? Not all places have apothecaries nearby, most of these kinda stores are defunct now and the few that exist may be out of reach because of the sheer distance for many. Hence, it’s a matter of convenience; I mail my products to people who can’t reach me.”
Research regarding sCommerce for profession	<p>“I don’t really know (much about alternate media), but Etsy is the most popular one that I looked up, and I used to buy from Etsy sellers before, so, I picked it because of previous experience with it and the trust it built.”</p> <p>“Now that you ask (about keeping myself up to date with newly emerging outlets), I think that it’s a good idea though. I might try and look more into other social media outlets for advertisement purposes only though (sic), I’m too comfortable with Etsy right now to bother changing to tell you the truth!”</p>
Help from peers/mentors	“...I used to buy from Etsy sellers before, so, I picked it because of previous experience with it and the trust it built.”
Supplemental skills needed for profession	<p>“You should know how to use a computer hahaha! But no, the goods that you’re selling should be upto the mark-”</p> <p>“Well, they shouldn't be shoddy and badly made. You want your customers to buy again (from you)! Also, I think that you should know (how) to sell yourself as a brand. Advertise as much as you can and be professional—just because you're selling online doesn't mean that you shouldn't have proper posters and labels for your products. I use photoshop and photo-editing apps to make labels with the ingredients listed as authentic as I can.”</p>
Benefits of using mobile devices and applications	<p>“(Yes) use mobile devices in my profession”</p> <p>“I post pictures on my FB page, Instagram and the Etsy promotional pics which are taken through my phone”</p> <p>“Yeah, when I’m away from home in the markets or anywhere outside, really, I can check my orders through my phone!”</p>
Hiring other professionals to support their profession	
Lack of mobile optimisation and deficiency of requisite mobile features	

Deficiency in social media features	“but here’s a far-fetched thought that I had—it would be way easier if there was a ‘buy’ button on Facebook that would directly lead my customers to the checkout cart on Etsy?”
Audience participation and Interaction with audience	<p>“I also have my own online store and I do a lot of local sales. Last year (I) did not perform well but this year my sales are increasing greatly every month.”</p> <p>“I sometimes respond to customer enquiries through my phone and also view the comments on the different social media on my phone.”</p> <p>“Yes (I respond to any of your audience’s comments/questions) on Etsy and Facebook”</p> <p>“Oh yes, definitely! (My customer base has increased) Very much so compared to last year. Some days I’m filling up to 17 Etsy orders a day.”</p> <p>“! On every order I make, I write a thank you note. It may not mean much to everyone but I am very pleased when I get one (a thank you card). To me it shows they stopped their busy day to take even 10 seconds to scribble out a little note for me (sic). Nights like tonight I am very tired from working all day and I could easily not write a thank you note for my remaining orders as it would save a little time, but what would that say? I am nothing without my customers and I want them to know I stopped, even for a few seconds, to think about them personally and I wrote them a little letter (sic). It's worth it.”</p>
Use of secondary supplementary Social Media outlets	“Nothing apart from Etsy and Facebook, really!”
Need for activity on multiple outlets	
Need for Publicity and promotion	<p>“Also, I think that you should know (how) to sell yourself as a brand. Advertise as much as you can”</p> <p>“I post pictures on my FB page, Instagram and the Etsy promotional pics which are taken through my phone.”</p> <p>“I process my orders through Etsy but do most of my promotion through Facebook. Seeing my Facebook posts, friends and family can go to my Etsy store to buy things.”</p> <p>“, I’ve started doing a lot more publicity through Facebook posts, that could be a reason (for my increase customer base)”</p>

Learning on the job and through the job's media	"I can afford to be innovative and borrow ideas from big businesses but do it on a smaller scale, you know?"
Ongoing Necessity for relevance and innovation	<p>"Also, I think that you should know (how) to sell yourself as a brand. Advertise as much as you can and be professional—just because you're selling online doesn't mean that you shouldn't have proper posters and labels for your products."</p> <p>"I've been really busy trying to expand my business. I recently started stocking my stuff in the Chattanooga markets as I said before, filling out the Etsy orders, the market orders and sending my goods to the other stores which want to stock products from ABC takes up most of my time."</p>
Social influence contributing to selecting social media for profession	"My friends and family have always been using these social media outlets. Most of my family and friends are on Facebook, but it isn't really as good as Etsy for selling stuff, so I process my orders through Etsy but do most of my promotion through Facebook. Seeing my Facebook posts, friends and family can go to my Etsy store to buy things."
Advantages of new profession	"To be honest, I feel that just our starting point is different (sic). I started (my business) online, working from my own home and mailing orders without having any direct or you know, face to face customer interaction, whereas many other small store owners had to rent out a store and speak to customers when they came in. But I think that our end game is the same—we just want to expand our business and increase its popularity."
Differences between personnel in the same profession	
Opportunity for newcomers/novices	"Well you know Etsy, right? It's sorta like a YouTube for us small (business) owners who create things in limited quantities (and) want to sell stuff. We obviously can't sell on huge retailers like amazon, because we aren't big enough and we don't want to have to rent out shops (for selling our goods), hence Etsy allows niche markets to sell online."
Self-employed and self-reliant—Not answerable to anyone	
Inequity in profession due to certain competitors	"And... Well it's not all good, you know? Like, in the initial days of my business, someone reported me on Etsy for. Trying to 'copy' their store and products because they were on Etsy before me. I was pretty affronted as I got a warning on the site and I had to explain my case to them after which everything got sorted (out)."
Changing landscape of social media	

Good photo and video quality requisite	<p>“I post pictures on my FB page, Instagram and the Etsy promotional pics which are taken through my phone”</p> <p>“...I usually use my phone just to take pictures.”</p> <p>“Better cameras? But they’re coming out with them every year, so that seems kinda moot now.”</p>
Additional equipment used	
Benefits of features offered by social media	<p>“Well you know Etsy, right? It’s sorta like a YouTube for us small (business) owners who create things in limited quantities (and) want to sell stuff. We obviously can’t sell on huge retailers like amazon, because we aren’t big enough and we don’t want to have to rent out shops (for selling our goods), hence Etsy allows niche markets to sell online.”</p>
Power of Tagging	
Need for Inter-connectivity in social media outlets	<p>“but here’s a far-fetched thought that I had—it would be way easier if there was a ‘buy’ button on Facebook that would directly lead my customers to the checkout cart on Etsy?”</p>
Informed audience	
Support from third party traditional professions	<p>“I have been accepted into the Chattanooga Market, you know, the big one every Sunday? And also can be a vendor at the other three they host.”</p>
Need for standardisation and simplification for content creation	
Transitioning into bigger opportunities related to their field	<p>“I have been accepted into the Chattanooga Market, you know, the big one every Sunday? And also can be a vendor at the other three they host.”</p> <p>“Honestly, I’ve been really busy trying to expand my business. I recently started stocking my stuff in the Chattanooga markets as I said before, but I’ve been having back problems so filling out the Etsy orders, the market orders and sending my goods to the other stores which want to stock products from ABC apothecary takes up most of my time.”</p> <p>“But I think that our end game is the same—we just want to expand our business and increase its popularity.”</p> <p>“I was thinking of subscription boxes like Ipsy and BeautyBox? I want to start one personalised subscription box for ABC as well, where, for a set amount of money each month, you’ll get a box full of ABC products and samples. I think that it’ll be a double edged</p>

	sword here, you know? I'll have a set amount of money coming in every month because of this, the customers will get more than their money's worth in the box and if they like something then they can order the full sized products off the Etsy site.”
Creation of Social Media Outlet specific to profession	
Impact of policies in social media outlets	“I think that the people in-charge of policy are fair. Happy that they took care of it (the reporting incident)”
New professions creating newer professions	
Cyberbullying	“I will not have a fit. I will keep my peace. I purchased a font that I absolutely love(ed) (and) then I went to make the border and label for my Mesuline Bath Salts and Divine Feminine Bath salts. And then when I went to Etsy to check my messages and BOOM there on my "recommended" listings was a bath salt by the woman who says I copy her- remember I told you before? I'm again innocent! I didn't want to spread negativity, but last time it wasn't just that she'd reported me, her followers accused me of copying her and sent many spiteful emails and messages. Anyways, coming back to this situation, this product that she had, it was the same font and the same picture but different product. I (right) about screamed! This woman has taken all the famous pictures and made something out of them. I have stayed far away from her and had no idea what she even had on her page (sic) but often times her items come up as recommended for me. I am about to say f___ it and use the font and picture but I don't want to be accused by her or her following again. My products are my own and I work hard. I have lost countless nights and hours of work to this woman I refuse to go through this again! I already changed so many of my things to further separate myself from her. I don't even use certain words because I was rabidly attacked by one of her friends. I shouldn't have caved to begin with; it just made it easier for them to come back and bully me therefore I don't want to do this again. I still fully believe she is the reason my sales dropped for a couple of months and I have just gained momentum back so I fear losing it again. I will not name her though, I have no desire to start drama. I am just venting.”

Appendix I.2: Descriptive coding for participant 3 (comedy and lifestyle vlogger)

<u>DESCRIPTIVE CODE</u>	<u>QUOTE FROM THE INTERVIEW</u>
Profession's description	<p>"I am a vlogger and erratic blogger. I say erratic blogger because blogging is just a hobby and not something that I update frequently (sic). Vlogging par (sic) I do much more regularly."</p> <p>"I make (videos of) what I see around me. I'm not limited to just one thing. I usually do a lot of videos related to social media, movie reviews, funny stuff about people, also blogs about the events that me and my friends (sic) attend"</p> <p>"Yep, I'm part of it (the YouTube Partner Program). I started my YouTube channel in October 2014 and blog in Jan-Feb 2015."</p>
Starting social media outlet	"YouTube for my vlog and WordPress for my blog and yes, they are the main things that I use to publish my vlogs and blogs "
Expertise in their field	
Starting/prior interest in field	"I started my YouTube channel and blog just to be comfortable with myself. It makes me feel happy and satisfied to express (myself) through videos and if someone else benefits by learning through my experiences, that was even more better (sic)."
Collaborations with peers for mutual benefit	<p>"I also do collaborations with other YouTubers about fun things that may be common between our channels. Collabs help in exposure to new audience and an exchange of audiences between us."</p> <p>"Well, collabs help in getting more viewers. You get the combined audience of your own and the person you collaborate with ka (sic) channel. So their audience might get interested in watching your videos and vice versa."</p>
Professionally relevant workshops and learning centres	
Professional status	"I started it planning to make it a full time career. It's not like I'm not doing other things though; it's been two months since I started working part time for a Bollywood media house."
Ethical Responsibility	
Income, expenditure and taxes	"Yes, since I'm the 'sole proprietor' of my YouTube channel, it is taxable. But I can deduct my business expenses from it. So if I have spent something which is directly needed for my channel, that amount of money is deductible, and I don't have to pay taxes on it."

Precise planning and frequency of posts	
Primary social media outlet used	“YouTube for my vlog and WordPress for my blog and yes, they are the main things that I use to publish my vlogs and blogs”
Motivation and rationale	<p>“I started my YouTube channel and blog just to be comfortable with myself. It makes me feel happy and satisfied to express (myself) through videos and if someone else benefits by learning through my experiences, that was even more better(sic).”</p> <p>“I started my YouTube channel as i was always fascinated by this life”</p> <p>“I take time for my YouTube (channel) and blog as it keeps me sane from all the stress and anxiety issues I face.”</p> <p>“I loved watching YouTube videos, you see? I came across a lot of YouTubers doing this who manage to bring a lot of people together and are trying to make world a better place one video at a time. I felt if i started this, may be, it will bring a smile on one face at least. And like I said, I was very fascinated with YouTube and vloggers. According to me it's the most powerful medium for sharing videos.”</p>
Research regarding sCommerce for profession	<p>“I didn’t look at any other available outlets (prior to starting) because I didn't want to start Vlogging on any other ‘medium’ as you call it. For me, there is no research (required) to start a YouTube channel (sic). If you are certain that you want to start a channel, you just have to keep one thing in mind (and that is) what kind of content you want to make. Once you do that, then you are all set to go.”</p> <p>“(Now) I like to keep up to date. It helps all kinds of audience if I use any other medium. ”</p> <p>“(The most recent medium that I’ve started to use as a result of this is) Snapchat”</p>
Help from peers/mentors	“I came across a lot of YouTubers doing this who manage to bring a lot of people together and are trying to make world a better place one video at a time.”
Supplemental skills needed for profession	“Nope, (I) just learnt (video-editing)as I started”
Benefits of use of mobile devices and applications	<p>“Yes (I use mobile devices in your profession)”</p> <p>“A lot (of the content is promoted/advertised through mobile devices). Spreading the word is through messages on mobile devices only”</p>

	<p>“I just share the content through it! Like I post the blog after I edit it through my PC. But stuff like sharing it on my Facebook page, or snapchatting parts of it to my followers or sharing a link on Twitter, I mainly do using my phone. Stuff like Instagram and snapchat toh (sic) you have to use through your phone, they are mobile apps!”</p> <p>“Yes, as I’m only ever using my PC while video editing. After that, I just use my phone.”</p> <p>“Yes. It (mobile devices) helps (the) viewing experience (of videos) (become) very easy! ”</p> <p>“Yes. I do (use mobile devices to reply to my audience).”</p>
Hiring other professionals to support their profession	
Lack of mobile optimisation and deficiency of requisite mobile features	
Deficiency in social media features	<p>“I would like them (social media outlets) to give newbies more chance to help them grow! So like more featurettes on us and a few ads and recommendations on our behalf? If they don’t help us reach out to the audience and only keep promoting the bigwigs in the industry, then us relatively small fellows won’t have a fair chance.”</p>
Audience participation and Interaction with audience	<p>“No, it’s views, likes, sub(scriber)s, everything!”</p> <p>“Well, collabs help in getting more viewers. You get the combined audience of your own and the person you collaborate with ka (sic) channel. So their audience might get interested in watching your videos and vice versa.”</p> <p>“Yes (I respond to my audience’s comments/questions)”</p> <p>“I respond to every comment. They are making my channel grow. It is my responsibility to grateful about it and respond!”</p> <p>“They (secondary supplemental social media outlets) have helped me to reach different kind(s) of audience. And like I said earlier, good publicity allows more people to come see my videos!”</p>

	<p>“Yes (the audience/customer base has increased in the time period that I’ve been in my field)”</p> <p>“The audience has grown eventually but it is slower than I want it to be though”</p> <p>“Also I feel that there is more of a direct interaction with the audience as they see your face and not the company, the traditional company that you’re saying. It just is more personal!”</p>
Use of secondary supplementary Social Media outlets	“Yep, Facebook, Twitter, Instagram and snapchat. And WordPress also! In my free time, I do blogging.”
Need for activity on multiple outlets	“The content (that) i can’t share it on my YouTube channel, goes on my blog. And the other stuff I use to get the word out about my channel. Your subscribers are present in many social media outlets and it is good exposure and publicity.”
Need for Publicity and promotion	<p>“Spreading the word is through messages on mobile devices only!”</p> <p>“The content (that) I can’t share it on my YouTube channel goes on my blog. And the other stuff I use to get the word out about my channel. Your subscribers are present in many social media outlets and it is good exposure and publicity.”</p> <p>“They (supplemental secondary social media outlets) have helped me to reach different kind(s) of audience. And like I said earlier, good publicity allows more people to come see my videos!”</p>
Learning on the job and through the job’s media	“One can always learn as the time passes. That’s what I did! I started making videos and learning video editing through YouTube tutorials simultaneously!”
Ongoing Necessity for relevance and innovation	
Social influence contributing to selecting social media for profession	
Advantages of new profession	“I have become more confident- is said by a lot of people. I can be myself without being judged and that’s what I have heard from people ”
Differences between personnel in the same profession	“If they don’t help us reach out to the audience and only keep promoting the bigwigs in the industry, then us relatively small fellows won’t have a fair chance.”

Opportunity for newcomers/novices	
Self-employed and self-reliant—Not answerable to anyone	“Well we can work from home mostly and on our own and talk about what we’re passionate about.”
Inequity in profession due to certain competitors	“If they (social media outlets) don’t help us reach out to the audience and only keep promoting the bigwigs in the industry, then us relatively small fellows won’t have a fair chance.”
Changing landscape of social media	
Good photo and video quality requisite	“I’m not sure about it (features needed in mobile devices), but better cameras? But they always improve it, I guess. I’m pretty happy with what we’ve got as of now.”
Additional equipment used	
Benefits of features offered by social media	<p>“Well, it (the YouTube Partner Program) helps me early only through my content using advertisements and paid promotions.”</p> <p>“According to me it’s the most powerful medium for sharing videos.”</p> <p>“I think social media has a part to play in it. Hell, my audience wouldn’t exist if not for social media!”</p> <p>“YouTube is one of the best way(s) to be yourself without worrying about what anyone else thinks. It is sure difficult to be a successful one but it is worth it!”</p>
Power of Tagging	
Need for Inter-connectivity in social media outlets	
Informed audience	“Your subscribers are present in many social media outlets and it is good exposure and publicity. In fact, they themselves ask in the comments about your presence on different outlets.”
Support from third party traditional professions	“But if I do a brand video, it is a different thing.”

	<p>“(A) Brand video is a promotional video. So I not only get paid by YouTube for the likes, views and all, I also get paid by (the) brand.”</p> <p>“Yes (a brand video is a sponsored video from companies)”</p>
Need for standardisation and simplification for content creation	
Transitioning into bigger opportunities related to their field	“It's not like I'm not doing other things though; it's been two months since I started working part time for a Bollywood media house.”
Creation of Social Media Outlet specific to profession	
Impact of policies in social media outlets	“I would like them (social media outlets) to give newbies more chance to help them grow! So like more featurettes on us and a few ads and recommendations on our behalf? If they don't help us reach out to the audience and only keep promoting the bigwigs in the industry, then us relatively small fellows won't have a fair chance.”
New professions creating newer professions	
Cyberbullying	

Appendix I.3: Descriptive coding for participant 4 (online patisserie owner)

<u>DESCRIPTIVE CODE</u>	<u>PARTICIPANT QUOTE</u>
Profession's description	"I am the owner of an online store—I own a patisserie where I create made to order French neoclassical entremets and macarons."
Starting social media outlet	
Expertise in their field	"My cakes have been features in vogue and cosmopolitan has done a feature on me."
Starting/prior interest in field	"I have a bachelor's degree in Sciences where I majored in Physics but then I took up an internship in the patisserie kitchen of one of the premier five star hotels in Delhi. I obviously don't want to name names, but the hours were long and we weren't getting paid that very much. But I enjoyed what I was doing in terms of creating new flavours and thought maybe physics was not what I was supposed to do... so I applied to get into a pastry school in Paris and got in and that was that! So it was never a hobby, you see? It was just circumstances and mainly... coincidence? Or fate!"
Collaborations with peers for mutual benefit	"I have collaborated with well-established organisations and included my products in their goody bags (sic)"
Professionally relevant workshops and learning centres	
Professional status	"No, this is my primary profession. I am the sole owner. I have my own kitchen set up in my own house—with an industrial fridge and ovens along with all the other necessary equipment."
Ethical Responsibility	
Income, expenditure and taxes	
Precise planning and frequency of posts	
Primary social media outlet used	"I use Instagram and WhatsApp. Instagram for publishing pictures with details about the types of cakes and macaron flavours along with the details of contacting me like my (phone) number and email id. And using my phone number people can either directly call me or use WhatsApp to message me about their orders."

Motivation and rationale	“But I enjoyed what I was doing in terms of creating new flavours and thought maybe physics was not what I was supposed to do... so I applied to get into a pastry school in Paris and got in and that was that! So it was never a hobby, you see? It was just circumstances and mainly... coincidence? Or fate!”
Research regarding sCommerce for profession	“No, not actually. I do read the news and stuff so I get to know about popular media in that way, but I don’t deliberate search for new things.” “I haven’t actually started using anything. Ive heard a lot about snapchat but never really got into it.”
Help from peers/mentors	
Supplemental skills needed for profession	“No (supplemental skills in terms of operating the mobile device), just normally operating your camera.” “I try to incorporate French flavours and techniques in a very authentic way. I keep changing the menu, innovating it (sic). People like new and unique things and that’s what my patisserie gives them.”
Benefits of use of mobile devices and applications	“Yes (I use mobile devices in my profession).” “Instagram is a mobile app and you can upload pictures only through your phone and same with WhatsApp, it is a mobile messenger so almost everything I do is through my phone.” “Yes (I post all my content through my mobile device)” “Yes (I view all my customers’ responses through my mobile device)” “Like I said convenience (sic). I can post whenever I want to and immediately when I feel like it. I can film my glazing or take a picture of it on Instagram and post it instantaneously and then after decorating it, I can post a finished pic.” “No. I just use Instagram, WhatsApp and Facebook and those can be accessed through any smartphone.”
Hiring other professionals to support their profession	
Lack of mobile optimisation and deficiency of	

requisite mobile features	
Deficiency in social media features	“So Facebook has the option to rate the page of a joint, restaurant, store and places like that. So obviously PQR also gets rated. I had a perfect five-star rating till some time ago. Then someone who hadn’t even ordered from me left me a four-star rating (sic). I loved having a perfect rating because I put in extra efforts but it got messed up by this person who probably hasn’t even tried my products! I wish there was any way Facebook could validate these reviews so that they can only be left by actual customers.”
Audience participation and Interaction with audience	“I feel like my customers like to see the process and therefore get more involved. I can see it in their own comments! And the positive feedback they give me both on WhatsApp and Instagram.” “(I respond to my customers’ comments/questions) sometimes, not usually on Instagram. But definitely on WhatsApp! That’s how I get my orders in.” “Oh yes, definitely (the customer base has increased in the time period that I’ve been in my field?)”
Use of secondary supplementary Social Media outlets	“I share PQR’s posts through Instagram onto Facebook.”
Need for activity on multiple outlets	“I use Instagram and WhatsApp. Instagram for publishing pictures with details about the types of cakes and macaron flavours along with the details of contacting me like my (phone) number and email id. And using my phone number people can either directly call me or use WhatsApp to message me about their orders.” “Almost everybody’s on Facebook nowadays and I can promote PQR more through it.”
Need for Publicity and promotion	“Almost everybody’s on Facebook nowadays and I can promote PQR more through it.” “More comments and more exposure (by using social media to promote PQR), I guess! Maybe more orders as well?” “I think that other patisseries use social media pages for just promoting their pages but for me it’s my main avenue for selling my creations apart from the added bonus of promotion.”
Learning on the job and through the job’s media	
Ongoing Necessity for relevance and innovation	“I think it is because of the quality of my cakes and macarons. I try to incorporate French flavours and techniques in a very authentic way. I keep changing the menu, innovating it (sic). People like new and unique things and that’s what my patisserie gives them.”

