

Interviews

Question guide:

- How often would you say you use your phone?
- If you had to communicate with someone, how would you prefer to do this and why?
- What do you use your phone for the most?
- How often do you use social media and which is your favourite site and why?
- If you have a problem with a product or service, what would you do?
- If you wanted to get in touch with a brand, how would you contact them?
- What is your opinion on social media as a communication strategy for brands?
- How would you suggest that brands communicate with target audience most effectively and why?

Transcript:

Firstly, I would just like to say thank you for talking to me today cos I know you have a lot of Uni work to get on with. I will just start off by asking you, how often would you say you use your phone?

I think I use my phone too much really, I check it constantly but I don't just sit scrolling through it, it's always there though for me to see if any notifications come up but I don't have it on ring, it's always on silent. It always ends up that I miss an important call because it's on silent and it's the one time it's not in my view or I'm doing something at the time.

Haha that is typical. How would you prefer to communicate with someone if you could choose anything?

It depends who it is really, FaceTime or call for those who I'm closest to but probably text. Then for people I don't know, email. I think it's rare for people to actually talk on the phone nowadays. I know so many people with a fear of speaking on the phone to people they don't know because everyone is just so used to messaging and using social media.

And what would you say you personally use your phone for the most?

Probably texting but I use it to check snapchat and Instagram, Twitter as well. Facebook and emails I tend to use my laptop for though. I would say overall though I spend most of my time just generally chatting to friends. Things like messenger are great too, I have group chats on there for my Uni group projects.

Yes, I do too. How often do you think you use social media on an average day?

I scroll through social media a lot. It's just so easy to grab your phone no matter what is going on in your day. It can get to a point where I put it down and pick it up to scroll again and the same things come up because no one posts in the time I have put it down.

Really! Do you have a favourite site on social media and why would you say that's your favourite?

I don't really have a favourite because they all offer different stuff. When I was younger, I preferred Snapchat because I'd speak to loads of people on there. Probably Instagram or twitter now. But I enjoy getting tagged in funny stuff on Facebook.

If you have a problem with a product or service, what would you do?

It depends on the problem. I get the train a lot so whenever there's a delay, I always do the compensation online but that's more because it's a repeat thing. Otherwise I'd probably just leave it unless it happened again.

Would you rather leave the problem than talk to someone on the phone?

Yes I recon so, just because if the problem can be sold with a click of a button I'd much rather do that sat on the train than faff about ringing people, I have a lot of other things I could be doing.

If you wanted to get in touch with a brand, how would you contact them?

I'd always go on the Contact Us part of their site. It really annoys me when websites don't have this option. I went to Krakow recently and found it really hard to contact the hotel about planning a surprise because their Contact Us page was so weak. Luckily I managed to do some digging and get a number.

That is really frustrating! What is your opinion on social media as a communication strategy for brands?

I think using social media is the best way, particularly now. Emails that advertise just tend to go straight into my junk folder whereas on social media, I'm more likely to see it. But advertising things on people's stories gets annoying if it's the same person doing it constantly. I like scrolling down Facebook because I always see adverts that are related to me and I then tend to add them to my saved. Though, I have to admit that I rarely ever go back into my saved again so maybe I'm gonna right after this!

Haha I bet you have tons saved that you've forgotten about. And finally, how would you suggest that brands communicate with target audience most effectively and why?

I think using their social media wisely, don't overdo it because people get annoyed by things easily. But little and often works well. Otherwise people will click through adverts and just ignore them and keep tapping or scrolling. I 100% agree that this is the best way to communicate with audiences for brands though because most people are online these days compared to using newspapers or even adverts on TV. I find people I know including me use YouTube a lot more than TV so the adverts on there I tend to watch more.

Thanks for all your opinions and answers, I've found it really interesting what you've had to say and I'm looking forward to listening back to your replies. I hope you have a safe journey home.