

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE

Exploring Instagram Marketing Strategy for Direct Message Sellers in the Pet Fashion

A thesis submitted in partial fulfillment of the requirements

For the degree of Master of Science in Apparel Design and Merchandising

By

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August 2020

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## Acknowledgments

My dog Ted inspires me about Pet Fashion. It has been my passion to explore different pet clothes and accessories. I would like to thank Dr. Tung for assisting me with an interesting topic and for providing me many ideas to complete this thesis project. Thank you for your enthusiasm, encouragement, and support, which has been significant to me and my project. Thank you, Dr. Cho and Dr. Cao, my committee, for your consideration and suggestions.

Lastly, I would like to thank my parents. Thank you very much for all the support and encouragement throughout my study.

I am very grateful for this project, which offered me the opportunity to examine how to create a social media business in Pet Fashion. My goal is to bring the Pet Fashion to the world.

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## Abstract

### Exploring Instagram Marketing Strategy for Direct Message Sellers in the Pet Fashion

By

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Master of Science in Apparel Design and Merchandising

Over the years, social media have become one of the most reliable methods to disseminate information of various products including pet goods. Many individuals have used social media as a business platform to sell pet products in that pet fashion is still underdeveloped in the western market. The goal of the study is to understand what strategies can be applied to develop a quality business page for Direct Message (DM) sellers on Instagram (IG) in the pet fashion. To achieve this goal, three objectives were developed: 1) to conduct market research to identify the substantive IG strategies that can be used to build a business page for DM sellers, 2) to develop an IG DM business page based on findings of the market research, 3) to evaluate the developed IG page. Twenty-two potential IG strategies were identified. However, only 14 were applied to the final IG page because some of the strategies cannot be achieved until certain prerequisite conditions were met. Lastly, a questionnaire with 15 questions were developed for the project evaluation, and three reviewers were invited to examine the project IG page and

provide feedback. The results showed that except for following the strategies identified, it is important to present high quality visual content, such as ensuring that the products (pet clothes) look tidy and clean in the pictures, including more dog models, and improving the lighting of the pictures. In addition, it is suggested to update the IG content more frequently.

## Chapter 1: Introduction

Social media has become one of the main platforms to promote products, including pets' goods. This chapter introduces the background of the pet fashion and Instagram (IG), the problem of statement, objectives of this project, and definitions of some key terms. This thesis aims to explore Instagram business strategies that can be used by Direct Message (DM) sellers in the pet fashion industry and develop an IG page example based on those strategies.

### **1.1 Background**

The pet industry has continued to evolve at an alarming pace, which is taking place in several areas including clothing, food, and toys. The pet consumer behavior has also continued to evolve in various ways ranging from choices of toys and specific pets to available disposable income (Kestenbaum, 2018). Like all the other sectors, companies within the pet industry have been promoting their products using a variety of marketing tools. The choice of a marketing platform has a huge impact on the outcomes of business promotion campaigns. Over the years, social media have become one of the most reliable methods of disseminating information about various products including those that are meant for pets.

Social media enable companies to promote their brands and/or products using engaging visual content (De Mers, 2015). Also, setting up a profile page is simple, making the site perfect for quickly reaching out to customers in various locations around the globe (Web FX, 2019). For example, Instagram currently has one billion members all over the world. It is directly linked to Facebook which has over two billion users (this means anyone on Facebook can access Instagram and conversely). The site streamlines the process of reaching customers (Web FX, 2019).

Many people use Instagram to not only promote products but also sell/buy products. The Direct Message (DM) feature offers beginner entrepreneurs an opportunity to develop a business on their own. A DM seller presents products on its IG page and communicates with its customers about certain products and services through the message channel on Instagram (Berry, 2013). Benefits of the DM selling include obtaining direct feedback from consumers, offering direct explanations of certain products to consumers, and providing faster delivery methods (i.e., in-person home delivery). In addition, the costs involved in DM selling are practically low and manageable for beginner sellers who want to start a business (Gage 2019).

## **1.2 Problem of Statement**

Retail outlets offer pet fashion items are limited in the US. As a result, many individuals and/or small businesses have been using the Direct Message (DM) business model to (re)sell their pet products on Instagram. To achieve a successful business on Instagram, it is important to develop a quality, efficient page that can attract buyers' attention. Thus, the problem of this project is to identify what substantial strategies can be used to develop a quality Instagram business page for DM sellers in pet fashion.

## **1.3 Purpose**

An efficient Instagram page should contain information that is clear, concise, and well-presented (using graphics, statistics, images, and any other visual effects). The purpose of the study was to develop a quality Instagram page for DM Sellers dealing with pet fashion products using strategies identified. In this project, the researcher conducted a market research on both DM sellers and brand companies regarding their IG page development strategies. Knowing the difference between DM sellers and brand companies helped understand the success of a social media page from different perspectives. Therefore, the results of the comparison can shed light

on the specific strategies that can be used to develop a quality Instagram business page for the pet fashion DM sellers.

#### **1.4 Objectives**

Along with the goal of this project, three objectives were developed.

1. Identify the IG business strategies that are suitable for DM sellers.
2. Develop an IG page example for DM sellers in pet fashion based on the findings.
3. Evaluate the IG page quality by potential users.

#### **1.5 Definitions**

##### **Direct Message Sellers**

A Direct Message (DM) seller communicates with its customers about certain products and services through the message channel on Instagram (Berry, 2013). One key feature of DM sale is that it does not involve any advertisements or announcements. All the details and terms about the products and sales are negotiated between the buyer and the seller without the involvement of any third party (other buyers and sellers).

##### **Brand Sellers**

Brand sellers on IG focus on promoting the company while implicitly advertising the products. The goal is to make sure that the name of the firm becomes more famous (Siddiqa, 2018). Therefore, the products take a secondary role in the sale of a brand.

##### **Conversion**

In social media, conversion means the site visitors would complete a desired goal that the company wants them to, like completing an online purchase, subscribing the email mailing list, or just simply answering a survey.

##### **Hashtag**

Hashtags can be a number of keywords or a single word stated with a symbol “#” used on social media. Hashtags allow people to find specific contents of themes easier. IG users can look up related contents by inputting keywords in the search box on IG page, then it will show all the IG accounts related to that particular hashtag.

### **Assumptions**

In this project, there are a couple of assumptions. There is an existing audience of Instagram users that companies can provide the marketing strategies and the popularity of the site remains unchanged. In addition, brand name companies have better quality Instagram business pages because of its business orientation and scale compared to DM sellers’ IG sites.

## Chapter 2: Literature Review

The chapter of Literature Review presents the theoretical framework that guided the project, analysis of current pet fashion markets in the US, UK, and other countries, pet fashion products, and two types of business models on Instagram: DM sellers and Brand sellers. In addition, this chapter discusses the process of setting up an IG account and general IG marketing strategies, which furthermore are grouped into 11 categories by the researcher.

