

UNIVERSITY OF KWAZULU-NATAL

**Social media and its Contribution to Brand Building with special reference to
Generation Y**

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Master of Commerce**

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DECLARATION

I, Thabile Zondi, declare that

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ABSTRACT

This study investigated the contribution of Social media to brand building, with special reference to a sample of Generation Y consumers in KwaZulu-Natal, South Africa. The study is based on four research objectives. Research objective one was to determine the possible role of Social media in research to improve on selected aspects of brand building, e.g. awareness, knowledge and purchase, with special reference to Generation Y. Research objective two was to investigate whether Social media can help in contributing positively to customer relationships compared to traditional media, thereby assisting in brand building with special reference to Generation Y. Research objective three was to determine whether Social media can be used to gather information about selected aspects of a brand from Generation Y to help in creating brand awareness, knowledge, building customer relationships and brand building. Research objective four was to determine whether Social media can be used effectively to target Generation Y compared to traditional media.

The literature review employed in this study specifically focused on the theory related to Social media, Generation Y and brand building with an aim to develop a greater understanding of the key issues investigated in the study.

Primary data was collected from a sample of Generation Y consumers in KwaZulu-Natal province, South Africa. Data was analyzed using the Statistical Package for Social Sciences (SPSS).

The findings, based on the sample studied, revealed that firstly, Social media and social networking do contribute positively to the performance and hence the building of a brand when targeting Generation Y.

However, it was found that marketers cannot use Social media alone to enhance customer relationships because respondents spend more time on traditional media than Social media. Consequently, it was determined that Social media makes less of a contribution to brand building in this regard.

In addition, the findings revealed that Social media and social networking can be used to gather information about selected aspects of a brand from Generation Y consumers to assist in creating brand awareness, knowledge, as well as customer relationship building and brand building.

Furthermore, this study also found that traditional media influence the purchasing intent of Generation Y consumers more than Social media do. In addition, Generation Y felt that traditional media present the brand more clearly, as compared to Social media. Moreover, it is evident that traditional media contribute more positively to the process of building a brand. Thus, traditional media can be used to target Generation Y consumers more effectively than Social media alternatives.

The main focus of this dissertation was to investigate whether Social media and social networking can be used in contributing positively to certain aspects of brand building, compared to traditional media, with specific reference to Generation Y consumers. The findings of this study indicated that traditional media are the most effective and can be used to build and manage customer relationships amongst Generation Y consumers and brands because the majority of this Generation Y sample of consumers spend more time on traditional media than on Social media.

Companies that are targeting Generation Y must focus more attention on using traditional media because the findings revealed that advertisements on these platforms influence their purchasing behaviour more than Social media. In addition, based on the findings of this research, it can be recommended that if marketers want to use Social media to target Generation Y they should focus most of their efforts on Facebook because more Generation Y participants were found to be Facebook users more than users of other Social media sites.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Changes in technology have introduced new and innovative means of communication methods which have affected the way marketers communicate with consumers as they try to influence consumer purchasing behaviour, increase brand awareness, engage in brand building and manage customer relationships. Lee (2013, paragraph 1) states that, “Social media advertising is what traditional search engine marketing was five years ago: constantly in development with major changes coming every other week”. Major changes in Social media advertising were noted during 2013, especially in comparison to previous years; this development did not slow down in 2013 and saw the importance of Social media space being driven forward into 2014 (Lee, 2013, paragraph 2).

The media sector is growing and changing every day. This change has influenced the way advertisers advertise their brands. It is not only traditional mediums that are an option for advertising today, but non-traditional media are also a big consideration for advertisers. Most advertisers are looking for ways in which the brand can communicate with consumers in a cost-effective way. Hence, more advertisers are using social networking sites to get consumers to know about their brands. Luger (2013, paragraph 3) states that “social networks like Facebook and Twitter are daily destinations for millions of consumers”. In addition, Luger (2013, paragraph 3) articulates that, when advertising in Social media the advertising offerings of a product are targeted according to specific demographics, social connections, interests, and habits. Social media are internet based tools that are used to share information online (Halligan & Shan, 2010:85). Social networking is the act of expanding one’s social contacts on Social media by utilising social networking sites such as LinkedIn (Rouse, 2006, paragraph 1 & 3). “Social networking establishes interconnected Internet communities (sometimes known as personal networks) that help people make contacts that would be good for them to know, but that they would be unlikely to have met” (Rouse, 2006, paragraph 1 & 3). Jeffry (2011: ii) states that, in the 21st century Social media have become the way of communication which has

revolutionised the way people communicate. “To ensure a successful presence on Social media, companies need to take note of different marketing methods so that they can boost their brand in diverse aspects” (Jeffrey, 2011: ii).

Customers experience a brand in different ways, for example through price, packaging, advertising etc. and all these points of contact create a certain perception in the minds of consumers (Glatsein, 2013, paragraph 1). Customer experience is essential in brand building, which is described as the process of enhancing the equity of the brand both directly through advertising campaigns and indirectly through promotions (No Author, 2013, paragraph 1). Moreover, Glatsein (2013, paragraph 2) adds that brand building is important because it defines who or what the brand represents and how it is different from competitors’ brands.

According to Keller (2001:6), brand building is important because a strong brand with great equity has high customer loyalty and it is less vulnerable to competitive marketing actions. Furthermore, Keller (2001:6) argues that a strong brand is highly favorable and has a potential for brand extension opportunities. The development of integrated marketing strategies is important because these help in demonstrating the value of the brand on customers (Ghodeswar, 2008:7). Keller (2000, in Ghodeswar, 2008:7) articulates that the process of building a successful brand assists brands to keep up with competitors by creating a competitive advantage in some other areas.

The main target population of this study is Generation Y. According to Armour (2010:1) there is no consensus definition of Generation Y but can broadly or generally include those that are born between 1977 and 2002. The narrower definitions put Generation Y as those aged 16 to 27, born from 1978 to 1989 (Armour, 2010:1). In addition, Hawkins, Mothersbaugh and Best (2010:133) argue that the Generation Y market is characterised by older teens and young adults. Moreover, according to Hawkins et al. (2010:133) Generation Y is highly educated and most of them are in college or in the workforce. This generation is said to be characterised by a “high sense of independence and autonomy; they are assertive, self-reliant, emotionally and intellectually expressive, innovative, and curious” (Hawkins et al., 2010:132). The purpose of this research is to examine Social media and its contribution to brand building.

1.2 Motivation for the investigation

The increasing usage of Social media is one of the main motivations behind the researcher wanting to investigate this field. In addition, many brands are being advertised in the Social media and it is of interest to investigate how Social media can contribute to brand building. Moreover, it is of interest to ascertain whether Social media can be used to target Generation Y consumers because according to Bolton, Parasuraman, Hoefnagels, Migchels, Kabadayi, Gruber, Loureiro and Solnet (2013:8), Generation Y are frequent users of social networking sites and they heavily rely on technology for entertainment, information sharing and communicating with others. It is of value to uncover whether there are certain marketing opportunities associated with the high usage of social networking sites by Generation Y consumers.

This research could potentially assist marketers in choosing the right medium, especially when targeting Generation Y consumers, the target population of this study. In addition, this study will assist in creating an understanding of whether businesses can utilize Social media to build or develop customer relationships, and gather information on a specific brand. In addition, it would be interesting to determine whether marketers can use Social media effectively in making a positive contribution to brand building, thus improving the cost effectiveness of their marketing communication. The study will also make a comparison between traditional and non-traditional media in order to ascertain which medium should be used by marketers (with greatest effect) when targeting Generation Y consumers.

1.3 Statement of the problem

Generation Y is recognised as the generation that is constantly active on Social media sites (Raes, 2013, paragraph 2). Many marketers are moving away from traditional forms to non-traditional forms of advertising to promote their products and brands. Traditional marketing approaches which were used to successfully target other generations have been shown not to work as well with younger generations, including Generation Y (Hawkins et al., 2010:132). This is because Generation Y is the most Internet savvy generation, making use of e-mails and cell phones to communicate (Hawkins et al., 2010:133). This usage of the Internet and Social media presents potential opportunities for marketers. It is very important to question whether Social

media can be used to target Generation Y with an aim of generating positive results i.e. brand building. The main problem of this dissertation is to investigate whether Social media can be used in contributing positively to certain aspects of brand building, compared to traditional media with reference to Generation Y.

1.4 Aim of the research

The main aim of this study is to ascertain whether Social media can help in leveraging a brand, by determining whether Social media can contribute positively to brand building. The research aims to discover whether Social media can be used to target Generation Y.

1.5 Research objectives

The following are the research objectives for this study:

1. To determine the possible role of Social media in research to improve on selected aspects of brand building, e.g. awareness, knowledge and purchase, with special reference to Generation Y.
2. To investigate whether Social media can help in contributing positively to customer relationships compared to traditional media, thereby assisting in brand building with special reference to Generation Y.
3. To determine whether Social media can be used to gather information about selected aspects of a brand from Generation Y to help in creating brand awareness, knowledge, building customer relationships and brand building.
4. To determine whether Social media can be used effectively to target Generation Y compared to traditional media.

1.6 Research question

The following is the broad research objective based on the research objectives:

1. How can Social media contribute to brand building, customer relationships and marketing research compared to traditional media?

1.7 Overview of the Research Methodology

The target population of this study was Generation Y from KwaZulu-Natal province, South Africa. Primary data was collected through survey research utilising a Likert scale questionnaire. The study is both quantitative and descriptive in nature. A non-probability sampling method was utilised, where a convenience sampling technique was used because of time and financial limitations. Data was analysed using descriptive statistics with the use of the Statistical Package for Social Science (SPSS).

1.8 Anticipated contribution

The following are anticipated contributions of the study:

- The study will contribute to the advertising industry and to companies that are using Social media sites to advertise their brands to their target markets, with special reference to Generation Y consumers. The study will assist in brand building, increasing brand building and sales.
- In essence, this study will also help marketers to choose the right medium if they are targeting Generation Y consumers because the study will enlighten marketers as to which medium has more influence on this specific target market.
- Furthermore, for companies wanting to build customer relationships through Social media, this research will also contribute by giving recommendations regarding whether effective relationships can be built through Social media.

