

Oryginalny artykuł naukowy
Original Article

Data wpływu/Received: 5.05.2019

Data recenzji/Accepted: 22.05.2019/27.05.2019

Data publikacji/Published: 30.06.2019

Źródła finansowania publikacji: środki własne

DOI: 10.5604/01.3001.0013.5209

Authors' Contribution:

(A) Study Design (projekt badania)

(B) Data Collection (zbieranie danych)

(C) Statistical Analysis (analiza statystyczna)

(D) Data Interpretation (interpretacja danych)

(E) Manuscript Preparation (redagowanie opracowania)

(F) Literature Search (badania literaturowe)

dr Mateusz Grzesiak^{A B C D E F}

Department of Management, Univeristy of Dąbrowa Górnicza, Poland

ORCID 0000-0003-4017-0912

dr hab. Katarzyna Bilińska-Reformat, prof. UE

Department of Marketing Management and Tourism, Faculty of Management,

University of Economics in Katowice, Poland

ORCID 0000-0002-2484-9629

**YOUNG CONSUMERS' BEHAVIOURS IN SOCIAL
MEDIA AND THEIR IMPACT ON PERSONAL BRAND
DEVELOPMENT**

**ZACHOWANIA MŁODYCH KONSUMENTÓW
W MEDIACH SPŁECZNOŚCIOWYCH I ICH WPŁYW
NA KSZTAŁTOWANIE MARKI OSOBISTEJ**

Abstract: Aim/Purpose – The aims of the paper are 1) to show the preferences of young consumers related to using different social media and 2) to identify the process of establishment of personal brand in social media.

Design/methodology/approach – results of a direct study performed on the young generation in Poland and a case study showing activities of chosen celebrity developing his personal brand targeted at young consumers.

Findings – The research examines some relevant questions in the field of personal branding. It is showing the role of social media in developing a personal brand. The presented study brings several contributions to marketing professionals, gives examples how to develop personal brand using social media. Findings of this study indicate that using social media can lead to successful personal branding effects.

Research implications/limitations – The possible results of the further research could significantly influence the understanding of young customer's behaviours that are the target market for celebrities developing their personal brands. A key limitation of this study is describing social media where the changes take place very rapidly. Secondly, it was only considered limited aspects of developing a personal brand.

Originality/value/contribution – The paper applies current and important topic, that is not well recognized in the literature. It shows that well developed personal brand in social media supports the financial success of celebrities.

Keywords: young customers, personal brand, social media

Streszczenie: Celem artykułu jest po pierwsze pokazanie preferencji młodych konsumentów dotyczących wykorzystywania różnych mediów społecznościowych, po drugie zidentyfikowanie procesu budowy marki osobistej w mediach społecznościowych.

W artykule wykorzystano metodę bezpośrednich badań młodych konsumentów oraz posiłkowano się metodą studium przypadku, wskazując na przykłady budowy marki osobistej przez wybranych celebrytów działających w mediach społecznościowych

Uzyskane wyniki pozwoliły na wskazanie roli mediów społecznościowych w kreowaniu marki osobistej w odniesieniu do młodych konsumentów. Mogą one stanowić wskazówkę dla rozwoju strategii budowy marki osobistej z wykorzystaniem mediów społecznościowych. Rezultatem badań jest stworzenie autorskiego modelu budowy marki osobistej w mediach społecznościowych.

Na podstawie przeprowadzonych badań można wskazać przyszłe kierunki badań, którymi są zachowania młodych konsumentów w mediach społecznościowych. Wskazano ograniczenia badań polegające na szybkich zmianach zachodzących w obszarze mediów społecznościowych oraz na podjęcie wybranych wątków dotyczących badanego tematu.

Artykuł porusza istotne i aktualne problemy, które nie są jeszcze dobrze rozpoznane w literaturze przedmiotu. Stanowi to o jego oryginalności. Artykuł pokazuje również pragmatyczny aspekt rozwoju marki osobistej w mediach społecznościowych, gdyż pozwala na osiąganie sukcesu finansowego badanych celebrytów.

Słowa kluczowe: młodzi konsumenci, marka osobista, media społecznościowe

Introduction

Dynamic processes occurring in the contemporary economy bring significant changes in terms of the functioning of the majority of enterprises including this functioning on the Internet. In relation to this, the enterprises are forced to constantly look for new solutions that might ensure growth in competitiveness while bringing economic profits or to modify already existing models while adapting them to the contemporary market challenges. Among changes taking part in the contemporary economy, we can distinguish generational changes. Representatives of young generations are very active on the Internet. The role of personal brand in creating successful strategies requires a better understanding of the subject. There is a remarkable need to characterize and recognize young customer's behaviours in social media and to show how they influence personal branding strategies on the Internet.

Progress in the sphere of the so-called new technologies that include micro-electronics, information, and communication technology (ICT), nanotechnology, biotechnology, and genetic engineering performs an important role in shaping the strategies of influencing the customers. According to data, the number of internet users worldwide in 2017 was 3.58 billion, up from 3.39 billion in the previous year¹. This statistic also gives information on the age distribution of internet users worldwide as of the first quarter of 2017.

