Millennials & Snapchat: The Self-Expression Through the Use and Its Influence in The Purchase Motivation

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Abstract
The Millennials generation has transformed the popularity of the Snapchat use in the ideal space of marketing to connect with this targeted segment. This study has proposed to analyze how our expressions through stable and dynamic factors, impact the use of Snapchat by Millennials, through the Uses & Gratification Theory. This research analyzes how the use of Snapchat, causes gratifications in the users, impacting the purchase motivation. A high predictive power in the variables analysis, through a survey, applied to 454 participants, using a quantitative method and analyzing through structural equations (SMART PLS). The data presents that the dynamic factors play a dominant role in the Snapchat use. Also, the gratifications generated through the brand interaction, have an impact on the purchase motivation as well. The research presents the contributions to the theory, on how Snapchats ephemeral content model can shape the user’s expectations, leading to a greater influence and relation with the media through the generated gratifications and its connection with the brand.

Key words: Stable factors, Dynamic Factors, Use of Snapchat, Purchase Motivation.

1.0 Introduction
Social media has positioned as part of people's daily lives. In 2011, right in the social media evolution, Snapchat, the social media, is launched to market. From its beginning, Snapchat has been the social network of highest growth and the ideal marketing space for younger segments. Statistics show that this popular application, maintains more than 300 million daily users around the World, over 10 billion of videos viewed daily and a demographic domain by the Millennials generation (Snapchat 2017). Snapchat projects a visual content as if the words disappear, after the expression and with the future promise of deleting all messages (Soffer, 2016). On the other hand, the core value of Snapchat is to
provide the users a space for self-expression. Therefore, the Snapchat interactive communication leads to an emotional effect on reliability, facility, interaction, and empowerment with the brands. Millennials constitute the group of greater use of this popular social network. Sweeney (2005) explains that the Millennials buyers, wait for more options and selectivity; desire more personalization; search for good and low-cost sales; have less necessity to conform and expect instant gratification. Millennials use social media may be leading to changes in social norms and social behavior, on a variety of issues which impact the consumer’s behavior (Bolton et al. 2013, Sago, 2010, Chen 2012). Nevertheless, the scientific investigation is limited. Consequently, this exploratory study looks like objectives: (a) analyses the Millennials individual expression (stable factors) through the environment, drives them to transmit (dynamic factors), self-expression through Snapchat, (b) analyze how the self-expression through Snapchat (dynamic factors), maintain a positive impact through use. Lastly, analyze how the use of Snapchat causes gratifications that might have a positive impact towards the purchase motivation.

The investigators present the positive results through a quantitative methodology of the use of structural equations modeling (SMART PLS), on how the dynamic factors play a major role in the use of Snapchat. Moreover, it is detailed how the gratifications through Snapchat use, maintain a positive impact towards the purchase motivation. The research presents the contributions to the theory, on how Snapchats ephemeral content model can shape the user’s expectations, leading to a greater influence and relation with the media through the generated gratifications and its connection with the brand.
2.0 Theoretical Framework

2.1 Stable Factors

McCann y Barrow, (2015) establish that the social media use, the intentions, the personality and the motives of the individual can be improved. The authors clarify that this may be a consequence of the tribal nature of engagement and community-driven initiatives, which are created from scratch. Even the motivation and the intention of each person to use the social media can be very different. To some people, the online social network serves as a channel or way to gain popularity, fame or recognition (McCann y Barrow, 2015, Wang et al., 2012). The literature portrays the existence of stable factors. Where the social, economic status, personal values, personality traits, preferences, age and the life cycle perform an important role in the use of social media and a way to understand Millennials (Bolton et al. 2013; Hargittai y Hinnant, 2008; DeVito et al. 2017; Correa et al. 2010). These factors bring thus the interaction of the individual with the environment (Hargittai y Hinnant, 2008).