1.9 Plan of the study

The following section outlines how the study will be structured:

The main focus of Chapter 2 is on Social media, social networking, Generation Y, brand building and the theory related to the research topic. This chapter continues by giving examples of businesses that use Social media in their marketing approaches. Lastly, previous studies related to the research topic are discussed.

Chapter 3 describes the research methodology utilised in the research study. Questionnaire administration is discussed, highlighting the purpose of each question in the questionnaire. Findings from the data collected are presented in Chapter 4.

A comprehensive discussion is entered into in Chapter 5 based on each research objective by linking the findings to the theory from Chapter 2.

The main emphasis of Chapter 6 is to make conclusions based on the findings and discussion thereof. Recommendations for organisations that use Social media to target Generation Y and recommendations for future research are made.

1.10 Summary

In summary, this chapter gave a general overview of the research project, as well presenting the motivation for this study. The research objectives and research question were also identified. Chapter 2 is a review of the literature as it relates to the research objectives.

CHAPTER 2

SOCIAL MEDIA AND BRAND BUILDING

2.1 Introduction

An increased use of Social media has altered the manner in which people communicate and has made an impact on marketing communication (Hutter, Hautz, Dennhardt & Füller 2013:342). Similarly, Merrill, Latham, Santalessa and Navetta, (2011:2) argue that, “the exponential growth of Social media, from blogs, Facebook and Twitter to LinkedIn and YouTube, offers organizations the chance to join a conversation with millions of customers around the globe every day”. Raes (2013, paragraph 2) states that Generation Y is believed to be the most active generation utilising social networking sites such as Facebook, Twitter, MySpace, etc. Research shows that 92 percent of 18-19 year olds are using Social media sites (Voss & Kumar, 2013:156) and this age group falls into Generation Y.

Social media has presented extensive changes in the way organizations and individuals communicate (Lou, Wang & Han 2013: 455). Social media marketing is a highly utmost influential instrument that businesses possess, which has the potential to make them known and be heard in today’s competitive and dynamic market (Writer, 2013, paragraph 6). The growth and arrival of Internet usage, especially Social media, has presented opportunities for customer engagement and a strong desire for practitioners with new approaches to better serve customers (Sashi, 2012:255). Organizations need to completely reconsider their methods of communication with their target audience because of the fast pace of technological innovation (Voss & Kumar, 2013:156). Social networking such as Facebook has become increasingly seriously viewed by businesses, with most of them using social networking sites to attract business and communicate with consumers with the aim of building relationships and their brands (No Author, 2013:6).

This chapter provides a review of the literature with a view of developing a deeper understanding of Social media in brand building. Social media will be defined; in addition brand awareness will be discussed in relation to Social media. Issues relating to customer relationship building, brand awareness and Generation Y will be highlighted. Furthermore, traditional and non-traditional

media will be discussed and compared.

2.2 What is a Brand?

Keller (2008:2) describes a brand as “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate those of competition”. “A brand is everything that gives an identity in the minds of the people” (Hofmeyr & Rice, 2000:29). De Chenatony (2006 in Ruane & Wallace, 2013:315) defines a brand as a “cluster of functional and emotional values promising a unique and welcome experience for its stakeholders”. A brand is more than the image of the company; it includes the customer experience and expectations they set when doing business with the company (Spanbauer, 2010, paragraph 1). The success of any brand is the continuing relationship that it creates with its loyal customers (Ruane & Wallace, 2013:315).

2.3 Brand building

Guneluis (2013, paragraph 2) argues that, “brand building is an ongoing process that should always be a core focus of your business, because a powerful brand can support a business through any macro-environmental factor that comes along”.

Brand building is further defined as a process of enhancing brand equity through advertising and promotions (No Author, 2013, paragraph 1). Mrugank and Kohli (1996) argue that brand building is a very old concept in marketing and research has concluded that brands are most valued assets in a company. Brand equity is very difficult to measure as it depends on the recognition, perceptions and judgments made by the consumer (Grannell, 2008, paragraph 8). In short, it can be regarded as “an indicator of the success of a brand” (Grannell, 2008, paragraph 9).

Figure 2.1 is the Customer-based Brand Equity Model. It is the basis for brand equity and is very important in building a strong and powerful brand (Keller, 2013, paragraph 1).



Figure 2.1: Keller's Customer-based Brand Equity Model

Source: Keller, (2013).

It is illustrated above that building a strong brand requires shaping customer perceptions and the feelings about the brand. Thoughts, opinions, and beliefs are argued to be very important in brand building (Keller, 2013, paragraph 4). When strong brand equity has been achieved, customers tend to buy more, they will recommend the brand to other people, they are more loyal, and are less likely to be lost to competitors (Keller, 2013, paragraph 1).

Creating brand identity requires building brand awareness; the brand must be easily recalled and recognized by consumers. Creation of brand meaning is consequently very significant for customers to be able to characterize a brand and be able to create some meaningful image about the brand (Keller, 2001:16). Furthermore, Keller (2001:18) indicates that companies must know the responses or reactions of consumers because these responses are important, giving an indication of their judgments and feelings. The final stage of the Customer-Based Brand Equity model is an identification of the relationship that a customer has with the brand which is very important because if that relationship is good then customers have strong and lasting relationships with the brand, they become loyal and able to positively engage with the brand and recommend it to other customers (Keller, 2001:18-19). Oliver (1999, in Ruane & Wallace, 2013:317) argues that “brand loyalty is a deeply held commitment to re-purchase a product or service consistently, causing repetitive purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior”.

In addition to this, Keller (2013, paragraph 1) states that, “building a strong brand with significant equity is seen as providing a host of possible benefits, such as greater customer loyalty and less vulnerability to competitive marketing actions or marketing crises; larger margins as well as more favorable customer response to price increases and decreases; greater trade or intermediary cooperation and support; increased marketing communication effectiveness; and licensing and brand extension opportunities”.

2.4 Social media defined

Halligan and Shan (2010:85) define Social media as “Internet-based tools for sharing and discussing information among human beings”. Similarly, in his view Scott (2010:38) defines Social media as media where individuals share thoughts and opinions online.

Social media is different from the so-called ‘mainstream media’ because everyone can create, comment on, and add to Social media content (Scott, 2010:38). It is thus a platform where people can communicate in a social way and can “take the form of text, audio, video, image, and communities” (Scott, 2010:38).

The range of Social media is relatively vast and includes “social networking (Facebook, MySpace), Wikis (Webpages for collaboration), blogs (personal online diaries), video-and photo-sharing (YouTube, Flickr), Social bookmarking (Delicious), online reviews (Yelp), and virtual world (second life, world of war craft)” (Waters, 2010:2).

2.5 AIDA (Attention-Interest-Desire-Action) and brand building

The following Figure presents the AIDA model. According to Joseph (2015, paragraph 1), AIDA is the process used by many marketers in their communications to entice consumers to make a purchase or take a desired action.

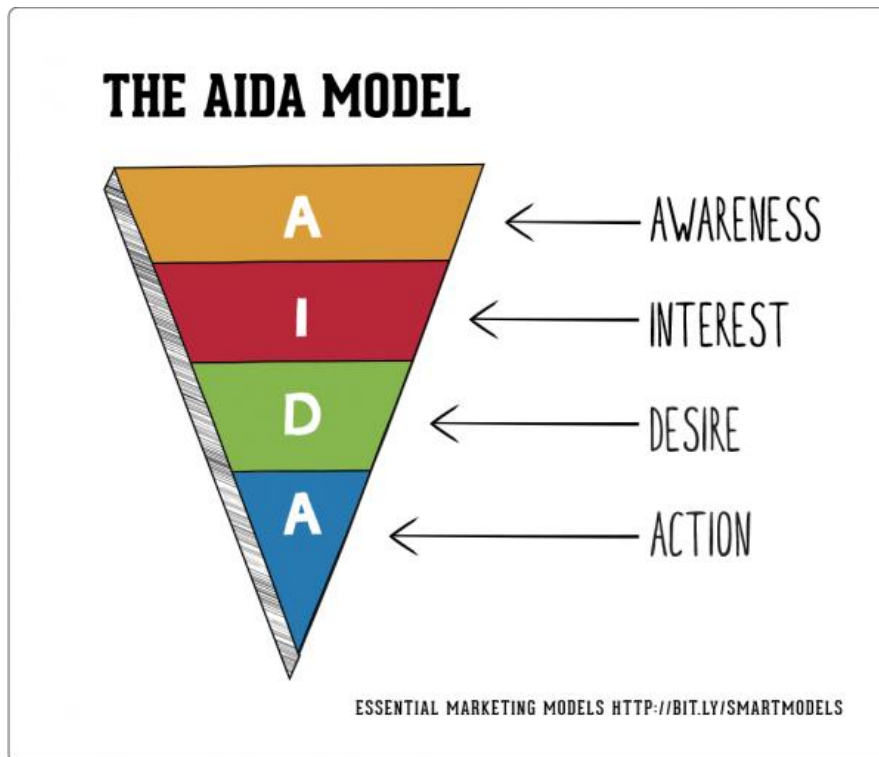


Figure 2.2: AIDA

Source: Hanlon (2013).

The points listed below indicate what AIDA stands for, as discussed by Hanlon (2013, paragraph 4):

- **Awareness:** creating brand awareness or affiliation with your product or service,
- **Interest:** generating interest in the benefits of your product or service, and sufficient interest to encourage the buyer to start to research further,
- **Desire:** for your product or service through an ‘emotional connection’, showing your brand personality. Move the consumer from ‘liking’ it to ‘wanting it’,
- **Action:** move the buyer to interacting with your company and taking the next step i.e. downloading a brochure, making the phone call, joining your newsletter, or engaging in live chat etc.,
- **Retention:** this is the key to up sell, cross-sell, referrals, and advocacy”.

AIDA is very significant to companies because it helps marketers to comprehend that advertising is an investment and not a cost. “Variables namely brand image, product quality, product knowledge, product involvement, product attributes and brand loyalty are determinants of consumers’ purchase intentions and found to have a positive association with purchase intentions” (Muhammad, Muhammad, Muhammad &, Hashim, 2013:340).