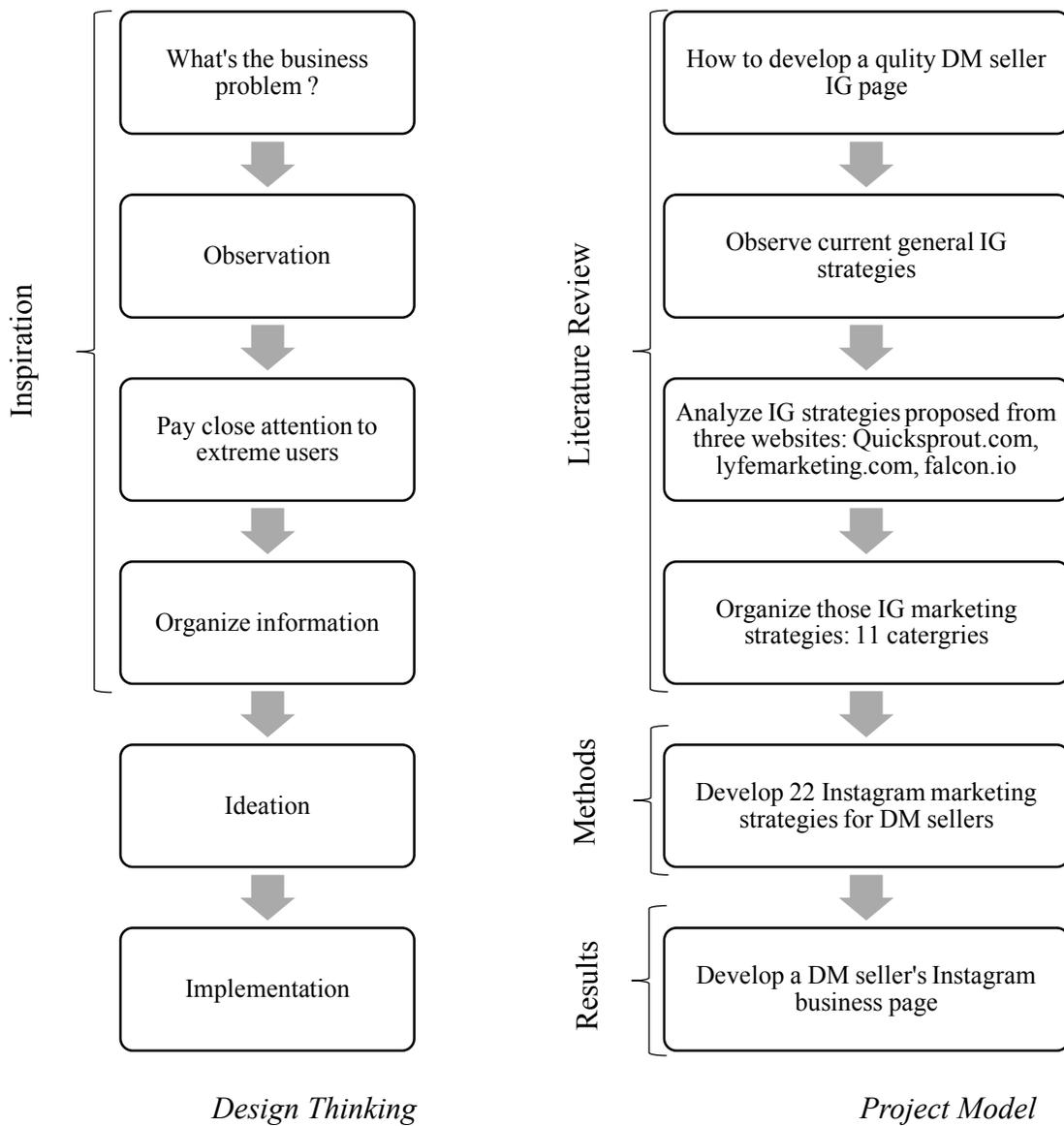
### **2.1 Theoretical Framework**

The design thinking model was applied to this project. The concept emphasizes innovation that is “...powered by a thorough understanding, through direct observation, of what people want and need in their lives and what they like or dislike about the way particular products are made, packaged, marketed, sold, and supported” (Brown, 2008, p. 86). The framework underlines the use of practical and creative techniques to find solutions to human problems (What is Design Thinking? n.d.).

The design thinking approach best applies to the modern-day business environment. The framework can function to encourage innovation, which will lead to the introduction of better and more effective business strategies. The framework consisted of three elements: Inspiration, Ideation, and Implantation. *Inspiration* is the first space where an individual deliberates on an opportunity or a problem and works to obtain solutions. The process is achieved by observing how people behave, and activities are carried out in the real world. Once inspiration is drawn, one begins to generate, develop, and test their ideas. *Ideation* space is a brainstorming period with numerous designs that one must choose from their stimulations. Lastly, *implementation* space is a fundamental point in creating the final product or service. It is the translation of a plan into peoples’ lives by carrying tests to produce innovative products (Brown, 2008; Cohen, 2014).

Brown (2008) indicated that spaces rather than steps are used because design thinkers can visualize the world from multiple perspectives to find solutions that meet the specific needs of people, and the process is not linear (Brown, 2008).

Based on the design thinking model, the proposed project model in this thesis project is presented in Figure 1.



**Figure 1. Design Thinking Model vs. Project Model**

## 2.2 Pet Fashion Markets

For any business to succeed, it requires the company to identify available opportunities and use them accordingly. In the following section, potential pet fashion markets are discussed.

**The US Market.** The US is by far one of the largest markets for pet outfits because it has one of the largest concentrations of pet owners in the whole world. Today, the country's pet population has surpassed that of children. According to Danziger (2019), around 85 million people own pets in the US compared to the 53 million who raise kids. Undoubtedly, the US Market is perfect for any company that is involved in the production and distribution of pet products.

The popularity of pets in a specific country or region may not necessarily be a factor in social media marketing. There is also a need to determine the fraction of the population that uses the social media. The US boasts a large fraction of members on social media including Instagram. Forty percent of the US social media users own an Instagram account (Statista, 2019). This is a significant fraction that makes the country a perfect place for marketers who use Instagram to promote their pet products.

**The UK Market.** The United Kingdom's (UK) pet population trails behind that of the US by far. However, its concentration of pets is equally significant. According to the country's Pet Food Manufacturer's Association (PFMA), the population of pet owners now lies around 45% (Statista, 2019). Although there is scanty information on how many pet owners are interested in buying fashion products, these statistics showed a potential market for businesses. In terms of IG users, Statista (2019) reports that the nation's fraction of Instagram users now lies above 20 million and is showing signs of soaring to much larger figures in the future.

**Rest of the World.** For a multinational firm, it may be appropriate to determine the popularity of pets in other parts of the world. Countries with large populations, such as China, are perfect targets. According to Statista (2019), China now boasts of one of the world's largest markets for pets and the associated products due to its nearly 40% concentration of pet lovers.

The lifestyles of most people in Europe are like those in the UK and the US. Therefore, the number of people who own pets is appreciably high in numbers of countries across Europe (Statista, 2019). Moreover, some countries in South America have high pet-ownerships as well. Today, Argentina and Brazil have 82% and 76% concentration of pet owners respectively, making them perfect markets for pet products. Mexico also ranks as one of the highest countries with as much as 81% fraction of the population confirmed to own pets (Dale, 2016). This information clearly shows that the number of people who own pets in the world is appreciably large. Although it does not confirm that all pet owners are interested in buying clothes for their animals, it gives strong evidence of the potential availability of customers for pet clothes.

### **2.3 Pet Fashion Products**

In the US, succumbing to the demands of pet owners, the pet products market has expanded almost limitlessly in several areas, including nutrition, grooming, and fashion. Since fashionable clothing for pets is a rather new phenomenon, Ridgway and colleagues (2008) assert that this trend has not yet gained widespread popularity. Today the raiment industry for animals occupies only 10% of the pet market because most cat and dog lovers do not consider clothing for their companions as essential goods (Ridgway et al., 2008). Generally, owners of small dogs are more likely to purchase pet clothes. For such animals, a fashionable outfit is not only a beautiful accessory, but also the means to maintain proper body temperature.

Pet clothes are designed to meet different purposes. The clothes can be categorized into the following:

- Clothes for cats and dogs that protect against dirt from waterproof fabrics;
- Clothes on a lining of waterproof fabrics;
- Clothes warmed with padding polyester, fleece, bike, etc.;
- Model clothes for pets;
- Clothes for cats and dogs from mosquito nets, protecting animals from insects;
- Sun capes;
- Terry clothes for cats and soak (bathrobes), etc.

The defining parameter of clothing size is chest girth. The design of clothes is planned to be universal. Clothes of a certain size may be acceptable for cats and dogs of various breeds with similar sizes (Elliott, 2019). In this regard, there is no need to look for clothes for dogs and cats based on the breed. The size range is usually designed in the following way: one or two animals can choose two to three sizes of clothes, and choose more fit or looser clothes according to taste (Elliott, 2019). The clothes should be comfortable and easy to put on and do not hamper the movements of animals, including active running and jumping. According to Marsh (1998), this industry has expanded its borders to include several new functions for pet clothes. In addition to decorative dresses, many types of products are now being manufactured for various purposes. Appendix A provides several pet clothes examples.