Bolton et al. (2013) establish that Millennials are more skeptics, compelling, impatient due to the constant information environment which they exposed. Therefore, from the perspective of this investigation, stable factors has defined a group of elements that are a result of the personal taste, individual beliefs and their interaction with the environment. Nevertheless, the stable factors move to another group of factors, denominated, dynamic factors (Bolton et al. 2013). Bagozzi & Dholakia, (2002) argues that the dynamic factors are related to goals, values, the personal identity, and the social interaction. Even the authors clarify that these norms can explain the use of the social network. However, it needs more investigation.
The Millennials self-expression with the environment, has driven their attitude to convey their self-expression through Snapchat.

2.3 Dynamic Factors

Bolton et al. (2013), defines dynamic factors as a series of endogenous factors were the goals, emotions and social norms, are elements that can explain the use of the social media by Millennials. On the other hand, Vaterlaus et al. (2016), explains the dynamic factors with the term Snapchatverse, which refers to the virtual universe created by the socio-emotional interaction of the users, the necessities, and the distinctive properties of the Snapchat ephemeral content. When defining the dynamic factors, is established that all the attitudes of an individual, are transmitted through the dynamic interaction of social media. (Wang et al. 2013). The authors also clarify that the dynamic factors can explain the use of the social media given to the gratifications that can generate the social media in the Millennials (Wang et al. 2013). It establishes as well that the social environment affects the social media use (Song and Yoo, 2016; Elefant, 2011; Pelet et al. 2017; Wang et al. 2013) significantly. The Use & Gratifications Theory is the adequate theoretical framework to provide answers.

2.3.1 Theory of Use & Gratifications

Ruggiero (2000) clarifies that the studies of the Use & Gratifications theory and its investigative evolution, try to explain how media is used to satisfy needs and analyzes the motivations from certain behaviors. Wang & Yang (2011) explains that the processing of messages can be significant about the previous consumer experience of the content. Karimi et al. (2014), details that the theory searches as an objective to comprehend the motivations and behavior of audiences. The author divides it into two segments: (a) the factors that impulse the use and (b) the demographic factors.
Wang et al. (2012) conclude that the Use & Gratifications Theory, explains the dynamic factors, which is driven by four categories: (a) emotions (b) cognitive effect (c) the social and (d) the common form. Molden (2014), clarifies that the stimulations of the social representations are activated incidentally, which affects the thoughts and behaviors. Other studies show that the interactivity between the Millennials consumers and the brand are based on experience, training, information, and participation (Hartmann et al., 2017). Snapchat reflects higher scores for spending time, sharing problems and improving the social knowledge (Phua et al. 2017). The research agenda on social media and Millennials (Bolton et al. 2013), identifies various types of use as sharing and participation. The authors highlight the necessity of research, in the absence of studies that explain the Millennials social media use. Even the use of the social media can impact other types of use as the interaction with the brands. Before these precedents, the investigators propose the following hypothesis:

$H_2$ Millennials self-expression, transmitted through the Use of Snapchat generates gratifications before the brand content exposed, having a positive effect with the sharing of content and participation.

$H_3$ Millennials self-expression, transmitted through the Use of Snapchat generates gratifications before the brand content exposed, having a positive effect with the Brand Interaction.

2.4 Share, Participation and Brand Interaction through the Use of Snapchat.

Okazaki et al. (2013), details that the companies encounter a dynamic and interconnected environment, where the strategies of content are more personalized in the functions of the traits of a targeted segment. Study details that the participation and the sharing of contents are related with the content exposed to the public targeted, making an impact in use (Pelet et al., 2017). When defining the social media use is a technology that facilitates the interactive information, the content created by the user and the collaboration
(Song and Yoo, 2016). Even though the social media share the functions of the traditional media of proportioning the content to the users, they are differences in the relations of users and the content (Song and Yoo, 2016; Elefant, 2011). Pelet et al. (2017), establishes that to motivate Millennials, to share and participate, it is necessary to create content through the target audience expectations.