According to Ishak and Zabil (2012:110), knowledge and awareness are expected to be translated into purchasing action. It is very important for marketers to understand the stage that their customers are at regarding the decision making process because this makes the marketing process more relevant (No Author, 2015, paragraph 2).

2.5.1 AIDA and Social media

“As branding has moved into the Social media arena, some firms have done a better job than others adapting concepts that have worked in the past to new channels of communication, companies that succeed are adept at carrying forward time-tested marketing techniques and marrying them with new technology” (Sargent, 2013, paragraph 4).

The following aspects of the AIDA process are applicable to Social media in a marketing context (No author, 2015, paragraphs 4-7):

- **Attention:** Awareness is Social media’s highest benefit. Twitter, Facebook and other networks are built for generating awareness. The goal of generating awareness is letting people know about your business products or services; and that you can solve a problem or satisfy a need they may have. At the awareness level, comments, conversations, interaction and valuable content to share, are key measures.
- **Interest:** When attention has been attained, customers must get interested in the product or service. Social media posts must be linked to targeted landing pages and comments about the specific products or services to assist in refining the promotion.

- **Desire:** Social media can help improve desire through engagement, but to facilitate someone's desire to buy, purchase must be made easy.
- **Action:** While it is possible to purchase from Facebook, Social media can influence the action by linking the Social media page with the company website to enable easy purchasing.

It is fundamental to keep AIDA in mind when developing a social marketing strategy because it helps in keeping a focus on marketing and sales objectives for success (No Author, 2014, paragraph 8).

2.6 Generation Y and Social media

According to Armour (2010:1), Generation Y includes those that were born between 1977 and 2002. Others define Generation Y as those born from 1978 to 1989 (Armour, 2010:1). In addition, Hawkins, Mothersbaugh and Best (2010:133) contend that, the Generation Y market is characterised by older teens and young adults. Moreover, according to Hawkins et al. (2010:133) Generation Y is highly educated and most of them are in college or in the workforce. Generation Y understands that the role of advertisements is to sell products (Hawkins et al., 2010:132). Traditional marketing approaches which were used to target other generations very successfully have been argued not to work effectively with younger generations, including Generation Y (Hawkins et al., 2010:132). "Traditional media, like television or radio, do not reach Generation Y. The most effective way to reach Generation Y is the Internet, because unlike television, it is something over which they feel that they have control" (Sanderson, 2010:2). When targeting Generation Y, it is very important to be creative, especially when it comes to media and promotional themes (Hawkins et al., 2010:133). Generation Y is the most technologically savvy generation and that is why this Generation is most active on Social media sites (Bolton et al., 2013:248). Similarly, Hawkins et al. (2010:133) add that Generation Y is the most Internet savvy generation, they use e-mails and cell phones to communicate; the majority of this generation makes frequent use of the web.

Bolton et al. (2013:249) states that Generation Y spends more time on Social media consuming contents rather than actively participating. “Ads targeting Generation Y must be placed in appropriate magazines and on appropriate Internet sites, television and radio programmes, and video games” (Hawkins et al., 2010:133). In addition, Sanderson (2010:9) adds that the use of Social media is the most successful method to advertise products to Generation Y. This is underscored by Sturnman’s (2011:4) argument that “the youth market, also known as Generation Y has undergone significant transformation in the past few years as digital technology has taken hold”.

Gibson (2013, paragraph 2) illustrates the following results on the study conducted on Generation Y and Social media usage:

- “91% of people surveyed said that they make their Foursquare and Facebook Places check-ins public,
- 66% of Generation Y would check out stores that their friends had checked into,
- 43% of people surveyed had liked over 20 brand pages on Facebook,
- 71% said that they had liked a brand on Facebook in order to take advantage of an offer,
- 52% of Generation Y has over 300 friends on Facebook and the top 10% have over 1,000,
- 40% check their Facebook more than 10 times per day,
- 76% spend more than 1 hour each day on Facebook,
- 58% said they used Twitter all the time”.

With the constant increase in Social media participation by Generation Y, marketers must be aware that this can have a strong influence on how a company or brand is perceived - which can either build the brand or destroy it, but companies have the opportunity to respond instantly (Neerser, 2013, paragraph 3 & 7). When appealing to Generation Y, the companies have to offer an experience that customers will want to share by concentrating experiential marketing (Nahai, 2013, paragraph 12).

2.7 Social media's contribution to Marketing

Halligan and Shan (2010:85) argue that if one's potential customers engage in Social media then one should effectively utilise Social media with the aim of successfully engaging with customers. "With consumers spending more and more time in the Social media realm, an increasing share of communication occurs within these new social network environments; this means that brand-related interactions and exposure to marketing campaigns increasingly take place within Social media and the emerging communication setup has thereby transformed consumers from being passive participants in marketing to being active creators and influencers and has shifted some power over brands directly to the consumer" (Hutter et al., 2013:342-345). Social media have transformed the one-way communication with consumers to a two-way process by allowing consumers to interact more with the brand; this new concept has presented opportunities for companies which have also been seen to increase purchasing decisions for consumers (Hutter et al., 2013:342). In short, Social media provide a good platform for active customer engagement and also enable consumer satisfaction (Sharma, 2013:14).

It seems that not all companies are doing this effectively as Hunter (2013, paragraph 2 & 3) discovered that businesses are failing to keep the content fresh on their social networking sites which results in the loss of valuable marketing opportunities. Social media marketing is not advertising but somewhat a promotion of a product or service via the use of Social media (Waters, 2010:230). "Social media marketing is a system which allows marketers to engage, collaborate, interact and harness intelligent crowd sourcing for marketing purposes" (Chikandiwa, Contogiannis & Jembere 2013:365). Social media marketing integrates marketing elements with Social media principles with an aim of building solid customer relationships (Chikandiwa et al., 2013:365). According to Folse, Moulard and Raggio. (2012:294) Social media marketing is a marketing concept that uses technological applications where programmes are created for the benefit and well-being of consumers by passing on information. Social marketing is similarly as strategic as traditional marketing, with an overall goal of changing the attitudes and behaviours of consumers (Folse et al., 2012:295).

Social media are very popular locally and internationally, where Mxit and Facebook are the leading social networking tools (Sturnman, 2011:3). The communication of youth through Social

media puts a strain on brands that are trying to keep up with technology because some of the perceptions created on Social media can be negative (Sturnman, 2011:4). Social media allow conversations to travel around the globe in seconds, this with the help of multitasking youths creating brand engagement online (Sturnman, 2011:4).

Social media are assisting brands in the creation of relationships with customers (Spenner, 2010: 78) and have been found to be very effective in the creation of brand awareness, and ultimately sales, especially when a campaign becomes successful (Meehan & Barwise, 2010:82). Through Social media, companies can gain customer insights and opinions that can assist in brand building (Meehan & Barwise, 2010:82). Companies are readily paying attention to what is being said about their brands on social networking sites and looking for methods to take advantage of the immense amounts of data in order to build their brands (Aquino, 2012, paragraph 3). Schoen, Gayo-Avello, Metaxas, Mustafaraj and Gloor (2013:528) add that Social media offer a remarkable amount of data about users and their interactions, thereby providing computer and social scientists, economists, and statisticians with new opportunities for research. In addition looking to the social Web for developing trends, companies are also continuously using feedback received on social networking sites to build their brands and to research possibilities for new product lines (Aquino, 2012, paragraph 20 & 21). Online posts requesting consumers to evaluate an upcoming product usually receive more comments than other posts; but it is not easy to link Social media strategy to overall sales (Aquino, 2012, paragraph 22).

Social media does not change the goals of the business, but provides new opportunities, channels and tools to achieve them (Levy, 2011:31). Social data must be used to identify customers, opportunities and relationship building (Levy, 2011:31). The collection of data on Social media is not structured or specific, but mostly qualitative in nature and the idea is to know what people say and be able to make business sense of it (Levy, 2011:32).

Furthermore, Nielson (2009, in Jeffrey, 2011:1) argues that, “listening to consumers through blogs and networking sites provides insights on a wide range of issues, but also captures the energy associated with consumers’ beliefs”. Through Social media, brands are able to communicate better with their consumers and also build up relationships (Jeffrey, 2011:1).

Traditional media lack coverage and are highly fragmented, marketers are attracted to Social media channels in large part to communicate their offerings, which has been found to be very effective (Aaker, 2011:14). Moreover, Aaker (2011:14) asserts that, if companies consider the lifetime value of a customer such as loyalty they must consider interacting with them via Social media in order to create and maintain relationships.

Marketers and advertising agencies are still using mass communication in brand building. With the growing use of social networking sites marketers must also focus on building customer relationships because these technologies allow marketers to build lasting customer relationships which assist in creating opinions to build the brand (Dawson, 2013, paragraph 3 & 4). “Integrated marketing communications is increasingly incorporating Social media into the promotional mix to reach consumers on the Internet and on mobile devices” (No author, 2013, paragraph 7). Furthermore, “Organizations can use Social media to increase communications cost-effectively across the promotional mix, fostering often, improved customer service” (No author, 2013, paragraph 14).

Hoffman and Novak (1996, in Calda, Iacobucci & Bezjian-Avery, 1998:23) argue that new media are constantly developing and these developments are already changing the marketplace. The new media are characterised by social networking, virtual realities and viral pass-on (Wertime & Fenwick, 2008:17).

Social media are different from traditional media because users are the ones who generate content and it is very interactive (Waters, 2010:2). Waters (2010:13) states that a lot of emerging and existing companies are making use of Social media marketing. Niche players in Social media are emerging and organisations that engage in this type of media are very competitive (Waters, 2010:242).

According to Qualman (2011:15-16) the sales of newspapers are continuously decreasing and more companies are cutting down on direct mail or print media. In 2011, Qualman (2011:270) predicted that, in three years’ time, it would be possible that digital budgets would match or surpass those of traditional media budgets. An example of this is how Ford expanded their digital

spending from 10 percent to 25 percent in 2009 (Qualman, 2011:270).