	<p>“I also go for new kinds of training to innovate my style and I have recently started organising bakery master classes. What I’m saying is that if you do your job well and know your stuff and keep updating your style and bringing something new to the table consistently, you don’t need to conform to what you’ve been referring to as a ‘traditional profession’, like, I think I’m doing okay without a physical store!”</p>
<p>Social influence contributing to selecting social media for profession</p>	<p>“(I picked Instagram and WhatsApp because of) Familiarity, I guess? I use WhatsApp a lot for interacting with family and friends. It’s really convenient. I also think it’s used by the majority of people in Delhi, so it seemed like a good choice. Instagram I picked because I think that people respond more to food pictures more than just reading the descriptions or the menu. So I try to take pictures from the best angles of my creations and put it up online.”</p> <p>“Almost everybody’s on Facebook nowadays and I can promote PQR more through it.”</p>
<p>Advantages of new profession</p>	<p>“I just don’t have my own physical store. My stuff is made to order and I have a kitchen in my own house which is really convenient for me. You can’t just walk in and try and buy stuff unlike the other bakeries and patisseries and according to me that makes my stuff more exclusive. I think that other patisseries use social media pages for just promoting their pages but for me it’s my main avenue for selling my creations apart from the added bonus of promotion.”</p> <p>“...if you do your job well and know your stuff and keep updating your style and bringing something new to the table consistently, you don’t need to conform to what you’ve been referring to as a ‘traditional profession’, like, I think I’m doing okay without a physical store!”</p>
<p>Differences between personnel in the same profession</p>	
<p>Opportunity for newcomers/novices</p>	
<p>Self-employed and self-reliant—Not answerable to anyone</p>	<p>“I am the sole owner.”</p>
<p>Inequity in profession due to certain competitors</p>	
<p>Changing landscape of social media</p>	

Good photo and video quality requisite	<p>“Instagram I picked because I think that people respond more to food pictures more than just reading the descriptions or the menu. So I try to take pictures from the best angles of my creations and put it up online.”</p> <p>“I can film my glazing or take a picture of it on Instagram and post it instantaneously and then after decorating it, I can post a finished pic.”</p> <p>“A good camera is important though and I use an iPhone which has a pretty good camera.”</p>
Additional equipment used	<p>“I have my own kitchen set up in my own house—with an industrial fridge and ovens along with all the other necessary equipment.”</p>
Benefits of features offered by social media	<p>“I use WhatsApp a lot for interacting with family and friends. It’s really convenient. I also think it’s used by the majority of people in Delhi, so it seemed like a good choice. Instagram I picked because I think that people respond more to food pictures more than just reading the descriptions or the menu.”</p> <p>“More comments and more exposure (by using social media to promote PQR), I guess! Maybe more orders as well?”</p> <p>“I think that other patisseries use social media pages for just promoting their pages but for me it’s my main avenue for selling my creations apart from the added bonus of promotion.”</p>
Power of Tagging	
Need for Inter-connectivity in social media outlets	
Informed audience	
Support from third party traditional professions	<p>“I have collaborated with well-established organisations and included my products in their goody bags (sic). My cakes have been features in vogue and cosmopolitan has done a feature on me.”</p>
Need for standardisation and simplification for content creation	
Transitioning into bigger opportunities related to their field	

Creation of Social Media Outlet specific to profession	
Impact of policies in social media outlets	“I wish there was any way Facebook could validate these reviews so that they can only be left by actual customers.”
New professions creating newer professions	
Cyberbullying	

Appendix I.4: Descriptive coding for participant 5 (beauty blogger)

<u>DESCRIPTIVE CODE</u>	<u>PARTICIPANT QUOTE</u>
Profession's description	"But I don't write for any brand particularly. I write about products I genuinely like and use. I create looks on myself that are doable for any girl and describe step by step in the article to understand how and what I use"
Starting social media outlet	"I have my own website; I've got my own domain name there. I got my site name registered which is why I gotta pay a yearly rental. It's www.DEF.com and I renew my domain every year"
Expertise in their field	
Starting/prior interest in field	
Collaborations with peers for mutual benefit	
Professionally relevant workshops and learning centres	
Professional status	<p>"Besides blogging and actually because of the love for make-up that it promoted to everyone, I work as a makeup artist with several production houses. I've worked on several music videos for Rajshri, Veda Production, brides, Photoshoot etc."</p> <p>"Also, I've done my acting course from GHI's acting academy called Actor Prepares and also worked on some ads, a short film, and several TV Shows. I'm sure there's more to come on this tangent as well and I'm excited about it."</p>
Ethical Responsibility	"Whether I make blogging as my profession or not. I want girls to know me as a person they approach for their beauty related queries, somebody they know they can trust with when it comes to recommendation, coz I don't believe in lying, if a product doesn't work it doesn't work. I wouldn't promote it."
Income, expenditure and taxes	"This is not my source of income yet, per say! I don't write for any brand or company, however, because of my blog's exposure, it has gotten me I work as a make-up artist in Mumbai (sic). I also travel for shoots, brides (sic), music video shoots, etc."
Precise planning and frequency of posts	"Like I said, I use my iPhone on a daily basis to update Instagram and Facebook"

Primary social media outlet used	<p>“I have my own website; I’ve got my own domain name there. I got my site name registered which is why I gotta pay a yearly rental. It's www.DEF.com and I renew my domain every year”</p> <p>“...I mean that is the site name and it works on WordPress.”</p> <p>“Yeah I used the existing elements on WordPress and designed it. It’s damn simple ya (sic)!”</p>
Motivation and rationale	<p>“My friends always believed I had some skill, my cousin who is a renowned fashion blogger wanted me to start blogging. So it just started randomly by me sharing my product knowledge. However, I’ve come a long way. I love interacting with girls who need beauty advice or skincare tips. As a person, I love helping people, that’s the atmosphere I grew up in. Hence, my blog is close to me. I’ve gained a lot of respect and fame through it, actually more than I expected (to)!”</p> <p>“I think it’s (blogging) fun. If you enjoy it, you will make it big, provided you have patience. If you do it with the sole purpose of earning money it will make things difficult for you and you will feel tired. Recently, I have not only been blogging about beauty but also expressing based on my experiences with my current TV Show (MNO), on how we all have dreams and how we struggling. This is a part of inner beauty and my sole purpose is to connect with people. So I see my blog moving on from being a beauty blog to a blog/brand or person (sic) people would like to turn to for positivity, ideas, beauty, and confidence and know that we are all same.”</p>
Research regarding sCommerce for profession	<p>“No research at all actually, apart from a recommendation that my friend gave me about reserving the domain name for my website.”</p>
Help from peers/mentors	
Supplemental skills needed for profession	<p>“It always gives you an upper hand if you know how to make videos, edit etc. But, for my blog, like I said, I love being honest and writing from the heart. I don’t think you need any experience for that!”</p> <p>“(Extra skills in terms of operating mobile applications are) not really (needed). Not that I use of. Depends on a person I’d say! I did download Facebook, Instagram and WordPress but I didn't have to learn to use them. It's pretty much direct!”</p>
Benefits of use of mobile devices and applications	<p>“Yes I do (use mobile devices in your profession)”</p> <p>“Like I said, I only work on (sic) Facebook, Instagram and my website. I access them all through my iPhone.”</p> <p>“I don’t always use my mobile to create content. Sometimes, I write my articles on my phone.”</p> <p>“Like I said, I use my iPhone on a daily basis to update Instagram and Facebook”</p>

	<p>“Usually yes, (I view all my customers’/audience’s responses through mobile devices)”</p> <p>“Yeah it's (using mobile devices makes it) easier to get in touch with people and quicker too!”</p> <p>“I do use my phone mainly to reply on (the) spot.”</p>
Hiring other professionals to support their profession	“Also, I hire a professional photographer for my blog shoot to give detailed images and information about my look/product review.”
Lack of mobile optimisation and deficiency of requisite mobile features	
Deficiency in social media features	
Audience participation and Interaction with audience	<p>“I always look forward to solving queries by my amazing readers. I feel connected to them and it inspires me to work more.”</p> <p>“But it’s been on regularly for the last seven months and I have got a fantastic response from my readers and Instagrammers.”</p> <p>“People admire me and my work and they trust me with my work and it is the most encouraging thing ever!”</p> <p>“Yes, I love interacting with my readers. It’s a great feeling. I also post their lovely feedback and positive comments on Instagram and Facebook. I want my readers to feel appreciated. My blog is not just a read and go thingy (sic). It is a two-way relationship; I want my readers to know me as a person and that I am grateful for them.”</p> <p>“It (the audience to my blog) has (increased), however not as fast I thought it would, but it surely has increased and I have no regrets as I have also been busy shooting and modelling so I can’t give my entire week/weeks or month to the blog (sic).”</p>
Use of secondary supplementary Social Media outlets	“Apart from Facebook and Instagram? No I don’t.”

Need for activity on multiple outlets	“I use Facebook, Instagram and my website. The website has detailed information while Facebook and Instagram spreads awareness.”
Need for Publicity and promotion	“. The website has detailed information while Facebook and Instagram spreads awareness (about my blog).” “For the publicity of blog posts and reaching more people, they’ve (Facebook and Instagram) helped me do that.”
Learning on the job and through the job’s media	“It’s been years I’ve been working now and I’ve learnt so much, there is of course more to learn each day with each client/shoot and I look forward to it.” “I randomly came up with #ShamelessSelfie and it pretty much became my thing.”
Ongoing Necessity for relevance and innovation	
Social influence contributing to selecting social media for profession	
Advantages of new profession	“A lot of people have made it huge in the world of web. A lot of women and make-up artists/professional refer to blogs and video to learn more. You have people like Kandee Johnson, Michelle Phan, Bethany Mota, Promise Phan, Bunny Meyers who have seven million subscribers, their own meet and greets sponsored by other companies and their own makeup lines as well! They’ve accomplished things which small physical store owners couldn’t. In the field of beauty we learn new thing every day. It has made a difference in traditionally accepted professions. We all use social media as reference nowadays!”
Differences between personnel in the same profession	“You have people like Kandee Johnson, Michelle Phan, Bethany Mota, Promise Phan, Bunny Meyers who have seven million subscribers, their own meet and greets sponsored by other companies and their own makeup lines as well! They’ve accomplished things which small physical store owners couldn’t.”
Opportunity for newcomers/novices	
Self-employed and self-reliant—Not answerable to anyone	
Inequity in profession due to certain competitors	

Changing landscape of social media	
Good photo and video quality requisite	<p>“Also, I hire a professional photographer for my blog shoot to give detailed images and information about my look/product review.”</p> <p>“There are times I use my iPhone to click selfies of my look and post it on my Instagram...”</p> <p>“Never really bought any device specifically. I hire a professional photographer that’s it.”</p>
Additional equipment used	
Benefits of features offered by social media	<p>“Yeah I used the existing elements on WordPress and designed it. It’s damn simple ya (sic)!”</p> <p>“That’s because it’s easy to understand and customise. Didn’t want a lot of clutter and found WordPress to be the best for that! ”</p> <p>“In the field of beauty we learn new thing every day. It has made a difference in traditionally accepted professions. We all use social media as reference nowadays!”</p>
Power of Tagging	<p>“There are times I use my iPhone to click selfies of my look and post it on my Instagram with #ShamelessSelfie. I randomly came up with #ShamelessSelfie and it pretty much became my thing.”</p> <p>“Honestly, the more the tags, the more the views (on your post) Instagram! You can even search for posts on Facebook using hashtags, so yeah, hashtags are pretty useful!”</p> <p>“I have some of my fixed tags like #MumbaiBlogger #Blogger and all. You can use up to 30 tags on Instagram and I try to create my own apart from using the common ones that most people use on their posts.”</p>
Need for Inter-connectivity in social media outlets	
Informed audience	
Support from third party traditional professions	
Need for standardisation and	

simplification for content creation	
Transitioning into bigger opportunities related to their field	<p>“I would love to move on to YouTube as it really helps when it comes down to beauty and also adds a personal touch with the viewers but I haven’t got the time to do so.”</p> <p>“Like I said though, the blog has brought me some of the work as a makeup artist as well!”</p> <p>“I would love to move on to YouTube. A lot of people have suggested me to start filming videos. I have decided on a particular location in my room. I need to invest in tools to start filming. Then I can link my blog and blog together!”</p>
Creation of Social Media Outlet specific to profession	“Something like Twitter app for make-up specifically maybe, where I could interact with make-up enthusiasts and girls regarding beauty and all that comes under this tangent.”
Impact of policies in social media outlets	
New professions creating newer professions	
Cyber bullying	

Appendix I.5: Descriptive coding for participant 6 (fashion and lifestyle vlogger)

<u>DESCRIPTIVE CODE</u>	<u>PARTICIPANT QUOTE</u>
Profession's description	“I’m a YouTuber. I run my YouTube channel called fashionista ferret it’s related to fashion comedy and dance because of basically what I am and what I really like.”
Starting social media outlet	“See, how I started is that I had a Facebook page before I had a YouTube channel. So what I used to do is that I was very passionate about fashion from the beginning only. So I used to put pictures, look of the day, and all that stuff and articles and blogs; I had a blog also! It’s still there, but I’m not active on that. So what I realised that how I’m gonna stand out from the rest of the bloggers and fashionistas out there. How I can be more expressive to the audience like how can all these audience that want to learn fashion how can they learn better. Not through pictures of course because video is 2-d, 3-d and it can move and it can talk inside and so many things can happen in a video! So that’s how I thought I want to upload videos”
Expertise in their field	
Starting/prior interest in field	<p>“(I) Always wanted (vlogging) to be a serious profession, definitely! That was my passion!”</p> <p>“Definitely, I had a Facebook page earlier, so used to put (the) same there (content), but yeah but YouTube is specifically for videos, so that’s the reason why is started the YouTube channel.”</p> <p>“When I was doing engineering in my second year, I went into modelling and I went to MNO Miss X and I was the second runner up there, so from there, my whole life took a professional turn towards modelling. But when I entered this industry, I realised that this industry is very dirty and all. And I’m just wasting time there! So I really knew from that time that I wanted to do something in fashion, it was not about the job, I just decided that I would do anything in fashion. Something really creative and specifically towards fashion but obviously creative. But of course, I’m living away from my family, so I had to take up a job so that I could settle here in Mumbai, so I got my first job from JKL and I was really earning quite a lot. So for one year I was doing those corporate jobs and marketing and all that stuff which I got in from JKL, but finally I shifted, I left the job, I was free for few months, that was the period where I decided that I want to take YouTube very seriously and now whatever I do will just be in league with my passion and in the fashion world because that's what I did in YouTube. So then I started interviewing in lots of fashion companies and firms, I did a lot of freelance projects as a fashion consultant, so that's how my profile started building, I started making my own videos, then that's how I got into XYZ.com because they saw my YouTube channel and they thought that I’m very good at it and I can edit and I can do all that stuff and create stuff and I’m from a technical background so I can handle their business development also, so that' show I got into this. So it was all like—not that planned, but I knew that I want to go in this direction.”</p>

<p>Collaborations with peers for mutual benefit</p>	<p>“Ok, so being very honest with you run I haven't done any collaboration with anyone except (with) the really good videographers. So I shoot my own videos. But I've collaborated with the other videographers who make really good videos and wanted to experiment. But as per say the talent in the videos, I haven't really collaborated with anyone because there are very few subscribers on my channel right now, as in not few but maybe 2000+ subscribers. But then you then have to find the kind of content you make—you have to find similar kind of people to collaborate with.”</p> <p>“So for me right now it's not that feasible also because I'm not able to get in touch with them (possible collaborators) because even if this YouTube Space and YouTube partner all these programs give you guidance and allow you to get contacts of similar YouTubers once you have 10k+ subscribers”</p> <p>“...Before that it is very difficult to get in touch with the right people whom you can collaborate with so that it'll be beneficial for the both of you (the collaborators).”</p> <p>“I don't wanna collaborate with people who have less subscribers than me (sic). So that's how it works and frankly I don't have that much of time to (do it) because it's very difficult to get in touch with all these kinds of people.”</p> <p>“...Because collaborating doesn't work that way ki—let's collaborate! You have to be good friends with them. You have to share a certain level of commitment as in comfortableness with those. So just you coming on their channel will benefit them. So just collaborating with people takes time.”</p>
<p>Professionally relevant workshops and learning centres</p>	<p>“So for me right now it's not that feasible also because I'm not able to get in touch with them (possible collaborators) because even if this YouTube Space and YouTube partner all these programs give you guidance and allow you to get contacts of similar YouTubers once you have 10k+ subscribers”</p> <p>“Otherwise (for example) all those (YouTubers) with 400 subscribers and all you can meet all those people in YouTube Space because you have (separate) categories (of YouTubers) with different numbers of subscribers which have workshops. So we're not allowed to go in every workshop. So it's depending on the number of subscribers we have.”</p> <p>“These are the physical meeting (type of workshops). Because online YouTube has the YouTube Creator Academy where you can learn everything—how to make, how to put up content, everything what you can do, how to start your YouTube channel, everything! But these workshops are actually made for the physical guidance, if you wanna learn specifically from some person, you need personal guidance, you need personal assistance.”</p>
<p>Professional status</p>	<p>“Other than that, I am working as a head stylist, like the style editor at ‘XYZ.com’ and their business developer.”</p>

	<p>“-They (XYZ.com) also have a big YouTube channel so I’m doing both professionally.”</p>
Ethical Responsibility	
Income, expenditure and taxes	<p>“So that’s how I’m managing my survival (and) everything that we’re doing something in a professional world also where we get everything—we get money and everything but simultaneously also making your own videos is not gonna get you that much money and that will not help survive in Mumbai or anywhere. If you're at home, living with your parents, then it’s fine, but if you're living on your own then YouTube and making videos is not just what you can do in the initial period of time.”</p> <p>“No you don't earn from Facebook videos, see the point is, when you upload videos even on YouTube you don't earn that much (unless) your views are not—more than a lakh or something. Otherwise hardly you’ll get anything! For example if you have 1 lakh views, you’ll get 2-3 thousand rupees so even putting videos on YouTube is not giving that much money to us.”</p> <p>“See yeah, not right now, but Revlon approached me and they gave me products and some money too—so I’m happy, at least I’m getting something from making one video, but if we talk about YouTube and I have just 3000 views on my channel, I’m hardly gonna get Rs10”</p> <p>“So they (hired videographers) were really good and I, at that time, I was earning a lot from my other job; so I had the money to put into all these production of the videos-”</p> <p>“So what I realised is that if I’m gonna Put so much of money on one video, you know, the return on that investment was very less! Because you are in the experimental mode in the beginning! So you don't want to invest that much into all these production stuff...”</p>
Precise planning and frequency of posts	<p>“But see, when you want to run such a big channel and when you want to commit so much to your audience that you will upload video(s) on every Wednesday or Saturday or every week, you cannot depend on people to make videos for you because you want it to be very seriously but others don't!”</p>
Primary Social Media outlet used	
Motivation and rationale	<p>“And from my background—I’m an engineer, I’m a JKL student...”</p> <p>“Yeah I’m an engineer and for me, I figured out that this is my passion and it took (me) a long time (to transition) because when you need to shift from one profession to another, it takes time and effort. So while I was doing my JKL-ian jobs and whatever typical corporate jobs, I started this because this kept me going; this was because my passion! I was feeling happy that ok, at least I was doing something in my life. So it was pretty much what I wanted (and) not a hobby or something like that (sic).”</p>

	<p>“See, how I started is that I had a Facebook page before I had a YouTube channel. So what I used to do is that I was very passionate about fashion from the beginning only. So I used to put pictures, look of the day, and all that stuff and articles and blogs; I had a blog also! It’s still there, but I’m not active on that. So what I realised that how I’m gonna stand out from the rest of the bloggers and fashionistas out there. How I can be more expressive to the audience like how can all these audience that want to learn fashion how can they learn better. Not through pictures of course because video is 2-d, 3-d and it can move and it can talk inside and so many things can happen in a video! So that’s how I thought I want to upload videos”</p> <p>“Ok, I’m gonna answer this personally, and the thing is this is what I love! I don’t like desk jobs. I’m a free soul! I don’t want to be caged in a desk job in some office. I’m a very creative person and I think that creativity shouldn’t have any limits and these kind of professions—YouTubing, is my avenue to do that. See everybody is doing or wants to do a corporate job to survive in this city whether they like it or not, even I’m surviving through a corporate job even though it’s in fashion, which is close to what I vlog about, but not everybody gets to do what they love. So I’m liking the job, but I’m still doing the job—so this is how you survive! But nobody has stopped you from doing what you really love! If you really want to create—if I’m a person who really likes the stage, I’ve created my own stage and I’m doing videos! I want to create something and I really feel happy about it so I’m creating things! So it’s all about what you really want in your life. So it’s about the thinking of the person, the kind of different people that we are! It’s not a difference between jobs and professions; it’s a difference between people. I don’t consider profession to be the job that I’m doing, but the profession is something that I’m passionate about.”</p>
<p>Research regarding sCommerce for profession</p>	<p>“So they (my seniors) were doing so I thought that yeah, it’s a good place where you can edit and it’s very nice and it has SEO (Search Engine Optimisation) and it has everything, so I knew about all these things because of my technical background and thought that this is a nice space to put your videos on.”</p> <p>“Yeah definitely, because see. We’re working on a social platform and we have to keep ourselves updated about what is happening, even about the upgrades in Facebook, YouTube, Instagram—we have to even keep ourselves updated about that! What more is Instagram offering, what more is YouTube offering, what more is Facebook offering?”</p>
<p>Help from peers/mentors</p>	<p>“Then I saw all these TVF and AIB, the big-big channels of X, they all were my seniors (at university)!”</p> <p>“...So they (my seniors) were doing so I thought that yeah, it’s a good place where you can edit and it’s very nice and it has SEO (Search Engine Optimisation) and it has everything, so I knew about all these things because of my technical background and thought that this is a nice space to put your videos on.”</p>
<p>Supplemental skills needed for profession</p>	<p>“Definitely (supplemental skills are needed)! It was very tough, So I’m telling you that initially what I thought was that I will really make very high-class videos like what you told me before that you really liked on my channel. So those were the videos which were carefully edited and shot by other videographers and not by me.”</p>

	<p>“...rather, you just start what you really- try to figure out what you really want and what’s actually working for you; what the audience is really liking, you know sometimes it's not about how good your content, as in how visually good your content is, but (what) actually you’re talking about. How good is that? You know, the visual appealing or the actual content is in. Definitely the production really matters, it has to be really clean, it has to be really good background, lighting has to be good, matlab (sic) even if I’m shooting on my own and I don't want to put that much of production costs, even then it has to look good! It shouldn't be like, ok I’m sitting in a shabby place and I’m just shooting. No, it cannot be that. Yeah but when I started, when I took the decision of starting to make videos on my own, definitely I didn't know that then. So I didn't know the editing, I didn’t know how to make a thumbnail, I didn't know how to- everything! How to make annotations, everything! So what I did is, I actually started learning all this. Till. Now I've learnt four video editing softwares (sic).”</p> <p>“I've learnt photoshop, I've learnt every damn software (sic) to edit your video or edit your pictures or everything and then I kept on learning, but this all I learnt through YouTube videos only! So I didn't take any training or something. I just used to watch YouTube videos and that’ show I learnt and now I make my own videos.”</p> <p>“But see, when you want to run such a big channel and when you want to commit so much to your audience that you will upload video(s) on every Wednesday or Saturday or every week, you cannot depend on people to make videos for you because you want it to be very seriously but others don't! You cannot be dependent upon that! Maybe you can hire a bit later because you're getting a lot of pressure, your channel is working but you need to know that in case there's some emergency and somebody’s not available, you can upload your own video! So basic things you need to know and I also did that. So right now the production is completely on me, I’m just a one man army here!”</p>
<p>Benefits of use of mobile devices and applications</p>	<p>“So recently there are live videos options going on Facebook that you can record live videos of yours(elf). Like if you're travelling, rather than just shooting a video first and then editing it and then putting a video online, you can just record it directly and it’ll directly get uploaded. So for that, it’s only available on mobile (phones) and tablets.”</p> <p>“Ok, so for (voice) recording (when I’m outside) I use my phone, sorry, I didn't mention that!”</p> <p>“-But if a person is shooting outside, or if I am shooting outside, then I record it because there will be a lot of other voices which can cancel my voice.”</p> <p>“But yeah, that'll help us and you know, maybe like I said in mobile you just have that rectangle vertical recording, if it's possible to have (it) another way around so people don't even need to spend a lot of money on their cameras. You know, our mobile can also move where we're moving, so we don't need a person to shoot for us... things like that.”</p>

<p>Hiring professionals to support their profession</p>	<p>“Ok, so being very honest with you run I haven't done any collaboration with anyone except (with) the really good videographers. So I shoot my own videos. But I've collaborated with the other videographers who make really good videos and wanted to experiment.”</p> <p>“...initially what I thought was that I will really make very high-class videos like what you told me before that you really liked on my channel. So those were the videos which were carefully edited and shot by other videographers and not by me. So they were really good and I, at that time, I was earning a lot from my other job; so I had the money to put into all these production of the videos-”</p> <p>“But see, when you want to run such a big channel and when you want to commit so much to your audience that you will upload video(s) on every Wednesday or Saturday or every week, you cannot depend on people to make videos for you because you want it to be very seriously but others don't! You cannot be dependent upon that! Maybe you can hire a bit later because you're getting a lot of pressure, your channel is working...”</p>
<p>Lack of mobile optimisation and deficiency of requisite mobile features</p>	<p>“...you cannot put up—because everybody don't have an iPhone with them (sic) or everybody cannot have really good camera with them, but it's very difficult to shoot with the camera and how're you gonna edit it? You have to edit, you cannot just edit on the mobile and uploading is also not possible because videos are really big files so you have to go back to your PC or laptop. Right? So editing software cannot be in the mobile, you cannot shoot in your mobile because if you want really good quality of video, so generally people shoot by (using) DSLR(s) or really good cameras rather than shooting it (by phone). And because it takes a lot of takes to do while you shoot, you know? You need to act a lot, you need to take a lot of shots in the film and making film and maybe your mobile won't have that much of memory to store it. So if I'm shooting outside, I don't want to run out of my cell phone memory while I'm using in a camera. The other thing which is that the definition (filming) of a mobile is not 16:9. ”</p> <p>“Yeah when you shoot by mobile full cover image and video, it's gonna be just this much and the rest of the video will be black on the video which is not again a problem for YouTubers to shoot on a camera, you know sorry, mobile camera. And for commenting yeah, we watch YouTube sometimes on the mobile while we're out we want to watch some video but actually as per the production point of view, we don't use mobile that much”</p>
<p>Deficiency in social media features</p>	<p>“...see earlier what I used to do is I used upload videos on YouTube and share the same link on Facebook. But what I do right now is I directly upload on Facebook because on YouTube there are loads and loads of videos coming up every day and the visibility and the—there are so many videos that your overall visibility has decreased.”</p>
<p>Audience participation and Interaction with audience</p>	<p>“Yeah, everybody—even the audience is producing videos on YouTube.”</p> <p>“See, with me, I'm most of the time on the PC. Like if I'm in office I'm in front of my PC, if I'm at home I'm doing something, I'm on my PC. So I just... Response (to my audience) is very quick, I respond back to all my comments because that's how you interact with your audience and that's how you know what they really want and how they're gonna like it more. ”</p>