Investigations show that the use of the social media moderates the effect of sharing content (Baert & Pandelaere 2013) and its reaction will depend on the quantity of the content exposed (Arendt, 2015). Other data reveal that the social media use and its effect on socialization and brand interaction strengthen with the consumer’s participation (Gascón et al. 2016; Hamilton et al., 2016); & Wang et al., 2007). Consequently, the few studies of Snapchat portray that the modality of content auto destruction drives Millennials to the effect of sharing the brand content faster and frequently (Utz et al., 2015). This ephemeral and creative content exposition leads to gratifications that drive to a greater participation with the brands. Other data of interest shows that an increased participation with the brands by Millennials drives the user a higher level of exchange (Phua et al. 2017). An aspect of interest reflects that a high intensity of use of Snapchat was more associated to the linkage with the user (Piwek & Joinson, 2016). Thus, the influence that generates the social media is based on the new generations, causing a more trustworthy interaction (Mitchell et al. 2016).

Liuhan et al. (2016), details that the younger consumers maintain a greater commitment with brands and the ways of communication. Studies reveal that a greater interaction with the brand brings as a result, a higher participation and engagement with the contents (Kohler et al., 2011; Mitchell et al. 2016; Wang et al., 2007). Amusing, relevant
and entertaining contents are some of the factors that drive participation and motivation to share (Rohm et al. 2013). Anderson et al. (2014), explains that the interaction has consequences on the consumer’s behavior because it becomes the precedent of another. As a result, there’s an increase in the purchase motivation because of a higher degree of satisfaction, content exposition and participation in the social media (Aluri et al. 2016, Hall & Tows, 2017, Veloutsou et al. 2017). Ho et al. (2017), details that sharing personal and consumer experiences promote impulsive purchase behaviors. A study details that Snapchat provokes higher engagement over the ephemeral content which brings as a result, more commitment and trust associated with brands (Frady 2017., Wakefield, 2016). Nevertheless, the Snapchat investigations are limited, for it raised the following hypothesis:

\[ H_4 \text{ The gratifications generate the participation and sharing of brand contents in Millennials, maintain a positive effect with the brand interaction.} \]

2.6 Purchase Motivation

Nedra et al. (2015), defines purchase motivation as an action that pushes the consumer to buy a product in a specific place. Song and Yoo, (2016), expose that the social networks have changed the process of services consumption and it’s not exclusively unidirectional. The online consumers, participate in a variety of activities such as build friendships, the creation of content and sharing information, experiences and opinions, (Song & Yoo, 2016 & Khang et al., 2012). As the consumers spend more time on social media, the decisions of purchase have been highly influenced by the interactions through the networks. Therefore, the companies are making emphasis on the strategies where the communication platforms used with two objectives: (a) reach the consumers and (b) take a competitive advantage (Song and Yoo, 2016 & Heinrichs et al., 2011; Hastings & Saperstein 2010).
The communication portals demonstrate that Snapchat has placed as a tendency the use of ephemeral content, with the objective to provoke the brand visibility and impulse the purchase motivation. Sashittal et al. (2016), explains that Millennials and the use of ephemeral contents allow a greater engagement in the instant gratification. Vaterlaus et al. (2016), explains the ephemeral content as the sending of images, videos, and text, where the receptors will have limited time to access these contents before being destroyed. Thus an ephemeral content provides an instant gratification causing the action (Ekman, 2015). Mollá et al. (2014), mentions that all decision-making process begins when the consumer needs, desires or wants to engage in the purchase and consumer’s behaviors, in response to determined stimulants. Before this precedent, the investigators present the following hypothesis:

\( H_5 \quad \text{The Gratifications that generate in the Millennials the Use of sharing content and participation with the brands through Snapchat, impacts in a positive manner the purchase motivation.} \)

\( H_6 \quad \text{The Gratifications that generate in the Millennials the Use of Snapchat through the interaction with the brands, impacts in a positive manner the purchase motivation.} \)

After the literature revision and through the proposed research framework. The investigators present the following map of relations between variables.