During this period of time, 19.2 percent of global internet users were between 25 and 34 years old. As of January 2017, the majority of internet users were located in growing online markets in Asia, highlighting the increasingly young online audience. Younger internet users such as Millennials are also increasingly mobile, spending an average of 185 minutes per day online via mobile devices².

In Poland, the Internet is used by 76.6% of Poles age 15 years old and over. This constitutes 25.8 million users. 48% users are males, and 52% are females. The population aged 25-34 represent the largest age group (30%), followed by people aged 35-49 (27%), aged 15-24 (24%), and 50+ (18%) that represent the smallest rate of Poles using the Internet³. It results from the data that young consumers constitute a very important target market for people shaping their personal brand for commercial purposes.

Personal branding is the practice of marketing oneself to society⁴. The era of the Internet, followed by the development of social media had an impact on the

¹ <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/> [accessed: 25.11.2017].

² <https://www.statista.com/statistics/272365/age-distribution-of-internet-users-worldwide/> [accessed: 25.11.2017].

³ www.mg.gov.pl [accessed: 10.03.2017].

⁴ A.K. Brooks, Ch. Anumudu, *Identity development in personal branding instruction*, "Adult learning" 2016, Vol. 27(1), pp. 23-29; R.W. Gehl, *Ladders, samurai and blue collars: Personal brand in Web 2.0*, "First Monday" 2011, Vol. 16(9), pp. 3-24.

extreme popularity of the phenomenon of “personal branding” brought by the ease of creation and popularisation of a virtual person, as well as their use for promotion and sale of products and services⁵. Developing a personal brand is a constant process that involves interactions with others⁶.

In the second decade of the 21st century the notion of “personal brand” is first of all associated with benefits resulting from the application of tools thanks to which everyone can become an author and sender of own content⁷. At the same time personalization of the image with the assumption that a specific person has an own brand and then becomes a brand, is an elementary element⁸. The power of the brand is based on reputation, popularity, and reliability of a given person⁹.

The basis of the concept of personal branding is self-presentation¹⁰. Self-presentation is the mechanism that makes an individual to distribute information to the world to influence perception¹¹. Personal branding in social media is the process of taking control of the impressions one is making in the virtual world¹². Rapid growth of popularity of the video content that is observed especially among young people, the representatives of generations Y and Z, development of smart TV or universal availability and popularity of social networks such as Facebook or YouTube results in difficulty to create personal brand while neglecting video content, and is found to be nearly impossible nowadays¹³. It's worth to note that social media in the contemporary economy can be used to increase the social capital of someone's personal brand¹⁴.

Similarly, to commercial brands, the value of personal brand affects the level of profits gained by specific people (politicians, scientists, celebrities) and allows for the establishment of their reliability in the eyes of the recipients. The importance

⁵ D. Schawbel, *Personal branding 2.0. Cztery kroki do zbudowania osobistej marki* [Personal branding 2.0. Four steps to create personal brand], OnePress, Gliwice 2012.

⁶ A. Hearn, *Meat, masks, burden: Probing the contours of the branded self*, “Journal of Consumer Culture” 2008, Vol. 8(2), pp. 197-217; M. Khedher, *An inspiring resource for developing personal branding phenomena*, “Marketing Review” 2015, Vol. 15(1), pp. 117-131; T. Peters, *The brand called you*, “Fast Company” 1997, Vol. 10(10), pp. 83-90; A.K. Vitberg, *Analog vs Digital personal branding – A new twist on personal marketing plans*, “CPA Practice Management Forum” 2009, Vol. 5(11), pp. 10-13.

⁷ H. Rampersad, *A new blueprint for powerful and authentic personal branding*, “Performance Improvement” 2008, Vol. 47(6), pp. 34-37.

⁸ P. Montoya, T. Vandehey, *The personal branding phenomenon*, Peter Monoya. Inc., Santa Ana CA 2002.

⁹ D.J. Lair, K. Sullivan, G. Cheney, *Marketization and the recasting of the professional self*, “Management Communication Quarterly” 2005, Vol. 18(3), pp. 307-343.

¹⁰ E. Goffman, *The presentation of self in everyday life*, Penguin books, New York 1959.

¹¹ Ch.P. Chen, *Exploring personal branding on YouTube*, “Journal of Internet Commerce” 2013, Vol. 12(4), pp. 332-347; M. Khedher, *An inspiring resource...*

¹² H.J. Schau, M.C. Gilly, *We are what we post? Self-presentation in personal web space*, “Journal of Consumer Research” 2003, Vol. 30(3), pp. 385-404.

¹³ J. Poczęsna, *Personal branding – czyli jak zbudować markę osobistą w sieci?* [Personal branding – how to develop personal brand on Internet], 2014, Retrieved from <http://www.bankier.pl/wiadomosc/Personal-branding-czyli-jak-zbudowac-marke-osobista-w-sieci-3027890.html>.