<p>Use of secondary supplementary Social Media outlets</p>	<p>“Yeah definitely! Facebook, Instagram are the two main things which I personally use. I’m not very much comfortable in... Twitter can market you really well, because I personally don't use it because Twitter is something you keep on updating it you keep on tweeting it only then you can get lot of you know say followers but there’s no harm in sharing it but I personally don't do so I’m only active on Instagram and Facebook and YouTube”</p> <p>“(I also use) WhatsApp”</p> <p>“So one of my videos which was on Pyaar Ka Punchnama it got viral because when I did the analysis of how it got viral, so the biggest burst of sharing happened was through WhatsApp and I dunno because I forward(Ed) my link of my video to loads of groups and my friends on WhatsApp. So what happened was they forwarded it along and it just got viral then. ”</p> <p>“If my video is really long and I cannot put in and cut it down, the whole story that I’m telling in that 3 minute video, I can’t tell it in one minute, I create a trailer of it and put it on Instagram and say that you can watch the full video here. But if my video is a dance video and I know there that my video is one minute 50 seconds, then I can just bring it down to one minute and upload the whole video.”</p>
<p>Need for activity on multiple outlets</p>	<p>“Yeah, see sometimes... with the social media the thing is that anything will work—you never know what's gonna work for you. It all depends upon- that’s how it’s called viral! That's why we cannot control it, it’s just like a viral, it just goes. You dunno where or why or on which platform, that’s why loads of YouTubers actually be active on all the social media because you never know which media is gonna work for you and once you become famous either through Facebook or through YouTube or some people are really famous by Instagram. So whatever may it be, you start concentrating on that only platform. So that you make that platform as a primary and then you treat all the platform secondary. Well in the beginning when you keep on updating everything which you make, on all the platforms. But it’s also very difficult to keep on updating all the platforms-”</p> <p>“Yeah, because there are (a) lot of platforms and they all have different modes of uploading, for example on Instagram you can upload more than one-minute video. So you have to edit your video—even if your video on YouTube is three minutes you have to cut down to one minute and put it on Instagram. So you have to edit twice. Then if we talk about Pinterest or all these <i>people</i>, they only take certain format of videos. So you have to edit in different format so all these things take a lot of—it’s very time consuming and a lot of efforts to put in on lot of social media platforms for your videos because every platform demands different things.”</p> <p>“If my video is really long and I cannot put in and cut it down, the whole story that I’m telling in that 3 minute video, I can’t tell it in one minute, I create a trailer of it and put it on Instagram and say that you can watch the full video here. But if my video is a dance video and I know there that my video is one minute 50 seconds, then I can just bring it down to one minute and upload the whole video.”</p>

Need for Publicity and promotion	“Yeah, see sometimes... with the social media the thing is that anything will work—you never know what's gonna work for you. It all depends upon- that's how it's called viral! That's why we cannot control it, it's just like a viral, it just goes. You dunno where or why or on which platform, that's why loads of YouTubers actually be active on all the social media because you never know which media is gonna work for you and once you become famous either through Facebook or through YouTube or some people are really famous by Instagram. So whatever may it be, you start concentrating on that only platform.”
Learning on the job and through the job's media	“I've learnt Photoshop, I've learnt every damn software (sic) to edit your video or edit your pictures or everything and then I kept on learning, but this all I learnt through YouTube videos only! So I didn't take any training or something. I just used to watch YouTube videos and that' show I learnt and now I make my own videos.”
Ongoing Necessity for relevance and innovation	“Yeah definitely, because see. We're working on a social platform and we have to keep ourselves updated about what is happening, even about the upgrades in Facebook, YouTube, Instagram—we have to even keep ourselves updated about that! What more is Instagram offering, what more is YouTube offering, what more is Facebook offering?”
Social influence contributing to selecting social media for profession	
Advantages of new profession	“It's something that has given a lot of opportunity to a lot of people to do something that they really want. Earlier there just used to be Bollywood where people want to become something; to show their talents they have to go to all these places but right now they don't have to. They have their own platform, they can just do it on their own and they can become something, it's a full time opportunity and they can do it from their own house, they don't have to travel, so that's really good! That's giving them a sense of satisfaction in the end. It keeps them going on. That's it!”
Differences between personnel in the same profession	“But the point is that it's really up to a different person how he wants to take his content to be. For example, for me, I don't want to go onto snapchat a lot because, as I told you, it's a lot of hassle to and takes a lot of effort to put videos on so many different platforms, but if you've heard of the saying that it's better to be good in one thing rather than to be average in all. But these are all the sayings, so it's up to you how you want to take your content to (your audience). So what I feel is that if I have selected 3 platforms, I really have to concentrate on those three, because even analysing the throughout the week, putting (content) on them , making videos for them, it takes a lot of time and efforts to already do it. You don't wanna lose (out) on something that you're already doing just because there's a new platform which came out, which you don't even know whether it's gonna work for you or not. So that's why for me, I didn't feel very comfortable—for snapchat, like, what will I do on snapchat? I cannot just record on mobile and put it, because how am I gonna do the snapchat for that? If I'm applying my makeup, then how will I do it? Like it's not, I can't teach it. I can just show it!”

	<p>“...I told you na (sic) it's different for people—for some people YouTube worked very well, for some, Facebook really worked very well. People might not think that, but for me, I'm in the very initial stage (of) what is working for me, so I cannot say that. Because I have to try everywhere, but you cannot select so many; you won't be able to put 100% (of your effort) in any.”</p> <p>“Honestly, it depends on what kinda vlogger you are, is your channel like a daily vlogging of what you do? Like Superwoman does; like she has one more channel where she vlogs about her daily life. It really depends on what kind of videos you want to make. If you want to make the kind of videos I make, then there's no point in buying such kind of devices which do things like these, if you don't want to broadcast live.”</p> <p>“But if you want to run a channel like graveyard girl's follow me around, when you broadcast to everybody live and if, for example there's a live audience, like at her meet and greets, and you want to do everything live, then these kind of devices matter a lot, I'll also think of buying, in future like-- I want to broadcast live and this is really gonna work for me, but I don't want to directly invest in something that I'm not sure of.”</p>
Opportunity for newcomers/novices	<p>“So if that (standardisation in terms of content creation and posting) becomes the same in all the platforms, it becomes very simple for new people, even for us who know the stuff, it becomes very simple.”</p> <p>“For me also (when I was a newcomer), it took a lot of time to understand in which format I have to shoot in. Like my first three videos, were like scratch for me, even when I shot them, I couldn't do anything with them because I was just learning and it took me one month to get on track and keep on editing and uploading videos.”</p> <p>“For example, if some day my mom wants to make a cooking channel, she can't! Because it's very difficult for her, if not impossible to go through... I mean we can figure it out, like we're from the new generation. But, loads of girls, loads of people who have loads of talent, and are in different places worldwide, they just can't do it, even though they really want to, they don't know how to do it! Maybe they don't even know where to get all this stuff from, how it works, what are the software called... I'm just saying that if it's very easy for all these people, then it can be done by everyone. So if these can become accessible to everyone, then you know miracles can, there are loads of talent everywhere”</p>
Self-employed and self-reliant	<p>“You cannot be dependent upon that (other people helping you create and edit videos)! Maybe you can hire (people) a bit later because (sic) you're getting a lot of pressure, your channel is working but you need to know that in case there's some emergency and somebody's not available, you can upload your own video! So basic things you need to know and I also did that. So right now the production is completely on me, I'm just a one man army here!”</p>
Inequity in profession due to certain competitors	

Changing landscape of social media	<p>“Earlier if you talk about two years earlier or 3 years earlier, in X I’m talking about, in the rest world it was long back that they started this, but in X it was different. YouTube was a much more better (sic) place to upload videos and market yourself, but right now it’s not that good. I get more views on Facebook videos as compared to YouTube videos.”</p> <p>“So I’m just targeting more on the views as per say what I’m earning from YouTube because there’s not that much because visibility is not there.”</p> <p>“Yeah, so that doesn't matter to me, so just video is not really good and beneficial for the YouTubers right now.”</p>
Good photo and video quality requisite	<p>“Ok, so being very honest with you run I haven't done any collaboration with anyone except (with) the really good videographers. So I shoot my own videos. But I've collaborated with the other videographer who make really good videos and wanted to experiment.”</p> <p>“The camera I use is a point and shoot camera, which (to explain simply is) like (the) automatic (version) of DSLR. So you don't have to make a lot of adjustments like the photographer or videographer, you can just keep it on one setting and directly shoot!”</p>
Additional equipment used	<p>“The camera I use is a point and shoot camera, which (to explain simply is) like (the) automatic (version) of DSLR. So you don't have to make a lot of adjustments like the photographer or videographer, you can just keep it on one setting and directly shoot! It's easier for me. Then I use a tripod of course, as I want to shift and I want to take different takes, so it's better if you have a tripod which can adjust lens and all that stuff (sic). Those are the equipment, and then for the editing I have software in my laptop and then I edit them, and that's it.”</p>
Benefits of features offered by social media	<p>“But on Facebook, it’s not (like) that. On Facebook if you upload video first it’s automatic—it automatically plays on their own (sic). On YouTube you have to actually click on it and then do it.”</p> <p>“Yeah (autoplaying)! So that’s how you know—the numbers that you’re gonna get on Facebook, the people that are gonna reach you on Facebook, is much higher than the YouTube—right now which we’re getting.”</p> <p>“See the analytics, there is a google analytics where you can actually see the whole thing of how your video is behaving and then specifically on your channel also there is analytics that you can see on YouTube -- that how your video is performing.”</p> <p>“Anyways, like I said, live-streaming, I can do it on Facebook. You don’t even need to install or buy anything extra for that, nothing! It's just Facebook, you don't need a new device.”</p>
Power of Tagging	
Need for Inter-connectivity in social media outlets	

Informed audience	“Actually, your audience is the most effective to tell you, I think those are your analytical... I mean, people are your analytical tools who are gonna give you the analytics by saying this is good or not. Whether we liked it or not. The numbers are like for some people it's gonna work, for some it's not gonna work.”
Support from third party traditional professions	<p>“So even putting videos on YouTube is not giving that much money to us. It’s better if we’re getting more likes and the views on some other channel and we can get sponsors for us which is more beneficial.”</p> <p>“See yeah, not right now, but Revlon approached me and they gave me products and some money too—so I’m happy, at least I’m getting something from making one video...”</p>
Need for standardisation and simplification for content creation	<p>“I would just like if the technical front of making videos, like dimensions, like 16: 9, or all these stuffs, or these can be made generalised for normal people, because sometimes people don't get all these stuff, like what does it really mean? Or how am I supposed to edit this video, or why is it not looking full (screen) on YouTube (sic)? It was full (screen) on my mobile! Somehow, I don’t know how technology is gonna do it, but keep it simple: like if we click a selfie it's gone and it's done! You can directly do it, the videos in these things, if they're very quick, it's gonna be more easier (sic) for people like us to put more videos! Because why we can’t put many videos is because it takes lot of things to do actually, to edit in certain format, to shoot in certain format, to put it in certain format in every different platform.”</p> <p>“So if that (standardisation in terms of content creation and posting) becomes the same in all the platforms, it becomes very simple for new people, even for us who know the stuff, it becomes very simple.”</p> <p>“Yeah! A uniform thing so that it becomes very easy for everyone to... But I think that because it's not easy, people who put a lot of effort get famous! In return for their hard work! But yeah, that'll help us and you know, maybe like I said in mobile you just have that rectangle vertical recording, if it's possible to have (it) another way around so people don't even need to spend a lot of money on their cameras. You know, our mobile can also move where we're moving, so we don't need a person to shoot for us... things like that. There are loads of things that I can say, like this should be there and this should be there...”</p>
Transitioning into bigger opportunities related to their field	
Creation of Social Media Outlet specific to profession	
Impact of policies in social media outlets	“On YouTube, it's a different algorithm if you're talking about (it)/. There are certain things which you need to do on YouTube to be visible. One thing which I told you earlier also that there's a problem of YouTube right now that there are millions and millions of videos coming up daily on YouTube, so the visibility has already decreased, so the only thing that they say is that 'keep on uploading,

	<p>you will get visible', because their algorithm is like that! They're gonna promote those videos more, those who are putting more videos on their channel.”</p> <p>“So they keep on giving more preference... It's their algorithm, how they work re! Sometimes you get (how) their algorithm (works) but they can keep on changing it the way they want it, because they also are commercialising their platform. They also are earning through that so they keep on changing, promoting those people who they see that okay, this person can get us more views or this person can get us more views... things like that/, so analytics are there, but they're just to guide you whether you should do something next time or not, but they're not actually (there) to guide you to become viral, which will get more likes.”</p> <p>“Now if you talk about Facebook, I feel Facebook has better analytics as compared to YouTube because it is very clear. They have the list of videos and they'll compare it with you. It's all about I think, the UI, UX of the design of YouTube and Facebook, that I feel more comfortable analysing my videos on Facebook, as compared to analysing on YouTube because they give you everything—post wise, video wise, picture wise analysis... everything. On YouTube it's a bit complicated that you have to do a lot of filling and select options and then see it. You have to... forget about me, a normal person who has just started (on) YouTube, they cannot analyse that—that ok, how are we gonna analyse it, how the graphs work and all that stuff.”</p>
<p>New professions creating newer professions</p>	<p>“For some people it even takes up to six months to understand what we have to do and how we upload videos. And there are people who still don't know the MCNs for them, you know multi-channel networks who just (get) hire(d) by the channels and take their ownership and just do everything for them. So there are things like that, you're losing the ownership, you're losing certain percentage of your income coming in, anyways it's not coming in that much in the beginning from YouTube and then you're giving ownership to other people and they're handling it, so what's the point?”</p>
<p>Cyberbullying</p>	

Appendix J: Assembled Table

<u>DESCRIPTIVE CODE</u>	<u>NO.</u>	<u>PARTICIPANT QUOTE</u>
Profession's description	P1	<p>"I'm a food blogger who started out by taking pictures on Instagram to setting up my own blog online, wherein I review restaurants and write recipes along with pictures of food and the ambience of the places that I go to. I am also a member of the FBAX."</p> <p>"I have recently started food-styling and being hired by restaurants and other such joints for food styling and photography."</p>
	P2	
	P3	"I am a vlogger and erratic blogger. I say erratic blogger because blogging is just a hobby and not something that I update frequently (sic). Vlogging par (sic) I do much more regularly."
	P4	"I am the owner of an online store—I own a patisserie where I create made to order French neoclassical entremets and macarons."
	P5	"But I don't write for any brand particularly. I write about products I genuinely like and use. I create looks on myself that are doable for any girl and describe step by step in the article to understand how and what I use"
	P6	"I'm a YouTuber. I run my YouTube channel called fashionista ferret it's related to fashion comedy and dance because of basically what I am and what I really like."
Starting social media outlet	P1	"...started out by taking pictures on Instagram to setting up my own blog online"
	P2	"Oh well, talking about media, I have my own Etsy store. That's where almost all of ABC's orders are processed (from)."
	P3	"YouTube for my vlog and WordPress for my blog and yes, they are the main things that I use to publish my vlogs and blogs"
	P4	
	P5	"I have my own website; I've got my own domain name there. I got my site name registered which is why I gotta pay a yearly rental. It's www.DEF.com and I renew my domain every year"
	P6	"See, how I started is that I had a Facebook page before I had a YouTube channel. So what I used to do is that I was very passionate about fashion from the beginning only. So I used to put pictures, look of the day, and all that stuff and articles and blogs; I had a blog also! It's still there, but I'm not active on that. So what I realised that how I'm gonna stand out from the rest of the bloggers and fashionistas out there. How I can be more expressive to the audience like how can all these audience that want to learn fashion how can they learn better. Not through pictures of course because video is 2-d, 3-d and it can move and it can talk inside and so many things can happen in a video! So that's how I thought I want to upload videos"
Expertise in their field	P1	<p>"I was also nominated for the best new food blog award last year in the Xn Food Bloggers Awards ceremony"</p> <p>"...in just my 4th month of blogging, I was even nominated for the national food blogger awards."</p>
	P2	

	P3	
	P4	“My cakes have been featured in Vogue and Cosmopolitan has done a feature on me.”
	P5	
	P6	
Starting/prior interest in field	P1	“As a hobby in the beginning”
	P2	“Well, I was looking for change and I always loved making handmade products. I had a few family recipes for doing it, so when I started this a year ago, I always intended ABC (Apothecary) to be my profession!”
	P3	“I started my YouTube channel and blog just to be comfortable with myself. It makes me feel happy and satisfied to express (myself) through videos and if someone else benefits by learning through my experiences, that was even more better (sic).”
	P4	“I have a bachelor’s degree in Sciences where I majored in Physics but then I took up an internship in the patisserie kitchen of one of the premier five star hotels in Delhi. I obviously don’t want to name names, but the hours were long and we weren’t getting paid that very much. But I enjoyed what I was doing in terms of creating new flavours and thought maybe physics was not what I was supposed to do... so I applied to get into a pastry school in Paris and got in and that was that! So it was never a hobby, you see? It was just circumstances and mainly... coincidence? Or fate!”
	P5	
	P6	“(I)Always wanted (vlogging) to be a serious profession, definitely! That was my passion!” “Definitely, I had a Facebook page earlier, so used to put (the) same there (content), but yeah but YouTube is specifically for videos, so that’s the reason why I started the YouTube channel.” “When I was doing engineering in my second year, I went into modelling and I went to MNO Miss X and I was the second runner up there, so from there, my whole life took a professional turn towards modelling. But when I entered this industry, I realised that this industry is very dirty and all. And I’m just wasting time there! So I really knew from that time that I wanted to do something in fashion, it was not about the job, I just decided that I would do anything in fashion. Something really creative and specifically towards fashion but obviously creative. But of course, I’m living away from my family, so I had to take up a job so that I could settle here in Mumbai, so I got my first job from JKL and I was really earning quite a lot. So for one year I was doing those corporate jobs and marketing and all that stuff which I got in from JKL, but finally I shifted, I left the job, I was free for few months, that was the period where I decided that I want to take YouTube very seriously and now whatever I do will just be in league with my passion and in the fashion world because that’s what I did in YouTube. So then I started interviewing in lots of fashion companies and firms, I did a lot of freelance projects as a fashion consultant, so that’s how my profile started building, I started making my own videos, then that’s how I got into XYZ.com because they saw my YouTube channel and they thought that I’m very good at it and I can edit and I can do all that stuff and create stuff and I’m from a technical background so I can handle their business development also, so that’s how I got into this. So it was all like—not that planned, but I knew that I want to go in this direction.”

Collaborations with peers for mutual benefit	P1	
	P2	
	P3	<p>“I also do collaborations with other YouTubers about fun things that may be common between our channels. Collabs help in exposure to new audience and an exchange of audiences between us.”</p> <p>“Well, collabs help in getting more viewers. You get the combined audience of your own and the person you collaborate with ka (sic) channel. So their audience might get interested in watching your videos and vice versa.”</p>
	P4	“I have collaborated with well-established organisations and included my products in their goody bags (sic)”
	P5	
	P6	<p>“Ok, so being very honest with you run I haven't done any collaboration with anyone except (with) the really good videographers. So I shoot my own videos. But I've collaborated with the other videographers who make really good videos and wanted to experiment. But as per say the talent in the videos, I haven't really collaborated with anyone because there are very few subscribers on my channel right now, as in not few but maybe 2000+ subscribers. But then you then have to find the kind of content you make—you have to find similar kind of people to collaborate with.”</p> <p>“So for me right now it's not that feasible also because I'm not able to get in touch with them (possible collaborators) because even if this YouTube Space and YouTube partner all these programs give you guidance and allow you to get contacts of similar YouTubers once you have 10k+ subscribers”</p> <p>“...Before that it is very difficult to get in touch with the right people whom you can collaborate with so that it'll be beneficial for the both of you (the collaborators).”</p> <p>“I don't wanna collaborate with people who have less subscribers than me (sic). So that's how it works and frankly I don't have that much of time to (do it) because it's very difficult to get in touch with all these kinds of people.”</p> <p>“...Because collaborating doesn't work that way ki—let's collaborate! You have to be good friends with them. You have to share a certain level of commitment as in comfortableness with those. So just you coming on their channel will benefit them. So just collaborating with people takes time.”</p>
Professionally relevant workshops and learning centres	P1	“There are (food styling) workshops conducted here too but I haven't been to any so far. I hope to start my own someday!”
	P2	
	P3	
	P4	
	P5	

	P6	<p>“So for me right now it's not that feasible also because I'm not able to get in touch with them (possible collaborators) because even if this YouTube Space and YouTube partner all these programs give you guidance and allow you to get contacts of similar YouTubers once you have 10k+ subscribers”</p> <p>“Otherwise (for example) all those (YouTubers) with 400 subscribers and all you can meet all those people in YouTube Space because you have (separate) categories (of YouTubers) with different numbers of subscribers which have workshops. So we're not allowed to go in every workshop. So it's depending on the number of subscribers we have.”</p> <p>“These are the physical meeting (type of workshops). Because online YouTube has the YouTube Creator Academy where you can learn everything—how to make, how to put up content, everything what you can do, how to start your YouTube channel, everything! But these workshops are actually made for the physical guidance, if you wanna learn specifically from some person, you need personal guidance, you need personal assistance.”</p>
Professional status	P1	“I actually am a doctor who just graduated last year, but food has always been my first love and since I had breaks between internships (I) began blogging... I have recently started food-styling and being hired by restaurants and other such joints for food styling and photography.”
	P2	“...this is my primary source (of income)! My husband helps me set up as well.”
	P3	“I started it planning to make it a full time career. It's not like I'm not doing other things though; it's been two months since I started working part time for a Bollywood media house.”
	P4	“No, this is my primary profession. I am the sole owner. I have my own kitchen set up in my own house—with an industrial fridge and ovens along with all the other necessary equipment.”
	P5	<p>“Besides blogging and actually because of the love for make-up that it promoted to everyone, I work as a makeup artist with several production houses. I've worked on several music videos for Rajshri, Veda Production, brides, Photoshoot etc.”</p> <p>“Also, I've done my acting course from GHI's acting academy called Actor Prepares and also worked on some ads, a short film, and several TV Shows. I'm sure there's more to come on this tangent as well and I'm excited about it.”</p>
	P6	<p>“Other than that, I am working as a head stylist, like the style editor at 'XYZ.com' and their business developer.”</p> <p>“-They (XYZ.com) also have a big YouTube channel so I'm doing both professionally.”</p>
Ethical Responsibility	P1	
	P2	
	P3	
	P4	

	P5	“Whether I make blogging as my profession or not. I want girls to know me as a person they approach for their beauty related queries, somebody they know they can trust with when it comes to recommendation, coz I don't believe in lying, if a product doesn't work it doesn't work. I wouldn't promote it.”
	P6	
Income, expenditure and taxes	P1	
	P2	
	P3	“Yes, since I’m the ‘sole proprietor’ of my YouTube channel, it is taxable. But I can deduct my business expenses from it. So if I have spent something which is directly needed for my channel, that amount of money is deductible, and I don't have to pay taxes on it.”
	P4	
	P5	“This is not my source of income yet, per say! I don’t write for any brand or company, however, because of my blog’s exposure, it has gotten me I work as a make-up artist in Mumbai (sic). I also travel for shoots, brides (sic), music video shoots, etc.”
	P6	<p>“So that’s how I’m managing my survival (and) everything that we’re doing something in a professional world also where we get everything—we get money and everything but simultaneously also making your own videos is not gonna get you that much money and that will not help survive in Mumbai or anywhere. If you're at home, living with your parents, then it’s fine, but if you're living on your own then YouTube and making videos is not just what you can do in the initial period of time.”</p> <p>“No you don't earn from Facebook videos, see the point is, when you upload videos even on YouTube you don't earn that much (unless) your views are not—more than a lakh or something. Otherwise hardly you’ll get anything! For example if you have 1 lakh views, you’ll get 2-3 thousand rupees... so even putting videos on YouTube is not giving that much money to us.”</p> <p>“See yeah, not right now, but Revlon approached me and they gave me products and some money too—so I’m happy, at least I’m getting something from making one video, but if we talk about YouTube and I have just 3000 views on my channel, I’m hardly gonna get Rs10”</p> <p>“So they (hired videographers) were really good and I, at that time, I was earning a lot from my other job; so I had the money to put into all these production of the videos-”</p> <p>“So what I realised is that if I’m gonna Put so much of money on one video, you know, the return on that investment was very less! Because you are in the experimental mode in the beginning! So you don't want to invest that much into all these production stuff...”</p>
Precise planning and frequency of posts	P1	<p>“...began blogging regularly and now I write up to one or two blog posts a week”</p> <p>“(On) Insta, one daily. May go (up)to two”</p>

		“...I haven't created hyperlinks as I don't like uploading each and every image on Insta. I will only upload the best ones on Insta as I want my feed to stand out, but I will upload everything on the blog. The hyperlink option is available though.”
	P2	
	P3	
	P4	
	P5	“Like I said, I use my iPhone on a daily basis to update Instagram and Facebook”
	P6	“But see, when you want to run such a big channel and when you want to commit so much to your audience that you will upload video(s) on every Wednesday or Saturday or every week, you cannot depend on people to make videos for you because you want it to be very seriously but others don't!”
Primary Social Media outlet used	P1	“I have a WordPress blog”
	P2	“..., talking about media, I have my own Etsy store. That's where almost all of ABC's orders are processed (from).”
	P3	“YouTube for my vlog and WordPress for my blog and yes, they are the main things that I use to publish my vlogs and blogs”
	P4	“I use Instagram and WhatsApp. Instagram for publishing pictures with details about the types of cakes and macaron flavours along with the details of contacting me like my (phone) number and email id. And using my phone number people can either directly call me or use WhatsApp to message me about their orders.”
	P5	“I have my own website; I've got my own domain name there. I got my site name registered which is why I gotta pay a yearly rental. It's www.DEF.com and I renew my domain every year” “...I mean that is the site name and it works on WordPress.” “Yeah I used the existing elements on WordPress and designed it. It's damn simple ya (sic)!”
	P6	
Motivation and rationale	P1	“Growing up as a guy whose mother used to be a food critic, I've had the opportunity to grace my palate with cuisines inspired by cultures all over the world all my life and in turn, be a part of ample restaurant reviewing which served (as) a strong motivation for me to start reviewing restaurants on various online forums, visit places to experience their local food and gather all my favourite recipes in diaries. To be able to put that all up on my own internet space by becoming a food blogger has been something I've always wanted to do and the time couldn't be more right (sic).”
	P2	“...nowadays everything is about convenience! You can buy almost everything over the internet, so why not authentic, hand-made stuff, things which I have cultivated in my own garden, in an apothecary online? Not all places have apothecaries nearby, most of these kinda stores are defunct now and the few that exist may be out of reach because of the sheer distance for many. Hence, it's a matter of convenience; I mail my products to people who can't reach me.”
	P3	“I started my YouTube channel and blog just to be comfortable with myself. It makes me feel happy and satisfied to express (myself) through videos and if someone else benefits by learning through my experiences, that was even more better(sic).”