**Figure 1- Research Framework between variables**
3.0 Method

The investigators developed an exploratory study with the convenience sample of the Snapchat users, of the Millennials generation residing in Puerto Rico. A simple transversal technique was used to collecting data, which allows to generate and explore the hypothesis in the subject of study (Hernández., & Velasco-Mondragón 2000, Malhotra 2010). The quantitative methodology was used for this investigation through an applied survey and structural equations modeling (SMART PLS), for the analysis of results.

3.1 Instrument Design

The research instrument was created after an extensive literature revision, considering the proposed model (Bolton et al. 2013), for the social media research agenda with a Millennials. The first draft of the instrument was submitted to a panel of three experts for the validation process. After clarifying the definitions and expressions,
according to the recommendations received, a pretest was administered to 70 participants with similar traits of the sample. After analyzing the results, the last version of the instrument finished in 32 reactive in Likert scale segments in the variables: Stable Factors, Dynamic Factors, Use of Snapchat and Purchase Motivation.

3.2 Sample Unit & Data Recollection

On the first hand, the investigators determined the sample unit for the data recollection. The requirement to participate was, to be men or women born from 1980 to 2000, which belong to the millennial generation, where their age range is 18 to 35 years old in the data recollection time. In the second place, the participants should be active users of the Snapchat for last year. The recollection of the data was between the months, October to December 2016. The data was recollected through an electronic survey using the Survey Monkey platform. On the invitation was included an explication of the research objectives, the participation requirements, and it was detailed that their participation was free and voluntary.

In the end, the investigators received 503 surveys, and after the initial data revision, only 454 surveys were valid to use for the analysis process. Some of the more significant demographic data were that 61.83% were women, n=277 and 37.17% were men, n=171, and 47.46%, n=215 were college students. Ultimately, the recollected sample is significant to the subject of study. Wolf et al. (2013), establishes that considering the statistical power in the structural equations models, the sample must be in the range of 30 to 460 cases.

3.3 Analysis

Structural equations modeling (SMART PLS) were used to evaluate the results of this exploratory research. The utilization of this method by the investigators was based on
the partial least squares structural equation modeling, allows the researcher operate the theories and the appropriate construction of statistical models. On the other hand, allows to analyze and generate predictions through the data in a measurable form, explaining the phenomenon is conceptually (Salgado., & Espejel. 2016., Richter., Cepeda., Roldán, & Ringle 2015., Hair, et al. 2016). The analysis initiates with the study of the model's validity and reliability. After, the investigators analyzed the hypothesis, using two analysis methods, PLS and the algorithm Boostraping. Through the results of the Boostraping algorithm, the hypothesis presented, will be supported or rejected.

3.4 Structural Equations Validity and Reliability

The first step of the analysis was the validity and the internal consistency (See Table 1). The analysis starts through Alpha coefficients. The results showed being in the .790 to.907 range and are satisfactory according to .70 criteria (Nunnally’s, 1978., Malhotra, 2010., Hair, et al., 2016). In the second place, the investigators analyzed the indicators of the measurement model. In this phase, the factor loading was analyzed, where the majority are .70, demonstrating a high level of consistency in each included asseveration (Hair et al., 2011 y Henseler., Ringle & Sinkovics, 2009). Also, is observed that some of the factor loadings are slightly less than .70. Beavers et al. (2013) established that all loads that are above .60 the level of consistency, the asseveration must maintain a minimum sample of 85 participants. This investigation included 454 participants, which it will not reflect problems in the internal consistency.

The next step was to analyze the validity diagnostic in the reflexive measurement model, which focuses on the convergent and discriminant validity. In the case of the convergent validity, the values of the average variance extracted (AVE) were analyzed, if it
shows quantities superior that 0.50 in all constructs. The data showed superior AVE to 0.509 indicating a high convergent validity, which means that the latent variables explain more than half of the variance of its indicators (Hair et al., 2014). Another indicator to analyze the convergent validity is through the composite credibility. The results are above .879, which is acceptable according to .70 criteria (Hair et al., 2011).