#### **2.4 Pet Fashion Business Models on Instagram**

Two types of pet fashion business models were found on Instagram: Direct Message (DM) sellers and Brand companies.

**Direct Message Sellers.** Direct Message (DM) sellers are usually individuals who want to start a small business. Their goal is to ensure that they satisfy the requirements of a single customer or a small group of buyers. One key feature of a DM sale is that it does not involve any advertisements or announcements. All the details about the product are negotiated between the buyer and the seller without the involvement of any third party (other buyers and sellers). Also, the final decision of the selling price, payment plan, payment time, or the choice of the product are negotiable. The DM buyers contact the sellers through IG message to confirm the price and details of the item. The buyers then transfer money through Venmo, PayPal, or Zelle.

In the pet industry, DM sellers are increasingly becoming popular. As more customers become more precise in their personal preferences, the prevalence of such sales is likely to be higher in the future. There are many advantages to being involved in a DM sale. This gives the seller the freedom to negotiate with the buyer until both parties are fully satisfied (Kelly, 2009). On the other hand, the buyer has enough freedom to coerce the seller to reduce the price until a consensus value is reached. There is no limit to the nature and type of goods or services that can be sold privately. DM business owners are at liberty to choose how they trade with their targeted customers. What matters is whether both parties have achieved their desired goals once the deal has been sealed (Hassan, 2015).

**Brand Companies.** Brand companies usually focus on promoting their brand and only implicitly advertise the products. The goal is to make sure that the brand name becomes more famous (Siddiqa, 2018). Therefore, the products take a secondary role in the IG promotion. There are no private meetings involving the brand companies and buyers. Depending on the nature of the business deals, wholesalers or brand distributors may also be involved. All buyers

have access to exactly the same information, such as products and prices. There is no room for negotiations.

## 2.5 How to Run an Instagram Business Page

The social media channel is the novel home for brands since it connects businesses to millions of potential customers. Once a business increases the number of followers on Instagram, it can successfully engage them through posting creative, engaging content that generates customer loyalty (Burke, 2018). Operating an Instagram business involves several steps that occur in a sequence. The steps start from opening a business account, profile optimization, expansion, and audience engagement, developing a winning strategy, sharing great content, measuring success, to adjusting accordingly. Table 1 provides detailed information regarding each step.

**Table 1. Steps to Create an Instagram Business Page**

	Step	Explanation
1	Opening A Business Account	Opening a business account marks the foundational stage of operating an Instagram business. A business profile plays the role of representing an organization to create an image and hence must be created effectively.
2	Profile Optimization	Profile optimization helps an organization to create specific elements that engage with the audiences (Constine, 2017). For example, the use of emojis and hashtags connects well with the audiences. Sharing great content is the mainstay of running an Instagram business because the process of communicating and engaging with audiences often revolves around sharing content (Constine, 2017). Businesses must identify the right content to share as a way of increasing the following and audience engagement.
3	Expansion and Audience Engagement	Instagram business must pursue expansion and audience engagement as a routine strategy of business operation. Businesses must realize that there is a ready community of audiences and customers for your brand or product (Constine, 2017). The only task is to find them through audience engagement. Engaging with audiences involves monitoring industry trends, brands, and hashtags. It may also be necessary to comment on specific posts on hashtags in the industry to connect with audiences.
4	Developing a Winning Strategy	Businesses must develop a winning strategy, an approach that helps the company attain its marketing goals on Instagram. The process of making such a strategy involves evaluating the audiences on Instagram in terms of their preferences and profiles. A customized approach is then developed to target the audiences.
5	Sharing Great Content	Great content refers to important information about a company and its products or services. On this platform, the creativity and originality of photographs are more important than other details, such as picture contrast, matrix size, and number of

		pixels of the camera (Gurău, 2008). Bright pictures of pets in stylish outfits will help captivate the target audience and increase sales revenue.
6	Measuring Success	It is important to develop evaluation and monitoring mechanisms to measure the success of Instagram and adjusting accordingly (Titcomb, 2017). Such measures may involve step by step approaches to monitoring that evaluate Instagram marketing in stages. If it is not successful, corrective measures are instituted to increase the attainment of marketing goals.
7	Adjusting Accordingly	Businesses must adjust to the unique preferences of Instagram audiences given through feedback. The adjustments can be made through creating relevant content or customizing product development to suit customer requirements (“Get Started on Instagram for Businesses,” 2019).

## 2.6 Instagram Marketing Strategies

Instagram has become the most popular social media platform worldwide. Nowadays, lots of people have decided to use the platform of Instagram to start a business. However, running an Instagram business page is not an easy undertaking because it must be based on the understanding of digital promotional dynamics as well as customer orientation (Constine, 2017). Many strategies have been proposed to develop a quality IG page. Professional digital marketing companies that provide website and e-commerce consultations as well as digital advertising services, such as Quicksprout.com, lyfemarketing.com, and falcon.io, offer a number of tips to help new Instagram users to create best marketing strategies of their business pages. Their marketing strategies are presented in Table 2.

**Table 2. Marketing Strategies Proposed by Quicksprout.com, lyfemarketing.com, and falcon.io**

Websites	Quicksprout.com	lyfemarketing.com	falcon.io
Strategies	<ul style="list-style-type: none"> <li>● Focus on the first impression of your page</li> <li>● Increase your following</li> <li>● Don't be too “salsey”</li> <li>● Post content on a regular basis</li> <li>● Go live</li> <li>● Add pictures and videos to your story</li> <li>● Partner with social influencers</li> </ul>	<ul style="list-style-type: none"> <li>● Know the purpose of your Instagram Marketing Strategy</li> <li>● Formulate a Content Strategy</li> <li>● Create your Best Media</li> <li>● Do Some Smart Monetization</li> <li>● Move up to Advertising</li> </ul>	<ul style="list-style-type: none"> <li>● Know how often to post</li> <li>● Don't preach, tell a story instead</li> <li>● Make your Instagram branding matter</li> <li>● Explore the full range of Instagram video formats</li> <li>● Use Instagram video subtitles and closed captions</li> </ul>

	<ul style="list-style-type: none"> <li>● Add hashtags to your captions</li> <li>● Encourage UGC</li> <li>● Run targeted ads</li> <li>● Run contests and giveaways</li> <li>● Take advantage of the “swipe up” feature</li> <li>● Use stoppable post</li> <li>● Post the same product more than once</li> <li>● Respond to comments and messages</li> <li>● Use your story to showcase products</li> <li>● Connect your followers to your Facebook page</li> <li>● Offer discounts to your followers</li> </ul>		<ul style="list-style-type: none"> <li>● Take advantage of Instagram’s video ad formats</li> <li>● Give GIFS a chance</li> <li>● Choose the right hashtags</li> <li>● Use Instagram traffic to increase website traffic</li> <li>● Use SEO to win Instagram</li> <li>● Use Instagram filters and third-party apps</li> <li>● Partner with an influencer to create brand authenticity</li> <li>● Host an Instagram contest</li> <li>● Convert Instagram followers into email subscribers</li> <li>● Focus on user-generated content</li> <li>● Unlock the potential of Instagram Stories</li> <li>● Add a link to Instagram Stories</li> <li>● Use emoji’s effectively</li> <li>● Promote your Instagram channel on other social accounts</li> <li>● Add a compelling call to action</li> <li>● Track and learn from your best-performing Instagram content</li> </ul>
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These marketing strategies share some common themes. As indicated in the Design Thinking framework, it is essential to organize the information collected. By doing so, the researcher can uncover higher-level themes that may serve as the inspiration to develop innovative solutions (strategies). Thus, based on the underlying themes, the researcher summarized these marketing strategies into 11 categories. These categories served as the baseline for the researcher later to investigate the DM sellers’ and brand companies’ Instagram business pages and to develop specific marketing strategies for this project.

**Category 1 Content of Image and Text.** Strategies under this category focus on the IG posts and followers' comments. The business owners not only need to post frequently but also pay attention to and reply to the comments and messages from followers as soon as possible. Additionally, it is important to update the page more often and encourage "user generated content" (UGC).