	<p>“I started my YouTube channel as i was always fascinated by this life”</p> <p>“I take time for my YouTube (channel) and blog as it keeps me sane from all the stress and anxiety issues I face.”</p> <p>“I loved watching YouTube videos, you see? I came across a lot of YouTubers doing this who manage to bring a lot of people together and are trying to make world a better place one video at a time. I felt if i started this, may be, it will bring a smile on one face at least. And like I said, I was very fascinated with YouTube and vloggers. According to me it's the most powerful medium for sharing videos.”</p>
P4	<p>“But I enjoyed what I was doing in terms of creating new flavours and thought maybe physics was not what I was supposed to do... so I applied to get into a pastry school in Paris and got in and that was that! So it was never a hobby, you see? It was just circumstances and mainly... coincidence? Or fate!”</p>
P5	<p>“My friends always believed I had some skill, my cousin who is a renowned fashion blogger wanted me to start blogging. So it just started randomly by me sharing my product knowledge. However, I’ve come a long way. I love interacting with girls who need beauty advice or skincare tips. As a person, I love helping people, that’s the atmosphere I grew up in. Hence, my blog is close to me. I’ve gained a lot of respect and fame through it, actually more than I expected (to)!”</p> <p>“I think it’s (blogging) fun. If you enjoy it, you will make it big, provided you have patience. If you do it with the sole purpose of earning money it will make things difficult for you and you will feel tired. Recently, I have not only been blogging about beauty but also expressing based on my experiences with my current TV Show (MNO), on how we all have dreams and how we struggling. This is a part of inner beauty and my sole purpose is to connect with people. So I see my blog moving on from being a beauty blog to a blog/brand or person (sic) people would like to turn to for positivity, ideas, beauty, and confidence and know that we are all same.”</p>
P6	<p>“And from my background—I’m an engineer, I’m a JKL student...”</p> <p>“Yeah I’m an engineer and for me, I figured out that this is my passion and it took (me) a long time (to transition) because when you need to shift from one profession to another, it takes time and effort. So while I was doing my JKL-ian jobs and whatever typical corporate jobs, I started this because this kept me going; this was because my passion! I was feeling happy that ok, at least I was doing something in my life. So it was pretty much what I wanted (and) not a hobby or something like that (sic).”</p> <p>“See, how I started is that I had a Facebook page before I had a YouTube channel. So what I used to do is that I was very passionate about fashion from the beginning only. So I used to put pictures, look of the day, and all that stuff and articles and blogs; I had a blog also! It’s still there, but I’m not active on that. So what I realised that how I’m gonna stand out from the rest of the bloggers and fashionistas out there. How I can be more expressive to the audience like how can all these audience that want to learn fashion how can they learn better. Not through pictures of course because video is 2-d, 3-d and it can move and it can talk inside and so many things can happen in a video! So that’s how I thought I want to upload videos”</p>

		<p>“Ok, I’m gonna answer this personally, and the thing is this is what I love! I don’t like desk jobs. I’m a free soul! I don’t want to be caged in a desk job in some office. I’m a very creative person and I think that creativity shouldn’t have any limits and these kind of professions—YouTubing, is my avenue to do that. See everybody is doing or wants to do a corporate job to survive in this city whether they like it or not, even I’m surviving through a corporate job even though it’s in fashion, which is close to what I vlog about, but not everybody gets to do what they love. So I’m liking the job, but I’m still doing the job—so this is how you survive! But nobody has stopped you from doing what you really love! If you really want to create—if I’m a person who really likes the stage, I’ve created my own stage and I’m doing videos! I want to create something and I really feel happy about it so I’m creating things! So it’s all about what you really want in your life. So it’s about the thinking of the person, the kind of different people that we are! It’s not a difference between jobs and professions; it’s a difference between people. I don’t consider profession to be the job that I’m doing, but the profession is something that I’m passionate about.”</p>
<p>Research regarding sCommerce for profession</p>	<p>P1</p>	<p>“...then I looked online for a long time until I finally decided to use WordPress. There were other sites, but WordPress was the perfect fit to be honest!”</p> <p>“It took me more than a year to narrow it down to WordPress. I’ve been following food and travel blogs ever since they came into existence and even before I started my own blog,”</p> <p>“...there are plenty! BlogSpot was a close contender for me, remember how they used to have those ads for it when we were young”</p> <p>“(I learnt about food styling and presentation) through observation and online food magazines and YouTube videos. There are workshops conducted here too but I haven’t been to any so far.”</p> <p>“...we do research beforehand, look up statistics online and upload images during peak times when audiences are most active on insta...”</p>
	<p>P2</p>	<p>“I don’t really know (much about alternate media), but Etsy is the most popular one that I looked up, and I used to buy from Etsy sellers before, so, I picked it because of previous experience with it and the trust it built.”</p> <p>“Now that you ask (about keeping myself up to date with newly emerging outlets), I think that it’s a good idea though. I might try and look more into other social media outlets for advertisement purposes only though (sic), I’m too comfortable with Etsy right now to bother changing to tell you the truth!”</p>

	P3	<p>“I didn’t look at any other available outlets (prior to starting) because I didn’t want to start Vlogging on any other ‘medium’ as you call it. For me, there is no research (required) to start a YouTube channel (sic). If you are certain that you want to start a channel, you just have to keep one thing in mind (and that is) what kind of content you want to make. Once you do that, then you are all set to go.”</p> <p>“(Now) I like to keep up to date. It helps all kinds of audience if I use any other medium. ”</p> <p>“(The most recent medium that I’ve started to use as a result of this is) Snapchat”</p>
	P4	<p>“No, not actually. I do read the news and stuff so I get to know about popular media in that way, but I don’t deliberate search for new things.”</p> <p>“I haven’t actually started using anything. Ive heard a lot about snapchat but never really got into it.”</p>
	P5	<p>“No research at all actually, apart from a recommendation that my friend gave me about reserving the domain name for my website.”</p>
	P6	<p>“So they (my seniors) were doing so I thought that yeah, it’s a good place where you can edit and it’s very nice and it has SEO (Search Engine Optimisation) and it has everything, so I knew about all these things because of my technical background and thought that this is a nice space to put your videos on.”</p> <p>“Yeah definitely, because see. We’re working on a social platform and we have to keep ourselves updated about what is happening, even about the upgrades in Facebook, YouTube, Instagram—we have to even keep ourselves updated about that! What more is Instagram offering, what more is YouTube offering, what more is Facebook offering?”</p>
Help from peers/mentors	P1	<p>“I got some guidance from a couple of seasoned bloggers which is why I had a pretty good idea about the pros and cons of each existing medium.”</p>
	P2	<p>“...I used to buy from Etsy sellers before, so, I picked it because of previous experience with it and the trust it built.”</p>
	P3	<p>“I came across a lot of YouTubers doing this who manage to bring a lot of people together and are trying to make world a better place one video at a time.”</p>
	P4	
	P5	
	P6	<p>“Then I saw all these TVF and AIB, the big-big channels of X, they all were my seniors (at university)!”</p> <p>“...So they (my seniors) were doing so I thought that yeah, it’s a good place where you can edit and it’s very nice and it has SEO (Search Engine Optimisation) and it has everything, so I knew about all these things because of my technical background and thought that this is a nice space to put your videos on.”</p>
Supplemental skills needed for profession	P1	<p>“No, not really. The fact is that your blog will be highly appreciated if your writing is polished and your knowledge about the subject is far beyond average. It obviously helps if you are or were in the past, a chef, a photographer, an editor of a magazine/newspaper or a journalist by profession. The technical skills can be figured out in due process as WordPress is quite simplified for even an amateur to figure out (sic).”</p>

	<p>“You don’t need to be someone with a culinary or a journalism degree to know food or write about it. I have neither, but I’ve been reading and writing on food all my life which made it easier for me to pen down my ideas and experiences with food thus far on my blog”</p>
P2	<p>“You should know how to use a computer hahaha! But no, the goods that you’re selling should be upto the mark-”</p> <p>“Well, they shouldn't be shoddy and badly made. You want your customers to buy again (from you)! Also, I think that you should know (how) to sell yourself as a brand. Advertise as much as you can and be professional—just because you're selling online doesn't mean that you shouldn't have proper posters and labels for your products. I use photoshop and photo-editing apps to make labels with the ingredients listed as authentic as I can.”</p>
P3	<p>“Nope, (I) just learnt (video-editing)as I started”</p>
P4	<p>“No (supplemental skills in terms of operating the mobile device), just normally operating your camera.”</p> <p>“I try to incorporate French flavours and techniques in a very authentic way. I keep changing the menu, innovating it (sic). People like new and unique things and that’s what my patisserie gives them.”</p>
P5	<p>“It always gives you an upper hand if you know how to make videos, edit etc. But, for my blog, like I said, I love being honest and writing from the heart. I don’t think you need any experience for that!”</p> <p>“(Extra skills in terms of operating mobile applications are) not really (needed). Not that I use of. Depends on a person I’d say! I did download Facebook, Instagram and WordPress but I didn't have to learn to use them. It's pretty much direct!”</p>
P6	<p>“Definitely (supplemental skills are needed)! It was very tough, So I’m telling you that initially what I thought was that I will really make very high-class videos like what you told me before that you really liked on my channel. So those were the videos which were carefully edited and shot by other videographers and not by me.”</p> <p>“...rather, you just start what you really- try to figure out what you really want and what’s actually working for you; what the audience is really liking, you know sometimes it's not about how good your content, as in how visually good your content is, but (what) actually you’re talking about. How good is that? You know, the visual appealing or the actual content is in. Definitely the production really matters, it has to be really clean, it has to be really good background, lighting has to be good, matlab (sic) even if I’m shooting on my own and I don't want to put that much of production costs, even then it has to look good! It shouldn't be like, ok I’m sitting in a shabby place and I’m just shooting. No, it cannot be that. Yeah but when I started, when I took the decision of starting to make videos on my own, definitely I didn't know that then. So I didn't know the editing, I didn’t know how to make a thumbnail, I didn't know how to-everything! How to make annotations, everything! So what I did is, I actually started learning all this. Till. Now I've learnt four video editing softwares (sic).”</p>

		<p>“I’ve learnt photoshop, I’ve learnt every damn software (sic) to edit your video or edit your pictures or everything and then I kept on learning, but this all I learnt through YouTube videos only! So I didn’t take any training or something. I just used to watch YouTube videos and that’ show I learnt and now I make my own videos.”</p> <p>“But see, when you want to run such a big channel and when you want to commit so much to your audience that you will upload video(s) on every Wednesday or Saturday or every week, you cannot depend on people to make videos for you because you want it to be very seriously but others don’t! You cannot be dependent upon that! Maybe you can hire a bit later because you’re getting a lot of pressure, your channel is working but you need to know that in case there’s some emergency and somebody’s not available, you can upload your own video! So basic things you need to know and I also did that. So right now the production is completely on me, I’m just a one man army here!”</p>
Benefits of using mobile devices and applications	P1	<p>“Yep (I use mobile devices in my profession).”</p> <p>“But Snapchat and Instagram are two mobile apps that I always use for promoting my blog and you can’t post stuff to those mediums (sic) from anywhere else but your mobile phones.”</p> <p>“It is handy for figuring out the stat(istic)s for each post and also for promoting each post on social media.”</p> <p>“Yes I do (use mobile devices to reply to your audience).”</p>
	P2	<p>“(Yes) use mobile devices in my profession”</p> <p>“I post pictures on my FB page, Instagram and the Etsy promotional pics which are taken through my phone”</p> <p>“Yeah, when I’m away from home in the markets or anywhere outside, really, I can check my orders through my phone!”</p>
	P3	<p>“Yes (I use mobile devices in your profession)”</p> <p>“A lot (of the content is promoted/advertised through mobile devices). Spreading the word is through messages on mobile devices only”</p> <p>“. I just share the content through it! Like I post the blog after I edit it through my PC. But stuff like sharing it on my Facebook page, or snapchatting parts of it to my followers or sharing a link on Twitter, I mainly do using my phone. Stuff like Instagram and snapchat toh (sic) you have to use through your phone, they are mobile apps!”</p>

	<p>“Yes, as I’m only ever using my PC while video editing. After that, I just use my phone.”</p> <p>“Yes. It (mobile devices) helps (the) viewing experience (of videos) (become) very easy! ”</p> <p>“Yes. I do (use mobile devices to reply to my audience).”</p>
P4	<p>“Yes (I use mobile devices in my profession).”</p> <p>“Instagram is a mobile app and you can upload pictures only through your phone and same with WhatsApp, it is a mobile messenger so almost everything I do is through my phone.”</p> <p>“Yes (I post all my content through my mobile device)”</p> <p>“Yes (I view all my customers’ responses through my mobile device)”</p> <p>“Like I said convenience (sic). I can post whenever I want to and immediately when I feel like it. I can film my glazing or take a picture of it on Instagram and post it instantaneously and then after decorating it, I can post a finished pic.”</p> <p>“No. I just use Instagram, WhatsApp and Facebook and those can be accessed through any smartphone.”</p>
P5	<p>“Yes I do (use mobile devices in your profession)”</p> <p>“Like I said, I only work on (sic) Facebook, Instagram and my website. I access them all through my iPhone.”</p> <p>“I don’t always use my mobile to create content. Sometimes, I write my articles on my phone.”</p> <p>“Like I said, I use my iPhone on a daily basis to update Instagram and Facebook”</p> <p>“Usually yes, (I view all my customers’/audience’s responses through mobile devices)”</p> <p>“Yeah it's (using mobile devices makes it) easier to get in touch with people and quicker too!”</p> <p>“I do use my phone mainly to reply on (the) spot.”</p>

	P6	<p>“So recently there are live videos options going on Facebook that you can record live videos of yours(elf). Like if you're travelling, rather than just shooting a video first and then editing it and then putting a video online, you can just record it directly and it'll directly get uploaded. So for that, it's only available on mobile (phones) and tablets.”</p> <p>“Ok, so for (voice) recording (when I'm outside) I use my phone, sorry, I didn't mention that!”</p> <p>“-But if a person is shooting outside, or if I am shooting outside, then I record it because there will be a lot of other voices which can cancel my voice.”</p> <p>“But yeah, that'll help us and you know, maybe like I said in mobile you just have that rectangle vertical recording, if it's possible to have (it) another way around so people don't even need to spend a lot of money on their cameras. You know, our mobile can also move where we're moving, so we don't need a person to shoot for us... things like that.”</p>
Hiring other professionals to support their profession	P1	
	P2	
	P3	
	P4	
	P5	“Also, I hire a professional photographer for my blog shoot to give detailed images and information about my look/product review.”
	P6	<p>“Ok, so being very honest with you run I haven't done any collaboration with anyone except (with) the really good videographers. So I shoot my own videos. But I've collaborated with the other videographers who make really good videos and wanted to experiment.”</p> <p>“...initially what I thought was that I will really make very high-class videos like what you told me before that you really liked on my channel. So those were the videos which were carefully edited and shot by other videographers and not by me. So they were really good and I, at that time, I was earning a lot from my other job; so I had the money to put into all these production of the videos-”</p> <p>“But see, when you want to run such a big channel and when you want to commit so much to your audience that you will upload video(s) on every Wednesday or Saturday or every week, you cannot depend on people to make videos for you because you want it to be very seriously but others don't! You cannot be dependent upon that! Maybe you can hire a bit later because you're getting a lot of pressure, your channel is working...”</p>
Lack of mobile optimisation and deficiency of requisite mobile features	P1	<p>“I always write my blog on my PC and post to WordPress from there as well.”</p> <p>“As simplified (sic) as the website is, the WordPress mobile app is quite cumbersome to figure out. It lacks certain editing options that are only present on the website, besides the fact that the screen is smaller and typing (is) less efficient on a mobile device.”</p>

		<p>“(mobile devices as part of your profession been advantageous) Not when it comes to creating a blog post”</p> <p>“(Need a better designed mobile app for WordPress) It'll be far more convenient to access individual posts and to make the required edits that way. There is an Instagram widget provided on WordPress... I don't think I've checked it but I don't think the app offers that”</p> <p>“So you should know in WordPress you have another option: instead of having a separate widget and making it sorta redundant, you can actually arrange your Instagram pics where your actual photos of the blog are and they could be hyperlinks which when clicked on, could direct people to your insta page (sic). This is only available on the WordPress site not on the app!”</p> <p>“Another big disadvantage of (the) WordPress app (is that) you just cannot customize the theme for your site. And that's something one needs to keep doing from time to time.”</p>
	P2	
	P3	
	P4	
	P5	
	P6	<p>“...you cannot put up—because everybody don't have an iPhone with them (sic) or everybody cannot have really good camera with them, but it's very difficult to shoot with the camera and how're you gonna edit it? You have to edit, you cannot just edit on the mobile and uploading is also not possible because videos are really big files so you have to go back to your PC or laptop. Right? So editing software cannot be in the mobile, you cannot shoot in your mobile because if you want really good quality of video, so generally people shoot by (using) DSLR(s) or really good cameras rather than shooting it (by phone). And because it takes a lot of takes to do while you shoot, you know? You need to act a lot, you need to take a lot of shots in the film and making film and maybe your mobile won't have that much of memory to store it. So if I'm shooting outside, I don't want to run out of my cell phone memory while I'm using in a camera. The other thing which is that the definition (filming) of a mobile is not 16:9. ”</p> <p>“Yeah when you shoot by mobile full cover image and video, it's gonna be just this much and the rest of the video will be black on the video which is not again a problem for YouTubers to shoot on a camera, you know sorry, mobile camera. And for commenting yeah, we watch YouTube sometimes on the mobile while we're out we want to watch some video but actually as per the production point of view, we don't use mobile that much”</p>
Deficiency in social media features	P1	<p>“...if the tech geniuses come up with something that would make an unpaid blog site look as burnished as a paid site, it would benefit everyone.”</p>

		“...you even have problems with the main site. Last I checked, you couldn't even upload videos on WordPress unless they've been uploaded on a host site like YouTube. That's another feature I'd love seeing in WordPress as I may like to post recipe steps in the future.”
	P2	“but here's a far-fetched thought that I had—it would be way easier if there was a 'buy' button on Facebook that would directly lead my customers to the checkout cart on Etsy?”
	P3	“I would like them (social media outlets) to give newbies more chance to help them grow! So like more featurettes on us and a few ads and recommendations on our behest? If they don't help us reach out to the audience and only keep promoting the bigwigs in the industry, then us relatively small fellows won't have a fair chance.”
	P4	“So Facebook has the option to rate the page of a joint, restaurant, store and places like that. So obviously PQR also gets rated. I had a perfect five-star rating till some time ago. Then someone who hadn't even ordered from me left me a four-star rating (sic). I loved having a perfect rating because I put in extra efforts but it got messed up by this person who probably hasn't even tried my products! I wish there was any way Facebook could validate these reviews so that they can only be left by actual customers.”
	P5	
	P6	“...see earlier what I used to do is I used upload videos on YouTube and share the same link on Facebook. But what I do right now is I directly upload on Facebook because on YouTube there are loads and loads of videos coming up every day and the visibility and the—there are so many videos that your overall visibility has decreased.”
Audience participation and Interaction with audience	P1	<p>“I try to (respond to any of your audience's comments/questions) most of the times! But sometimes the response is quite overwhelming and I'm unable to reply to all.”</p> <p>“(the audience/customer base has) increased steadily (in the time period that I've been in my field)”</p> <p>“(I gain) around 40 (followers) approx. (a month). Last month, I gained 80”</p>
	P2	<p>“I also have my own online store and I do a lot of local sales. Last year (I) did not perform well but this year my sales are increasing greatly every month.”</p> <p>“I sometimes respond to customer enquiries through my phone and also view the comments on the different social media on my phone.”</p> <p>“Yes (I respond to any of your audience's comments/questions) on Etsy and Facebook”</p> <p>“Oh yes, definitely! (My customer base has increased) Very much so compared to last year. Some days I'm filling up to 17 Etsy orders a day.”</p>

	<p>“! On every order I make, I write a thank you note. It may not mean much to everyone but I am very pleased when I get one (a thank you card). To me it shows they stopped their busy day to take even 10 seconds to scribble out a little note for me (sic). Nights like tonight I am very tired from working all day and I could easily not write a thank you note for my remaining orders as it would save a little time, but what would that say? I am nothing without my customers and I want them to know I stopped, even for a few seconds, to think about them personally and I wrote them a little letter (sic). It's worth it.”</p>
P3	<p>“No, it's views, likes, sub(scriber)s, everything!”</p> <p>“Well, collabs help in getting more viewers. You get the combined audience of your own and the person you collaborate with ka (sic) channel. So their audience might get interested in watching your videos and vice versa.”</p> <p>“Yes (I respond to my audience's comments/questions)”</p> <p>“I respond to every comment. They are making my channel grow. It is my responsibility to grateful about it and respond!”</p> <p>“They (secondary supplemental social media outlets) have helped me to reach different kind(s) of audience. And like I said earlier, good publicity allows more people to come see my videos!”</p> <p>“Yes (the audience/customer base has increased in the time period that I've been in my field)”</p> <p>“The audience has grown eventually but it is slower than I want it to be though”</p> <p>“Also I feel that there is more of a direct interaction with the audience as they see your face and not the company, the traditional company that you're saying. It just is more personal!”</p>
P4	<p>“I feel like my customers like to see the process and therefore get more involved. I can see it in their own comments! And the positive feedback they give me both on WhatsApp and Instagram.”</p> <p>“(I respond to my customers' comments/questions) sometimes, not usually on Instagram. But definitely on WhatsApp! That's how I get my orders in.”</p> <p>“Oh yes, definitely (the customer base has increased in the time period that I've been in my field?)”</p>
P5	<p>“I always look forward to solving queries by my amazing readers. I feel connected to them and it inspires me to work more.”</p> <p>“But it's been on regularly for the last seven months and I have got a fantastic response from my readers and Instagrammers.”</p>