Table 1: Validity and reliability test for structural equation model

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Items</th>
<th>Factor Loading</th>
<th>Composite Reliability</th>
<th>Cronbach’s Alpha</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dynamic Factors</td>
<td>I will like to know how many people have viewed by publications in Snapchat.</td>
<td>0.704</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I like to publish different things in Snapchat.</td>
<td>0.688</td>
<td></td>
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<tr>
<td></td>
<td>I like Snapchat better, than other social networks.</td>
<td>0.647</td>
<td>0.879</td>
<td>0.839</td>
<td>0.509</td>
</tr>
<tr>
<td></td>
<td>I feel good when many people viewed my publications in Snapchat.</td>
<td>0.777</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>I like sharing my mood and details about me on Snapchat.</td>
<td>0.720</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I’m the center of attention on Snapchat.</td>
<td>0.690</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase Motivation</td>
<td>The interactive content of short videos and photos motivates me to purchase.</td>
<td>0.835</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I have motivated myself to buy a good ephemeral offer through Snapchat.</td>
<td>0.840</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>The more creative the content is, the more that motivates me to buy.</td>
<td>0.804</td>
<td></td>
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<tr>
<td></td>
<td>I have been motivated to purchase products that other people publish in Snapchat.</td>
<td>0.804</td>
<td>0.928</td>
<td>0.907</td>
<td>0.683</td>
</tr>
<tr>
<td></td>
<td>I feel that Snapchat increases my purchase motivation more than other social media.</td>
<td>0.857</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>A good ephemeral offer has motivated me to not let it pass unaware.</td>
<td>0.817</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stable Factors</td>
<td>I like people to know the good things that I’m doing.</td>
<td>0.747</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I like to know how many people have seen my publications.</td>
<td>0.695</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>I like sharing my mood.</td>
<td>0.712</td>
<td></td>
<td>0.856</td>
<td>0.79</td>
</tr>
<tr>
<td></td>
<td>I like being the center of attention.</td>
<td>0.740</td>
<td></td>
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<td></td>
<td>I like to be admired.</td>
<td>0.792</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use (Share and Participating)</td>
<td>When you buy a product, you have shared it through Snapchat.</td>
<td>0.672</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Share videos of products you will like to buy.</td>
<td>0.782</td>
<td></td>
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<tr>
<td></td>
<td>I like sharing videos of companies or brand events through Snapchat.</td>
<td>0.750</td>
<td></td>
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<tr>
<td></td>
<td>I share the products purchase process through Snapchat.</td>
<td>0.739</td>
<td>0.900</td>
<td>0.873</td>
<td>0.532</td>
</tr>
<tr>
<td></td>
<td>I have arrived to an establishment only to use the filters of that place.</td>
<td>0.784</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>I like to use Snapchat filters.</td>
<td>0.607</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I like sharing with my friends and family, good offers of products and services seen in Snapchat.</td>
<td>0.734</td>
<td></td>
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<tr>
<td></td>
<td>I have contributed publishing videos of places I visit.</td>
<td>0.728</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use (Brand Interactions)</td>
<td>The easier way to contact me is through Snapchat.</td>
<td>0.634</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I use Snapchat to interact with companies and brands.</td>
<td>0.628</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I use Snapchat to improve my relation with the different brands.</td>
<td>0.678</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Snapchat keeps me more informed of the product and services tendencies of my interests than other social media.</td>
<td>0.817</td>
<td>0.914</td>
<td>0.886</td>
<td>0.641</td>
</tr>
<tr>
<td></td>
<td>The Use of Snapchat has allowed me to save money in the moment of purchase.</td>
<td>0.788</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Use of Snapchat gives me the possibility to provide and receive products and services information of my interest.</td>
<td>0.817</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The next step was the analysis of the discriminant validity with the objective of detecting none significant variance, between the different variables that can have the same meaning. The Fornell-Larcker Criterion was used for this analysis, which is detailed in Table 2. Observing the data in the diagonal line, presents the results in the AVE values square root, while the rest of the cells show the correlation data between constructs. The reflexive constructs results, meet the criteria Fornell-Larcker, demonstrating that there’s no
significant variance between the different variables that could have the same meaning (Luque, 2000; Fornell & Larcker 1981).