2.8 The role of Social media in Brand Building

Social networking is a subcategory for Social media (Scott, 2010:38). Moreover, “social networking occurs when people create profiles and interact to become part of the community of friends and like-minded people and share information” (Scott, 2010:38). According to Sturnman (2010:18) and Gunter (2010:3), social networking is not a new concept, but has been around for years. Sturnman (2010:8) asserts that the only difference is that it has been moved into the digital realm. Moreover, social networking sites have become consumer-oriented media in recent years (Newson, Houghton & Patten 2009:59). Social networking sites are applications that allow users to connect with each other by creating personal information profiles, inviting friends and colleagues to have access to those profiles and send messages to each other (Aubrey & Felix, 2013:534). Stathacopoulos (2010:32) shows and argues that most people who engage in activities on social networking sites list their gender, education, age, relationship status, religious persuasion, favourite books and television programmes; all of which is data for marketers. “Social network web sites are those that allow visitors to register and connect to each other in order to communicate or share resources, these connections may reflect offline relationships or be new relationships formed online” (Thelwall, 2007:28). In social networking sites, the users have personal profile pages where they write their biographies, photos and comments about how they feel or think (Thelwall, 2007:28). According to van Zyl (2008:909) social networking sites are websites that have the ability to build and maintain personal and business relationships. The relationships are built and maintained by getting feedback from online connections.

Perlman (2009:95) argues that these social networking sites are powerful tools that organizations use to find new customers and connect with existing customers with an intention of sharing information about products or service offerings. In addition, social networking influences consumers to buy certain products based on what others have liked and made comments about on the medium (Sturnman, 2010:18). Perlman (2009:18) further asserts that, “Facebook, LinkedIn, Twitter, blogs, forums, widgets and YouTube have taken the conversations about brands to the next level, with consumers telling their peers exactly what they think, feel, like and dislike about

the brands, consumer service and products”. Companies such as Shell and BP have discovered that Social media can have an influence on brand perception, which in turn influences sales (Mbalo, 2010, paragraph 2). “Referrals from friends have also proved to have a significant impact on typical buying behaviour, and for this reason social influence is why marketers get excited about the potential of social networks” (Grimes, 2013, paragraph 4). Social networking sites have, in essence, become new key players of brand building activities (Hutter et al., 2013:342). Further to being able to influence sales, another important aspect is the relatively inexpensive nature of marketing through social networking. It has thus proven to be an attractive avenue for NGO’s and non-profit organizations with very limited marketing budgets (Sturnman, 2009:18).

Writer (2013, paragraph 4) states that, Facebook, Twitter and YouTube are some of the social networking sites that aid in marketing the business and its offerings; in addition they help in locating potential clients as well as answering questions. “Social media websites can be used as a method for brands to connect with their consumers and to increase the awareness of their brand among a new audience, influencing how a consumer makes purchases” (Cormack, 2013, paragraph 3). In addition, “it has been found that Social media has a positive effect on whether people are likely to recommend a brand to others and loyalty, with Social media acting to turn once-off buyers into repeat purchasers of their product” (Cormack, 2013, paragraph 3). Moreover, “four out of five consumers said that they would purchase something from a brand more often in the future after being exposed to a brand’s Social media presence” (Cormack, 2013, paragraph 3). In addition, “83% of consumers exposed to Social media would trial a brand’s product showing the power of Social media for companies hoping to market their brands” (Cormack, 2013, paragraph 3).

Wu (2010, paragraph 6) argues that Social media is more effective in terms of brand awareness if consumers are already aware of the brand’s existence. In addition, Ramler (2013, paragraph 3) argues that, “Social media is a great tool to build brand awareness, build trust in your brand, engage with your customers and fans, share your company’s passions and build loyal communities”. Hall (2013, paragraph 1) alludes to the goal of Social media marketers being to create brand awareness, because millions of people are engaging through Social media channels

on a daily basis. If communication is done successfully during the process of building brand awareness, it can aid in increasing sales because the brand is present in the minds of the consumers (Ramler, 2013, paragraph 4). Boies (2013, paragraph 4) suggests that the main value of building awareness through Social media is its measurability. The section that follows shows some basic awareness metrics:

- “Potential reach: the numbers of fans, followers, or eyeballs: it is more accurately seen as potential reach, as you will never have all of those people paying attention to you simultaneously;
- Mentions per time period: how many times your brand is talked about online during a given time period. This can give a sense of overall awareness and chatter;
- Inbound links: a solid indicator of the people that are aware of you and are telling others about you. Look at the sites and media types where the inbound links live to get a sense of the types of media that are driving consistent attention for your brand;
- Share of voice: how much you are mentioned or covered in comparison to the competition;
- Share of conversation: how often you are mentioned in context of the conversations that are most relevant to you” (Boies, 2013, paragraph 4).

According to Brown (2009: 50), “the concept of social networking is the natural extension of the concept of the original Internet”. In addition, “the popular social networking sites are being used by online communities on a daily basis that share common interests”. Moreover, the introduction of the social networking sites has changed the way people communicate and share information; communication is now easy and instant.

2.8.1 Impact of Social media on customer relationships

Allen, Kania and Yeackel (2001:245) argue that customer relationship management is a marketing philosophy that has been around for years. “Customer relationship management is really a process, not a software product or technology; it is the process that manages interactions between a company and its customers” (Allen et al., 2001:245).

Customer relationship management is aimed at increasing profit and customer satisfaction (Allen et al, 2001:245). Moreover, In order for a company to have a complete customer relationship management system, all customer contact points must be coordinated in order to have a complete customer relationship management system, which entails capturing all company connections across channels (Allen, et al., 2001: 245). The main objective of customer relationship management is to increase profit margins and also help companies to be customer focused by building customer relationships through personalised services and respect (Allen et al, 2001: 246). Lake (2013, paragraph 6) states that “It makes sense when you consider that customers often purchase your service or product because they have developed a relationship with you, they owned another product of yours, or they were referred to you by a friend or associate”. Moreover, Lake (2013, paragraph 12) argues that, “one of the key components in marketing and business growth is to spend the majority of your time and effort nurturing customer relationships, so that you get business from existing clients and customers”. The strategy of building customer relationships and spending more time with existing customers has the ability to increase sales by 50%, using additional marketing budget (Lake, 2013, paragraph 12). Customer relationship management is about listening to what consumers are saying and taking time to give feedback because when customers spend time giving comments on your brand it contributes to business success (No author, 2014, paragraph 7). According to Turri, Smith and Kemp (2013: 201), marketers are utilizing Social media to promote their brands and build consumer relationships.

“Social media helps businesses to expand their online client data base and brings significant other benefits” (Writer, 2013, paragraph 1). Social networking sites have the ability to build a much deeper relationship with customers because companies are able to engage with them and create more interest in brands (Aquino, 2012, paragraph 3). Sashi (2012:253) discusses that, “the arrival of the Internet and in particular the interactive features of Web 2.0 in recent years have led to an explosion of interest in customer engagement, the opportunities presented by Social media to help build close relationships with customers seem to have excited practitioners in a wide variety of industries worldwide”. Miller (2013, paragraph 1) adds that if companies want to know what consumers want and what they think about their brands, Social media is a good platform and must be used as part of customer relationship management.

According to Perlman (2009:18) social networking sites are vital tools that are essential for customer relationship management. Lee (in Perlman, 2009:18) contends that, “Social media is a critical tool for customer relationship management but it is also a channel, and should be used to leverage and drive customer relationship management” (Stathacopoulos, 2010:32). In addition, Stathacopoulos (2010:18) asserts that customer relationship management creates a deeper and more engaging community-based relationship and online collaborative partnership.

Social networking sites are useful in building customer relationships because it is easy to engage with customers, and the more you can interact with customers, the more they feel attached to the brand (Wu, 2010, paragraph 2). Bolton et al. (2013:254) adds that Social media stimulate engagement, which assists in building relationships and increases online purchases. The development of relationship marketing starts when marketers engage with consumers beyond awareness, purchase, satisfaction and loyalty (Sashi, 2012:255). Social media provides the tools to better satisfy customers and build customer engagement by realizing the promise of the marketing concept, market orientation, and relationship marketing (Sashi, 2012: 255).

“Using Social media, organizations can forge relationships with existing as well as new customers and form communities that interactively collaborate to identify and understand problems and develop solutions for them; these interactions change the traditional roles of both seller and customer in exchange relationships” (Sashi, 2012:255). When participating in a Social media community it must be remembered that the purpose of Social media is to build a brand (No Author, 2012, paragraph 4). Some rules of brand building must apply when communicating through traditional and online Social media spaces; both must align and communicate the same compelling point (No Author, 2012, paragraph 4).

Kleyn (in Patricios, 2009, paragraph 17) argues that, “using Social media to work with customers to obtain their feedback and co-develop products and promotional materials represents a significant opportunity for marketers to become more customer-focused”.

When good content is delivered online; customers tend to be loyal to the firm, assisting in building customer relationship (Borges, 2009:137). Bharwada (2010, paragraph 1 & 2) indicates

that customers that are brand loyal purchase more and tend to recommend the brand to other customers, hence building customer relationships is important. In addition, when consumers interact with brands online, they generate content that has the potential to influence the purchasing decisions of their Social media friends (Sashi, 2012: 255).

2.8.2 Social media in South Africa and Brand Building

The rate or level of Internet usage in South Africa is very low, but this must not stop marketers from making use of Social media to build customer relationships, monitor conversations as well as build the company's brand (Patricios, 2009, paragraph 1).

In addition, cellular phones are currently widely used in Africa, and the ability of MySpace users to operate their social networks via cellular phones has generated opportunities for users to interact (Patricios, 2009, paragraph 6). Social media sites in South Africa can result in a larger impact on brand building than traditional media advertisements because according to 2009 statistics, MySpace and Facebook had many users, 288 000 and more than 300 000 respectively, which is more than the audiences of some famous radio stations and magazines (Patricios, 2009, paragraph 7).

Figure 2.3 below shows Social media usage in South Africa. Druce (2013, paragraph 20) argues that although Facebook is a popularly utilised social networking site in South Africa, it is losing its share to other social networking sites. "The key issue for marketers is not the overall ranking or popularity of a Social media option, but the alignment of its user profile and editorial environment to the target market and brand objectives" (Druce, 2013, paragraph 23).