		<p>“People admire me and my work and they trust me with my work and it is the most encouraging thing ever!”</p> <p>“Yes, I love interacting with my readers. It’s a great feeling. I also post their lovely feedback and positive comments on Instagram and Facebook. I want my readers to feel appreciated. My blog is not just a read and go thingy (sic). It is a two-way relationship; I want my readers to know me as a person and that I am grateful for them.”</p> <p>“It (the audience to my blog) has (increased), however not as fast I thought it would, but it surely has increased and I have no regrets as I have also been busy shooting and modelling so I can’t give my entire week/weeks or month to the blog (sic).”</p>
	P6	<p>“Yeah, everybody—even the audience is producing videos on YouTube.”</p> <p>“See, with me, I’m most of the time on the PC. Like if I’m in office I’m in front of my PC, if I’m at home I’m doing something, I’m on my PC. So I just... Response (to my audience) is very quick, I respond back to all my comments because that’s how you interact with your audience and that’s how you know what they really want and how they’re gonna like it more.”</p>
Use of secondary supplementary Social Media outlets	P1	<p>“...apart from WordPress, yes! I told you about Insta and snapchat”</p> <p>“Zomato, Twitter and Facebook.”</p>
	P2	“Nothing apart from Etsy and Facebook, really!”
	P3	“Yep, Facebook, Twitter, Instagram and snapchat. And WordPress also! In my free time, I do blogging.”
	P4	“I share PQR’s posts through Instagram onto Facebook.”
	P5	“Apart from Facebook and Instagram? No I don’t.”
	P6	<p>“Yeah definitely! Facebook, Instagram are the two main things which I personally use. I’m not very much comfortable in... Twitter can market you really well, because I personally don’t use it because Twitter is something you keep on updating it you keep on tweeting it only then you can get lot of you know say followers but there’s no harm in sharing it but I personally don’t do so I’m only active on Instagram and Facebook and YouTube”</p> <p>“(I also use) WhatsApp”</p> <p>“So one of my videos which was on Pyaar Ka Punchnama it got viral because when I did the analysis of how it got viral, so the biggest burst of sharing happened was through WhatsApp and I dunno because I forward(Ed) my link of my video to loads of groups and my friends on WhatsApp. So what happened was they forwarded it along and it just got viral then. ”</p> <p>“If my video is really long and I cannot put in and cut it down, the whole story that I’m telling in that 3 minute video, I can’t tell it in one minute, I create a trailer of it and put it on Instagram and say that you can watch the full video here. But if my video is a dance video and I know there that my video is one minute 50 seconds, then I can just bring it down to one minute and upload the whole video.”</p>

Need for activity on multiple outlets	P1	“The higher the numbers of followers on Insta, Twitter or (one’s) FB page, the more people hit that link in your social media bio and view your post (sic).”
	P2	
	P3	“The content (that) i can’t share it on my YouTube channel, goes on my blog. And the other stuff I use to get the word out about my channel. Your subscribers are present in many social media outlets and it is good exposure and publicity.”
	P4	“I use Instagram and WhatsApp. Instagram for publishing pictures with details about the types of cakes and macaron flavours along with the details of contacting me like my (phone) number and email id. And using my phone number people can either directly call me or use WhatsApp to message me about their orders.” “Almost everybody’s on Facebook nowadays and I can promote PQR more through it.”
	P5	“I use Facebook, Instagram and my website. The website has detailed information while Facebook and Instagram spreads awareness.”
	P6	“Yeah, see sometimes... with the social media the thing is that anything will work—you never know what's gonna work for you. It all depends upon- that’s how it’s called viral! That's why we cannot control it, it’s just like a viral, it just goes. You dunno where or why or on which platform, that’s why loads of YouTubers actually be active on all the social media because you never know which media is gonna work for you and once you become famous either through Facebook or through YouTube or some people are really famous by Instagram. So whatever may it be, you start concentrating on that only platform. So that you make that platform as a primary and then you treat all the platform secondary. Well in the beginning when you keep on updating everything which you make, on all the platforms. But it’s also very difficult to keep on updating all the platforms-” “Yeah, because there are (a) lot of platforms and they all have different modes of uploading, for example on Instagram you can upload more than one-minute video. So you have to edit your video—even if your video on YouTube is three minutes you have to cut down to one minute and put it on Instagram. So you have to edit twice. Then if we talk about Pinterest or all these <i>people</i> , they only take certain format of videos. So you have to edit in different format so all these things take a lot of—it’s very time consuming and a lot of efforts to put in on lot of social media platforms for your videos because every platform demands different things.” “If my video is really long and I cannot put in and cut it down, the whole story that I’m telling in that 3 minute video, I can’t tell it in one minute, I create a trailer of it and put it on Instagram and say that you can watch the full video here. But if my video is a dance video and I know there that my video is one minute 50 seconds, then I can just bring it down to one minute and upload the whole video.”
Need for Publicity and promotion	P1	“Promotion of each blog post works best if you’re sharing your content on any/all of these (secondary supplementary) media.” “Most people have been able to view my content only after I’ve shared my posts on these media, as evident in my blog stats.” “After the blog started, around 300 likes was the highest (I got on Instagram). And I did get a good spike in blog views when I uploaded that pic (for promoting my blog).”

	P2	<p>“Also, I think that you should know (how) to sell yourself as a brand. Advertise as much as you can”</p> <p>“I post pictures on my FB page, Instagram and the Etsy promotional pics which are taken through my phone.”</p> <p>“I process my orders through Etsy but do most of my promotion through Facebook. Seeing my Facebook posts, friends and family can go to my Etsy store to buy things.”</p> <p>“, I’ve started doing a lot more publicity through Facebook posts, that could be a reason (for my increase customer base)”</p>
	P3	<p>“Spreading the word is through messages on mobile devices only!”</p> <p>“The content (that) I can’t share it on my YouTube channel goes on my blog. And the other stuff I use to get the word out about my channel. Your subscribers are present in many social media outlets and it is good exposure and publicity.”</p> <p>“They (supplemental secondary social media outlets) have helped me to reach different kind(s) of audience. And like I said earlier, good publicity allows more people to come see my videos!”</p>
	P4	<p>“Almost everybody’s on Facebook nowadays and I can promote PQR more through it.”</p> <p>“More comments and more exposure (by using social media to promote PQR), I guess! Maybe more orders as well?”</p> <p>“I think that other patisseries use social media pages for just promoting their pages but for me it’s my main avenue for selling my creations apart from the added bonus of promotion.”</p>
	P5	<p>“The website has detailed information while Facebook and Instagram spreads awareness (about my blog).”</p> <p>“For the publicity of blog posts and reaching more people, they’ve (Facebook and Instagram) helped me do that.”</p>
	P6	<p>“Yeah, see sometimes... with the social media the thing is that anything will work—you never know what's gonna work for you. It all depends upon- that’s how it’s called viral! That's why we cannot control it, it’s just like a viral, it just goes. You dunno where or why or on which platform, that’s why loads of YouTubers actually be active on all the social media because you never know which media is gonna work for you and once you become famous either through Facebook or through YouTube or some people are really famous by Instagram. So whatever may it be, you start concentrating on that only platform.”</p>
Learning on the job and through the job’s media	P1	“(I learnt about food styling) Through observation and online food magazines and YouTube videos.”
	P2	“I can afford to be innovative and borrow ideas from big businesses but do it on a smaller scale, you know?”
	P3	“One can always learn as the time passes. That’s what I did! I started making videos and learning video editing through YouTube tutorials simultaneously!”

	P4	
	P5	<p>“It's been years I've been working now and I've learnt so much, there is of course more to learn each day with each client/shoot and I look forward to it.”</p> <p>“I randomly came up with #ShamelessSelfie and it pretty much became my thing.”</p>
	P6	<p>“I've learnt Photoshop, I've learnt every damn software (sic) to edit your video or edit your pictures or everything and then I kept on learning, but this all I learnt through YouTube videos only! So I didn't take any training or something. I just used to watch YouTube videos and that' show I learnt and now I make my own videos.”</p>
Ongoing Necessity for relevance and innovation	P1	<p>“Yeah sure (I keep yourself up to date with newly emerging social media which may help your profession)”</p> <p>“A mere existence on Facebook or Twitter makes you aware of any other social media that could do the job (sic).”</p> <p>“(the most recent medium that I've started to use as a result of this is) Zomato. It's a site specifically based on reviewing restaurants.”</p>
	P2	<p>“Also, I think that you should know (how) to sell yourself as a brand. Advertise as much as you can and be professional—just because you're selling online doesn't mean that you shouldn't have proper posters and labels for your products.”</p> <p>“I've been really busy trying to expand my business. I recently started stocking my stuff in the Chattanooga markets as I said before... filling out the Etsy orders, the market orders and sending my goods to the other stores which want to stock products from ABC takes up most of my time.”</p>
	P3	
	P4	<p>“I think it is because of the quality of my cakes and macarons. I try to incorporate French flavours and techniques in a very authentic way. I keep changing the menu, innovating it (sic). People like new and unique things and that's what my patisserie gives them.”</p> <p>“I also go for new kinds of training to innovate my style and I have recently started organising bakery master classes. What I'm saying is that if you do your job well and know your stuff and keep updating your style and bringing something new to the table consistently, you don't need to conform to what you've been referring to as a 'traditional profession', like, I think I'm doing okay without a physical store!”</p>
	P5	
	P6	<p>“Yeah definitely, because see. We're working on a social platform and we have to keep ourselves updated about what is happening, even about the upgrades in Facebook, YouTube, Instagram—we have to even keep ourselves updated about that! What more is Instagram offering, what more is YouTube offering, what more is Facebook offering?”</p>
	P1	

Social influence contributing to selecting social media for profession	P2	“My friends and family have always been using these social media outlets. Most of my family and friends are on Facebook, but it isn't really as good as Etsy for selling stuff, so I process my orders through Etsy but do most of my promotion through Facebook. Seeing my Facebook posts, friends and family can go to my Etsy store to buy things.”
	P3	
	P4	“(I picked Instagram and WhatsApp because of) Familiarity, I guess? I use WhatsApp a lot for interacting with family and friends. It's really convenient. I also think it's used by the majority of people in Delhi, so it seemed like a good choice. Instagram I picked because I think that people respond more to food pictures more than just reading the descriptions or the menu. So I try to take pictures from the best angles of my creations and put it up online.” “Almost everybody's on Facebook nowadays and I can promote PQR more through it.”
	P5	
	P6	
	Advantages of new profession	P1
P2		“To be honest, I feel that just our starting point is different (sic). I started (my business) online, working from my own home and mailing orders without having any direct or you know, face to face customer interaction, whereas many other small store owners had to rent out a store and speak to customers when they came in. But I think that our end game is the same—we just want to expand our business and increase its popularity.”
P3		“I have become more confident- is said by a lot of people. I can be myself without being judged and that's what I have heard from people ”
P4		“I just don't have my own physical store. My stuff is made to order and I have a kitchen in my own house, which is really convenient for me. You can't just walk in and try and buy stuff unlike the other bakeries and patisseries and according to me that makes my stuff more exclusive. I think that other patisseries use social media pages for just promoting their pages but for me it's my main avenue for selling my creations apart from the added bonus of promotion.” “...if you do your job well and know your stuff and keep updating your style and bringing something new to the table consistently, you don't need to conform to what you've been referring to as a 'traditional profession', like, I think I'm doing okay without a physical store!”

	P5	“A lot of people have made it huge in the world of web. A lot of women and make-up artists/professional refer to blogs and video to learn more. You have people like Kandee Johnson, Michelle Phan, Bethany Mota, Promise Phan, Bunny Meyers who have seven million subscribers, their own meet and greets sponsored by other companies and their own makeup lines as well! They’ve accomplished things which small physical store owners couldn’t. In the field of beauty we learn new thing every day. It has made a difference in traditionally accepted professions. We all use social media as reference nowadays!”
	P6	“It's something that has given a lot of opportunity to a lot of people to do something that they really want. Earlier there just used to be Bollywood where people want to become something; to show their talents they have to go to all these places but right now they don't have to. They have their own platform, they can just do it on their own and they can become something, it's a full time opportunity and they can do it from their own house, they don't have to travel, so that's really good! That's giving them a sense of satisfaction in the end. It keeps them going on. That's it!”
Differences between personnel in the same profession	P1	<p>“Also there are micro-bloggers, who won’t review food or write any worthy description at all, if you ask me, but just post a picture of the food item and write its name and still consider themselves to be bloggers.”</p> <p>“And apart from that you also have these bloggers who collect content from other bloggers and regram or repost it on Instagram or Twitter or other social media outlets. And surprisingly, they have more followers than the solo bloggers.”</p> <p>“Like you can understand why people would want to follow just one channel or blogger or you know, person who can give them news from most of the others. But it gives us exposure as well, like when I was featured but Food Talk X, I gained like 40 followers in a day!”</p> <p>“More like aggregate micro-bloggers! But yes, you could call them aggregate bloggers.”</p>
	P2	
	P3	“If they don’t help us reach out to the audience and only keep promoting the bigwigs in the industry, then us relatively small fellows won’t have a fair chance.”
	P4	
	P5	“You have people like Kandee Johnson, Michelle Phan, Bethany Mota, Promise Phan, Bunny Meyers who have seven million subscribers, their own meet and greets sponsored by other companies and their own makeup lines as well! They’ve accomplished things which small physical store owners couldn’t.”
	P6	<p>“But the point is that it's really up to a different person how he wants to take his content to be. For example, for me, I don't want to go onto snapchat a lot because, as I told you, it's a lot of hassle to and takes a lot of effort to put videos on so many different platforms, but if you've heard of the saying that it's better to be good in one thing rather than to be average in all.</p> <p>But these are all the sayings, so it's up to you how you want to take your content to (your audience). So what I feel is that if I have selected 3 platforms, I really have to concentrate on those three, because even analysing the throughout the week, putting (content) on</p>

		<p>them , making videos for them, it takes a lot of time and efforts to already do it. You don't wanna lose (out) on something that you're already doing just because there's a new platform which came out, which you don't even know whether it's gonna work for you or not. So that's why for me, I didn't feel very comfortable—for snapchat, like, what will I do on snapchat? I cannot just record on mobile and put it, because how am I gonna do the snapchat for that? If I'm applying my makeup, then how will I do it? Like it's not, I can't teach it. I can just show it!"</p> <p>"...I told you na (sic) it's different for people—for some people YouTube worked very well, for some, Facebook really worked very well. People might not think that, but for me, I'm in the very initial stage (of) what is working for me, so I cannot say that. Because I have to try everywhere, but you cannot select so many; you won't be able to put 100% (of your effort) in any."</p> <p>"Honestly, it depends on what kinda vlogger you are, is your channel like a daily vlogging of what you do? Like Superwoman does; like she has one more channel where she vlogs about her daily life. It really depends on what kind of videos you want to make. If you want to make the kind of videos I make, then there's no point in buying such kind of devices which do things like these, if you don't want to broadcast live."</p> <p>"But if you want to run a channel like graveyard girl's follow me around, when you broadcast to everybody live and if, for example there's a live audience, like at her meet and greets, and you want to do everything live, then these kind of devices matter a lot, I'll also think of buying, in future like-- I want to broadcast live and this is really gonna work for me, but I don't want to directly invest in something that I'm not sure of."</p>
Opportunity for newcomers	P1	"You don't need to be someone with a culinary or a journalism degree to know food or write about it."
	P2	"Well you know Etsy, right? It's sorta like a YouTube for us small (business) owners who create things in limited quantities (and) want to sell stuff. We obviously can't sell on huge retailers like amazon, because we aren't big enough and we don't want to have to rent out shops (for selling our goods), hence Etsy allows niche markets to sell online."
	P3	"Well we can work from home mostly and on our own and talk about what we're passionate about."
	P4	
	P5	
	P6	<p>"So if that (standardisation in terms of content creation and posting) becomes the same in all the platforms, it becomes very simple for new people, even for us who know the stuff, it becomes very simple."</p> <p>"For me also (when I was a newcomer), it took a lot of time to understand in which format I have to shoot in. Like my first three videos, were like scratch for me, even when I shot them, I couldn't do anything with them because I was just learning and it took me one month to get on track and keep on editing and uploading videos."</p> <p>"For example, if some day my mom wants to make a cooking channel, she can't! Because it's very difficult for her, if not impossible to go through... I mean we can figure it out, like we're from the new generation. But, loads of girls, loads of people who have loads of talent, and are in different places worldwide, they just can't do it, even though they really want to, they don't know how to do it! Maybe they don't even know where to get all this stuff from, how it works, what are the software called... I'm just saying that if it's very easy</p>

		for all these people, then it can be done by everyone. So if these can become accessible to everyone, then you know miracles can, there are loads of talent everywhere”
Self-employed and self-reliant	P1	“Another advantage of writing for your own blog and not for a food magazine or editorial is the fact that you don’t have to seek anyone’s permission before publishing what you want to publish, besides there being no limit to the number of characters in each post, and yet gain more views than an online magazine post would.”
	P2	
	P3	“Well we can work from home mostly and on our own and talk about what we’re passionate about.”
	P4	“I am the sole owner.”
	P5	
	P6	“You cannot be dependent upon that (other people helping you create and edit videos)! Maybe you can hire (people) a bit later because (sic) you're getting a lot of pressure, your channel is working but you need to know that in case there's some emergency and somebody's not available, you can upload your own video! So basic things you need to know and I also did that. So right now the production is completely on me, I'm just a one man army here!”
Inequity in profession due to certain competitors	P1	“There are other things as well though where some people who aren’t really very good at blogging have a large viewership only because they got in on this earlier in the game when there were very few players.” “Also there are micro-bloggers, who won’t review food or write any worthy description at all, if you ask me, but just post a picture of the food item and write its name and still consider themselves to be bloggers. I just think it’s for free food and perks, you know? And I find that to be really unfair to the rest of the populace who are trying to put in a lot of effort in creating their blogs.”
	P2	“And... Well it’s not all good, you know? Like, in the initial days of my business, someone reported me on Etsy for. Trying to ‘copy’ their store and products because they were on Etsy before me. I was pretty affronted as I got a warning on the site and I had to explain my case to them after which everything got sorted (out).”
	P3	“If they (social media outlets) don’t help us reach out to the audience and only keep promoting the bigwigs in the industry, then us relatively small fellows won’t have a fair chance.”
	P4	
	P5	
	P6	
Changing landscape of social media	P1	
	P2	
	P3	
	P4	
	P5	

	P6	<p>“Earlier if you talk about two years earlier or 3 years earlier, in X I’m talking about, in the rest world it was long back that they started this, but in X it was different. YouTube was a much more better (sic) place to upload videos and market yourself, but right now it’s not that good. I get more views on Facebook videos as compared to YouTube videos.”</p> <p>“So I’m just targeting more on the views as per say what I’m earning from YouTube because there’s not that much because visibility is not there.”</p> <p>“Yeah, so that doesn't matter to me, so just video is not really good and beneficial for the YouTubers right now.”</p>
Good photo and video quality requisite	P1	<p>“I grab my food shots on my DSLR and use my mobile phone only to upload the shots on social media. If there comes a mobile phone whose camera matches the quality of a DSLR, I might certainly consider buying it.”</p> <p>“...my food photo quality has massively improved with the use of my DSLR and a myriad of the Instagram filters.”</p> <p>“A picture quality that matches that of a DSLR would motivate every food blogger to consider buying the (mobile) device (sic).”</p> <p>“I only use Clarendon or Ludwig. Otherwise, I play with (the) contrast, sharpness, highlights and shadows. I increase the sharpness for almost every upload.”</p> <p>“It (pictures) looks better and I do get more likes (as compared) to the time I didn’t use filters.”</p> <p>“I think my photo quality improved massively after the giveaway which is what garnered the right attention.”</p> <p>“I started giving more emphasis to food styling so the presentation of the photo, in general, increased.”</p>
	P2	<p>“I post pictures on my FB page, Instagram and the Etsy promotional pics which are taken through my phone”</p> <p>“...I usually use my phone just to take pictures.”</p> <p>“Better cameras? But they’re coming out with them every year, so that seems kinda moot now.”</p>
	P3	<p>“I’m not sure about it (features needed in mobile devices), but better cameras? But they always improve it, I guess. I’m pretty happy with what we’ve got as of now.”</p>
	P4	<p>“Instagram I picked because I think that people respond more to food pictures more than just reading the descriptions or the menu. So I try to take pictures from the best angles of my creations and put it up online.”</p> <p>“I can film my glazing or take a picture of it on Instagram and post it instantaneously and then after decorating it, I can post a finished pic.”</p>

		<p>“A good camera is important though and I use an iPhone which has a pretty good camera.”</p>
	P5	<p>“Also, I hire a professional photographer for my blog shoot to give detailed images and information about my look/product review.”</p> <p>“There are times I use my iPhone to click selfies of my look and post it on my Instagram...”</p> <p>“Never really bought any device specifically. I hire a professional photographer that’s it.”</p>
	P6	<p>“Ok, so being very honest with you run I haven't done any collaboration with anyone except (with) the really good videographers. So I shoot my own videos. But I've collaborated with the other videographer who make really good videos and wanted to experiment.”</p> <p>“The camera I use is a point and shoot camera, which (to explain simply is) like (the) automatic (version) of DSLR. So you don't have to make a lot of adjustments like the photographer or videographer, you can just keep it on one setting and directly shoot!”</p>
Additional equipment used	P1	“I grab my food shots on my DSLR and use my mobile phone only to upload the shots on social media.”
	P2	
	P3	
	P4	“I have my own kitchen set up in my own house—with an industrial fridge and ovens along with all the other necessary equipment.”
	P5	
	P6	“The camera I use is a point and shoot camera, which (to explain simply is) like (the) automatic (version) of DSLR. So you don't have to make a lot of adjustments like the photographer or videographer, you can just keep it on one setting and directly shoot! It's easier for me. Then I use a tripod of course, as I want to shift and I want to take different takes, so it's better if you have a tripod which can adjust lens and all that stuff (sic). Those are the equipment, and then for the editing I have software in my laptop and then I edit them, and that's it.”
Benefits of features offered by social media	P1	<p>“Social media is really a boon to all of us and if not for it, I would never have gotten so many good reviews, encouragement and an audience who enjoys reading what I love writing.”</p> <p>“My first post had around 40-50 views. Latest post had 260. Till date, I've had 8000 views. The higher the numbers of followers on Insta, Twitter or (one’s) FB page, the more people hit that link in your social media bio and view your post (sic).”</p> <p>“I only use Clarendon or Ludwig (Instagram filters for photos). Otherwise, I play with (the) contrast, sharpness, highlights and shadows. I increase the sharpness for almost every upload.”</p> <p>“Everyone's aware of the power of social media these days. They won't mind doing the same for you.”</p>

P2	<p>“Well you know Etsy, right? It’s sorta like a YouTube for us small (business) owners who create things in limited quantities (and) want to sell stuff. We obviously can’t sell on huge retailers like amazon, because we aren’t big enough and we don’t want to have to rent out shops (for selling our goods), hence Etsy allows niche markets to sell online.”</p>
P3	<p>“Well, it (the YouTube Partner Program) helps me early only through my content using advertisements and paid promotions.”</p> <p>“According to me it’s the most powerful medium for sharing videos.”</p> <p>“I think social media has a part to play in it. Hell, my audience wouldn’t exist if not for social media!”</p> <p>“YouTube is one of the best way(s) to be yourself without worrying about what anyone else thinks. It is sure difficult to be a successful one but it is worth it! ”</p>
P4	<p>“I use WhatsApp a lot for interacting with family and friends. It’s really convenient. I also think it’s used by the majority of people in Delhi, so it seemed like a good choice. Instagram I picked because I think that people respond more to food pictures more than just reading the descriptions or the menu.”</p> <p>“More comments and more exposure (by using social media to promote PQR), I guess! Maybe more orders as well?”</p> <p>“I think that other patisseries use social media pages for just promoting their pages but for me it’s my main avenue for selling my creations apart from the added bonus of promotion.”</p>
P5	<p>“Yeah I used the existing elements on WordPress and designed it. It’s damn simple ya (sic)!”</p> <p>“That’s because it’s easy to understand and customise. Didn’t want a lot of clutter and found WordPress to be the best for that! ”</p> <p>“In the field of beauty we learn new thing every day. It has made a difference in traditionally accepted professions. We all use social media as reference nowadays!”</p>
P6	<p>“But on Facebook, it’s not (like) that. On Facebook if you upload video first it’s automatic—it automatically plays on their own (sic). On YouTube you have to actually click on it and then do it.”</p> <p>“Yeah (autoplaying)! So that’s how you know—the numbers that you’re gonna get on Facebook, the people that are gonna reach you on Facebook, is much higher than the YouTube—right now which we’re getting.”</p> <p>“See the analytics, there is a google analytics where you can actually see the whole thing of how your video is behaving and then specifically on your channel also there is analytics that you can see on YouTube -- that how your video is performing.”</p> <p>“Anyways, like I said, live-streaming, I can do it on Facebook. You don’t even need to install or buy anything extra for that, nothing! It’s just Facebook, you don’t need a new device.”</p>