**Table 2: Discriminant Validity Test for structural equation model**

<table>
<thead>
<tr>
<th></th>
<th>Dynamic Factor</th>
<th>Purchase Motivation</th>
<th>Stable Factors</th>
<th>Use with Interactions of Content</th>
<th>Use with Brand Interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dynamic Factor</td>
<td>0.714</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase Motivation</td>
<td>0.460</td>
<td>0.826</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stable Factors</td>
<td>0.815</td>
<td>0.408</td>
<td>0.738</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Share and Participating</td>
<td>0.640</td>
<td>0.646</td>
<td>0.475</td>
<td>0.729</td>
<td></td>
</tr>
<tr>
<td>Brand Interactions</td>
<td>0.499</td>
<td>0.781</td>
<td>0.378</td>
<td>0.657</td>
<td>0.801</td>
</tr>
</tbody>
</table>

**3.5 Data Analysis**

After analyzing and demonstrating the validity and reliability of the research, we began in the analysis of results for the proposed hypothesis. The investigators analyzed the data through the levels of correlation between the study variables through PLS. In the second place, the **Bootstraping** algorithm, through the SMART PLS system is used for the support or rejection of the hypothesis. The **Bootstraping** algorithm results represent the values of the $t$ test of variables and indicators, which allows supporting the hypothesis and indicate the significance level of 95 or 99%, as obtaining the model conclusions and implications (Wong, 2013).

As figure 2 demonstrates, the research model has a good predictive power. The data $H_1$ ($\beta=0.815, t= 33.793$) presents a strong relation on how the Millennials expression with the environment, impulses to share their self-expression through Snapchat, which is why the hypothesis is supported. In relation to the dynamic factors the data reflect various point of interest ($H_2$ & $H_3$). There’s a strong relation observed ($H_2$ $\beta=0.640, t= 22.342$), where the dynamic factors have a positive effect on the Millennials sharing content and
participation in Snapchat. Moreover, it was observed a weak relation between the Brand interaction \( (H_3 \beta=0.133, t=2.431) \). Both hypotheses are supported, nevertheless, the data presents a point of interest. The gratifications that generate the use of Snapchat by Millennials, produce a greater positive effect through the dynamic factors which bring as a result, faster sharing and participation with the brands. Even the data reveals that the variance is explained by the dynamic factors in 66% \( (R^2 = 0.664) \) of the other variable group.

In relation, if the gratifications that generate in Millennials the participation and sharing contents of brands in Snapchat maintains a positive effect with the Brand Interaction \( (H_4 \beta=0.572, t=12.335) \) the hypothesis is supported. The data presents that once exposed to the appropriate content to the targeted audience, generate gratifications that impulses at the same time the brand interactions. At the end and while analyzing how the Use of Snapchat impacts on the purchase motivations \( (H_5 \& H_6) \), both hypotheses are supported. The data reflects a moderate relation when analyzing the impact of the gratifications, that the Snapchat Use through participation and sharing content \( (H_5 \beta=0.234, t=5.299) \) of the purchase motivations. Nevertheless, once the company reaches gratifications towards the brand interaction \( (H_6 \beta=0.627, t=15.765) \) the data reflects a strong relation. Therefore, the interaction with the brands impacts significantly the purchase motivation. Even the purchase motivation explains the model in 64% \( (R^2 = 0.642) \).
Graphic 2- Structural Model Hypothesis Test