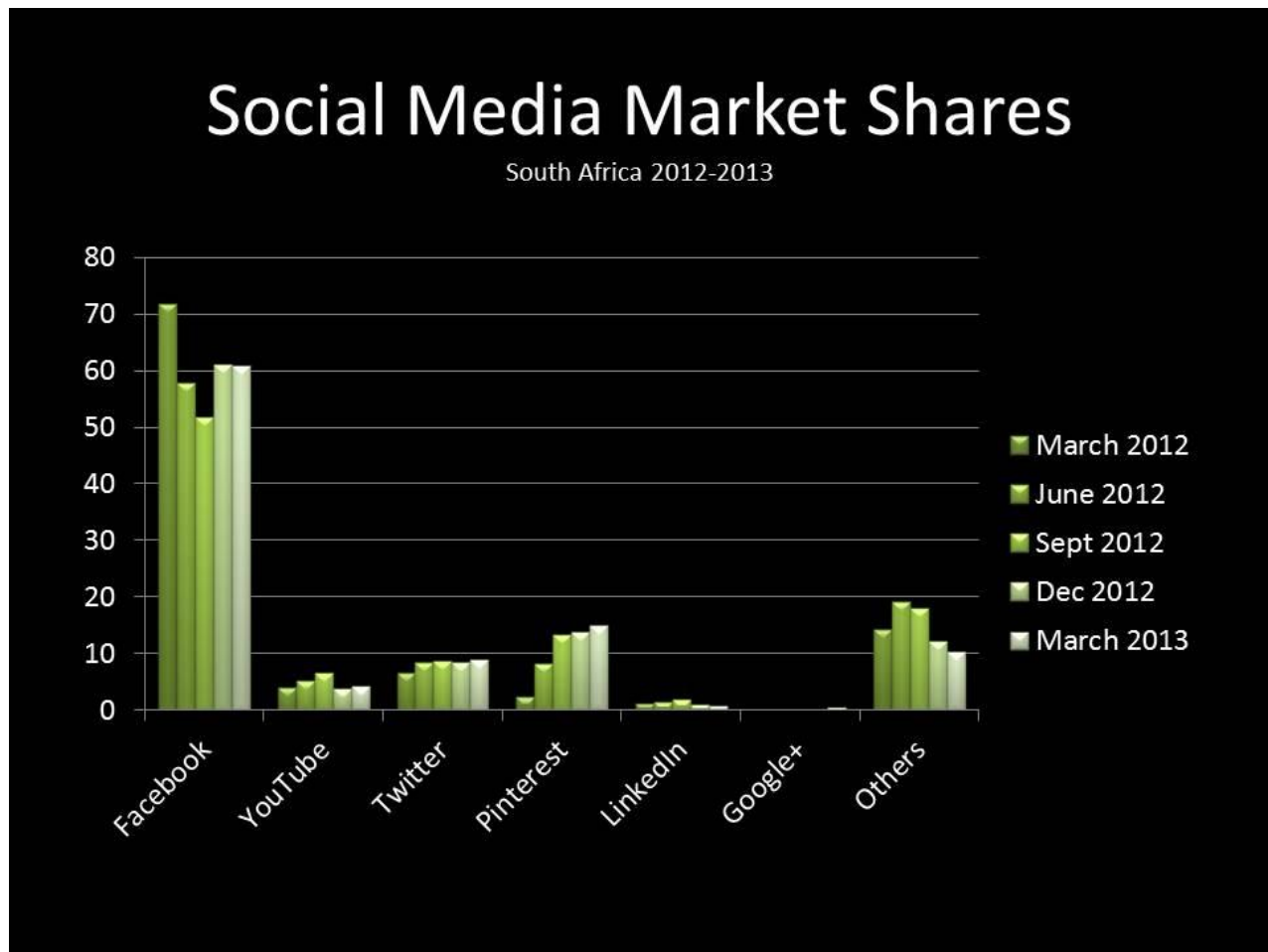


Figure 2.3: Social media market shares in South Africa

Source: Druce (2013).

Social media have altered the way consumers engage with brands but this change can never replace traditional media in building brands; Social media must be used to build relationships, differentiate the brand and create powerful brand advocacies (Stokes, 2012, paragraph 1).

A discussion that provides some insights about Facebook, Twitter and MySpace as brand building tools follows.

2.8.2.1 Facebook as a brand building tool

According to Webber (2009:207) Facebook was founded at Harvard University in 2004 by Mark Zuckerberg. Research has shown that as of March 2010, Facebook had more than 400 000

members, with the number increasing and overtaking Google and Amazon (Stathocopoulos, 2010:32). Moreover, with more than 670 million users Facebook is the most famous network world wide (Silberman, 2011:18). Gunter (2010:3) also adds that compared to other Social media websites such as MySpace, Facebook is the number one social networking, with over 400 million users or active members.

Facebook has presented an opportunity for business people to communicate with customers directly (Scott, 2010:175). This social medium presents applications that marketers can utilise to be creative and offers new opportunities to reach customers (Scott, 2010:178). Facebook is developing as a main source for people to stay in touch with each other and companies which are important to them, and it has emerged to be a significant marketing tool for many organisations (Scott, 2010:178).

Facebook offers opportunities for marketers to communicate both directly and indirectly with customers (Silberman, 2011:18). Advertising, brand awareness, product development, direct marketing, customer support, sales, public relations, market research, etc. are some of the mechanisms and applications of Facebook (Silberman, 2011:18).

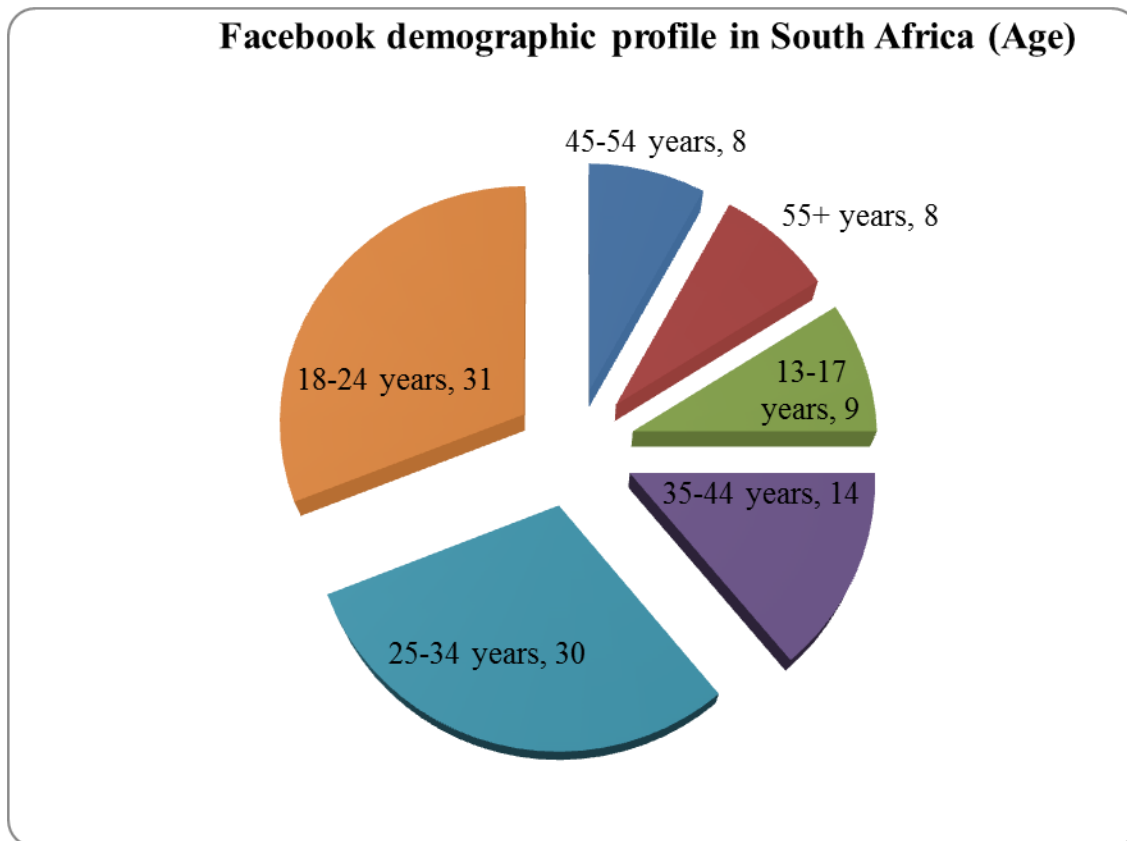


Figure 2.4: Facebook demographic profile in South Africa (Age)

Source: Silberman (2011:18).

Silberman (2011:18) states that, the highest number of Facebook users in South Africa are people aged between 18 to 24 years and 25 to 34 years old. In terms of the gender profile of Facebook users in South Africa, females (51%) are slightly more numerous than males (49%) (Silberman, 2011:18)

In February 2013 Social media in South Africa has shown significant usage (Meier 2013, paragraph 1). The following are Facebook usage statistics in South Africa that Meier (2013, paragraph 2) provides:

- “More than 6,1 million South Africans are on Facebook;
- Facebook is South Africa’s fastest growing social network with over 100,000 new members registering each month;

- The proportion of urban South African adults using Facebook is a little less than double rural users but rural users are now at the level where urban users were in 2011, 18 months ago, having officially crossed the urban-rural divide;
- 5,2 million Mobile Users and 3,2 million Smartphone users in South Africa;
- 50/50 Male/Female Split;
- 2,8 million are over 18 years of age;
- In Johannesburg there are 1,3 million+ Facebook users, 960 thousand in Cape Town, 840 thousand in Pretoria and 550 thousand Durban”.

“When utilized properly, Facebook enables businesses to interact with both current and prospective customers, eliminating the wasted audience common with other forms of advertising; taking advantage of the large audience while targeting the marketing message to a specific audience” (Bartash, 2013, paragraph 3). “Most businesses using Facebook advertising make the mistake of focusing solely on the number of fans that the advert is generating” (Porterfiend, 2014, paragraph 8). Thus, businesses must focus on customers that are paying attention to the advertising campaigns and be able to note which customers are generating profit (Porterfiend, 2014, paragraph 8). According to Statista (2014, paragraph 1) in 2012, the number of active Facebook users had exceeded 1 billion and in 2014, Facebook had 1.35 billion monthly active users.