Power Tagging	P1	<p>“I learnt that they (hashtags) existed on Twitter while I wasn't a part of it. So I read about it on FB, then (I) started using them on Instagram. You’ve seen my insta(gram) profile na (sic)? It’s where I do most of my publicity. For my blog, I mean. (I) Joined twitter very late”</p> <p>“You check out the most commonly used tags on other people's posts, then go to the tag page and see the high frequency of the tag being used and start using the same (tag).”</p> <p>“But at times, you use general tags like instapopular or delicious, which people still use for more likes and follows.”</p>
	P2	
	P3	
	P4	
	P5	<p>“There are times I use my iPhone to click selfies of my look and post it on my Instagram with #ShamelessSelfie . I randomly came up with #ShamelessSelfie and it pretty much became my thing.”</p> <p>“Honestly, the more the tags, the more the views (on your post) Instagram! You can even search for posts on Facebook using hashtags, so yeah, hashtags are pretty useful!”</p> <p>“I have some of my fixed tags like #MumbaiBlogger #Blogger and all. You can use up to 30 tags on Instagram and I try to create my own apart from using the common ones that most people use on their posts.”</p>
	P6	
Need for Inter-connectivity in social media outlets	P1	
	P2	“...but here’s a far-fetched thought that I had—it would be way easier if there was a ‘buy’ button on Facebook that would directly lead my customers to the checkout cart on Etsy?”
	P3	
	P4	
	P5	
	P6	
Informed audience	P1	“(Resulting number of increased followers), in fact, after (the) giveaway ended, I gained 70+ (followers).”
	P2	
	P3	“Your subscribers are present in many social media outlets and it is good exposure and publicity. In fact, they themselves ask in the comments about your presence on different outlets.”
	P4	

	P5	
	P6	“Actually, your audience is the most effective to tell you, I think those are your analytical... I mean, people are your analytical tools who are gonna give you the analytics by saying this is good or not. Whether we liked it or not. The numbers are like for some people it's gonna work, for some it's not gonna work.”
Support from third party traditional professions	P1	“...what I've observed (is that) most restaurateurs tell us when there are too many bloggers clicking (pictures of) their food: “The food might go cold, but we will reheat it for you if you'd like.”” “Most recently (it) happened in Le 15 café” “...because the pictures are important for their publicity as they're the ones who have invited the bloggers” “The same (restaurants being accommodating and reheating food) applies there (establishments that I go to review where I haven't been invited). Everyone's aware of the power of social media these days. They won't mind doing the same for you.”
	P2	“I have been accepted into the Chattanooga Market, you know, the big one every Sunday? And also can be a vendor at the other three they host.”
	P3	“But if I do a brand video, it is a different thing.” “(A) Brand video is a promotional video. So I not only get paid by YouTube for the likes, views and all, I also get paid by (the) brand.” “Yes (a brand video is a sponsored video from companies)”
	P4	“I have collaborated with well-established organisations and included my products in their goody bags (sic). My cakes have been featured in vogue and cosmopolitan has done a feature on me.”
	P5	
	P6	“So even putting videos on YouTube is not giving that much money to us. It's better if we're getting more likes and the views on some other channel and we can get sponsors for us which is more beneficial.” “See yeah, not right now, but Revlon approached me and they gave me products and some money too—so I'm happy, at least I'm getting something from making one video...”
Need for standardisation and simplification	P1	
	P2	
	P3	
	P4	
	P5	

for content creation	P6	<p>“I would just like if the technical front of making videos, like dimensions, like 16: 9, or all these stuffs, or these can be made generalised for normal people, because sometimes people don't get all these stuff, like what does it really mean? Or how am I supposed to edit this video, or why is it not looking full (screen) on YouTube (sic)? It was full (screen) on my mobile! Somehow, I don't know how technology is gonna do it, but keep it simple: like if we click a selfie it's gone and it's done! You can directly do it, the videos in these things, if they're very quick, it's gonna be more easier (sic) for people like us to put more videos! Because why we can't put many videos is because it takes lot of things to do actually, to edit in certain format, to shoot in certain format, to put it in certain format in every different platform. ”</p> <p>“So if that (standardisation in terms of content creation and posting) becomes the same in all the platforms, it becomes very simple for new people, even for us who know the stuff, it becomes very simple.”</p> <p>“Yeah! A uniform thing so that it becomes very easy for everyone to... But I think that because it's not easy, people who put a lot of effort get famous! In return for their hard work! But yeah, that'll help us and you know, maybe like I said in mobile you just have that rectangle vertical recording, if it's possible to have (it) another way around so people don't even need to spend a lot of money on their cameras. You know, our mobile can also move where we're moving, so we don't need a person to shoot for us... things like that. There are loads of things that I can say, like this should be there and this should be there...”</p>
Transitioning into bigger opportunities related to their field	P1	“I have recently started food-styling and being hired by restaurants and other such joints for food styling and photography.”
	P2	<p>“I have been accepted into the Chattanooga Market, you know, the big one every Sunday? And also can be a vendor at the other three they host.”</p> <p>“Honestly, I've been really busy trying to expand my business. I recently started stocking my stuff in the Chattanooga markets as I said before, but I've been having back problems so filling out the Etsy orders, the market orders and sending my goods to the other stores which want to stock products from ABC apothecary takes up most of my time.”</p> <p>“But I think that our end game is the same—we just want to expand our business and increase its popularity.”</p> <p>“I was thinking of subscription boxes like Ipsy and BeautyBox? I want to start one personalised subscription box for ABC as well, where, for a set amount of money each month, you'll get a box full of ABC products and samples. I think that it'll be a double edged sword here, you know? I'll have a set amount of money coming in every month because of this, the customers will get more than their money's worth in the box and if they like something then they can order the full sized products off the Etsy site.”</p>
	P3	“It's not like I'm not doing other things though; it's been two months since I started working part time for a Bollywood media house.”
	P4	
	P5	“I would love to move on to YouTube as it really helps when it comes down to beauty and also adds a personal touch with the viewers but I haven't got the time to do so.”

		<p>“Like I said though, the blog has brought me some of the work as a makeup artist as well!”</p> <p>“I would love to move on to YouTube. A lot of people have suggested me to start filming videos. I have decided on a particular location in my room. I need to invest in tools to start filming. Then I can link my blog and blog together!”</p>
	P6	
Creation of Social Media Outlet specific to profession	P1	
	P2	
	P3	
	P4	
	P5	“Something like Twitter app for make-up specifically maybe, where I could interact with make-up enthusiasts and girls regarding beauty and all that comes under this tangent.”
	P6	
Impact of policies in social media outlets	P1	<p>“I’m okay with the (new Instagram) layout. Makes some pictures pop out well. The logo still hasn't changed on my phone even after updating.”</p> <p>“But I do hate the rumoured policy changes... In the middle there was this rumour going around that insta was changing its policy and pictures won't be seen on a viewer's instafeed but based on popularity and the things insta predicts the user likes.”</p> <p>“you see how that would be a huge blow to us? We rely on viewers seeing our posts as and when we post them so that we can increase our audience and if users won't be able to even see our images even though we do research beforehand, look up statistics online and upload images during peak times when audiences are most active on insta, you know?”</p>
	P2	“I think that the people in-charge of policy are fair. Happy that they took care of it (the reporting incident)”
	P3	“I would like them (social media outlets) to give newbies more chance to help them grow! So like more featurettes on us and a few ads and recommendations on our behalf? If they don't help us reach out to the audience and only keep promoting the bigwigs in the industry, then us relatively small fellows won't have a fair chance.”
	P4	“I wish there was any way Facebook could validate these reviews so that they can only be left by actual customers.”
	P5	
	P6	“On YouTube, it's a different algorithm if you're talking about (it)/. There are certain things which you need to do on YouTube to be visible. One thing which I told you earlier also that there's a problem of YouTube right now that there are millions and millions of videos coming up daily on YouTube, so the visibility has already decreased, so the only thing that they say is that 'keep on uploading, you will get visible', because their algorithm is like that! They're gonna promote those videos more, those who are putting more videos on their channel. ”

		<p>“So they keep on giving more preference... It's their algorithm, how they work re! Sometimes you get (how) their algorithm (works) but they can keep on changing it the way they want it, because they also are commercialising their platform. They also are earning through that so they keep on changing, promoting those people who they see that okay, this person can get us more views or this person can get us more views... things like that/, so analytics are there, but they're just to guide you whether you should do something next time or not, but they're not actually (there) to guide you to become viral, which will get more likes.”</p> <p>“Now if you talk about Facebook, I feel Facebook has better analytics as compared to YouTube because it is very clear. They have the list of videos and they'll compare it with you. It's all about I think, the UI, UX of the design of YouTube and Facebook, that I feel more comfortable analysing my videos on Facebook, as compared to analysing on YouTube because they give you everything—post wise, video wise, picture wise analysis... everything. On YouTube it's a bit complicated that you have to do a lot of filling and select options and then see it. You have to... forget about me, a normal person who has just started (on) YouTube, they cannot analyse that—that ok, how are we gonna analyse it, how the graphs work and all that stuff.”</p>
New professions creating newer professions	P1	
	P2	
	P3	
	P4	
	P5	
	P6	<p>“For some people it even takes up to six months to understand what we have to do and how we upload videos. And there are people who still don't know the MCNs for them, you know multi-channel networks who just (get) hire(d) by the channels and take their ownership and just do everything for them. So there are things like that, you're losing the ownership, you're losing certain percentage of your income coming in, anyways it's not coming in that much in the beginning from YouTube and then you're giving ownership to other people and they're handling it, so what's the point?”</p>
Cyber bullying	P1	
	P2	<p>“I will not have a fit. I will keep my peace. I purchased a font that I absolutely love(ed) (and) then I went to make the border and label for my Mesuline Bath Salts and Divine Feminine Bath salts. And then when I went to Etsy to check my messages and BOOM there on my "recommended" listings was a bath salt by the woman who says I copy her- remember I told you before? I'm again innocent! I didn't want to spread negativity, but last time it wasn't just that she'd reported me, her followers accused me of copying her and sent many spiteful emails and messages. Anyways, coming back to this situation, this product that she had, it was the same font and the same picture but different product. I (right) about screamed! This woman has taken all the famous pictures and made something out of them. I have stayed far away from her and had no idea what she even had on her page (sic) but often times her items come up as recommended for me. I am about to say f___ it and use the font and picture but I don't want to be accused by her or her following again. My products are my own and I work hard. I have lost countless nights and hours of work to this woman I refuse to go through this again! I already changed so many of my things to further separate myself from her. I don't even use certain words because I was rabidly attacked by one of her friends. I shouldn't have caved to begin with; it just made it easier for them to come back and bully me</p>

		therefore I don't want to do this again. I still fully believe she is the reason my sales dropped for a couple of months and I have just gained momentum back so I fear losing it again. I will not name her though, I have no desire to start drama. I am just venting.”
	P3	
	P4	
	P5	
	P6	

Appendix K: Factor Analysis (Blogging)

Descriptive Statistics

	Mean	Std. Deviation	Analysis N	Missing N
BSI1	3.29	.939	129	0
BSI2	3.30	.889	129	0
BSI3	3.58	.817	129	0
BSI4	3.36	1.006	129	0
BHM1	3.95	.699	129	0
BHM2	3.91	.718	129	0
BHM3	3.69	.873	129	0
BPV1	3.68	.884	129	0
BPV2	3.76	.778	129	0
BPV3	3.75	.740	129	0
BH1	3.23	1.042	129	0
BH2	2.51	1.047	129	0
BH3	3.19	1.029	129	0

Correlation Matrix^a

		BSI1	BSI2	BSI3	BSI4	BHM1	BHM2	BHM3	BPV1
Correlation	BSI1	1.000	.697	.295	.368	.215	.223	.198	.302
	BSI2	.697	1.000	.305	.376	.140	.236	.162	.223
	BSI3	.295	.305	1.000	.250	.247	.272	.299	.280
	BSI4	.368	.376	.250	1.000	.205	.269	.189	.199
	BHM1	.215	.140	.247	.205	1.000	.799	.663	.111
	BHM2	.223	.236	.272	.269	.799	1.000	.779	.215
	BHM3	.198	.162	.299	.189	.663	.779	1.000	.175
	BPV1	.302	.223	.280	.199	.111	.215	.175	1.000
	BPV2	.098	.015	.283	.310	.191	.256	.257	.592
	BPV3	.196	.091	.292	.256	.170	.224	.194	.619
	BH1	.249	.151	.271	.256	.414	.392	.389	.259
	BH2	.354	.277	.371	.285	.294	.245	.312	.152
	BH3	.226	.177	.335	.313	.459	.476	.386	.237
Sig. (1-tailed)	BSI1		.000	.000	.000	.007	.006	.012	.000
	BSI2	.000		.000	.000	.057	.004	.033	.006
	BSI3	.000	.000		.002	.002	.001	.000	.001
	BSI4	.000	.000	.002		.010	.001	.016	.012
	BHM1	.007	.057	.002	.010		.000	.000	.105
	BHM2	.006	.004	.001	.001	.000		.000	.007
	BHM3	.012	.033	.000	.016	.000	.000		.024

BPV1	.000	.006	.001	.012	.105	.007	.024	
BPV2	.136	.431	.001	.000	.015	.002	.002	.000
BPV3	.013	.152	.000	.002	.027	.005	.014	.000
BH1	.002	.044	.001	.002	.000	.000	.000	.002
BH2	.000	.001	.000	.001	.000	.003	.000	.043
BH3	.005	.022	.000	.000	.000	.000	.000	.003

Correlation Matrix^a

		BPV2	BPV3	BH1	BH2	BH3
Correlation	BSI1	.098	.196	.249	.354	.226
	BSI2	.015	.091	.151	.277	.177
	BSI3	.283	.292	.271	.371	.335
	BSI4	.310	.256	.256	.285	.313
	BHM1	.191	.170	.414	.294	.459
	BHM2	.256	.224	.392	.245	.476
	BHM3	.257	.194	.389	.312	.386
	BPV1	.592	.619	.259	.152	.237
	BPV2	1.000	.723	.368	.143	.349
	BPV3	.723	1.000	.278	.175	.328
	BH1	.368	.278	1.000	.649	.746
	BH2	.143	.175	.649	1.000	.593
	BH3	.349	.328	.746	.593	1.000
Sig. (1-tailed)	BSI1	.136	.013	.002	.000	.005
	BSI2	.431	.152	.044	.001	.022
	BSI3	.001	.000	.001	.000	.000
	BSI4	.000	.002	.002	.001	.000
	BHM1	.015	.027	.000	.000	.000
	BHM2	.002	.005	.000	.003	.000
	BHM3	.002	.014	.000	.000	.000
	BPV1	.000	.000	.002	.043	.003
	BPV2		.000	.000	.054	.000
	BPV3	.000		.001	.023	.000
	BH1	.000	.001		.000	.000
	BH2	.054	.023	.000		.000
	BH3	.000	.000	.000	.000	

a. Determinant = .001

Inverse of Correlation Matrix

	BSI1	BSI2	BSI3	BSI4	BHM1	BHM2	BHM3	BPV1	BPV2	BPV3
BSI1	2.251	-1.345	-.011	-.221	-.385	.363	-.106	-.345	.262	-.198
BSI2	-1.345	2.223	-.256	-.319	.412	-.621	.167	-.157	.263	.144
BSI3	-.011	-.256	1.376	-.015	-.080	.093	-.213	-.094	-.184	-.091
BSI4	-.221	-.319	-.015	1.413	.065	-.287	.169	.197	-.475	.006
BHM1	-.385	.412	-.080	.065	3.058	-2.223	-.170	.304	.063	-.062
BHM2	.363	-.621	.093	-.287	-2.223	4.707	-2.064	-.372	.147	-.018
BHM3	-.106	.167	-.213	.169	-.170	-2.064	2.830	.124	-.320	.111
BPV1	-.345	-.157	-.094	.197	.304	-.372	.124	1.966	-.664	-.683
BPV2	.262	.263	-.184	-.475	.063	.147	-.320	-.664	2.755	-1.357
BPV3	-.198	.144	-.091	.006	-.062	-.018	.111	-.683	-1.357	2.479
BH1	-.151	.121	.234	.123	-.237	.142	-.187	-.149	-.633	.346
BH2	-.249	-.093	-.351	-.184	-.101	.641	-.420	.034	.457	-.121
BH3	.163	.000	-.184	-.155	-.097	-.780	.415	.145	-.027	-.322

Inverse of Correlation Matrix

	BH1	BH2	BH3
BSI1	-.151	-.249	.163
BSI2	.121	-.093	.000
BSI3	.234	-.351	-.184
BSI4	.123	-.184	-.155
BHM1	-.237	-.101	-.097
BHM2	.142	.641	-.780
BHM3	-.187	-.420	.415
BPV1	-.149	.034	.145
BPV2	-.633	.457	-.027
BPV3	.346	-.121	-.322
BH1	2.959	-1.016	-1.453
BH2	-1.016	2.231	-.541
BH3	-1.453	-.541	2.814

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.783
Bartlett's Test of Sphericity	Approx. Chi-Square	856.090
	Df	78
	Sig.	.000

Anti-image Matrices

		BSI1	BSI2	BSI3	BSI4	BHM1	BHM2	BHM3
Anti-image Covariance	BSI1	.444	-.269	-.004	-.069	-.056	.034	-.017
	BSI2	-.269	.450	-.084	-.102	.061	-.059	.027
	BSI3	-.004	-.084	.727	-.008	-.019	.014	-.055
	BSI4	-.069	-.102	-.008	.708	.015	-.043	.042
	BHM1	-.056	.061	-.019	.015	.327	-.154	-.020
	BHM2	.034	-.059	.014	-.043	-.154	.212	-.155
	BHM3	-.017	.027	-.055	.042	-.020	-.155	.353
	BPV1	-.078	-.036	-.035	.071	.051	-.040	.022
	BPV2	.042	.043	-.049	-.122	.008	.011	-.041
	BPV3	-.036	.026	-.027	.002	-.008	-.002	.016
	BH1	-.023	.018	.057	.029	-.026	.010	-.022
	BH2	-.050	-.019	-.114	-.058	-.015	.061	-.067
	BH3	.026	-2.304E-6	-.048	-.039	-.011	-.059	.052
Anti-image Correlation	BSI1	.719 ^a	-.601	-.006	-.124	-.147	.112	-.042
	BSI2	-.601	.667 ^a	-.146	-.180	.158	-.192	.067
	BSI3	-.006	-.146	.901 ^a	-.010	-.039	.037	-.108
	BSI4	-.124	-.180	-.010	.853 ^a	.031	-.111	.085
	BHM1	-.147	.158	-.039	.031	.810 ^a	-.586	-.058
	BHM2	.112	-.192	.037	-.111	-.586	.717 ^a	-.565
	BHM3	-.042	.067	-.108	.085	-.058	-.565	.808 ^a
	BPV1	-.164	-.075	-.057	.118	.124	-.122	.052
	BPV2	.105	.106	-.095	-.241	.022	.041	-.115
	BPV3	-.084	.061	-.049	.003	-.023	-.005	.042
	BH1	-.059	.047	.116	.060	-.079	.038	-.065
	BH2	-.111	-.042	-.200	-.103	-.039	.198	-.167
	BH3	.065	-5.763E-6	-.094	-.078	-.033	-.214	.147

Anti-image Matrices

		BPV1	BPV2	BPV3	BH1	BH2	BH3
Anti-image Covariance	BSI1	-.078	.042	-.036	-.023	-.050	.026
	BSI2						-
		-.036	.043	.026	.018	-.019	2.304 E-6
	BSI3	-.035	-.049	-.027	.057	-.114	-.048
	BSI4	.071	-.122	.002	.029	-.058	-.039
	BHM1	.051	.008	-.008	-.026	-.015	-.011
	BHM2	-.040	.011	-.002	.010	.061	-.059

	BHM3	.022	-.041	.016	-.022	-.067	.052
	BPV1	.509	-.123	-.140	-.026	.008	.026
	BPV2	-.123	.363	-.199	-.078	.074	-.004
	BPV3	-.140	-.199	.403	.047	-.022	-.046
	BH1	-.026	-.078	.047	.338	-.154	-.174
	BH2	.008	.074	-.022	-.154	.448	-.086
	BH3	.026	-.004	-.046	-.174	-.086	.355
Anti-image Correlation	BSI1	-.164	.105	-.084	-.059	-.111	.065
	BSI2						-
		-.075	.106	.061	.047	-.042	5.763
							E-6
	BSI3	-.057	-.095	-.049	.116	-.200	-.094
	BSI4	.118	-.241	.003	.060	-.103	-.078
	BHM1	.124	.022	-.023	-.079	-.039	-.033
	BHM2	-.122	.041	-.005	.038	.198	-.214
	BHM3	.052	-.115	.042	-.065	-.167	.147
	BPV1	.821 ^a	-.285	-.309	-.062	.016	.062
	BPV2	-.285	.736 ^a	-.519	-.222	.184	-.010
	BPV3	-.309	-.519	.776 ^a	.128	-.051	-.122
	BH1	-.062	-.222	.128	.792 ^a	-.395	-.504
	BH2	.016	.184	-.051	-.395	.802 ^a	-.216
	BH3	.062	-.010	-.122	-.504	-.216	.836 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
BSI1	1.000	.773
BSI2	1.000	.821
BSI3	1.000	.349
BSI4	1.000	.391
BHM1	1.000	.813
BHM2	1.000	.901
BHM3	1.000	.785
BPV1	1.000	.703
BPV2	1.000	.819
BPV3	1.000	.796
BH1	1.000	.818
BH2	1.000	.786
BH3	1.000	.786

Extraction Method: Principal
Component Analysis.

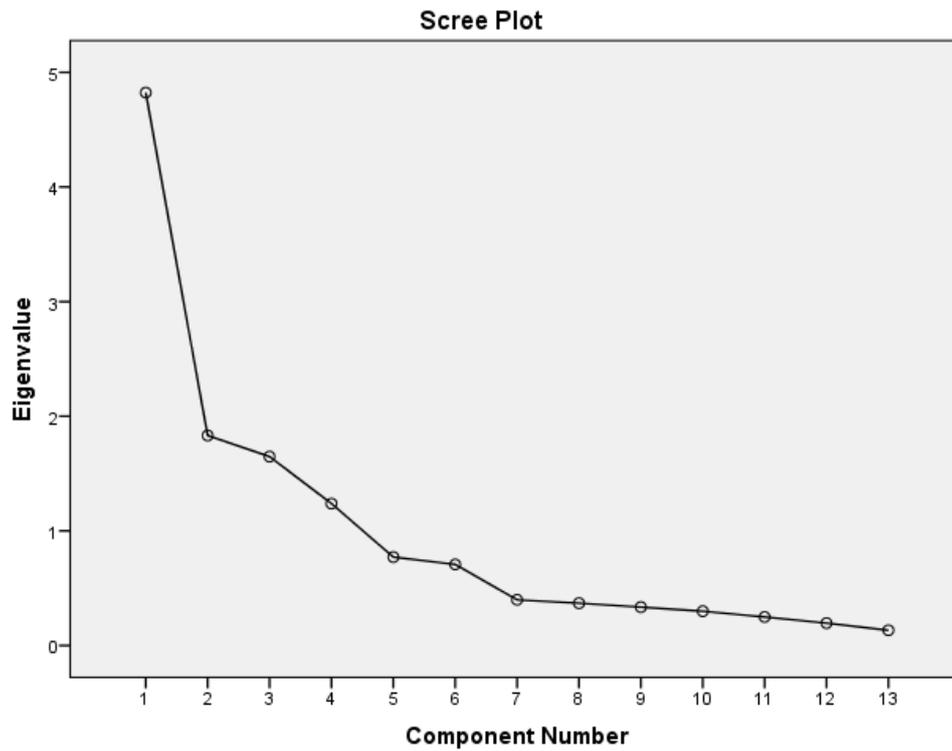
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
	1	4.823	37.102	37.102	4.823	37.102	37.102
2	1.832	14.093	51.195	1.832	14.093	51.195	2.428
3	1.648	12.677	63.871	1.648	12.677	63.871	2.353
4	1.238	9.526	73.398	1.238	9.526	73.398	2.197
5	.772	5.936	79.334				
6	.707	5.442	84.776				
7	.398	3.065	87.841				
8	.369	2.839	90.680				
9	.335	2.578	93.258				
10	.299	2.301	95.559				
11	.249	1.914	97.472				
12	.195	1.502	98.974				
13	.133	1.026	100.000				

Total Variance Explained

Component	Rotation Sums of Squared Loadings	
	% of Variance	Cumulative %
1	19.722	19.722
2	18.678	38.399
3	18.100	56.499
4	16.899	73.398
5		
6		
7		
8		
9		
10		
11		
12		
13		

Extraction Method: Principal Component Analysis.