¹⁴ R.W. Gehl, *Ladders, samurai and blue collars...*; A. Hearn, *Meat, masks, burden...*; M. Khedher, *Personal branding phenomenon*, “International Journal of Information. Business and Management” 2014, Vol. 6(2), pp. 29-40.

of developing a personal brand has been the subject undertaken in the literature¹⁵. The business world is starting to underline the importance of controlling personal brands and offering strategic recommendations about how to project needed personal brand identity by using different social media¹⁶.

1. Literature review

1.1. Young generation characteristics

According to Brosdahl & Carpenter's¹⁷ categorization of generations, using the following birth dates for each cohort: the Silent Generation (1925-1945), the Baby Boomers (1946-1960), Generation X (1961-1981) and Generation Y (born after 1981). We can also add to young generation representatives of so call Z generation.

Y generation is a generation of people born in Poland between 1986 and 2010, as well as in other countries, such as n the USA. They are the generation of population boom of the 80s and 90s of the twentieth century. They are also called "Millennium generation", "next generation", "digital generation" and the "generation of flip-flops and iPods. They are the first generation to have spent their entire lives in the digital environment; information technology profoundly affects how they live and work¹⁸. Generation Y actively contributes, shares, searches for and consumes content – plus works and plays – on social media platforms. Service managers and researchers are interested in Generation Y's social media use because it may be a harbinger of how people will behave in the future. A key formative feature of that generation is early and frequent exposure to technology, which has positive and negative aspects in terms of cognitive, emotional and social outcomes¹⁹.

The Z generation is people born after 1990, or – according to some experts – even after 1995. In general view, they are most distinguished by the fact that innovative technologies are something ordinary and of daily use for them as they have been present in their life since the very birth. They are also often referred to as "C" Generation – from the English word "Connected," meaning connected to the network. Representatives of the Z generation approach life in a realistic and

¹⁵ A.K. Brooks, Ch. Anumudu, *Identity development...*; R.W. Gehl, *Ladders, samurai and blue collars...*

¹⁶ L.I. Labreque, E. Markos, G.R. Milne, *Online personal branding: Processes, Challenges, and implications*, "Journal of Interactive Marketing" 2011, Vol. 25(1), pp. 37-50.

¹⁷ D.I. Brosdahl, J.M. Carpenter, *Shopping orientations of US mails; a generational comparison*, "Journal of Retailing and Consumer Services" 2011, Vol. 18(6), pp. 548-554.

¹⁸ S.M. Bennett, A. Karl, L. Kervin, *The digital native debate; a critical review of the evidence*, "British Journal of Educational Technology" 2008, Vol. 39(5), pp. 775-786; M.S. Wesner, T. Miller, *Boomers and Millenials have much in common*, "Organizational Development" 2008, Vol. 26(3), pp. 89-96.

¹⁹ M.H. Immordino-Yang, J.A. Christodoulou, V. Singh, *Rest is not idleness; implications of the brain's default mode for human development and education*, "Perspectives on Psychological Science" 2012, Vol. 7(4), pp. 352-364.

materialistic way, but at the same time, they tend to be creative and ambitious. They want to have and achieve everything immediately. They are also distinguished by their attitude to knowledge – they acquire it from the Internet, and therefore for them, it is not a fundamental attribute of an employee in the labour market. For them, the speed of finding information and creative approach to ways of reaching the information is more important. Generation Z is expected to reach 2.56 billion individuals globally by 2020.

Within the US, Gen Z will reach 84.7 million by 2020, making up 24.7% of the American population. Gen Z is the third-largest age group in the US, lagging behind millennials and Gen X in terms of total numbers. This gap will likely not be closed for at least another 20 years. Currently, 1 in 5 Americans belongs to Generation Z.²⁰ Generation Z is distinguished by the phenomenon of domestication of technologies; for them, they are something ordinary and common, because they accompany them in life from the very birth²¹. Their attitude towards life is realistic and materialistic, but at the same time, they happen to be creative and ambitious. They want to have everything and achieve it immediately²².

The virtues of generation Z include significant ease of communication with their peers from all over the world: they are characterized by language skills (particularly this concerns English that is present in their life since the very early age thanks to virtual world of computer games and software), and the lack of barriers related to the “distance work” via Internet. They are also characterized by the need for high transparency, which makes them not the best recipients of confidential information²³.

Generations Y and Z are the largest groups of social media users. Considering these generations, the shaping of a personal brand with the use of social media has the chance for commercial success. The skilful shaping of the personal brand allows for attracting advertisers and consequently making profits.

²⁰ <http://mediakix.com/2017/03/the-generation-z-statistics-you-should-know/#gs.rKLeJ7k> [accessed: 25.11.2017].

²¹ B. Stopczyński, *Dywersyfikacja zachowań nabywców sklepów online w zależności od wieku klienta* [Diversification of customer's behaviours depending on age], [In:] M. Krajewska–Nieckarz, A. Piekarska, A. Sołtys (Eds.), *W stronę różnorodności – nowe wyzwania w zarządzaniu organizacją i potencjałem społecznym* [Towards diversity – New challenges in organizational and social potential management]. „Przedsiębiorczość i Zarządzanie” 2016, Vol. 17(2), część 3, pp. 203–216.