2.8.2.2 Twitter as a Brand Building Tool

“Twitter is a Social media platform that lets users blast short messages, or tweets, to members via the Twitter web site, as well as cell phones, e-mail, IM, and even through Facebook” (Comm, 2009:1). The site is further described by Comm (2009:1) as “not only for socialising but a good platform for organizations and businesses to publicize themselves. Through Twitter, one can build a loyal customer and build brand awareness when it is integrated into existing marketing strategies” (Comm, 2009:1). Schawbel (2013, paragraph 2) points out that Twitter has the ability to build a brand which can be showcased in a very large and growing audience.

The following are Twitter usage statistics in South Africa, as stated by Meier (2013, paragraph 3):

- “1,1 Million Registered Twitter Users in South Africa;
- 405,000 Active South African users
- 520,000 Unique South Africa visitors to Twitter.com;
- Average of 115,000 Tweets in South Africa per day;
- Average of 3,4 Million Tweets per month in South Africa;
- South Africans generate average of 80 Tweets per minute;
- Johannesburg has 19,684 Twitter users, 14,273 in Cape Town and 6,537 in Pretoria”.

It is very important for marketing and public relations (PR) personnel to attend to Twitter and be able to know and understand how it is used (Scott, 2010: 181). Twitter helps in finding out what people are saying about the brand, organization, products and services and additionally information about competitors and their product categories (Scott, 2010: 181). Moreover, Twitter can also be used by researchers as a very powerful and useful research tool using available applications to identify what people are talking about (Brown, 2009:172). In 2014, Twitter had 271 million monthly active users (Statista, 2014, paragraph 1).

2.8.2.3 MySpace as a Brand Building Tool

“MySpace is a social networking website located on the World Wide Web at www.myspace.com” (Hupfer et al., 2008:8). “MySpace was more recently overtaken by Facebook in terms of market share, as of September 2009, Facebook has 497 million unique visitors in the United States as opposed to MySpace’s 65,652 million users” (Packer, 2011:130). A decrease in MySpace usage in 2014 has been observed because in April 2014, MySpace had 1 million unique users (No Author, 2014, paragraph 1).

Businesses can market their brands on MySpace by setting up a profile to connect with potential customers or use it to advertise in order to expose the brand to the target market while interacting on the site (Packer, 2011:133). According to Packer (2011: 133) having a large number of

MySpace users linked to a brand can result in a significant increase of brand awareness. Goosen (2013, paragraph 3) believes that strong, strategic online campaigns have the ability to build the brand.

MySpace has allowed many users to create their profile pages e.g. Volkswagen for promoting their brands and this page allows one to view how many visitors are active on the profile page (Scott, 2010: 179).

2.9 Pros and cons of Social media in brand building

Sturnman (2010:18-20) argues that marketers must have a clear strategy for a brand to be successful. The major benefit of getting involved in Social media is that it provides new insights into customers and offers a more detailed and complete view of customers (Sturnman, 2010:21). Through Social media, the company can gather information from its target market such as brand perceptions, interaction and preferences that can assist in the brand building process (Sturnman, 2010:21). Similarly, Waters (2010:13) argues that Social media help businesses to get feedback on customer perceptions about the product. Social media are potential information channels for organisations to collect data to help in brand building (Waters, 2010:13). Bolton et al. (2013:254) adds that, “Social media is a potential source of market intelligence, companies such as Apple and Whole Foods monitor social networking sites and blogs to collect relevant information pertaining to marketing their offerings”.

Social networking sites can lead to an increase in sales and attracting more customers (Wu, 2010, paragraph 3 & 4). Grineker (2007, paragraph 5) argues that advertising on social networking sites like Facebook increase targeting ability because if one wants to target only college-educated women, aged 25-35 years who live in Glendale, California, one can do so because social network users have their profiles captured.

Developing a Social media strategy is not expensive because the Social media platforms can be used for free (Borges, 2009:131). “The primary benefit of using Social media is in the relationship value of the community you create or join and the cost of using Social media is low

or free” (Borges, 2009:131). Bolton et al.(2013:254) adds that, “Social media offer opportunities to strengthen customer relationships by encouraging customers to engage with their brands by fostering online brands or user communities which builds the brand”. It has been seen that referrals of brands on Social media are more effective and reach larger audiences compared to traditional media (Bolton et al., 2013:254).

One of the disadvantages of using Social media is when negative stories about the company are communicated on Social media (Scott, 2010:180). In addition, (McCoy, 2007 in Hutter et al. 2013:342) contend that another drawback of Social media activities is when negative information spread online, which results in disturbance and annoyance. Also, van Zyl (2008:913) points out that, “the new open directory services utilised by social networking sites allows people to gain access to a large volume of information”.

Moreover, Grinaker (2007, paragraph 6) argues that, when people log in to Facebook they want to talk to their friends and socialise; they rarely think about buying something or interacting with brands. Borges (2009:114) states that some companies use Social media without clear management strategies, which can create a negative impact on the brand. There is still a lack of understanding on the effects of Social media campaigns (Hutter et al., 2013:342). However, Divol (2012 in Hutter et al., 2013:342) argue that, “since brands cannot take the risk of being absent in such an influential communication channel, despite the risks and doubts, companies are investing increasingly into their Social media activities”.

2.10 Advertising

Advertising is defined as “non-personal, paid announcements by an identified sponsor” (Duncan, 2005:9). Its main purpose is to reach a large audience in order to create brand awareness, brand differentiation and also to build the image of the brand (Duncan, 2005:9). Research related to consumer studies has demonstrated that advertising plays a very important role in decision making and has an impact on the emotions of consumers (Turri et al., 2012:339). In addition, “Advertising has the ability to evoke emotional responses from consumers and can be effective at appealing to consumers’ emotion regulation propensities” (Turri et al., 2012:339).

According to Aren (2006:7) advertising is “the structured and composed non-personal communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media. Advertising is aimed at persuading and informing consumers about products and services” (Aren, 2006:7). Heiselman (2013, paragraph 11 &12) argues that advertising is believed to be the most effective practice in brand building but Social media is believed to play more of a significant role in brand building than advertising.

Consumers pass various steps before they make a purchasing decision (Olshavsky and Granbois, 1979 in Hutter et al., 2013: 343). In addition, Hutter et al. (2013: 343) states that, “this process encompasses all steps from the recognition of a need through the pre-purchase search for information about potential ways to satisfy the need, the evaluation of alternative options to the actual purchase and the post-purchase processes including experience and evaluation of the product”.

Vakrastas and Ambler (1999:32) argue that “hierarchy of effects” models in communication and advertising emphasize the mental phases of the relationships of consumers with a product or brand. “Hierarchy of effects refers to the fixed order in which consumers perceive, process, and use advertising and other marketing communication information” (Barry & Howard, 1990 in Hutter et al., 2013: 343). The most practical hierarchy of effects model is AIDA that comprises the purchase decision or attitude building phase, awareness, interest, desire and action (Hutter et al., 2013: 343).

2.11 The growing use of Social media to advertise

Figure 2.5 below shows Social media advertising spending statistics and the trends associated with these. Long (2013, paragraph 1) states that many organisations are turning their focus to Social media. The Figure below shows that there is an expectation that about 64% of advertisers would have increased their spending on Social media marketing by 2013. “Global social network advertising revenues are projected to double 2012 Figures by 2014 – climbing from \$7 to 14

billion; this makes sense as 70% of advertisers are currently devoting at least a small portion of their budget to social networks now” (Long, 2013, paragraph 5). It is expected that the Social media budget will increase by 19,5% of the total marketing budget by 2017. Social media give marketers a chance to develop relationships directly with consumers and enable companies to build their brands directly (Costa, 2013, paragraph 2).

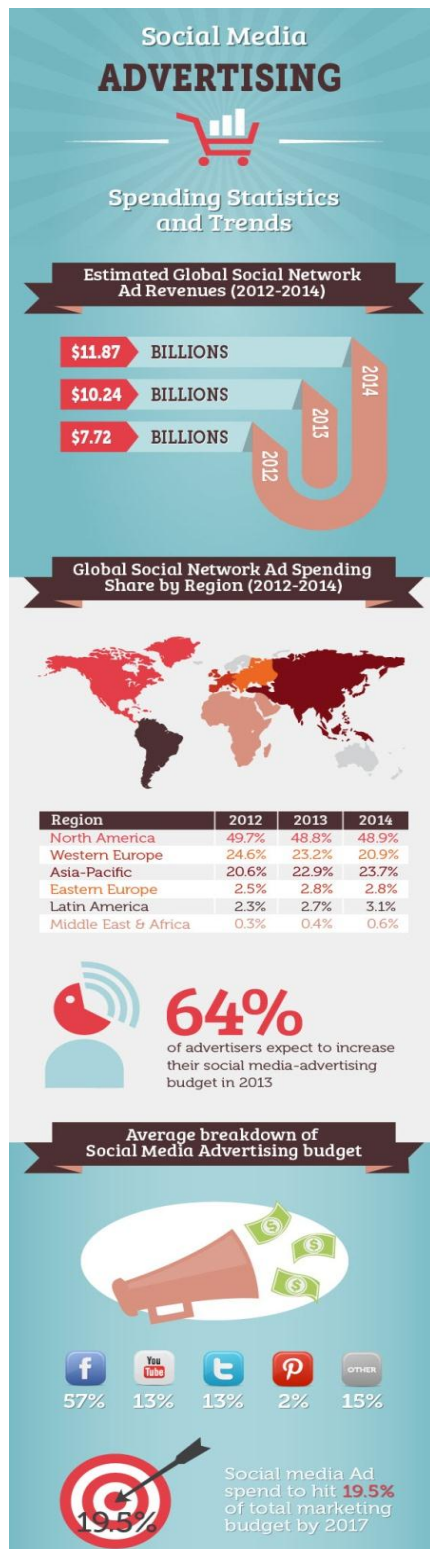


Figure 2.5: Spending data and trends on Social media advertising

Source: Long (2013)

“Unlike traditional media, which offers a one-way experience (in which media outlets broadcast information for public consumption), Social media offers a two-way interactive experience” (Merrill et al., 2011:1). Moreover, Merrill et al. (2011:1) argue that, in Social media, unlike advertisements using traditional media, consumers are able to interact directly with a brand.

