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In what way do Instagram influencers impact the promotion of music festivals among millennials?

Abstract

With the transformation from traditional marketing techniques to social media marketing, many new aspects need to be accounted for to determine the most effective way to promote products, services and events. This research investigates which role Instagram influencers play in promoting a music festival i.e. if they have been used in the past to promote a music festival and their potential for the future. To examine the effect of Instagram influencers, a quantitative research method was chosen in the form of a survey. This cross-sectional survey was conducted using 75 participants, based on convenience sampling, who were asked a series of question regarding their relationship with Instagram influencers and music festivals. Only millennials were asked to undergo this survey since they are the main generation who attend music festivals regularly and are more exposed to Instagram influencers. The results provide very little proof of Instagram influencers actually having an effect on participants' motivation to attend a music festival in the past, as well as in the future. However, overall, the participants did state that they can imagine Instagram influencers being useful in promoting a music festival in the near future.