²² K. Bilińska-Reformat, M. Stefańska, *Young Consumer's Behaviours on Retail Market and Their Impact on Activities of Retail Chains*, “Business Excellence” 2016, Vol. 11, pp. 123–137.

²³ B. Mróz-Gorgoń, G. Szymański, *How to make Young Ones „Like It”? Facebook as a Modern E-Marketing Tool*, [In:] G. Mazurek, J. Tkaczyk (Eds.), *The Impact of The Digital World on Management and Marketing*, Kozminski University, Warszawa 2016.

1.2. Description of social media as the environment of personal brand creation

There are several definitions of social media in the literature. According to A. Kaplan & M. Haenlein²⁴, they are a group “of Internet-based applications that built on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated Content”. In social media, the content is not consumed passively by users; instead it is produced, shared and consumed actively by them²⁵.

The notion of “social media” has many diverse definitions and classifications which is undoubtedly caused by the dynamic development of the Internet space. It can be said that social media have their sources in the Internet revolution that occurred at the end of the 1990s. Then the Internet became available not only to scientists or software developers but also to ordinary users (Information society – issues of the development, 2007). By looking at the history of Internet development it can be stated that social media are one of its product.

The beginning of the Internet was associated with the trend Web. 1.0 when technological solutions, as well as the content of the texts on the net, were on the lowest level. All information was prepared exclusively by their producers, and the only interaction that took place with the Internet users (content consumers) was the possibility to decide which page they wanted to stay on²⁶. The density of content in the network made software developers create innovative solutions that enabled finding specific information faster and more effectively.

The emergence of the first search engines brought the creation of more and more developed and advanced Internet models, i.e., online stores. Making all tools for designing and co-creating²⁷ content, as well as its distribution available to the very users, referred to as Web 2.0 is considered the key moment for the development of the Internet. Expansion of this type of activity on Internet space brought emergence of the first Internet forums and discussion groups.

Thanks to Web 2.0 we face the development of social media. Media monopoly of gathering and distribution of information ceased to exist. The initiative in this sphere is transferred to thousands of individual people. The knowledge on how to make some specific information public by yourself is usually their main capital.

²⁴ A.M. Kaplan, M. Haenlein, *Users of The world, Unite! The Challenges and Opportunities of Social Media*, “Business Horizons” 2010, Vol. 53(1), pp. 59-68.

²⁵ M. Laroche, M.R. Habibi, M.O. Richard, *To be or not to be in social media: How brand loyalty is affected by social media?* “International Journal of Information Management” 2013, Vol. 33(1), pp. 76-82.

²⁶ B. Pan, J. Crotts, *Theoretical Models of Social Media, Marketing Implications, and Future Research Direction*, [In:] M. Sigala, E. Christou, U. Gretzel (Eds.), *Social Media in Travel, Tourism and Hospitality: Theory, Practice and Cases*, Ashgate Publishing, Ltd 73, Farnham 2012.

²⁷ D. Kaznowski, *Nowy marketing [New marketing]*. VFP Communications, Warszawa 2008, p. 490.

They are creators of the so-called social media that are approached as a form of natural, free information exchange between people on the Internet, concerning their shared interests. Willingness to be better informed is also the motivation for participation here²⁸.

The problem of defining and classifying social media results from their continuous development. Primary information channels are becoming more and more developed structures that involve any possible information carrier, including text, image, video, and multimedia interaction²⁹.

The popularity of social media among the users created new marketing possibilities for people willing to appear in the business world. From the point of view of the brand, regardless of whether it is an organization, product or personal brand, the ability to form a community around it is the highest level of its development on the Internet. Social media will perform the key role in these activities. The number of users of the largest worldwide services is constantly growing, new websites building communities of Internet users around themselves are also emerging.

2. Research methodology

2.1. Direct studies of social media users in Poland – methodology

The methods applied to achieve the goals of the paper include the critical analysis of the literature on the subject, direct study of social media users in Poland concerning their preferences in the sphere of used kinds of social media, and profound case study indicating developing of the personal brand with the use of social media. The application of case study method is justified in management sciences because it allows studying quantitative phenomena, however, to obtain a full image of reality the method was complemented with results of a direct study of young social media users in Poland. The author used both desk research and field research methods.

Results of empirical studies of young consumers conducted in 2016 on a group of users aged 18-34 are shown for the need of the paper³⁰. The questionnaire, an original measurement tool, was developed on the Qualtrics platform. 504 respondents were participating in the main research in Poland. The research objectives included the study of what kind of media young consumers use, and for what purpose. The research involved two stages. First, exploratory qualitative research (case studies) was conducted, followed by quantitative analysis.

²⁸ W. Gogolek, *Komunikacja sieciowa. Uwarunkowania, kategorie, paradoksy* [Network communication. Determinants, categories, paradoxes], Oficyna Wydawnicza ASPRA-JR, Warszawa 2010, p. 160.

²⁹ www.media-cyfrowe.e-media.net.pl/ [accessed: 18.09.2013, 25.11.2017].

³⁰ The respondents were divided into 3 age group basing on research methodology used by Starway Institute in segmentation procedures.