The following are facts showing the role of advertising through Social media, as included in the 2013 Social media Marketing Industry Report (Angelova, 2013, paragraph 2):

- “A significant 86% of marketers said that Social media was important to their businesses.
- By spending as little as 6 hours per week, 64% and more of marketers see lead generation benefits with Social media,
- 75% of marketers reporting positive results in terms of traffic increase as one of the major benefits of Social media,
- A significant 89% of all businesses that have a dedicated Social media platform as part of their marketing strategy reported an increase in their market exposure,
- More than half of marketers who have used Social media marketing for over 3 years reported an increase in sales over that period”.

It has been seen that consumers are looking for extra participation in the process of contributing to brand identity and equity (Rohm, Kaltcheva, & Milne, 2013:297). Consumer engagement methods that are more common to Social media have been hypothesized as consisting of numerous elements, including:

- “Creating and posting online content that is relevant and meaningful to consumers;
- Relinquishing some degree of control over this content so that it becomes sharable, and even modifiable, among friends;
- Engendering a sense of online community among existing customers; and
- Facilitating conversation and dialogue rather than delivering one-way marketing communications monologues” (Parent, 2011 in Rohm et al., 2013:298).

2.12 Traditional media versus non-traditional media and brand building

Attention, brand awareness and persuasion are the main three primary objectives for advertising (Rossiter & Percy, 1997:279). The traditional forms of media that Rossiter and Percy (1997: 279) mention are the following: television, newspaper, radio, magazines, yellow pages, outdoor and posters.

Research has shown that the younger generation still trust traditional media, especially radio and television, more than Internet (Sturnman, 2011:4). Lee (2013, paragraph 8) asserts that television was and still is a major platform for advertising that has remained relevant, with a significant impact on brand building and purchasing. “Brand awareness is usually built through big advertisements on television, banners, newspapers, and other repeated ads which focus mainly on the brand” (Wu, 2010, paragraph 6).

However, Abraham (2013, paragraph 2) indicates that many people often assume that Generation Y consumers are less interested in traditional media so companies that are targeting this generation make use of Social media, although these assumptions are not true. Furthermore, Abraham (2013, paragraph 2) argues that 93% of Generation Y reads magazines, 93% listen to the radio, 23% read newspapers and choose television as their number one medium. In addition, Fitzgerald (2013, paragraph 2) argues that, the best way to reach Generation Y is through Social media because of high usage. Guerringue (2013, paragraph 9) discovered that Generation Y is not brand loyal compared to other generations, this means that consistent marketing is key when targeting this generation. Furthermore, Guerringue (2013, paragraph 9) uncovered that companies must use both traditional and non-traditional media to target Generation Y.

Meehan and Barwise (2010:80) argue that traditional marketing activities are still relevant and essential in brand building. Furthermore, they state that even though organizations use Social media, it is nonetheless very important to deliver a compelling brand promise through traditional media. Also, Goldie (2013, paragraph 3 & 4) emphasizes that it is not all Social media users who want to be actively involved with their favourite brands online so companies need to understand that traditional media still play a role in building and sustaining the brand. Raghu (2013:41) also adds that people do not prefer buying products through social influences of social networking

sites; companies must ensure direct and effective communication of the brand through traditional media.

Williams (2013:3) argues that traditional media have a greater ability to promote brand engagement with consumers compared to Social media and because traditional media can successfully communicate brand attributes and benefits, they can accomplish brand positioning and repositioning objectives. This position overlooks the ability of Social media to make consumers feel connected to the brand (Williams, 2013:4). There needs to be recognition that, “based on their ability to ‘spread the word’, these newer media venues can, for existing products, be an excellent vehicle for generating trial of line extensions, new varieties and new flavours” (Williams, 2013:4).

Social media provide the right tools to reach audiences about a brand, but it is important that the correct communication style is used and that this is consistent with the brand guidelines (Siuda, 2013, paragraph 3). “Building those strong relationships based on interaction is going to be possible if you give your audiences means to communicate with you through multiple Social media channels” (Siuda, 2013, paragraph 3).

Writer (2013, paragraph 1) states that Social media marketing utilises social networks for the purpose of increasing brand awareness and to market products or services, leading to brand building. Raghu (2013:41) argues that Social media should be more ideal than traditional media in creating brand awareness.

Table 2.1 below gives a comparison of media strengths between traditional media and Social media. It is noted in the Table below that: traditional media are still focused on producing broad-based engagement (Williams, 2013:2). In addition, traditional media generate engagement between those without prior brand involvement and communicating brand attributes (Williams, 2013:2). In contrast, it is felt that Social media have the ability to build brand affinity which means that consumers feel connected with the brand and when companies are introducing new product lines Social media can provide an option as a communication tool (Williams, 2013:3).

Table 2.1: Comparison between Social media and traditional media when advertising

Summary of Media Strengths	Traditional Media	Social media
Generating broad-based engagement	√	
Generating engagement among those without pre-existing brand involvement	√	
Building brand affinity		√
Generating trial of new flavours		√
Communicating brand attributes	√	

Source: Williams (2013:3).

Social media tools must be used strategically; they should not be used alone but companies must strategically integrate both social and traditional marketing (Chikandiwa et al., 2013:366).

2.13 Using Social media for Market Research to enable brand building

According to Nelson (2013, paragraph 1), market research is a process that is time consuming and very costly. Burns (2012, paragraph 3) adds that “77% of consumers felt that nowadays brands listen more to what consumers want than they did a decade ago, attributing this to several factors including increased market competition, the economic climate, and a decrease in customer loyalty towards particular brands”. Furthermore, Burns (2012, paragraph 4) highlights the value of market research in the processing of determining consumers’ opinions of products and services. Many businesses are thus utilising Social media as cost effective tools to gather data from consumers with an aim of gaining insights into the market, brand appearance and other important market research aspects (Burns, 2012, paragraph 3).

According to Burns (2012, paragraph 3) the following are the key important steps that companies must follow when utilizing Social media to collect data in order to get results that are measurable:

- “Track Trends with Social media for Real-Time Insights,
- Learn the Language of Your Audience for Improved Marketing Appeal,
- Use the Real-Time Aspects of Social media for Quick Research,
- Use Social media to Broaden the Scope of Your Market Research,
- Discover Unnoticed Trends and Insights by Engaging Instead of Leading,
- Harness Social media Research for Improved Cost Efficiency”.

Social media allow companies to understand their customers in a better way, this method allow marketers to gain more insights from consumers. The data on profiles of Social media users is valuable to a marketer because it is the data that is captured by the person him or herself and is thus highly accurate (Nelson, 2013, paragraph 1 & 4). Data on Facebook profiles include one’s birth date, geographical location, marital status, and interests, etc. (Nelson, 2013, paragraph 5). “Instead of having to infer characteristics about a person based on their behavior (pages viewed, products browsed or purchased, etc.) brands can gain access to demographics and psychographics that can help form a more rounded view of the individual” (Nelson, 2013, paragraph 4). Schweidel, Moe and Boudreaux (2012, paragraph 1) agree that “increasingly, businesses are turning to Social media as a source of market research, comments posted on social networking sites, blogs and microblogs, and discussion forums have provided a wealth of data from which marketers have been trying to extract metrics pertaining to the health of their brand”. Furthermore, Schweidel et al. (2012, paragraph 1) add that in the past, marketers used to design surveys for this purpose but today Social media have allowed marketers to listen to conversations surrounding their brand. By having this kind of highly accurate information, marketers are assisted in the process of market segmentation (Nelson, 2013, paragraph 5). In contrast, Schweidel et al. (2012, paragraph 2) argue that data collection through Social media is very unstructured and open to everyone to comment on a certain topic which makes the data collected unreliable because of the inability to identify and target a certain or relevant respondent population.

Byun, Lee, Kim and Kim (2013:185) state that a massive amount of data has become available with the increased use of social networking sites, this allows users to share and access information frequently. In addition, “companies have made substantial efforts to accommodate such swift trends and have paid attention to the competitive advantages of using Social media in marketing” (Byun et al., 2013:185). Collecting data on Social media can be helpful in detecting human behaviour, preferences and influential people (Byun et al., 2013:185).

2.14 Change in advertising industry

Hoffman and Novak (1996:50) state that organizations communicate with their customers through different types of media and traditionally this communication used to be a one-to-many communication model. Furthermore, Hoffman and Novak (1996:50) articulate that there has been a change in the way that organizations communicate with their customers and this change has been through the use of Internet which has also changed the way business is conducted.

The change in advertising media has led to the change of traditional media such as television, print, radio and others becoming digital (Wertime & Fenwick, 2008:11). The Economist (2004, paragraph 2) contends that the advertising industry is very dynamic because of the increasing variety of media and influx of new technologies, especially on the Internet. “Consumers have become better informed than ever before with the result that some of the traditional methods of advertising and marketing simply no longer work” (The Economist, 2004, paragraph 2). In contrast, Herman (2013, paragraph 6 & 7) points out that Social media have the ability to get brand exposure but traditional marketing campaigns are still more relevant in the process of brand building. Traditional marketing practices are still seen as viable and reliable means of generating income (Herman, 2013, paragraph 6 & 7).

2.15 Creating brand awareness through Social media

Given the large volume of visitors on social networks, organisations have successfully engaged with customers by increasing brand awareness and trying to create customer loyalty (Ahuja, 2007, paragraph 4). “Businesses are failing to leverage the most effective technologies and methods for generating leads and driving business awareness, with Social media tools overused”

(Eddy, 2013, paragraph 1). In addition, Social media have revealed the ability to create brand awareness (Eddy, 2013, paragraph 1 & 2).

Figure 2.6 below shows that when companies distribute content through Social media channels, it results in brand awareness, inbound links, search visibility and targeted traffic. Jones (2013, paragraph 30) argues that, “social promotion of content will result in an engagement in online dialogue by relevant audiences and those audiences will share your content with their audiences, which will create brand awareness, inbound links, search visibility and targeted traffic”. Totten (2010, paragraph 2) indicates that building brand awareness is the key in brand building which has the potential of increasing brand equity. “Building your brand using Social media allows you to develop new (and strengthen existing) relationships, which often leads to everything from brand awareness, loyalty and word-of-mouth marketing” (Gunelius, 2011, paragraph 1).