**Category 2 Story.** Strategies under this category focus on using the "story" feature on IG, such as "Use your story to showcase products" and "Add a link to Instagram stories," as suggested by the digital marketing companies indicated above. "Story" can draw the followers' attention. "Swipe up" feature can be integrated in the "story" post to take users directly to the online store website.

**Category 3 Video.** Strategies under this category focus on using the "video" as a visual engaging post. Videos can also be used in the "Live" section. It is important to use the feature of "Live" to interact with the followers and share the videos frequently.

**Category 4 First Impression.** Strategies under this category focus on the profile development. Branding is important. Thus, businesses need to create the best first impression to the Instagram page. Examples strategies proposed by the marketing companies are "Focus on the first impression of your page" and "Make your Instagram branding matter."

**Category 5 Hashtag.** Strategies under this category focus on keywords. Hashtag is one of the most important features to add to a business page. Choosing the right Hashtags and adding the hashtags on the posts are critical. It allows not only users to search related content but also sellers to promote the business page more efficiently.

**Category 6 Advertising.** Strategies under this category focus on using the advertising feature to increase followers. Online advertising is included. Be sure to post the product more

than once to remind the followers of the products and provide compelling call to actions (CTA) occasionally. CTA means a marketing reference to a piece of content, such as an image, button, or text intended to prompt user to perform a specific action (Corrigan, 2019).

**Category 7 Partnership.** Strategies under this category focus on partnering with other companies or influencers. Partnering with someone else to crossover the design is included in the partnership category.

**Category 8 Giveaway.** Strategies under this category focus on giving out a gift. This category includes interacting with your followers through the “giveaway” activity.

**Category 9 Discount.** Strategies under this category focus on offering a discount. Offering the promotion to the followers is a very important feature to become a best business page.

**Category 10 Social Media.** Strategies under this category focus on using more than one social media account to promote the business, which helps increase the followers and businesses.

**Category 11 Conversion.** Strategies under this category focus on offering subscription to the followers. Having an email subscription helps followers to update the latest product in the business.

## Chapter 3: Method

The chapter introduces the methods applied in the market research, IG site development, and evaluation process. More specifically, how the market IG sites and strategies were selected/developed to facilitate the development of a quality IG business page for a Direct Message (DM) seller in the pet fashion industry is discussed. Procedures related to the evaluation questionnaire development and reviewer selection are presented as well.

### 3.1 Market Research

Based on the literature review, 11 higher-level themes among the IG strategies were identified. The next step is to develop specific strategies that suitable for IG DM sellers. To do so, the research conducted a market research. The researcher identified popular IG pet fashion sellers and examined their IG pages in order to gain insight on how to develop a successful DM business page.

**Sampling.** To identify the popular IG pet fashion businesses, the following selection process was applied. The researcher used the keywords of “pet fashion,” “pet clothing,” “dog apparel,” and “dog fashion” to look up popular Instagram pet business accounts. The popularity was defined by the number of followers. After searching by the keywords, the researcher identified the top five highest followers of DM sellers and five brand companies to conduct the market research. A list of sellers and their basic profile are presented in Table 3.

**Table 3. Companies profile**

#	Brand	Type	# of followers (2/3/20)	Product categories
1	vuepetclothes	DM	326	Clothes
2	petclothesdepot	DM	161	Clothes
3	Petsrus_official	DM	10.9k	Clothes

4	Muttsnboltsc creations	DM	596	Clothes, accessories
5	Milapetfashion	DM	10.1k	Clothes
6	Themaxbone	Brand	90k	Clothes, accessories
7	Petco	Brand	559k	Clothes, accessories, food, bowl, pet hotel, pet training
8	Petsmart	Brand	587k	Clothes, accessories, food, bowl, pet hotel, pet training
9	Parisianpet	Brand	15.8k	Clothes, accessories, food, bed
10	Chewy	Brand	417k	Clothes, accessories, food

Note: DM = Direct Message

**Coding Instruction.** The market research tool used in this study included a coding sheet. A preliminary coding sheet with the 11 categories were developed. The researcher developed specific strategies under each category along with the analysis. There may be more than one strategy under one category. Analyzing the IG strategies of the DM sellers and brand companies helped the researcher to refine the 11 coding themes and develop a list of substantial strategies that is specific and can be used to build a quality IG business page for a DM seller in the pet fashion industry. The final coding sheet consisted of 22 specific strategies, which is discussed in Chapter 4 Results.

The researcher analyzed the ten IG pages using Yes and No to record the result. “Yes” means the IG account achieved the criterion; “no” means the IG account did not achieve the criterion. For example, one of the criteria is “the account responds comments and messages.” If the account meets the criterion, it will receive a “yes.” The more “yes” an account receives, the more professional it is. Some criteria were developed during the analysis. Thus, it was common for the researcher to go back and forth to record the results.

### **3.2 IG Page Development**

The result of the market research allowed the researcher to identify the limitation and popularity of some strategies used by the IG sellers. Following the IG account set up instruction, the researcher opened an IG account and uploaded content in a week. After completing the information of the IG page, the researcher developed a business logo for the profile picture, which helps followers to recognize the account. A month experimental period was designated to run the IG page and observe the number of followers.

### **3.3 Evaluation (by the potential users)**

The goal of this project is to present clear and professional instructions for pet fashion DM sellers to develop a quality IG page. Thus, an evaluation was employed to help the researcher to confirm the quality of the IG page from a consumer's perspective.

**Reviewers.** Three reviewers were invited to evaluate the final IG page. To be eligible as a reviewer, he/she must meet all the following criteria: 1) he/she must currently have a pet dog for at least two years, 2) he/she must be a current and frequent user of Instagram, and 3) he/she must have bought at least one accessory for their pet in the past six months. The convenient sampling method was applied to recruit the reviewers. The reviewers were two females and one male, they are aged between 20-25. During the interview, the reviewers were asked to review the material as a part of interview, the researcher did not provide the DM page before the interview meeting. Phone interviews were conducted.

**Questionnaire.** A questionnaire was developed as an evaluation tool. A total of 15 questions were included. The first eight questions were about the reviewers' background and their pet product shopping experiences, for example, "What kind of dogs do you have or What breed of dog do you have?" "How often do you shop for your dog?" and "Where do you usually

shop? Like online store or in store?” The rest of the questions were designed to understand reviewers’ opinion of the Instagram business page developed in this study, such as “What is the favorite or dislike part of my Instagram page?” In terms of the quality measurement, instead of asking the reviewers to rate each feature, the holistic image of the IG account was measured. Consumers’ perception regarding the IG page’s authenticity, professionalism, attractiveness, and organization were measured. A scale from 1 to 10, which 1 means *not at all great/likely* and 10 is *extremely great/likely*, was used for these questions. At the end, an open-ended question was asked, enabling the reviewers to provide suggestions regarding the improvements of the Instagram business page. Table 4 presents all the questions in the questionnaire.

**Table 4. Survey Questions**

Survey Questions	
	#8 What’s your favorite or dislike part of this IG seller?
#1 What kind of dogs do you have?	#9 How would you rate the authority of this IG seller? (1-10)
#2 How often do you shop for pet?	#10 How would you rate the professional of this IG seller? (1-10)
#3 Do you think Pet Fashion is important?	#11 How would you rate the attractive of this IG seller? (1-10)
#4 Have you ever shop for pet clothing?	#12 How would you rate the organize on this IG page? (1-10)
#5 Where do you usually shop for pet clothing?	#13 How likely would you make a purchase from this account? (1-10)
#6 Have you ever shop at IG page?	#14 Do you like the items from this store? (1-10)
#7 How do you think about the videos from this IG seller?	#15 How can we improve this IG page?

## Chapter 4: Results

In this chapter, the researcher presents the findings of the market research, developed IG account, and the results of the evaluative questionnaire.

### 4.1 Market Research

The implication of the results of the market research is twofold. Firstly, the criteria identified enabled the researcher to evaluate the quality of the IG pages to understand the current market practices. Secondly, the criteria served as a guideline for the researcher to develop a professional IG page.