2.2. Results of the study

Obtained research results can provide guidelines concerning the application of specific social networking media for the creation of a personal branding strategy. In the tab. 1 we can see the preferable social media used by young customers.

Table 1. Types of social media used by different age groups of Young customers

Tabela 1. Rodzaje mediów społecznościowych wykorzystywanych przez różne grupy wiekowe młodych konsumentów

Kind of social networking media	Age group			Total
	aged 18 - 24	aged 25 - 29	aged 30 - 34	
YouTube	176	153	175	504
Facebook	176	152	172	500
LinkedIn	58	83	80	221
Twitter	137	135	151	423
Pinterest	53	59	57	169
Instagram	151	134	141	426
Snapchat	146	101	77	324
Google+	146	129	148	423
Total	176	153	175	504

Source: own study based on conducted research.

Using the Internet by representatives of studied generations for various activities was another issue analysed in the research. It can be stated that among young people, everyone watches YouTube. There are no differences here in regards to the numbers in distinct age groups. It is interesting that the most popular activities include using social media, reading news, listening to music, buying and watching TV by respondents, as well as collecting information for school/work. Being involved in discussions and posting comments are also popular.

Results concerning activity of the young generation can constitute a valuable guideline for the creation of personal brand while showing what type of activities attract the largest number of potential recipients.

3. Strategies of the creation of personal brand on the example of Łukasz Jakóbiak, a celebrity

Łukasz Jakóbiak, a YouTuber who was the first in Poland to create an innovative format previously known from television, but dedicated to the Internet is the key

personality of Polish space of authors communicating with his recipients through YouTube. As Barczyk states “Jakóbiak’s program is located within talk-show area if we consider the specific character of subjects discussed in talks and invited guests (celebrity talk-shows). A different method of making a show and other variation of the genre determinants, for example absence of the audience (many times compensated by comments included in the program and published on Facebook) can be approached as a consequence of adapting the show to the new medium that allows for classifying it as an Internet genre type of a talk-show”³¹.

Jakóbiak combines the qualities that from the point of view of personal branding are important. As it is emphasised by Schawbel, “nowadays success can be achieved only by people who are distinguished by self-confidence and motivation and can fully use the potential of innovative technologies – also through creation of strong personal brands that allow for possessing them and supporting achievement of own objectives”³². Jakóbiak creates his own personal brand based on the following key features:

- a journalist curious about people, and with a positive attitude,
- fashionably dressed man, caring about his image,
- a person perfectly familiar with the world of celebrities and media.

For this purpose, he also applies the elements of story-telling (true story): he presents himself as a hunter of celebrities’ autographs, coming from a small town, who now invites stars to his small flat in Warsaw.

Here we face two major elements of image formation. The first element is the creation of a person that every Internet user can identify with (origins, modest housing conditions, dreams about the big world). The second element is the ability to build trust thanks to which people from the headlines want to “leave the role of a star” and come to a modest, tiny flat in Mokotów district in Warsaw. At the same time, Jakóbiak is not only consistent but firstly authentic which constitutes a solid foundation for the personal brand that, as Rampersad states, should “reflect the true nature, be built on values we identify with and on strengths of own uniqueness and genius”³³.

The way in which every episode is made is also important. They are filmed with the use of three cameras (Jakóbiak uses smartphones for that) set in three corners of the room. This makes the viewers think that the show location is much larger than it actually is. As a result of all these operations, the viewer finally receives professionally prepared, well-thought-out and produced material in the format replicating many big television productions³⁴.

³¹ A. Barczyk, *Internetowy talkshow – odmiana rodzajowa czy nowy gatunek? Charakterystyka programu 20 m² Łukasza* [Online talkshow – a subkind or a new genre? Description of the program entitled *Łukasz’s 20 m²*], “Acta Universitatis Lodziensis. Folia Litteraria Polonica” 2013, Vol. 2(20), p. 268.

³² D. Schawbel, *Personal branding 2.0...*

³³ H. Rampersad, *A new blueprint for powerful...*

³⁴ All the information about the production come from the program’s author, Łukasz Jakóbiak.

In the first months of broadcasting his own program, Jakóbiak conducted an extensive media relations campaign in which he communicated about a new television program dedicated to YouTube service. However, a small comment by Kuba Wojewódzki in "Mea Pulpa" column in "Polityka" weekly, published on 6th June 2012 was the turning point for the popularity of the program. "There is little hope to pass the baton to next generations. Another author occurred after Piotr Kędzierski who knows what talk-show is about. His name is Łukasz Jakóbiak, and he hosts an online program "Jakóbiak's 20 square meters". It all happens in the author's bedsitter where he invites celebrities and tangibly shows what life they are going to have if they do not come to see him"³⁵.

Already then, the viewing figures were not only important for brands, but also the target group of Jakóbiak's channel, reaching of which was possible through "Jakóbiak's 20m2" channel. Now, internal statistics show that among the channel viewers there are 58.5% males and 41.5% females. Among all the viewers³⁶. Already 6 months after starting the broadcast of the episodes of "Jakóbiak's 20m2", the first contracts regulating continuous cooperation of the YouTuber with specific companies were concluded. The primary areas of cooperation included:

- Łukasz Jakóbiak's participation during company conferences as a compere,
- delivering motivational speeches for company's workers within closed trainings,
- the organisation of events for cooperating companies,
- advertising and promotion of goods and services,
- role of brand ambassador.

