

INFLUENCE OF INSTAGRAM STORIES IN ATTENTION AND EMOTION DEPENDING ON GENDER

Joan-Francesc Fondevila-Gascón, Barcelona (España)
Óscar Gutiérrez-Aragón, Gerona (España)
Meritxell Copeiro, Gerona (España)
Vicente Villalba-Palacín, Barcelona (España)
Marc Polo-López, Barcelona (España)

<https://doi.org/10.3916/C63-2020-04>

INTRODUCTION



Advertising goes to great lengths to make the most of the options provided by the Internet to move and attract the audience's attention



Emotion makes marketing and advertising useful because it customises the product



Marketing connects companies to these "influencers". The brand generates greater visibility, "engagement" or "branding".

METHODS AND INSTRUMENTS

Objectives

Enquire about the success factors of posts, and try to determine if the impact is greater or lesser depending on gender



Instruments

- 4 Instagram influencers who contribute 15-second video in vertical format
- Sociograph for data analysis of psychophysiological signals
- Measurement instrument which integrates the traditional register of the Electrodermal Activity (EDA) and processes the information of the individuals
- Screen for viewing Instagram Story
- Registration protocol
- Record sheet of the activity sequences

H1:

Men activate more emotion and attention for women in Stories marketing "campaigns"

H2:

In marketing campaigns, the most-viewed elements on Instagram are Stories

H3:

The influence of advisers on the consumer is limited

RESULTS AND CONCLUSIONS



Relevance for businesses to analyse attention and emotion in the use of marketing campaigns on social media (Instagram)



A greater number of followers implies greater emotional activation, although it translates into negative emotions, and a greater emotional activation in men than in women



Women showed more interest towards the videos, expressed positive emotions and they are the ones that would carry out the purchase act through Instagram

Comunicar

www.revistacomunicar.com