**Selected IG Accounts.** Table 3 in the chapter three shows a summary of the IG accounts, such as the main products they sell and the number of the followers. *Petsrus\_offical* has a highest number of followers among the DM sellers; it has 10.9k followers. *PetSmart* has the highest followers among the brand companies with 587k followers. In general, brand companies have more followers than DM sellers, because brand companies usually have physical shops, so it is more recognizable and reachable to the buyers. Moreover, DM sellers more focused on clothes category while brand companies sell broader product categories.

**22 Evaluation Criteria.** A final coding sheet with 22 criteria were developed as an evaluative index to examine the ten IG pet fashion business accounts. The 22 criteria were developed based on the literature review and market analysis. Table 5 presents the 22 criteria and their original themes.

**Table 5. Coding Themes (Categories) and Specific criteria**

11 categories		22 Criteria
Content of Image and text	1	The account responds comments and messages
Content of Image and text	2	The total likes of recent 10 posts reach over 5k likes
Content of Image and text	3	At least one post out of the recent 10 posts have reach at least 50 comments
Content of Image and text	4	Post content daily
Story	5	Highlight story on the Instagram page
Story	6	Use highlight story to showcase product

Story	7	Use the "swipe up" function
Story	8	Use "Go live"
Video	9	Post video at least four times in 30 days
First Impression	10	Own business logo
Hashtag	11	At least 10 hashtags in a week on the posts
Advertising	12	Post the same product more than once in 30 days
Advertising	13	Use Call to Action (CTA) bottom, such as "Buy now" or "Shop now"
Partnership	14	Partner with influencers in the recent 30 days' posts (check hashtag)
Giveaway	15	Have at least 3 giveaway posts on Instagram in 30 days
Discount	16	Offer promo code on the Instagram profile
Social Media	17	Have their other social media account information on your Instagram profile
Conversion	18	Do they provide email subscription on Instagram profile
Shipping method	19	Do they provide shipping information
Link	20	Do they provide a store website link on the Instagram profile
Categories	21	Do they tag their own business with the keywords such as "pet supplies" or "pet store" on the Instagram profile
Phone number	22	Do they provide a store phone number on the Instagram profile

According to the results, the number of “No” is higher than “Yes,” especially for strategy 14 to 19 as well as strategy 2 and 3 (Figure 2). None of the IG accounts partnered with influencers recently (strategy 14) and promoted their business with at least 3 giveaway posts in recent 30 days (strategy 15). Only one IG account offered promotion code recently (strategy 16) and provided its other social media account information on its IG profile (strategy 17) during the data collection. Only two IG accounts showed that they had at least one post out of the recent 10 that had gained 50 comments (strategy 3) and provided email subscription information (strategy 18). This showed that most of the IG accounts still need to improve their partnership and engagement strategies.



**Figure 2. Number of Yes from 22 Criteria**

On the other hand, strategies that were commonly applied by the IG businesses are strategy 4, 5, 6, 10, 11, 20, 21, and 22 (Figure 2). Most of the accounts posted daily (strategy 4), used “story” feature (strategy 5), and showcased their product in the “story” (strategy 6). Nine out of ten accounts owned a business logo (strategy 10). Moreover, seven of them provided their website link (strategy 20), and eight of them used tag, “pet supplies” and/or “pet store” to classify their businesses (strategy 21). Lastly, six of them provided contact phone number in their profile. However, five of them are brand companies, and one is a DM seller. These findings showed that most of the businesses (both DM sellers and brand companies) focused on enriching visual contents, such as post frequently and highlight products using the “story” feature. Furthermore, brand companies provided the clearer contact information, such as website and

phone number, while DM sellers were less likely to provide the information. Perhaps it is due to the privacy concern. Table 6 provides the detailed analysis results.

## **4.2 IG Page Development**

The researcher developed an IG page based on the 22 criteria. While the researcher was able to adopt most of them (14 strategies), some of the strategies could not be achieved until certain prerequisite conditions were met. Table 6 indicated strategies adopted and those that were not. The IG page examples are presented in Appendix B.

The eight criteria that were not adopted are: The total likes of recent 10 posts reach over 5k likes (strategy 2), at least one post out of the recent 10 posts have reach at least 50 comments (strategy 3), use the "swipe up" function (strategy 7), use Call to Action (CTA) button, such as ("Buy now" or "Shop now") (strategy 13), partner with social influencers in the recent 30 days' posts (check hashtag) (strategy 14), have at least 3 giveaway posts on Instagram in 30 days (strategy 15), do they provide email subscription on Instagram profile (strategy 18), and do they provide a store website link on the Instagram profile (strategy 20). Strategy 2, 3, 7, and 13 need time to collect, as a new business account the researcher do not have enough followers compare to other long term business account, strategy 2, 3, 7, and 13 are related to the likes, so first time to do is to increase followers to hit the strategies. Strategy 14,15,18, and 20 are hard to achieve as a low-cost IG user, since those strategies need money to accomplish. This is one of the limitations of this project. The researcher did not have enough time to build up the account to experiment the full capacity of the IG features.

**Table 6. Market Analysis Result**

	Criteria	Vuepetclothes	Petclothes depot	Petsrus official	Muttsnbol tscreations	Milapet fashion	Themaxbone	Petco	PetSmart	Parisian pet	Chewy
1	Respond comment and message	NO	NO	YES	YES	NO	NO	YES	NO	YES	NO
2	The total likes of recent 10 posts reach over 5k likes	NO	NO	NO	NO	NO	NO	YES	YES	YES	NO
3	At least one post out of the recent 10 posts have reach at least 50 comments	NO	NO	NO	NO	NO	NO	YES	YES	NO	NO
4	Post content daily	NO	NO	NO	NO	NO	YES	YES	YES	YES	YES
5	Highlight story on the Instagram page	YES	NO	NO	YES	NO	YES	YES	YES	YES	YES
6	Use highlight story to showcase product	NO	NO	NO	NO	YES	YES	YES	YES	YES	YES
7	Use the "swipe up" function	NO	NO	NO	NO	NO	YES	YES	YES	YES	NO
8	Use "Go live"	NO	NO	NO	NO	NO	NO	YES	YES	YES	YES
9	Post video at least four times in 30 days	NO	NO	NO	NO	NO	YES	YES	YES	NO	NO
10	Own business logo	YES	NO	YES	YES	YES	YES	YES	YES	YES	YES
11	At least 10 hashtags in a week on the posts	NO	YES	NO	YES	YES	YES	YES	YES	YES	NO
12	Post the same product more than once in 30 days	NO	NO	NO	YES	YES	YES	NO	NO	NO	YES
13	Use Call to Action (CTA) bottom, such as "Buy now" or "Shop now"	NO	NO	NO	NO	NO	YES	YES	YES	YES	NO
14	Partner with social influencers in the recent 30 days' posts (check hashtag)	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
15	Have at least 3 giveaway posts on Instagram in 30 days	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
16	Offer promo code on the Instagram profile	NO	NO	NO	NO	NO	NO	NO	NO	NO	YES

17	Have their other social media account information on your Instagram profile	NO	YES	NO							
18	Do they provide email subscription on Instagram profile	NO	YES	NO	NO	NO	YES	NO	NO	NO	YES
19	Do they provide shipping information	YES	NO	NO	NO	YES	NO	NO	NO	NO	NO
20	Do they provide a store website link on the Instagram profile	NO	YES	NO	YES	YES	YES	NO	YES	YES	YES
21	Do they tag their own business with the keywords such as "pet supplies" or "pet store" on the Instagram profile	YES	YES	YES	NO	YES	NO	YES	YES	YES	YES
22	Do they provide a store phone number on the Instagram profile	NO	NO	NO	NO	YES	YES	YES	YES	YES	YES