During three years of "20m2" channel operation, Łukasz Jakóbiak started cooperation with the following companies and brands: Agora SA, portal, o2 Jameson Irish Whiskey, Millenium Bank, Warsaw Fashion Weekend 2012, Clip, Bee Free, Google, Durex, Old Spice, SONY IFA, TVN media news, Pay U, Compensa, ING, Wedel, Heyah, Danone and Grants among others. In this time Łukasz Jakóbiak also became the ambassador of such brands as Sony (cooperation until July 2015) or Apple (cooperation since June 2013) as well as many others (Internal data obtained from Life Tube agency representing Łukasz Jakóbiak). In recent months Łukasz Jakóbiak has been offered to host his own talk show in one of the largest Poland-wide commercial TV stations (Internal data obtained from Life Tube Agency representing Łukasz Jakóbiak).

4. Research findings and discussion

Results of a direct study of social media users in Poland concerning the activity of young generation can constitute a valuable guideline for the creation of personal

³⁵ J. Wojewódzki, *Mea pulpa: Demon* [Mea pulpa: Demon], „Polityka” 2012, Vol. 23(2861), p. 103.

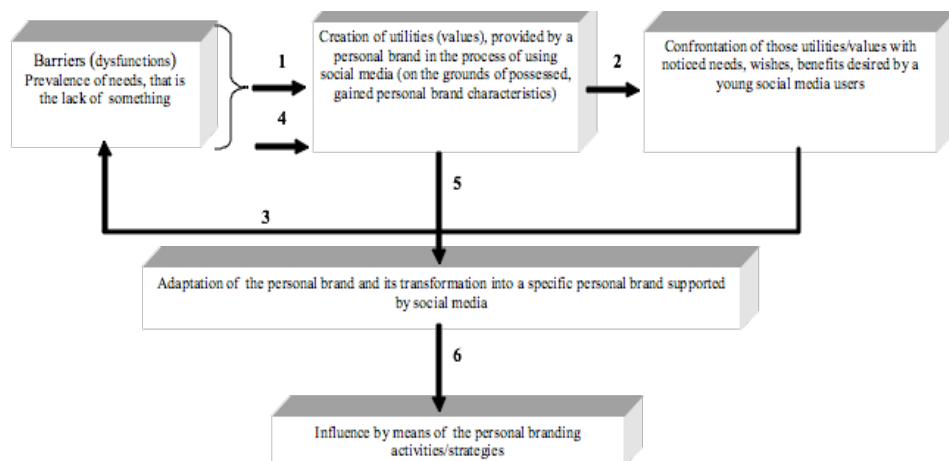
³⁶ <https://www.youtube.com/user/20m2Lukasza> [accessed: 9.08.2015].

brand while showing what type of activities attract the largest number of potential recipients. This work is merely an introduction to the further exploration of a social media supporting personal brand development. The paper applies current and important topic, that is not well recognized in the literature. It shows that well developed personal brand in social media supports the financial success of celebrities. That was shown on the example of Łukasz Jakóbiak's channel.

Summing up, figure 1 below presents the process of formation of the personal brand in social media that influences the target market/ young social media users. In that model, we have taken into consideration young consumers' behaviors in social media as the basis. The authors were basing on the so-called model of stimulus – organism – reaction. This model assumes that the organism exposed to various stimuli coming from the surroundings processes those stimuli in a particular and individual way, and then reacts (behaves) in an appropriate way. From the of being a celebrity, it is about gathering the most accurate information on what stimulates the social media users to pay attention to celebrities' personal brand.

Mehrabian – Russell's model is a more detailed version of the stimulus – organism – reaction model³⁷. Its basic assumption lies in the division of stimuli into those that positively influence the purchaser (encouraging to buy) and those that discourage the purchaser. Those stimuli create a specific kind of barrier for the purchaser that prevents the buyer from acquiring the product.

Figure 1. The process of formation of a personal brand on Social Media
Rysunek 1. Proces budowy marki własnej w mediach społecznościowych



Source: Own study based on K. Bilińska-Reformat, *Cooperation between suppliers and retail chains in developing systemic products*, "Journal of Economics and Management" 2016, Vol. 23 (1), pp. 55-57.

³⁷ A. Mehrabian, J.A. Russell, *An Approach to Environmental Psychology*, MIT Press, Boston 1974.

We can see in the figure that the values are included in a personal brand, and after that. There is the confrontation of already created utilities with observed needs, and finally, with the degree of their satisfaction. If the desired values of young customers are not met, the whole process will begin again (1, 2, 4).

Creation of utilities provided by a personal brand depends on adaptation of specific social media, and then the specific strategies of personal branding are developed (5, 6).

The potential research horizon is broad, and the possible results of the further research could significantly influence the understanding of young customers behaviours, which are the target market of personal brand development for celebrities. The key limitation of this study is describing social media at the time when it undergoes rapid changes. Secondly, the study considered only limited aspects of personal brand development.