Component Matrix^a

	Component			
	1	2	3	4
BH3	.749			-.439
BH1	.722			-.521
BHM2	.715	-.430		
BHM3	.666	-.422		
BHM1	.659	-.499		
BH2	.630			-.561
BSI3	.556			
BSI4	.516			
BPV3	.558	.630		
BPV1	.524	.623		
BPV2	.572	.578		
BSI2	.442		.753	
BSI1	.520		.681	

Extraction Method: Principal Component Analysis.^a

a. 4 components extracted.

Reproduced Correlations

		BSI1	BSI2	BSI3	BSI4	BHM1	BHM2	BHM3	BPV1
Reproduced Correlation	BSI1	.773 ^a	.788	.411	.507	.182	.244	.195	.291
	BSI2	.788	.821 ^a	.372	.485	.158	.220	.169	.220
	BSI3	.411	.372	.349 ^a	.355	.269	.308	.280	.342
	BSI4	.507	.485	.355	.391 ^a	.208	.256	.223	.340
	BHM1	.182	.158	.269	.208	.813 ^a	.846	.795	.107
	BHM2	.244	.220	.308	.256	.846	.901 ^a	.839	.199
	BHM3	.195	.169	.280	.223	.795	.839	.785 ^a	.168
	BPV1	.291	.220	.342	.340	.107	.199	.168	.703 ^a
	BPV2	.090	-.012	.316	.258	.196	.270	.250	.708
	BPV3	.170	.077	.332	.296	.144	.227	.204	.728
	BH1	.204	.112	.376	.292	.420	.390	.391	.221
	BH2	.367	.305	.374	.339	.290	.250	.252	.110
	BH3	.224	.135	.386	.305	.471	.450	.444	.240
Residual ^b	BSI1		-.091	-.116	-.139	.033	-.021	.003	.011
	BSI2	-.091		-.068	-.109	-.018	.017	-.007	.002
	BSI3	-.116	-.068		-.105	-.022	-.037	.019	-.062
	BSI4	-.139	-.109	-.105		-.003	.013	-.034	-.141
	BHM1	.033	-.018	-.022	-.003		-.047	-.132	.004
	BHM2	-.021	.017	-.037	.013	-.047		-.060	.016
	BHM3	.003	-.007	.019	-.034	-.132	-.060		.007
	BPV1	.011	.002	-.062	-.141	.004	.016	.007	
	BPV2	.008	.027	-.033	.052	-.005	-.014	.007	-.115
	BPV3	.026	.014	-.040	-.040	.026	-.003	-.009	-.109
	BH1	.044	.039	-.104	-.037	-.006	.002	-.002	.038
	BH2	-.013	-.027	-.003	-.054	.004	-.004	.060	.042
	BH3	.002	.042	-.051	.008	-.012	.026	-.058	-.002

Reproduced Correlations

		BPV2	BPV3	BH1	BH2	BH3
Reproduced Correlation	BSI1	.090	.170	.204	.367	.224
	BSI2	-.012	.077	.112	.305	.135
	BSI3	.316	.332	.376	.374	.386
	BSI4	.258	.296	.292	.339	.305
	BHM1	.196	.144	.420	.290	.471
	BHM2	.270	.227	.390	.250	.450
	BHM3	.250	.204	.391	.252	.444
	BPV1	.708	.728	.221	.110	.240
BPV2	.819 ^a	.799	.358	.154	.371	

	BPV3	.799	.796 ^a	.311	.141	.325
	BH1	.358	.311	.818 ^a	.744	.798
	BH2	.154	.141	.744	.786 ^a	.716
	BH3	.371	.325	.798	.716	.786 ^a
Residual ^b	BSI1	.008	.026	.044	-.013	.002
	BSI2	.027	.014	.039	-.027	.042
	BSI3	-.033	-.040	-.104	-.003	-.051
	BSI4	.052	-.040	-.037	-.054	.008
	BHM1	-.005	.026	-.006	.004	-.012
	BHM2	-.014	-.003	.002	-.004	.026
	BHM3	.007	-.009	-.002	.060	-.058
	BPV1	-.115	-.109	.038	.042	-.002
	BPV2		-.076	.010	-.012	-.022
	BPV3	-.076		-.033	.035	.003
	BH1	.010	-.033		-.095	-.052
	BH2	-.012	.035	-.095		-.123
	BH3	-.022	.003	-.052	-.123	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 22 (28.0%) non-redundant residuals with absolute values greater than 0.05.

Rotated Component Matrix^a

	Component			
	1	2	3	4
BHM2	.913			
BHM1	.866			
BHM3	.853			
BPV2		.876		
BPV3		.874		
BPV1		.797		
BH1			.845	
BH2			.832	
BH3			.797	
BSI2				.902
BSI1				.862
BSI4				.522
BSI3				

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.^a

a. Rotation converged in 5 iterations.

Appendix L: Factor Analysis (Vlogging)

Descriptive Statistics

	Mean	Std. Deviation	Analysis N	Missing N
VSI1	2.95	.892	135	0
VSI2	2.96	.909	135	0
VSI3	3.56	.825	135	0
VSI4	3.20	1.042	135	0
VHM1	4.01	.758	135	0
VHM2	3.96	.737	135	0
VHM3	3.87	.876	135	0
VPV1	3.63	.817	135	0
VPV2	3.47	.880	135	0
VPV3	3.40	.866	135	0
VH1	2.93	1.160	135	0
VH2	2.35	1.081	135	0
VH3	3.00	1.037	135	0

Correlation Matrix^a

		VSI1	VSI2	VSI3	VSI4	VHM1	VHM2	VHM3	VPV1	VPV2
Correlation	VSI1	1.000	.366	.233	.469	.188	.224	.202	-.016	.241
	VSI2	.366	1.000	.108	.472	.141	.232	.219	.122	.162
	VSI3	.233	.108	1.000	.250	.089	.219	.130	.212	.164
	VSI4	.469	.472	.250	1.000	.348	.369	.346	.018	.107
	VHM1	.188	.141	.089	.348	1.000	.748	.709	.149	.252
	VHM2	.224	.232	.219	.369	.748	1.000	.790	.163	.246
	VHM3	.202	.219	.130	.346	.709	.790	1.000	.226	.301
	VPV1	-.016	.122	.212	.018	.149	.163	.226	1.000	.391
	VPV2	.241	.162	.164	.107	.252	.246	.301	.391	1.000
	VPV3	.172	.133	.069	.101	.246	.257	.293	.443	.563
	VH1	.364	.266	.188	.326	.442	.381	.498	.123	.382
	VH2	.336	.256	.122	.295	.243	.260	.330	.020	.288
VH3	.266	.340	.157	.331	.351	.391	.370	.282	.344	
Sig. (1-tailed)	VSI1		.000	.003	.000	.014	.005	.010	.426	.002
	VSI2	.000		.107	.000	.051	.003	.005	.079	.030
	VSI3	.003	.107		.002	.153	.005	.067	.007	.028
	VSI4	.000	.000	.002		.000	.000	.000	.420	.107
	VHM1	.014	.051	.153	.000		.000	.000	.042	.002
	VHM2	.005	.003	.005	.000	.000		.000	.030	.002
	VHM3	.010	.005	.067	.000	.000	.000		.004	.000

VPV1	.426	.079	.007	.420	.042	.030	.004		.000
VPV2	.002	.030	.028	.107	.002	.002	.000	.000	
VPV3	.023	.062	.213	.122	.002	.001	.000	.000	.000
VH1	.000	.001	.015	.000	.000	.000	.000	.077	.000
VH2	.000	.001	.080	.000	.002	.001	.000	.407	.000
VH3	.001	.000	.034	.000	.000	.000	.000	.000	.000

Correlation Matrix^a

		VPV3	VH1	VH2	VH3
Correlation	VSI1	.172	.364	.336	.266
	VSI2	.133	.266	.256	.340
	VSI3	.069	.188	.122	.157
	VSI4	.101	.326	.295	.331
	VHM1	.246	.442	.243	.351
	VHM2	.257	.381	.260	.391
	VHM3	.293	.498	.330	.370
	VPV1	.443	.123	.020	.282
	VPV2	.563	.382	.288	.344
	VPV3	1.000	.294	.169	.291
	VH1	.294	1.000	.709	.602
	VH2	.169	.709	1.000	.559
	VH3	.291	.602	.559	1.000
Sig. (1-tailed)	VSI1	.023	.000	.000	.001
	VSI2	.062	.001	.001	.000
	VSI3	.213	.015	.080	.034
	VSI4	.122	.000	.000	.000
	VHM1	.002	.000	.002	.000
	VHM2	.001	.000	.001	.000
	VHM3	.000	.000	.000	.000
	VPV1	.000	.077	.407	.000
	VPV2	.000	.000	.000	.000
	VPV3		.000	.025	.000
	VH1	.000		.000	.000
	VH2	.025	.000		.000
	VH3	.000	.000	.000	

a. Determinant = .004

Inverse of Correlation Matrix

	VSI1	VSI2	VSI3	VSI4	VHM1	VHM2	VHM3	VPV1	VPV2	VPV3
VSI1	1.505	-.241	-.170	-.467	.038	-.078	.142	.209	-.198	-.114
VSI2	-.241	1.437	.126	-.532	.283	-.177	-.027	-.138	-.033	.035
VSI3	-.170	.126	1.243	-.259	.288	-.508	.258	-.329	-.106	.181
VSI4	-.467	-.532	-.259	1.731	-.334	.020	-.179	.136	.181	-.006
VHM1	.038	.283	.288	-.334	2.745	-1.444	-.571	-.037	-.092	.031
VHM2	-.078	-.177	-.508	.020	-1.444	3.758	-2.013	.294	.080	-.175
VHM3	.142	-.027	.258	-.179	-.571	-2.013	3.397	-.375	-.088	-.007
VPV1	.209	-.138	-.329	.136	-.037	.294	-.375	1.536	-.281	-.466
VPV2	-.198	-.033	-.106	.181	-.092	.080	-.088	-.281	1.709	-.685
VPV3	-.114	.035	.181	-.006	.031	-.175	-.007	-.466	-.685	1.677
VH1	-.230	-.030	-.253	.100	-.613	.697	-.785	.213	-.182	-.188
VH2	-.132	-.004	.064	-.085	.344	-.035	-.109	.238	-.139	.118
VH3	.082	-.229	.088	-.164	-.021	-.521	.393	-.427	-.067	-.022

Inverse of Correlation Matrix

	VH1	VH2	VH3
VSI1	-.230	-.132	.082
VSI2	-.030	-.004	-.229
VSI3	-.253	.064	.088
VSI4	.100	-.085	-.164
VHM1	-.613	.344	-.021
VHM2	.697	-.035	-.521
VHM3	-.785	-.109	.393
VPV1	.213	.238	-.427
VPV2	-.182	-.139	-.067
VPV3	-.188	.118	-.022
VH1	2.930	-1.315	-.659
VH2	-1.315	2.278	-.549
VH3	-.659	-.549	2.016

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.790
Bartlett's Test of Sphericity	Approx. Chi-Square	726.266
	df	78
	Sig.	.000

Anti-image Matrices

		VSI1	VSI2	VSI3	VSI4	VHM1	VHM2	VHM3	VPV1
Anti-image Covariance	VSI1	.664	-.111	-.091	-.179	.009	-.014	.028	.090
	VSI2	-.111	.696	.070	-.214	.072	-.033	-.006	-.063
	VSI3	-.091	.070	.804	-.120	.084	-.109	.061	-.172
	VSI4	-.179	-.214	-.120	.578	-.070	.003	-.030	.051
	VHM1	.009	.072	.084	-.070	.364	-.140	-.061	-.009
	VHM2	-.014	-.033	-.109	.003	-.140	.266	-.158	.051
	VHM3	.028	-.006	.061	-.030	-.061	-.158	.294	-.072
	VPV1	.090	-.063	-.172	.051	-.009	.051	-.072	.651
	VPV2	-.077	-.013	-.050	.061	-.020	.012	-.015	-.107
	VPV3	-.045	.015	.087	-.002	.007	-.028	-.001	-.181
	VH1	-.052	-.007	-.069	.020	-.076	.063	-.079	.047
	VH2	-.039	-.001	.022	-.022	.055	-.004	-.014	.068
	VH3	.027	-.079	.035	-.047	-.004	-.069	.057	-.138
Anti-image Correlation	VSI1	.832 ^a	-.164	-.124	-.289	.019	-.033	.063	.138
	VSI2	-.164	.797 ^a	.094	-.337	.142	-.076	-.012	-.093
	VSI3	-.124	.094	.584 ^a	-.177	.156	-.235	.126	-.238
	VSI4	-.289	-.337	-.177	.808 ^a	-.153	.008	-.074	.084
	VHM1	.019	.142	.156	-.153	.826 ^a	-.449	-.187	-.018
	VHM2	-.033	-.076	-.235	.008	-.449	.745 ^a	-.564	.122
	VHM3	.063	-.012	.126	-.074	-.187	-.564	.808 ^a	-.164
	VPV1	.138	-.093	-.238	.084	-.018	.122	-.164	.645 ^a
	VPV2	-.124	-.021	-.073	.105	-.043	.032	-.037	-.173
	VPV3	-.072	.023	.125	-.004	.014	-.070	-.003	-.291
	VH1	-.110	-.015	-.132	.044	-.216	.210	-.249	.100
	VH2	-.071	-.002	.038	-.043	.138	-.012	-.039	.127
	VH3	.047	-.134	.056	-.088	-.009	-.189	.150	-.243

Anti-image Matrices

		VPV2	VPV3	VH1	VH2	VH3
Anti-image Covariance	VSI1	-.077	-.045	-.052	-.039	.027
	VSI2	-.013	.015	-.007	-.001	-.079
	VSI3	-.050	.087	-.069	.022	.035
	VSI4	.061	-.002	.020	-.022	-.047
	VH	-.020	.007	-.076	.055	-.004
	M1					
	VH					
	M2	.012	-.028	.063	-.004	-.069

	VH M3	-.015	-.001	-.079	-.014	.057
	VPV 1	-.107	-.181	.047	.068	-.138
	VPV 2	.585	-.239	-.036	-.036	-.020
	VPV 3	-.239	.596	-.038	.031	-.007
	VH1	-.036	-.038	.341	-.197	-.112
	VH2	-.036	.031	-.197	.439	-.120
	VH3	-.020	-.007	-.112	-.120	.496
Anti-image Correlation	VSI1	-.124	-.072	-.110	-.071	.047
	VSI2	-.021	.023	-.015	-.002	-.134
	VSI3	-.073	.125	-.132	.038	.056
	VSI4	.105	-.004	.044	-.043	-.088
	VH M1	-.043	.014	-.216	.138	-.009
	VH M2	.032	-.070	.210	-.012	-.189
	VH M3	-.037	-.003	-.249	-.039	.150
	VPV 1	-.173	-.291	.100	.127	-.243
	VPV 2	.826 ^a	-.405	-.081	-.071	-.036
	VPV 3	-.405	.776 ^a	-.085	.060	-.012
	VH1	-.081	-.085	.791 ^a	-.509	-.271
	VH2	-.071	.060	-.509	.792 ^a	-.256
	VH3	-.036	-.012	-.271	-.256	.854 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
VSI1	1.000	.574
VSI2	1.000	.505
VSI3	1.000	.416
VSI4	1.000	.693
VHM1	1.000	.815
VHM2	1.000	.858
VHM3	1.000	.827

VPV1	1.000	.677
VPV2	1.000	.652
VPV3	1.000	.649
VH1	1.000	.788
VH2	1.000	.802
VH3	1.000	.619

Extraction Method: Principal
Component Analysis.

Total Variance Explained

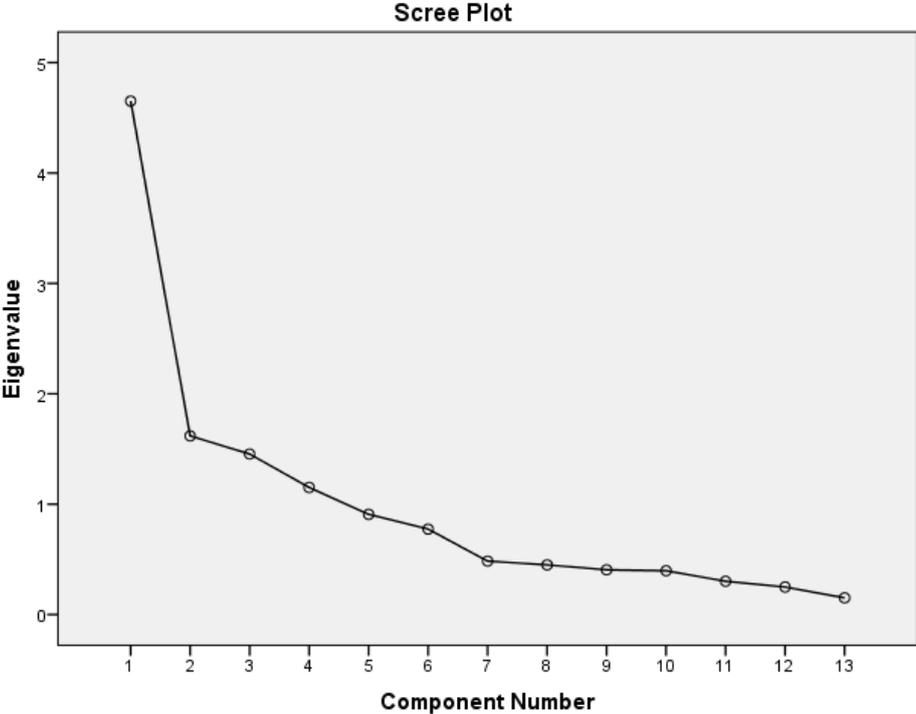
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4.652	35.783	35.783	4.652	35.783	35.783	2.587
2	1.619	12.451	48.234	1.619	12.451	48.234	2.305
3	1.455	11.189	59.423	1.455	11.189	59.423	2.008
4	1.152	8.860	68.283	1.152	8.860	68.283	1.977
5	.908	6.985	75.268				
6	.775	5.958	81.226				
7	.484	3.726	84.952				
8	.450	3.465	88.417				
9	.405	3.119	91.536				
10	.397	3.054	94.590				
11	.302	2.321	96.911				
12	.250	1.923	98.834				
13	.152	1.166	100.000				

Total Variance Explained

Component	Rotation Sums of Squared Loadings	
	% of Variance	Cumulative %
1	19.898	19.898
2	17.730	37.628
3	15.444	53.073
4	15.210	68.283
5		
6		
7		
8		
9		
10		
11		

12		
13		

Extraction Method: Principal Component Analysis.



Component Matrix^a

	Component			
	1	2	3	4
VH1	.764			-.410
VHM3	.755		-.500	
VHM2	.731		-.553	
VH3	.709			
VHM1	.692		-.577	
VH2	.629			-.514
VSI4	.575	-.477		
VPV2	.555	.488		
VSI1	.508	-.402		
VSI2	.473			
VPV1		.660		
VPV3	.496	.589		
VSI3				.528

Extraction Method: Principal Component Analysis.^a

a. 4 components extracted.

Reproduced Correlations

		VSI1	VSI2	VSI3	VSI4	VHM1	VHM2	VHM3	VPV1
Reproduced Correlation	VSI1	.574 ^a	.533	.355	.577	.141	.211	.186	.041
	VSI2	.533	.505 ^a	.372	.552	.145	.220	.187	.082
	VSI3	.355	.372	.416 ^a	.400	.107	.196	.142	.273
	VSI4	.577	.552	.400	.693 ^a	.349	.436	.374	-.006
	VHM1	.141	.145	.107	.349	.815 ^a	.826	.816	.155
	VHM2	.211	.220	.196	.436	.826	.858 ^a	.831	.193
	VHM3	.186	.187	.142	.374	.816	.831	.827 ^a	.214
	VPV1	.041	.082	.273	-.006	.155	.193	.214	.677 ^a
	VPV2	.184	.179	.204	.086	.224	.237	.299	.573
	VPV3	.100	.113	.202	.027	.242	.257	.310	.621
	VH1	.391	.321	.059	.350	.439	.421	.494	.102
	VH2	.396	.309	-.010	.305	.264	.233	.316	-.039
	VH3	.379	.324	.128	.328	.366	.364	.426	.203
Residual ^b	VSI1		-.168	-.123	-.108	.047	.013	.016	-.057
	VSI2	-.168		-.265	-.079	-.004	.011	.032	.040
	VSI3	-.123	-.265		-.150	-.018	.022	-.012	-.061
	VSI4	-.108	-.079	-.150		-.002	-.067	-.027	.024
	VHM1	.047	-.004	-.018	-.002		-.078	-.106	-.006
	VHM2	.013	.011	.022	-.067	-.078		-.041	-.030
	VHM3	.016	.032	-.012	-.027	-.106	-.041		.012
	VPV1	-.057	.040	-.061	.024	-.006	-.030	.012	
	VPV2	.057	-.017	-.040	.021	.028	.009	.001	-.182
	VPV3	.072	.020	-.133	.074	.004	.000	-.017	-.178
	VH1	-.027	-.054	.129	-.025	.002	-.040	.004	.021
	VH2	-.060	-.053	.132	-.010	-.021	.026	.015	.059
	VH3	-.113	.016	.029	.004	-.014	.026	-.056	.079

Reproduced Correlations

		VPV2	VPV3	VH1	VH2	VH3
Reproduced Correlation	VSI1	.184	.100	.391	.396	.379
	VSI2	.179	.113	.321	.309	.324
	VSI3	.204	.202	.059	-.010	.128
	VSI4	.086	.027	.350	.305	.328
	VHM1	.224	.242	.439	.264	.366
	VHM2	.237	.257	.421	.233	.364
	VHM3	.299	.310	.494	.316	.426
	VPV1	.573	.621	.102	-.039	.203
	VPV2	.652 ^a	.637	.425	.327	.461

	VPV3	.637	.649 ^a	.326	.203	.379
	VH1	.425	.326	.788 ^a	.763	.684
	VH2	.327	.203	.763	.802 ^a	.646
	VH3	.461	.379	.684	.646	.619 ^a
Residual ^b	VSI1	.057	.072	-.027	-.060	-.113
	VSI2	-.017	.020	-.054	-.053	.016
	VSI3	-.040	-.133	.129	.132	.029
	VSI4	.021	.074	-.025	-.010	.004
	VHM1	.028	.004	.002	-.021	-.014
	VHM2	.009	.000	-.040	.026	.026
	VHM3	.001	-.017	.004	.015	-.056
	VPV1	-.182	-.178	.021	.059	.079
	VPV2		-.074	-.043	-.039	-.117
	VPV3	-.074		-.032	-.034	-.088
	VH1	-.043	-.032		-.054	-.082
	VH2	-.039	-.034	-.054		-.087
	VH3	-.117	-.088	-.082	-.087	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 32 (41.0%) nonredundant residuals with absolute values greater than 0.05.

Rotated Component Matrix^a

	Component			
	1	2	3	4
VHM2	.887			
VHM1	.876			
VHM3	.854			
VH2		.875		
VH1		.800		
VH3		.665		
VPV1			.809	
VPV3			.768	
VPV2			.725	
VSI4				.746
VSI1				.684
VSI2				.670
VSI3				.571

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.^a

a. Rotation converged in 5 iterations.