**Table 7. 22 criteria**

#	Criteria	Can I add it to my business?	Notes
1	Respond comment and message	√	
2	The total likes of recent 10 posts reach over 5k likes	X	New account startup, long term goal
3	At least one post out of the recent 10 posts have reach at least 50 comments	X	New account startup, long term goal
4	Post content daily	√	
5	Highlight story on the Instagram page	√	
6	Use highlight story to showcase product	√	
7	Use the "swipe up" function (a link)	X	Need at least 10k followers. long term goal
8	Use "Go live"	√	
9	Post video at least four times in 30 days	√	
10	Have the own business logo	√	
11	At least 10 hashtags in a week on the posts	√	Keywords
12	Post the same product more than once in 30 days	√	
13	Use Call to Action (CTA) button, such as "Buy now" or "Shop now"	X	Link of the shop
14	Partner with social influencers in the recent 30 days' posts (check hashtag)	X	New account startup, long term goal
15	Have at least 3 giveaway posts on Instagram in 30 days	X	
16	Offer promo code on the Instagram profile	√	
17	Have their other social media account information on your Instagram profile	√	
18	Do they provide email subscription on Instagram profile	X	
19	Do they provide shipping information	√	
20	Do they provide a store website link on the Instagram profile	X	
21	Do they have select the "pet supplies" or "pet store" on the Instagram profile	√	
22	Do they provide a store phone number on the Instagram profile	√	

### 4.3 Evaluation (by the potential users)

The researcher phone interviewed three reviewers who were selected according to the selection criteria mentioned in Chapter Three; they were all dog owners. Reviewer 1 has a Dachshund, and his name is Broly; the dog is two years old and still a puppy. Reviewer 2 has a Yokie named Guo Guo; the dog is seven years old. She adopted the dog when he was three years old from a shelter, and now they moved back to China from the U.S. Reviewer 3 has a Corgi

named Lucky. Lucky is 10 years old and consider as a senior dog. Lucky was originally from Hong Kong because Reviewer 3 and his family moved to Canada from Hong Kong few years ago. The reviewers are all active IG users and have purchase pet clothes for their dogs. Moreover, Reviewer 1 and 3 have shopped pet fashion on IG stores. they all shopped from DM sellers before.

After they viewed the IG page of this study, the researcher interviewed them regarding their thoughts toward the IG account. All of the reviewers rated the authenticity, professional, attractiveness, and organization of the IG account high. The rating ranged from 7 to 10. Additionally, all of them indicated that it very likely for them to make a purchase from this account.

The reviewers also provided several suggestions of improvements. Reviewer 1 recommended to include a couple more dog models. Reviewer 2 recommended to improve the lighting and iron the clothes. Reviewer 3 recommended to update the post more frequently. These results showed that the IG page needs to enhance the picture quality (Reviewer 1 and Reviewer 2) and increase communication frequency (Reviewer 3). Table 8 presents the detailed responses.

**Table 8. Evaluation Results for the Developed IG Page**

Survey Questions	Reviewer 1	Reviewer 2	Reviewer 3
#1 What kind of dogs do you have?	Dachshund	Yorkie	Corgi
#2 How often do you shop for pet?	Weekly	Rarely	Rarely
#3 Do you think Pet Fashion is important?	Yes, because your pet can be fashionable with you	Yes, because that can match my style when I walk my dog	Yes, because it's fun to dress up your pet
#4 Have you ever shop for pet clothing?	Yes	Yes	Yes
#5 Where do you usually shop for pet clothing?	Online, In-store, and Instagram Store	Online	In-store, and Instagram Store
#6 Have you ever shop at IG page?	Yes	Yes	Yes

#7 How do you think about the videos from this IG seller?	They are very cute, simple, and catch my attention	I like it, because it gives the buyers the details about the products.	I think it is a good demonstration of how the product will look like
#8 What's your favorite or dislike part of this IG seller?	Favorite: Delivery is fast, quality is amazing, and they respond to my questions  Dislike: None	Dislike: Better to iron the clothes before take the picture.	Favorite: Large variety of products  Dislike: None
#9 How would you rate the authority of this IG seller? (1-10)	10	8	10
#10 How would you rate the professional of this IG seller? (1-10)	10	7	10
#11 How would you rate the attractive of this IG seller? (1-10)	10	9	10
#12 How would you rate the organize on this IG page? (1-10)	10	10	10
#13 How likely would you make a purchase from this account? (1-10)	10	10	10
#14 Do you like the items from this store? (1-10)	10	10	10
#15 How can we improve this IG page?	Include a couple more dog models if possible	From my point of view, sellers may need more professional lighting which makes the pictures have a higher quality.	More frequent updates

Notes: 1= not at all likely; 10 is extremely likely

## Chapter 5: Discussion and Conclusion

In this section, the research analyses the market research, IG page development, and evaluation (by the potential users).

### 5.1 Market Research

Based on the result section in chapter 4, “Selected IG Accounts” and “22 Evaluation Criteria” were explained.

**Selected IG Accounts.** According to the research, DM sellers are more focused on clothing category than brand companies. I think the reason for this is because as a new DM seller, clothing is easier to handle. As a new DM seller, I recommend not to have too many items in inventory, try to publish the item to test the popularity before ordering more items.

**22 Evaluation Criteria.** According to the results from 22 criteria for market strategy, the number of “No” is higher than “Yes.” The reason for this is that new DM sellers do not have enough followers to give them support such as likes and views. Every company must face to a transition period, this period is hard and important, if you start with the right direction such as post some interesting posts/story or sell the unique items to make the IG users share your brand to someone they know, that will help your business go successful.

### 5.2 IG Page Development

The researcher used the 22 criteria to develop an IG page. The IG page did not achieve some of the criteria due to the limitation of time and followers. As the IG page examples presented in Appendix B, it showed the IG page did not achieve all the criteria. From what I have seen, the IG page does not have enough popularity, the total followers of this IG page are only

48, while professional DM sellers like Petrusus\_offical have 10.9k followers. I suggest finding someone who is a pet Youtuber or KOL (Key Opinion Leaders) to promo the items.

### **5.3 Evaluation (by the potential users)**

The researcher phone interviewed three dog owners, Wendy, Linford, and KeKe. And the interview had 15 questions. After reading the results of the questionnaires. I suggest interviewing someone who works at the pet shop or related job, since they have knowledge and experience about dogs, and if he/she works at the pet retail, he/she could share some good suggestions of pet fashion Also, interviewing the different age range, such as 40s, 50s, and 60s, to compare the favoritism of different ages. If is possible, I suggest sending the reviewer the items from the store, to have them touch it and see it physically, that helps the reviewers to provide more comments and improvements.

### **5.4 Conclusion**

To answer the research question, the researcher identified three websites, quicksprout.com, lyfemarketing.com, and falcon.io, where they discuss how to create the best Instagram business page. The researcher analyzed the 44 strategies from the three potential websites and categorized them into 11 categories. The three websites are essential in the discussion of results since they form the basis for the categorization criteria for marketing strategies employed by social media platforms. Based on the 11 categories and a market research, the researcher developed 22 criteria, useful IG marketing strategies. The market research was conducted by, firstly, identifying popular DM and Brand sellers in pet fashion on IG. Several keywords related to Pet Fashion were implemented to look up the top five DM sellers IG business accounts and Brand companies IG business accounts.

After identifying ten best IG accounts, the researcher content-analyzed their IG account pages with the twenty-two criteria. The researcher used the twenty-two criteria to develop a “Yes” or “No” table. The researcher learned that the difference between DM sellers and Brand sellers from the market research included functions such as use the "swipe up" function and use Call to Action (CTA) button ("buy now" or "shop now"). These two criteria need at least 10k IG followers to do it. If an account’s followers are less than 10k, IG will not provide a “swipe up” and “shop now” option. DM sellers are considered as a business beginner, so the work from the DM seller sites may seem a little less professional to the public. Because not everyone has a large amount of money to hire people and spend on the business. Compared to Brand sellers, they have resources and people to help them build up the business. In addition, most of them have a physical store, so people will shop from them more to get more guarantee. Because retail store can give the customer personal touch, make it easy to pay and take the product right away. For example, if a customer wants to return an item, they can return it directly to the store and do not need to do extra steps on ship an item, track a package, and wait for the refund.

This market research helped the researcher to learn which criteria are missing on her IG business page, and to be clarify the comparison to the Brand sellers. The researcher’ IG page did not achieve some of the criteria, because those criteria need time to build up, such as “The total likes of the recent 10 posts reach over 5k likes.”