Conclusions

This work is merely an introduction to the further exploration of a social media support for personal brand development. Personal branding is the conscious development of personal brand by managing own image. In this process, the assumption is made, that the person is the brand itself.

From an academic point of view, the research examines some relevant questions in the field of personal branding. Among them, it is important to point out the role of social media in personal brand development. From managerial perspective, presented study brings several contributions to marketing professionals. Findings of this study indicate that using of social media can lead to successful effects of personal branding. We have to underline that there are also differences in the behaviours of Y and Z generations.

We should remember that this research has some limitations, which can create opportunities for future research. The key limitation of this study is describing social media at the time when the changes take place very rapidly. Secondly, the researchers only considered limited aspects of personal brand development.

Bibliography

Barczyk A., *Internetowy talkshow – odmiana rodzajowa czy nowy gatunek? Charakterystyka programu 20 m2 Łukasza* [Online talkshow – a subkind or a new genre? Description of the program entitled Łukasza's 20 m2], "Acta Universitatis Lodziensis. Folia Litteraria Polonica" 2013, Vol. 2(20).

Bennett S.M., Karl A., Kervin L., *The digital natived debate; a critical review of the evidence*, "British Journal of Educational Technology" 2008, Vol. 39(5).

Bilińska-Reformat K., *Cooperation between suppliers and retail chains in developing systemic products*, "Journal of Economics and Management" 2016, Vol. 23(1).

Bilińska-Reformat K., Stefańska M., *Young Consumer's Behaviours on Retail Market and Their Impact on Activities of Retail Chains*, "Business Excellence" 2016, Vol. 11.

Brooks A.K., Anumudu Ch., *Identity development in personal branding instruction*, "Adult learning" 2016, Vol. 27(1).

Brosdahl D.I., Carpenter J.M., *Shopping orientations of US mails; a generational comparison*, "Journal of Retailing and Consumer Services" 2011, Vol. 18(6).

Brzozowska-Woś M., *Media społecznościowe a wizerunek marki [Social media and brand image]*, "Journal of Management and Finance" 2013, Vol. 11(1/1).

Chen Ch.P., *Exploring personal branding on YouTube*, "Journal of Internet Commerce" 2013, Vol. 12(4).

Fakt.pl., *Jakóbiak zaprojektował kolekcję znanej marki [Jakóbiak designed a collection of famous brand]*, 2014, Retrieved from <http://www.fakt.pl/styl/lukasz-jakobiak-zaprojektowal-kolekcje-znanej-marki,artykuly,512912.html> [accessed: 13.08.2015].

Gehl R.W., *Ladders, samurai and blue collars: Personal brand in Web 2.0*, "First Monday" 2011, Vol. 16(9).

Goffman E., *The presentation of self in everyday life*, Penguin books, New York 1959.

Gogołek W., *Komunikacja sieciowa. Uwarunkowania, kategorie, paradoksy [Network communication. Determinants, categories, paradox]*, Oficyna Wydawnicza ASPRA-JR, Warszawa 2010.

Hearn A., *Meat, masks, burden: Probing the contours of the branded self*, "Journal of Consumer Culture" 2008, Vol. 8(2).

<http://mediakix.com/2017/03/the-generation-z-statistics-you-should-know/#gs.rKLeJ7k> [accessed: 25.11.2017].

<http://www.theconversationprism.com>.

<https://mobirank.pl/2017/07/28/liczba-uzytownikow-sieci-spolecznosciowych-lipcu-2017-r/>.

<https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/> [accessed: 25.11.2017].

<https://www.statista.com/statistics/272365/age-distribution-of-internet-users-worldwide/> [accessed: 25.11.2017].

<https://www.youtube.com/user/20m2Lukasza> [accessed: 9.08.2015].

Immordino-Yang M.H., Christodoulou J.A., Singh V., *Rest is not idleness; implications of the brain's default mode for human development and education*, "Perspectives on Psychological Science" 2012, Vol. 7(4).

Kaplan A.M., Haenlein M., *Users of The world, Unite! The Challenges and Opportunities of Social Media*, "Business Horizons" 2010, Vol. 53(1).

Kaznowski D., *Nowy marketing [New marketing]*, VFP Communications, Warszawa 2008.

Khedher M., *An inspiring resource for developing personal branding phenomena*, "Marketing Review" 2015, Vol. 15(1).

Khedher M., *Personal branding phenomenon*, "International Journal of Information. Business and Management" 2014, Vol. 6(2).

Labreque L.I., Markos E., Milne G.R., *Online personal branding: Processes, Challenges, and implications*, "Journal of Interactive Marketing" 2011, Vol. 25(1).

Lair D.J., Sullivan K., Cheney G., *Marketization and the recasting of the professional self*, "Management Communication Quarterly" 2005, Vol. 18(3).

Laroche M., Habibi M.R., Richard M.O., *To be or not to be in social media: How brand loyalty is affected by social media?* "International Journal of Information Management" 2013, Vol. 33(1).

Mehrabian A., Russell J.A., *An Approach to Environmental Psychology*, MIT Press, Boston 1974.