Appendix M: Factor Analysis (Pop-Up Stores)

Descriptive Statistics

	Mean	Std. Deviation	Analysis N	Missing N
PSI1	2.98	.853	89	0
PSI2	3.07	.902	89	0
PSI3	3.31	.806	89	0
PSI4	3.29	.907	89	0
PHM1	3.60	.822	89	0
PHM2	3.61	.820	89	0
PHM3	3.29	.894	89	0
PPV1	3.45	.840	89	0
PPV2	3.46	.770	89	0
PPV3	3.52	.709	89	0
PH1	2.55	1.023	89	0
PH2	2.06	.884	89	0
PH3	2.65	1.056	89	0

Correlation Matrix^a

		PSI1	PSI2	PSI3	PSI4	PHM1	PHM2	PHM3	PPV1
Correlation	PSI1	1.000	.652	.258	.258	.246	.198	.188	.332
	PSI2	.652	1.000	.252	.517	.497	.420	.398	.230
	PSI3	.258	.252	1.000	.355	.349	.292	.265	.410
	PSI4	.258	.517	.355	1.000	.572	.492	.454	.258
	PHM1	.246	.497	.349	.572	1.000	.840	.704	.448
	PHM2	.198	.420	.292	.492	.840	1.000	.778	.425
	PHM3	.188	.398	.265	.454	.704	.778	1.000	.292
	PPV1	.332	.230	.410	.258	.448	.425	.292	1.000
	PPV2	.310	.217	.368	.245	.370	.416	.265	.678
	PPV3	.377	.371	.170	.187	.226	.217	.225	.541
	PH1	.145	.181	.201	.155	.336	.396	.294	.344
	PH2	.092	.095	.087	.079	.251	.344	.310	.119
	PH3	.218	.192	.130	.179	.359	.417	.386	.281
Sig. (1-tailed)	PSI1		.000	.007	.007	.010	.031	.039	.001
	PSI2	.000		.009	.000	.000	.000	.000	.015
	PSI3	.007	.009		.000	.000	.003	.006	.000
	PSI4	.007	.000	.000		.000	.000	.000	.007
	PHM1	.010	.000	.000	.000		.000	.000	.000
	PHM2	.031	.000	.003	.000	.000		.000	.000
	PHM3	.039	.000	.006	.000	.000	.000		.003

PPV1	.001	.015	.000	.007	.000	.000	.003	
PPV2	.002	.021	.000	.010	.000	.000	.006	.000
PPV3	.000	.000	.056	.040	.016	.021	.017	.000
PH1	.088	.045	.029	.073	.001	.000	.003	.000
PH2	.195	.188	.210	.232	.009	.000	.002	.134
PH3	.020	.036	.112	.047	.000	.000	.000	.004

Correlation Matrix^a

		PPV2	PPV3	PH1	PH2	PH3
Correlation	PSI1	.310	.377	.145	.092	.218
	PSI2	.217	.371	.181	.095	.192
	PSI3	.368	.170	.201	.087	.130
	PSI4	.245	.187	.155	.079	.179
	PHM1	.370	.226	.336	.251	.359
	PHM2	.416	.217	.396	.344	.417
	PHM3	.265	.225	.294	.310	.386
	PPV1	.678	.541	.344	.119	.281
	PPV2	1.000	.642	.439	.262	.353
	PPV3	.642	1.000	.293	.171	.289
	PH1	.439	.293	1.000	.707	.695
	PH2	.262	.171	.707	1.000	.642
	PH3	.353	.289	.695	.642	1.000
Sig. (1-tailed)	PSI1	.002	.000	.088	.195	.020
	PSI2	.021	.000	.045	.188	.036
	PSI3	.000	.056	.029	.210	.112
	PSI4	.010	.040	.073	.232	.047
	PHM1	.000	.016	.001	.009	.000
	PHM2	.000	.021	.000	.000	.000
	PHM3	.006	.017	.003	.002	.000
	PPV1	.000	.000	.000	.134	.004
	PPV2		.000	.000	.007	.000
	PPV3	.000		.003	.055	.003
	PH1	.000	.003		.000	.000
	PH2	.007	.055	.000		.000
	PH3	.000	.003	.000	.000	

a. Determinant = .000

Inverse of Correlation Matrix

	PSI1	PSI2	PSI3	PSI4	PHM1	PHM2	PHM3	PPV1	PPV2	PPV3
PSI1	2.123	-1.561	-.151	.198	.263	.274	.036	-.436	-.290	.086
PSI2	-1.561	2.897	-.034	-.666	-.694	-.330	-.008	.566	.575	-.812
PSI3	-.151	-.034	1.408	-.286	-.160	.293	-.206	-.371	-.358	.328
PSI4	.198	-.666	-.286	1.772	-.565	.004	-.142	.068	-.140	.076
PHM1	.263	-.694	-.160	-.565	4.261	-2.540	-.384	-.635	.151	.231
PHM2	.274	-.330	.293	.004	-2.540	5.108	-1.869	-.280	-.928	.708
PHM3	.036	-.008	-.206	-.142	-.384	-1.869	2.858	.176	.466	-.465
PPV1	-.436	.566	-.371	.068	-.635	-.280	.176	2.437	-.787	-.624
PPV2	-.290	.575	-.358	-.140	.151	-.928	.466	-.787	2.843	-1.243
PPV3	.086	-.812	.328	.076	.231	.708	-.465	-.624	-1.243	2.268
PH1	.376	-.403	-.121	.083	.001	-.123	.324	-.370	-.433	.115
PH2	-.130	.222	-.005	.109	.111	-.278	-.216	.489	-.029	-.065
PH3	-.380	.308	.146	-.057	-.140	-.066	-.305	.016	.072	-.196

Inverse of Correlation Matrix

	PH1	PH2	PH3
PSI1	.376	-.130	-.380
PSI2	-.403	.222	.308
PSI3	-.121	-.005	.146
PSI4	.083	.109	-.057
PHM1	.001	.111	-.140
PHM2	-.123	-.278	-.066
PHM3	.324	-.216	-.305
PPV1	-.370	.489	.016
PPV2	-.433	-.029	.072
PPV3	.115	-.065	-.196
PH1	2.913	-1.305	-1.041
PH2	-1.305	2.395	-.612
PH3	-1.041	-.612	2.354

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.797
Bartlett's Test of Sphericity	Approx. Chi-Square	634.319
	df	78
	Sig.	.000

Anti-image Matrices

		PSI1	PSI2	PSI3	PSI4	PHM1	PHM2	PHM3	PPV1
Anti-image Covariance	PSI1	.471	-.254	-.050	.053	.029	.025	.006	-.084
	PSI2	-.254	.345	-.008	-.130	-.056	-.022	-.001	.080
	PSI3	-.050	-.008	.710	-.115	-.027	.041	-.051	-.108
	PSI4	.053	-.130	-.115	.564	-.075	.000	-.028	.016
	PHM1	.029	-.056	-.027	-.075	.235	-.117	-.032	-.061
	PHM2	.025	-.022	.041	.000	-.117	.196	-.128	-.023
	PHM3	.006	-.001	-.051	-.028	-.032	-.128	.350	.025
	PPV1	-.084	.080	-.108	.016	-.061	-.023	.025	.410
	PPV2	-.048	.070	-.090	-.028	.012	-.064	.057	-.114
	PPV3	.018	-.124	.103	.019	.024	.061	-.072	-.113
	PH1	.061	-.048	-.030	.016	6.388E-5	-.008	.039	-.052
	PH2	-.026	.032	-.002	.026	.011	-.023	-.032	.084
	PH3	-.076	.045	.044	-.014	-.014	-.005	-.045	.003
Anti-image Correlation	PSI1	.676 ^a	-.629	-.087	.102	.087	.083	.015	-.192
	PSI2	-.629	.687 ^a	-.017	-.294	-.197	-.086	-.003	.213
	PSI3	-.087	-.017	.835 ^a	-.181	-.065	.109	-.103	-.200
	PSI4	.102	-.294	-.181	.886 ^a	-.206	.001	-.063	.033
	PHM1	.087	-.197	-.065	-.206	.855 ^a	-.544	-.110	-.197
	PHM2	.083	-.086	.109	.001	-.544	.799 ^a	-.489	-.079
	PHM3	.015	-.003	-.103	-.063	-.110	-.489	.853 ^a	.067
	PPV1	-.192	.213	-.200	.033	-.197	-.079	.067	.823 ^a
	PPV2	-.118	.200	-.179	-.062	.043	-.244	.163	-.299
	PPV3	.039	-.317	.184	.038	.074	.208	-.183	-.265
	PH1	.151	-.139	-.060	.036	.000	-.032	.112	-.139
	PH2	-.058	.084	-.003	.053	.035	-.079	-.083	.202
	PH3	-.170	.118	.080	-.028	-.044	-.019	-.118	.007

Anti-image Matrices

		PPV2	PPV3	PH1	PH2	PH3
Anti-image Covariance	PSI1	-.048	.018	.061	-.026	-.076
	PSI2	.070	-.124	-.048	.032	.045
	PSI3	-.090	.103	-.030	-.002	.044
	PSI4	-.028	.019	.016	.026	-.014
	PHM1	.012	.024	6.388E-5	.011	-.014
	PHM2	-.064	.061	-.008	-.023	-.005
	PHM3	.057	-.072	.039	-.032	-.045
	PPV1	-.114	-.113	-.052	.084	.003

	PPV2	.352	-.193	-.052	-.004	.011
	PPV3	-.193	.441	.017	-.012	-.037
	PH1	-.052	.017	.343	-.187	-.152
	PH2	-.004	-.012	-.187	.418	-.109
	PH3	.011	-.037	-.152	-.109	.425
Anti-image Correlation	PSI1	-.118	.039	.151	-.058	-.170
	PSI2	.200	-.317	-.139	.084	.118
	PSI3	-.179	.184	-.060	-.003	.080
	PSI4	-.062	.038	.036	.053	-.028
	PHM1	.043	.074	.000	.035	-.044
	PHM2	-.244	.208	-.032	-.079	-.019
	PHM3	.163	-.183	.112	-.083	-.118
	PPV1	-.299	-.265	-.139	.202	.007
	PPV2	.788 ^a	-.490	-.150	-.011	.028
	PPV3	-.490	.721 ^a	.045	-.028	-.085
	PH1	-.150	.045	.785 ^a	-.494	-.398
	PH2	-.011	-.028	-.494	.778 ^a	-.258
	PH3	.028	-.085	-.398	-.258	.855 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
PSI1	1.000	.813
PSI2	1.000	.869
PSI3	1.000	.405
PSI4	1.000	.598
PHM1	1.000	.839
PHM2	1.000	.848
PHM3	1.000	.736
PPV1	1.000	.784
PPV2	1.000	.813
PPV3	1.000	.681
PH1	1.000	.797
PH2	1.000	.801
PH3	1.000	.763

Extraction Method: Principal
Component Analysis.

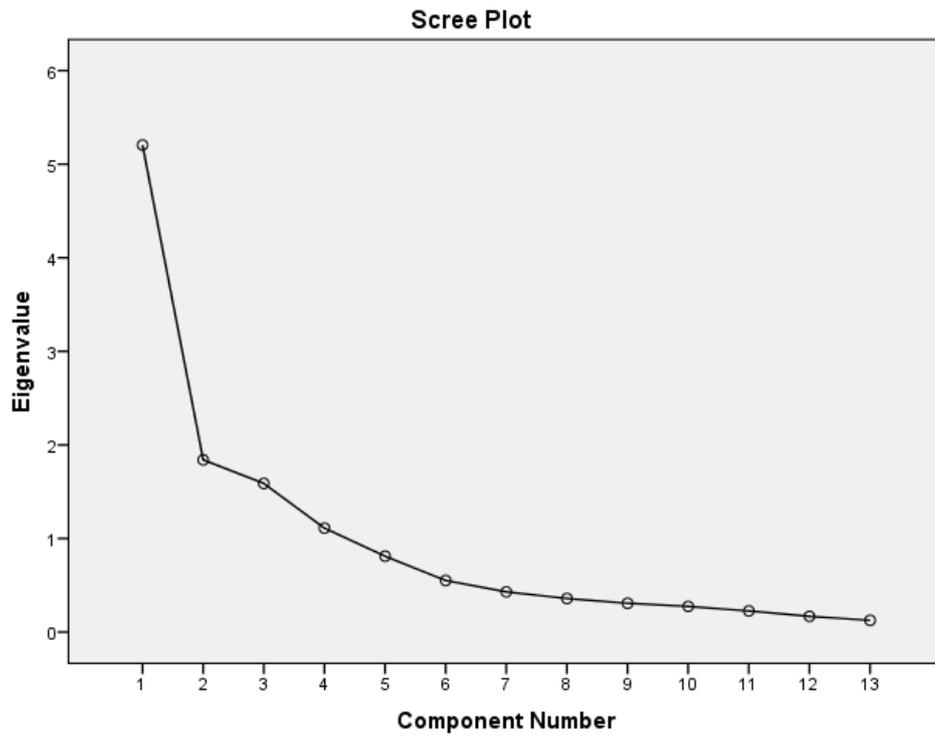
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	5.205	40.038	40.038	5.205	40.038	40.038	3.080
2	1.841	14.159	54.197	1.841	14.159	54.197	2.509
3	1.589	12.221	66.418	1.589	12.221	66.418	2.425
4	1.111	8.549	74.967	1.111	8.549	74.967	1.732
5	.811	6.239	81.206				
6	.551	4.241	85.447				
7	.430	3.307	88.754				
8	.359	2.764	91.518				
9	.308	2.370	93.888				
10	.275	2.114	96.002				
11	.226	1.738	97.740				
12	.168	1.294	99.034				
13	.126	.966	100.000				

Total Variance Explained

Component	Rotation Sums of Squared Loadings	
	% of Variance	Cumulative %
1	23.688	23.688
2	19.298	42.987
3	18.657	61.644
4	13.323	74.967
5		
6		
7		
8		
9		
10		
11		
12		
13		

Extraction Method: Principal Component Analysis.



Component Matrix^a

	Component			
	1	2	3	4
PHM2	.800			
PHM1	.793			
PHM3	.710			
PPV2	.679		.509	
PPV1	.659			
PH3	.624	.574		
PSI2	.606			.543
PSI4	.588			
PSI3				
PH2		.701		
PH1	.627	.629		
PPV3	.560		.604	
PSI1				.581

Extraction Method: Principal Component Analysis.^a

a. 4 components extracted.

Reproduced Correlations

		PSI1	PSI2	PSI3	PSI4	PHM1	PHM2	PHM3	PPV1
Reproduced Correlation	PSI1	.813 ^a	.760	.195	.348	.236	.164	.164	.290
	PSI2	.760	.869 ^a	.246	.564	.494	.418	.427	.226
	PSI3	.195	.246	.405 ^a	.349	.437	.412	.340	.511
	PSI4	.348	.564	.349	.598 ^a	.653	.606	.582	.288
	PHM1	.236	.494	.437	.653	.839 ^a	.833	.773	.428
	PHM2	.164	.418	.412	.606	.833	.848 ^a	.782	.420
	PHM3	.164	.427	.340	.582	.773	.782	.736 ^a	.305
	PPV1	.290	.226	.511	.288	.428	.420	.305	.784 ^a
	PPV2	.315	.208	.463	.217	.374	.385	.268	.780
	PPV3	.518	.363	.344	.173	.214	.195	.117	.627
	PH1	.163	.142	.127	.099	.342	.430	.363	.342
	PH2	.082	.096	-.014	.042	.270	.369	.332	.127
	PH3	.213	.227	.095	.148	.367	.448	.397	.264
Residual ^b	PSI1		-.108	.063	-.089	.010	.034	.024	.042
	PSI2	-.108		.006	-.047	.003	.002	-.029	.004
	PSI3	.063	.006		.006	-.088	-.119	-.075	-.101
	PSI4	-.089	-.047	.006		-.081	-.114	-.128	-.029
	PHM1	.010	.003	-.088	-.081		.007	-.069	.020
	PHM2	.034	.002	-.119	-.114	.007		-.004	.004
	PHM3	.024	-.029	-.075	-.128	-.069	-.004		-.012
	PPV1	.042	.004	-.101	-.029	.020	.004	-.012	
	PPV2	-.004	.009	-.095	.028	-.004	.031	-.003	-.101
	PPV3	-.141	.008	-.174	.014	.013	.021	.108	-.086
	PH1	-.018	.039	.074	.056	-.006	-.034	-.069	.001
	PH2	.010	-.001	.100	.036	-.019	-.024	-.022	-.008
	PH3	.006	-.035	.035	.031	-.008	-.030	-.012	.017

Reproduced Correlations

		PPV2	PPV3	PH1	PH2	PH3
Reproduced Correlation	PSI1	.315	.518	.163	.082	.213
	PSI2	.208	.363	.142	.096	.227
	PSI3	.463	.344	.127	-.014	.095
	PSI4	.217	.173	.099	.042	.148
	PHM1	.374	.214	.342	.270	.367
	PHM2	.385	.195	.430	.369	.448
	PHM3	.268	.117	.363	.332	.397
	PPV1	.780	.627	.342	.127	.264
	PPV2	.813 ^a	.674	.467	.260	.383

	PPV3	.674	.681 ^a	.360	.184	.310
	PH1	.467	.360	.797 ^a	.766	.768
	PH2	.260	.184	.766	.801 ^a	.762
	PH3	.383	.310	.768	.762	.763 ^a
Residual ^b	PSI1	-.004	-.141	-.018	.010	.006
	PSI2	.009	.008	.039	-.001	-.035
	PSI3	-.095	-.174	.074	.100	.035
	PSI4	.028	.014	.056	.036	.031
	PHM1	-.004	.013	-.006	-.019	-.008
	PHM2	.031	.021	-.034	-.024	-.030
	PHM3	-.003	.108	-.069	-.022	-.012
	PPV1	-.101	-.086	.001	-.008	.017
	PPV2		-.032	-.028	.002	-.030
	PPV3	-.032		-.067	-.013	-.022
	PH1	-.028	-.067		-.058	-.073
	PH2	.002	-.013	-.058		-.120
	PH3	-.030	-.022	-.073	-.120	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 25 (32.0%) nonredundant residuals with absolute values greater than 0.05.

Rotated Component Matrix^a

	Component			
	1	2	3	4
PHM1	.860			
PHM2	.845			
PHM3	.809			
PSI4	.692			
PH2		.887		
PH1		.840		
PH3		.830		
PPV2			.844	
PPV1			.841	
PPV3			.701	
PSI3				
PSI1				.861
PSI2				.827

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.^a

a. Rotation converged in 6 iterations.

Appendix N: Correlation Matrices for Continual Intention to Use

Correlation Matrix for CI (Blogging)

		BCI1	BCI2
Correlation	BCI1	1.000	0.810
	BCI2	0.810	1.000

Correlation Matrix for CI (Vlogging)

		VCI1	VCI2
Correlation	VCI1	1.000	0.835
	VCI2	0.835	1.000

Correlation Matrix for CI (Pop-up store owning)

		PCI1	PCI2
Correlation	PCI1	1.000	0.790
	PCI2	0.790	1.000

Appendix O: Multiple Regression (Blogging)

Descriptive Statistics

	Mean	Std. Deviation	N
BContInt	3.9419	.74117	129
BHedMot	3.8501	.69592	129
BPriVal	3.7313	.69856	129
BHab	2.9767	.91495	129
BSocInf	3.3178	.76133	129

Correlations

		BContInt	BHedMot	BPriVal	BHab	BSocInf
Pearson Correlation	BContInt	1.000	.591	.304	.587	.192
	BHedMot	.591	1.000	.250	.465	.277
	BPriVal	.304	.250	1.000	.328	.274
	BHab	.587	.465	.328	1.000	.361
	BSocInf	.192	.277	.274	.361	1.000
Sig. (1-tailed)	BContInt	.	.000	.000	.000	.015
	BHedMot	.000	.	.002	.000	.001
	BPriVal	.000	.002	.	.000	.001
	BHab	.000	.000	.000	.	.000
	BSocInf	.015	.001	.001	.000	.
N	BContInt	129	129	129	129	129
	BHedMot	129	129	129	129	129
	BPriVal	129	129	129	129	129
	BHab	129	129	129	129	129
	BSocInf	129	129	129	129	129

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	BSocInf, BPriVal, BHedMot, BHab ^b	.	Enter

a. Dependent Variable: BContInt

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.698 ^a	.487	.471	.53931	.487	29.438

Model Summary^b

Model	df1	df2	Sig. F Change	Durbin-Watson
1	4	124	.000	1.770

a. Predictors: (Constant), BSocInf, BPriVal, BHedMot, BHab

b. Dependent Variable: BContInt

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.248	4	8.562	29.438	.000 ^b
	Residual	36.066	124	.291		
	Total	70.314	128			

a. Dependent Variable: BContInt

b. Predictors: (Constant), BSocInf, BPriVal, BHedMot, BHab

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.224	.348		3.521	.001
	BHedMot	.433	.078	.407	5.525	.000
	BPriVal	.102	.074	.096	1.381	.170
	BHab	.324	.062	.400	5.189	.000
	BSocInf	-.089	.069	-.091	-1.293	.198

Appendix P: Multiple Regression (Vlogging)

Descriptive Statistics

	Mean	Std. Deviation	N
VContInt	3.8185	.71134	135
VHedMot	3.9481	.72146	135
VHab	2.7605	.94689	135
VPriVal	3.5012	.68613	135
VSocInf	3.1685	.64634	135

Correlations

		VContInt	VHedMot	VHab	VPriVal	VSocInf
Pearson Correlation	VContInt	1.000	.507	.565	.366	.302
	VHedMot	.507	1.000	.464	.328	.360
	VHab	.565	.464	1.000	.353	.451
	VPriVal	.366	.328	.353	1.000	.216
	VSocInf	.302	.360	.451	.216	1.000
Sig. (1-tailed)	VContInt	.	.000	.000	.000	.000
	VHedMot	.000	.	.000	.000	.000
	VHab	.000	.000	.	.000	.000
	VPriVal	.000	.000	.000	.	.006
	VSocInf	.000	.000	.000	.006	.
N	VContInt	135	135	135	135	135
	VHedMot	135	135	135	135	135
	VHab	135	135	135	135	135
	VPriVal	135	135	135	135	135
	VSocInf	135	135	135	135	135

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	VSocInf, VPriVal, VHedMot, VHab ^b	.	Enter

a. Dependent Variable: VContInt

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.642 ^a	.412	.393	.55399	.412	22.732

Model Summary^b

Model	df1	df2	Change Statistics	
			Sig. F Change	Durbin-Watson
1	4	130	.000	2.078

a. Predictors: (Constant), VSocInf, VPriVal, VHedMot, VHab

b. Dependent Variable: VContInt

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.906	4	6.977	22.732	.000 ^b
	Residual	39.897	130	.307		
	Total	67.804	134			

a. Dependent Variable: VContInt

b. Predictors: (Constant), VSocInf, VPriVal, VHedMot, VHab

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.424	.348		4.092	.000
	VHedMot	.281	.078	.285	3.618	.000
	VHab	.290	.062	.386	4.659	.000
	VPriVal	.142	.076	.137	1.871	.064
	VSocInf	-.004	.085	-.004	-.049	.961

Appendix Q: Multiple Regression (Pop-Up Store)

Descriptive Statistics

	Mean	Std. Deviation	N
PcontInt	3.4494	.83613	89
PHedMotSI4	3.4466	.73321	89
PHab	2.4195	.87693	89
PPriVal	3.4757	.66835	89
PSocInf	3.0225	.79740	89

Correlations

		PcontInt	PHedMotSI4	PHab	PPriVal	PSocInf
Pearson Correlation	PcontInt	1.000	.556	.525	.494	.283
	PHedMotSI4	.556	1.000	.386	.406	.444
	PHab	.525	.386	1.000	.375	.195
	PPriVal	.494	.406	.375	1.000	.385
	PSocInf	.283	.444	.195	.385	1.000
Sig. (1-tailed)	PcontInt	.	.000	.000	.000	.004
	PHedMotSI4	.000	.	.000	.000	.000
	PHab	.000	.000	.	.000	.034
	PPriVal	.000	.000	.000	.	.000
	PSocInf	.004	.000	.034	.000	.
N	PcontInt	89	89	89	89	89
	PHedMotSI4	89	89	89	89	89
	PHab	89	89	89	89	89
	PPriVal	89	89	89	89	89
	PSocInf	89	89	89	89	89

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PSocInf, PHab, PPriVal, PHedMotSI4 ^b	.	Enter

a. Dependent Variable: PcontInt

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.685 ^a	.469	.444	.62361	.469	18.551

Model Summary^b

Model	df1	df2	Change Statistics	
			Sig. F Change	Durbin-Watson
1	4	84	.000	2.095

a. Predictors: (Constant), PSocInf, PHab, PPriVal, PHedMotSI4

b. Dependent Variable: PcontInt

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.856	4	7.214	18.551	.000 ^b
	Residual	32.666	84	.389		
	Total	61.522	88			

a. Dependent Variable: PcontInt

b. Predictors: (Constant), PSocInf, PHab, PPriVal, PHedMotSI4

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	.378	.405			.933	.353
	PHedMotSI4	.400	.110	.351		3.649	.000
	PHab	.288	.085	.302		3.379	.001
	PPriVal	.312	.116	.249		2.678	.009
	PSocInf	-.029	.096	-.028		-.302	.763