In the twenty-two criteria, some of them are easy to achieve for a DM seller, they are “Respond to comment and message,” “Post content daily,” “Highlight story to IG profile,” “Use highlight to showcase product,” “Use go-live,” “Post video at least four times in 30 days,” “At least 10 hashtags in a week,” “Post same product more than once in 30 days,” “Offer promo code,” “Select pet supplies or pet store on the IG profile,” “Provide a shipping information,” and

“Provide phone number.” Because these criteria are considered basic IG functions, everyone can do it.

Furthermore, some of the criteria are considered for mediocre-experienced business accounts, because not all the DM sellers have them. They are “Have their own business logo” and “Have their other social media account information on your IG profile.”

In addition, some of the criteria are for well-established business accounts, they are “The total likes of recent 10 posts reach over 5k likes,” “At least one post out of the recent 10 posts have reach at least 50 comments,” “Use the “swipe up” function,” “Use Call to Action (CTA) button, such as ‘Buy now’ or ‘Shop now’,” “Partner with social influencers in the recent 30 days’ posts (check hashtag),” “Have at least 3 giveaway posts on Instagram in 30 days,” “Do they provide email subscription on Instagram profile,” and “Do they provide a store website link on the Instagram profile.” These criteria need time to build up and must hit the IG requirement of at least 10k followers to get those options open.

After a month of observation, the researcher’s IG page have increased 40 followers, now the total of followers is 49. It still needs to do more improvement and commercial activities to increase the followers and get more people to know the business page.

Lastly, the researcher interviewed three dog owners by asking a total of 15 survey questions. To make the survey more authority, the researcher chose to review dog owners, since they have more experience about dogs. Those questions are based on their shopping experiences for dogs, and opinion on her IG business page. From the evaluation result, the three reviewers provided many useful suggestions. Reviewer 2 said that the researcher needs to improve the quality of the image by using the professional lighting and iron the clothes. She mentioned to iron the clothes before post it to public. Reviewer 3 said that the researcher needs to update the

account more often to keep the followers' attention. Reviewer 1 said that the researcher needs to include a couple more dog models. Dog models are very important and can help her IG business account become more successful. The researcher did not expect that all the reviewers had shopped at IG page before. After collecting the answers, the researcher learned that many aspects still need improvement to develop an efficient and quality IG page, such as lighting, model, and update more frequently.

## **5.5 Implications**

The main aim of this study was to address the Instagram market strategies for DM sellers in Pet Fashion. The researcher collected information from the market resources, three potential websites whose selection criteria are mentioned above, and directly observed 10 pet fashion IG pages. Twenty-two criteria were developed to guide pet-fashion business owners to build a successful IG business account. The twenty-two criteria are a market strategies for those who wants to start up a business page. This research provided the Market Analysis Result, the 22 criteria from the market analysis result were based on the marketing strategies from three potential websites and the chart of steps to create an IG business page could help the DM sellers to develop their own IG business page.

Moreover, every business needs to start from the beginning. Not everyone has a large amount capital to build a brand based business. Thus, being a DM seller is a good stepping stone for the beginner. This study offers the opportunity to achieve the business goal.

## **Limitations**

The studies conducted here have a few limitations. First, the social media platform only focused on Instagram, it did not have enough information regarding to another social media platform. Second, the data of the company profile only focused on five DM sellers and five

Brand companies, it should compare more business accounts for a better result. Third, due to the coronavirus crisis, it limited the number of the reviewers, ended up only interview three reviewers. Last, due to the limit time, my IG business account didn't match all the criteria.

## **5.6 Future Studies**

The limitations of this thesis project are to be addressed in the future. The following are a few points for the future studies.

- What additional market strategies are available to establish a DM seller business?
- What is the size of the pet fashion market segment globally?
- Other than Instagram, which other platform have potential to start a business page?
- This study only discussed dog fashion. Future studies can investigate other animals type, such as cats or birds.

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## Appendix A

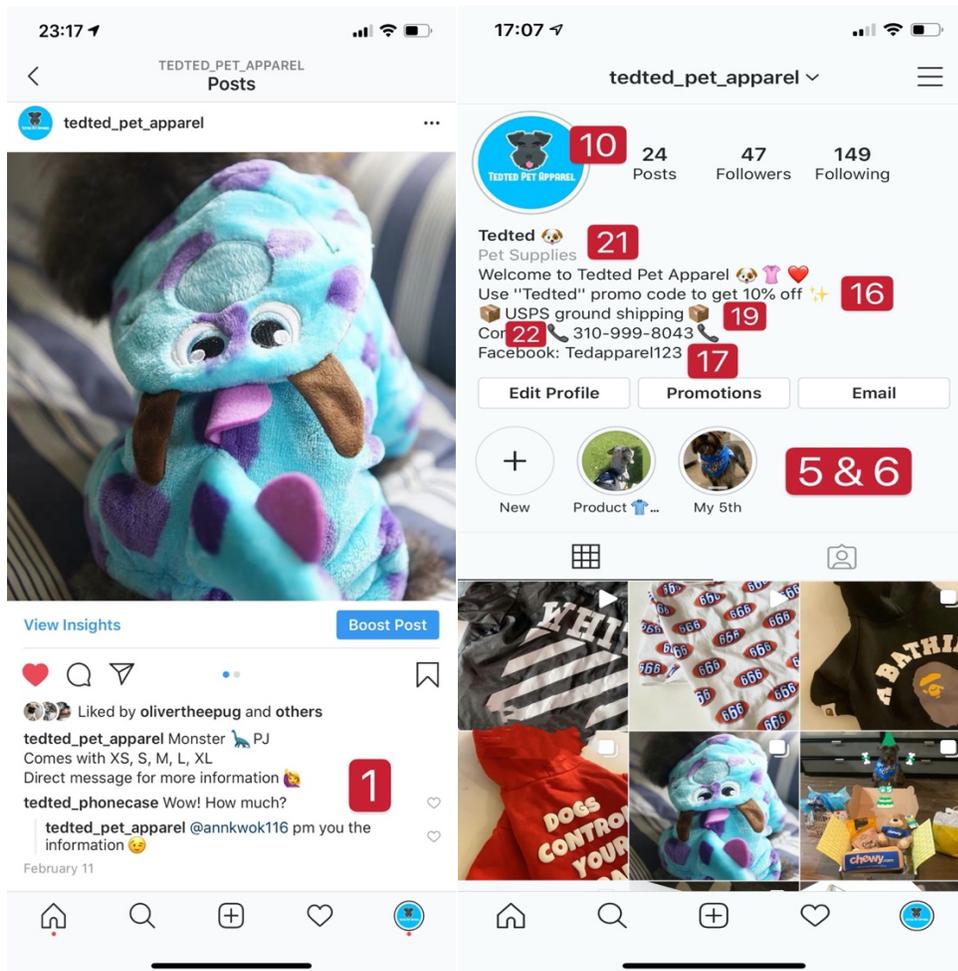
### Pet Fashion/ Apparel Product Categories and Examples

Category	Explanation	Examples	Image Source
Warm Clothes	The main purpose of such clothing is to protect the animal from frost and wind in the cold season. According to Chou (2012), most dogs require winter clothing during severe frosts. The exceptions are pets with very thick hair (Chou, 2012). Some examples of dogs that do not need warm clothes are the Alaskan Malamute, Newfoundland, Saint Bernard, and the Siberian Husky.	 <p style="text-align: center;">Winter Clothing</p>	Dr. Jack Stephens, 2017
Waterproof semi-Season Clothes	Clothes with moisture protection are necessary for dogs and cats in the fall and spring when it is not very cold outside, but it rains often. An additional advantage of pet clothes now of year as suggested by Aivazidou and Tsolakis (2017) is that the animal's coat remains clean because it is protected from dirt and splashes flying from under its paws. Consequently, owners' homes also stay clean.	 <p style="text-align: center;">Dog Raincoat</p>	Dan Wurst, 2018
Summer Clothes	The main purpose of summer clothes is to protect the animal from dirt, moisture, and insects (Wurst, 2018). Summer overalls or sweaters can be made of fleece or natural linen fabric. In recent years, knitted clothes for pets meant for summer and spring are very popular.	 <p style="text-align: center;">Dog Sun-Protection Coat</p>	Dan Wurst, 2018
Medical Protective Clothing	The main function of such clothing is to protect the abdomen, sides, or back of the animal after an operation requiring stitches. When the incision begins to heal, it starts itching unbearably. If the site is not safeguarded through special clothes, the animal may tear away the sutures and infect the cut ("Medical Pet Shirts,"2019).	 <p style="text-align: center;">Medical Protective Clothing</p>	Medical Pet Shirts, 2019