Montoya P., Vandehey T., *The personal branding phenomenon*, Peter Monoya. Inc., Santa Ana CA 2002.

Mróz-Gorgoń B., Szymański G., *How to make Young Ones „Like It”? Facebook as a Modern E-Marketing Tool*, [In:] G. Mazurek, J. Tkaczyk (Eds.), *The Impact of The Digital World on Management and Marketing*, Kozminski University, Warszawa 2016.

Pan B., Crofts J., *Theoretical Models of Social Media, Marketing Implications, and Future Research Direction*, [In:] M. Sigala, E. Christou, U. Gretzel (Eds.), *Social Media in Travel, Tourism and Hospitality: Theory, Practice and Cases*, Ashgate Publishing, Ltd 73, Farnham 2012.

Peters T., *The brand called you*, "Fast Company" 1997, Vol. 10(10).

Poczęsna J., *Personal branding – czyli jak zbudować markę osobistą w sieci? [Personal branding – how to develop personal brand on Internet]*, 2014, Retrieved from <http://www.bankier.pl/wiadomosc/Personal-branding-czyli-jak-zbudowac-marke-osobista-w-sieci-3027890.html>.

Rampersad H., *A new blueprint for powerful and authentic personal branding*, "Performance Improvement" 2008, Vol. 47(6).

Schau H.J., Gilly M.C., *We are what we post? Self-presentation in personal web space*, "Journal of Consumer Research" 2003, Vol. 30(3).

Schawbel D., *Personal branding 2.0. Cztery kroki do zbudowania osobistej marki [Personal branding 2.0. Four steps to create personal brand]*, OnePress, Gliwice 2012.

Stopczyński B., *Dywersyfikacja zachowań nabywców sklepów online w zależności od wieku klienta [Diversification of customer's behaviours depending on age]*, [In:] M. Krajewska-Nieckarz, A. Piekarska, A. Sołtys (Eds.), *W stronę różnorodności – nowe wyzwania w zarządzaniu organizacją i potencjałem społecznym [Towards diversity – New challenges in organizational and social potential management]*, „Przedsiębiorczość i Zarządzanie” 2016, Vol. 17(2), część 3.

TVP.pl. *Znamy nominacje do Wiktorów 2012 [We know the nominees for Wiktory 2012]*, 2013, Retrieved from <http://www.tvp.pl/rozrywka/aktualnosci/znamy-nominacje-do-wiktorow-2012/10599797> [accessed: 13.08.2015].

Vitberg A.K., *Analog vs Digital personal branding – A new twist on personal marketing plans*, "CPA Practice Management Forum" 2009, Vol. 5(11).

Wesner M.S., Miller T., *Boomers and Millenials have much in common*, "Organizational Development" 2008, Vol. 26(3).

Wojewódzki J., *Mea pulpa: Demon* [*Mea pulpa: Demon*], „Polityka” 2012, Vol. 23(2861).

www.media-cyfrowe.e-media.net.pl/ [accessed: 18.09.2013, 25.11.2017].

www.mg.gov.pl [accessed: 10.03.2017].

Authors' Resume:

Mateusz Grzesiak – assistant professor at University of Dąbrowa Górnicza. He is personal development coach and consultant. Author of various books on management, marketing, psychology of success, change, relationships, and social media. Author of *Mixed Mental Arts* - an integrated model of soft skills. Grzesiak significantly contributed to the creation and then popularisation of the personal development market in Poland.

Katarzyna Bilińska-Reformat – associate professor and head of Marketing Management and Tourism Department, at the Faculty of Management, University of Economics in Katowice in Poland. She is interested in issues regarding management, marketing strategies, marketing management. She is an author or co-author of 180 publications, including articles and conference papers published in Polish and foreign periodicals.

Nota o Autorach:

Mateusz Grzesiak – adiunkt w Akademii WSB. Zajmuje się rozwojem osobistym, jest konsultantem. Autor publikacji z zakresu zarządzania, marketingu, psychologii sukcesu, relacji i mediów społecznościowych. Autor zintegrowanego modelu umiejętności miękkich *Mixed Mental Arts*. W znaczącym stopniu przyczynia się do popularyzacji wiedzy z zakresu rozwoju osobistego.

Katarzyna Bilińska-Reformat – doktor habilitowany, profesor Uniwersytetu Ekonomicznego w Katowicach. Kierownik Katedry Zarządzania Marketingowego i Turystyki. Zainteresowania badawcze dotyczą zarządzania, strategii marketingowych i zarządzania marketingowego. Autorka i współautorka ponad 180 publikacji w tym zakresie zarówno polskich, jak i zagranicznych.

Contact/Kontakt:

Mateusz Grzesiak

e-mail: mgrzesiak@wsb.edu.pl

Katarzyna Bilińska-Reformat

e-mail: katarzyna.bilinska-reformat@ue.katowice.pl

The contribution of particular co-authors to preparation of the paper:

Wkład poszczególnych autorów w przygotowanie publikacji:

Mateusz Grzesiak – 50%, Katarzyna Bilińska-Reformat – 50%.