4.0 Conclusions and Implications

Snapchat maintains the self-expression as a value promise to its users. This study analyzed how Millennials individual expression (stable factors) through the environment, drives the individual expression through Snapchat (dynamic factors). Secondly, analyzed how the individual expression through Snapchat (dynamic factors), maintains a positive impact through use. Lastly, it studied how the Snapchat Use can have a positive impact towards the purchase motivation. The research findings support the following conclusions. First, the stable factors play a relevant role towards the Snapchat attitude for Millennials. This factor brings, as a result, the interaction which makes the initiative select and utilizes a way to satisfy their necessities and desires of individual expression. On the second hand, the dynamic factors are vital to explain the Snapchat use. Once the user’s expression is transferred to the media, produces gratifications and relation with the brands, which boost
with greater strength, to share and participate in the brand content. In third place, Snapchat provides a way to connect the users with the brands in a unique manner and more personalized through the user’s interest. The results of this research support that the communication model has changed and has been a part of the competitiveness gap of the other social media. Finally, the data shows that once the user achieves a positive interaction with the brand through the exposed content, promotes the purchase motivation. The data of this investigation reveal that the Snapchats ephemeral content model generates gratifications that promote behaviors that lead to action. The strategies of the ephemeral offers, discount coupons, a dynamic communication, fresh, amusing and real content, will be relevant to connect with Millennials and boost the purchase motivation.

This research presents significant contributions and implications of the Use & Gratification Theory: first, Millennials await instant gratifications and maintain a low disposition to conform. Then the Snapchat ephemeral content model (Video, Text, and Photos) shapes the user’s expectations which create a greater influence and relation with the media through the generated gratifications. In the second place, Snapchat responds to its value promise of the self-expression, which comes from the personalities, the contexts and the user’s interaction with the social network. Khan (2017) details that the interaction of content generates gratifications and boost search motivation. Then, the establishment of relationships, an active and personalized communication, reach the gratifications that Millennials search for. Lastly, the data of this study reflects that the dynamic factors explain the variance, then the other variable group. The theory establishes as its objective to persuade the existent attitudes, making the user the protagonist and the generator of contents. This is an important fact because the Snapchat communication model connects with the Millennials necessities of greater gratification. In the end, Snapchat responds
uniquely to the Millennials expectations, through the dynamic factors facilitated by the user’s personality, the context of the gratification and the interactions that will achieve through the use as established by the theory.

5.0 Limitations and Future Investigations

Between the research limitations, the investigators identified the existence of other factors than explaining the use variable as the search, the paying, and the consumption. Second, it was not contemplated the observation of the intensity of Snapchat Use. This variable can be of great interest with the objective of analyzing how the time of use in the media come into play about the gratifications generated by Snapchat. In third place, the sample was as a convenience. This may result in bias problems before the possible inferences that can emerge over all of the population. To overcome this limitation, the investigators established a rigor in the participation moment, explaining the participation requirements. Lastly, this investigation recollects all data from a transversal design. To solve this limitation, the investigators recommend the use of a longitudinal design, with the objective of observing if there’s a change over time. This strategy can allow future investigators observe causality patterns. The causality effect allows future investigators to illustrate causes about the Snapchat use. Araguen (2007) arguments that to overcome this limitation there should be the focus of the degree in which the investigator simplifies the experience, formation, and socialization by the recommended methodology.

Future investigations through the Use & Gratification Theory is recommended to analyze the moderate effects about the Snapchat Use and the gratification that this generates, drives the purchase motivation. Is worthwhile for this variable to be considered in the evaluation, to understand how the constant time of use, influence in the way that the
users interact with the content and the companies. The second recommendation is to study the relation with the dependence of the Snapchat use. This variable results interesting, it will allow to comprehend how the motives of Millennials through the search of constant gratification, drive a certain behavior before a stimulus. Ultimately, is recommended to study if the ephemeral content strategies in Millennials and their relationship with the impulsiveness to purchase. The ephemeral content model is centered on providing offers of short duration, amusing elements, and some others. This recommendation will allow observing the efficiency and possible changes in the consumer’s behavior.

The new Marketing communication change through Snapchat and Millennials is a subject that should be explored even more. The investigators raise the necessity of expanding additional investigations about the effects of Marketing strategies in Snapchat and its impact on Millennials. This study presents how the Snapchats self-expression promise, generates gratifications in Millennials through the use, and how the Snapchats communication model expands the fight of users for the different social media.

6.0 References