<p>Working Clothes</p>	<p>Most often, "working clothes" for dogs are tailored to meet the requirements of official breeds. They may include harnesses, boots for rough terrain, snow, or arid desert sands. These garments and accessories are used to protect such breeds from injury and damage during their work (Wurst, 2018).</p>	 <p>Working Clothing</p>	<p>Ruiru Jingzi, 2019</p>
<p>Decorative Clothes</p>	<p>Such clothing serves primarily to decorate the dog or cat. According to Holbrook (2008), a beautiful, stylish look is a great way to emphasize the dignity and brightness of the dog's or cat's exterior at an exhibition or in a promotional photo shoot (for example, photos of puppies for sale). Decorative pet clothing is distinguished by a variety of choices in multiple colors and patterns.</p>	 <p>Dog Faux-Fur Coat</p>	<p>Dan Wurst, 2018</p>

## Appendix B

### Proposed Final Project: IG DM seller page



Note# 1. The account responds comments and messages

Note# 5. Highlight story on the Instagram page

Note# 6. Use highlight story to showcase product

Note# 10. Own business logo

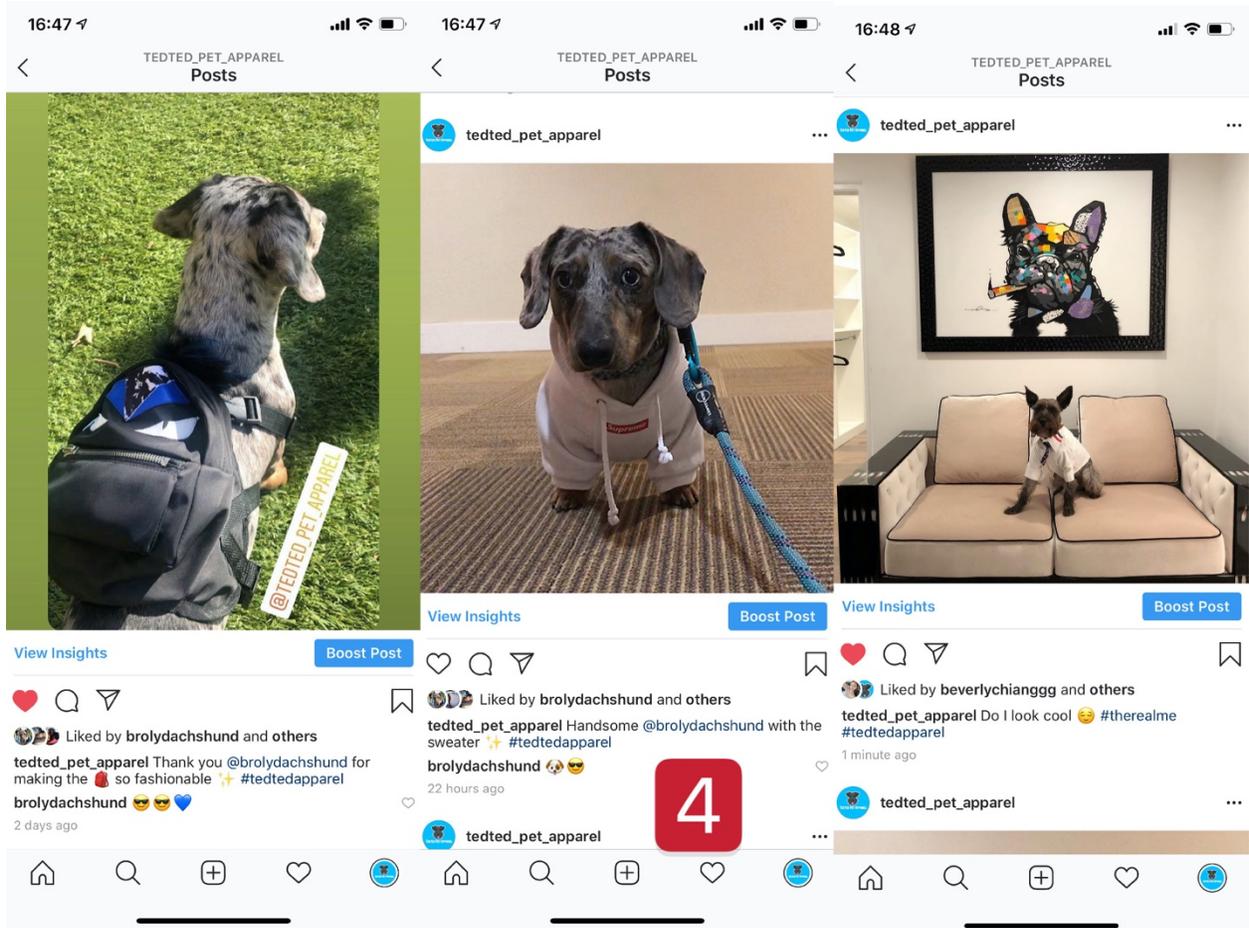
Note# 16. Offer promo code on the Instagram profile

Note# 17. Have their other social media account information on your Instagram profile

Note# 19. Do they provide shipping information

Note# 21. Do they tag their own business with the keywords such as "pet supplies" or "pet store" on the Instagram profile

Note# 22. Do they provide a store phone number on the Instagram profile



Note #4. Post content daily

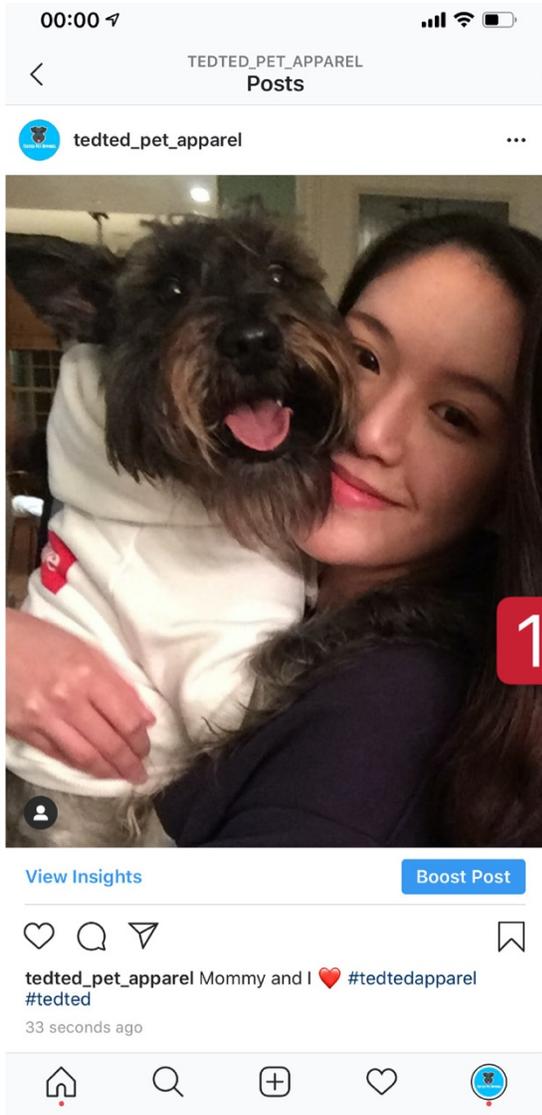


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Note# 9. Post video at least four times in 30 days

Note# 11. At least 10 hashtags in a week on the posts



Note# 12. Post the same product more than once in 30 days