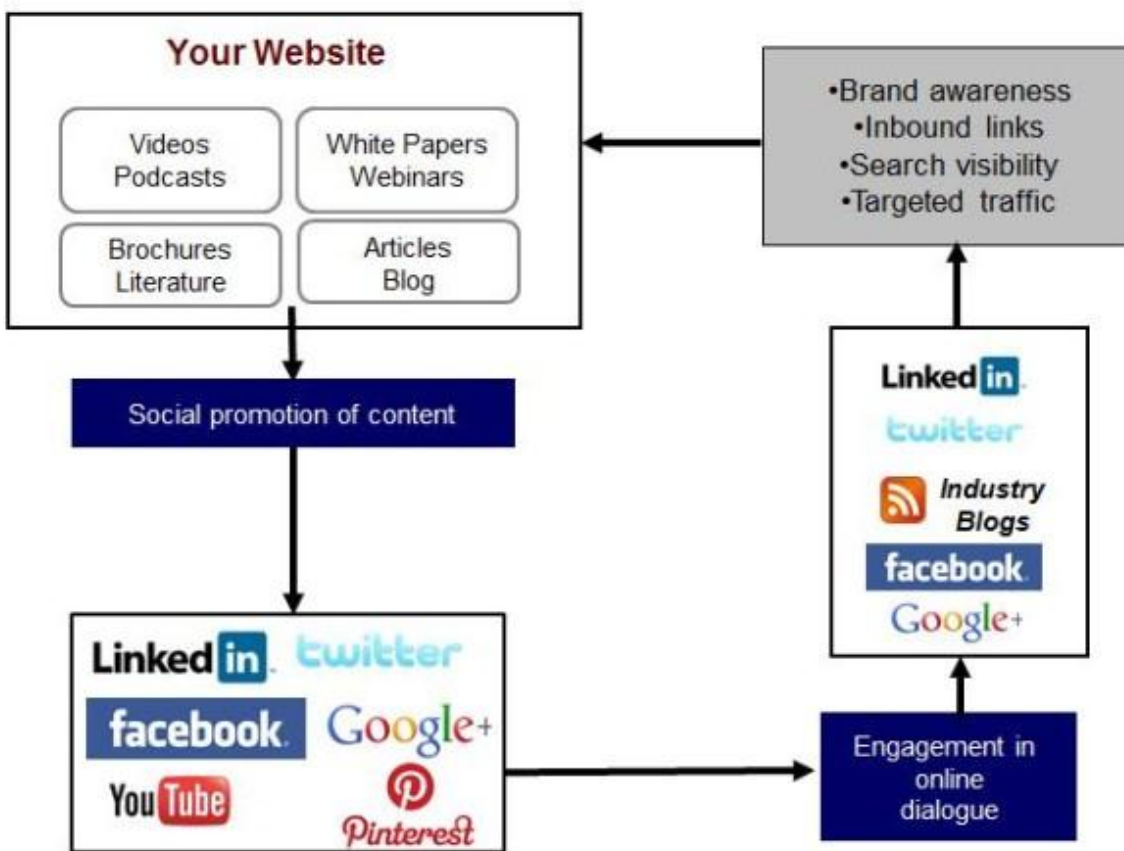


Figure 2.6: Building the Link Building Machine

Source: Jones (2013).

2.16 The influence of Social media on brand building

Swain (2009, paragraph 2) argues that, “in a study conducted by OTX research on behalf of DEI worldwide on the impact of Social media on buying behavior the results showed that Social media are the most used resources to gather information about brands, companies, or products”. The study also concludes that “Social media outreach by brands and companies, especially if this outreach is done by a personal online representative, can be much more influential on consumer behavior than ads or other promotional devices” (Swain, 2009, paragraph 3).

Figure 2.7 below shows the summary of the findings on the study. Figure 2.7 shows that “70% of consumers search for information about brands on Social media websites. In addition, the study shows that there is a high reliability on numerous forms of Social media websites compared to company websites for data about products or a brand (Swain, 2009, paragraph 3). “Seven out of ten (70%) of consumers have visited Social media websites such as message boards, social networking sites, and blogs to get information” (Swain, 2009, paragraph 3). In addition, nearly half (49%) of consumers make their purchasing decisions based on information gathered on social networking sites (Swain, 2009, paragraph 4). The study further reveals that “60% of people are likely to use Social media websites to pass on information they receive online and also make recommendations about valuable and credible brands, which increases brand awareness” (Swain, 2009, paragraph 4).

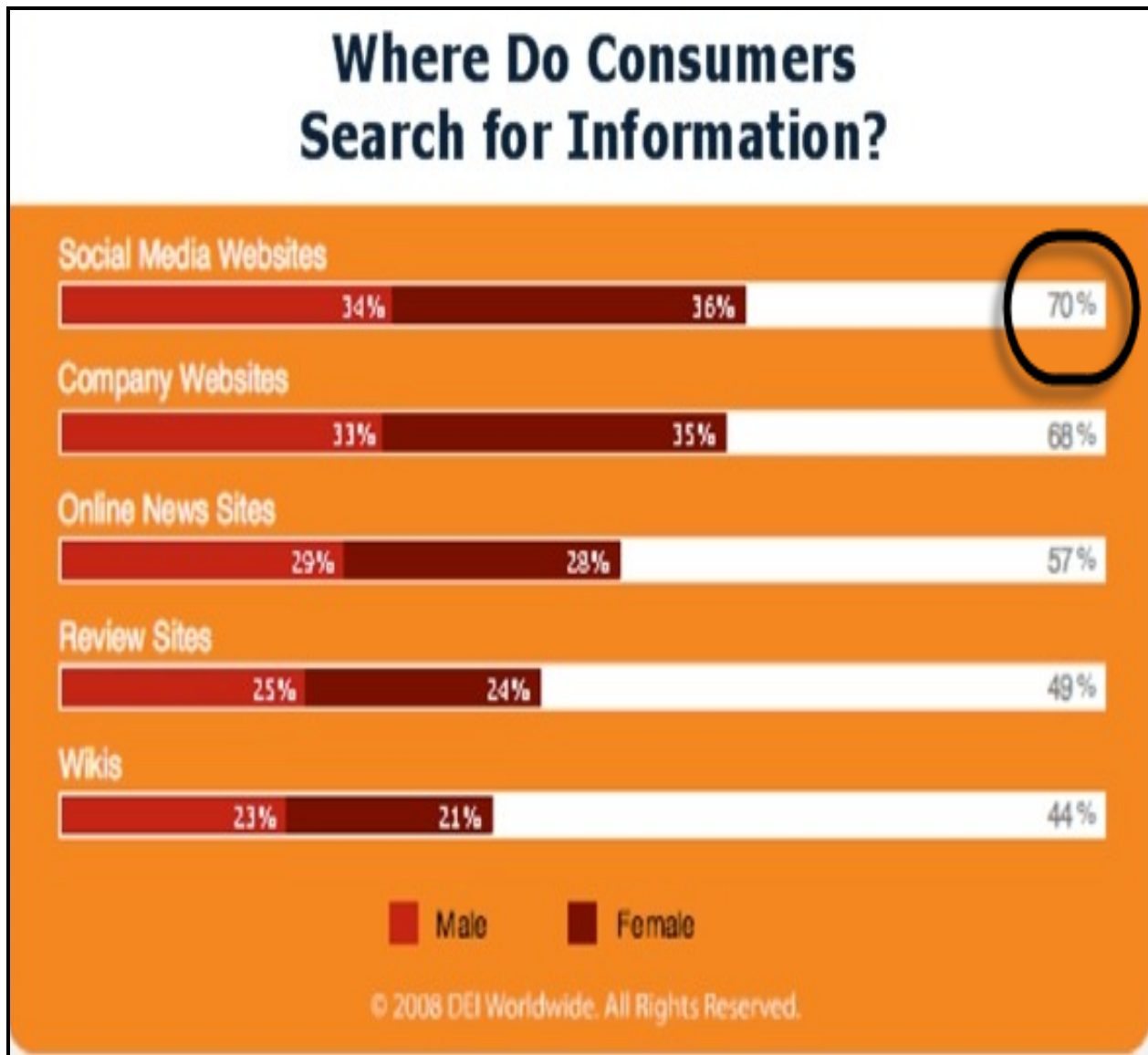


Figure 2.7: Where do consumers search for information?

Source: Swain (2009).

When an employee in the organisation effectively communicates with customers online and obtains insights on their perceptions and how they feel about the brand it can enhance brand building (Borges, 2009:110). With Social media, marketers are able to measure user activity and capture helpful information such as age, sex, education, hobbies, interests, etc., which assists marketers in finding ways to improve their brands (Qualman, 2011:110). Borges (2009:132) argues that Social media is a good platform for brand building and increases sales.

Social media provide means for brand building where most purchasing decisions are made and are heavily influenced by recommendations from friends (Motte, 2012, paragraph 3).

2.17 Companies that use Social media

Procter and Gamble is an example of an adopter of Social media, with sites aimed at specific markets and communities (Meehan & Barwise, 2010:82). As part of crisis management, Toyota used Social media during the sudden-acceleration recall, where a team was set up to monitor Facebook and Twitter responses (Meehan & Barwise, 2010:82). By March 2010, Toyota sales increased by utilising Social media and other media to effectively neutralise the situation (Meehan & Barwise, 2010:82). “A recent study found that salespeople using Social media on the job outperformed peers not using it by a whopping 73 percent; they also exceeded their quotas by 23 percent more often than their counterparts who were not using Social media” (Holmes, 2013, paragraph 2).

The Bank of America tactically used Social media in identifying the market and new market opportunity (Levy, 2011:33). This financial institution used the data collected from online conversations to identify the market for students and banking (Levy, 2011:33). “Tech-savvy sales staff are now using Social media on the job to monitor potential clients and competitors, gather intelligence, network and more - and it is giving them an edge over the competition” (Holmes, 2013, paragraph 2).

In order to be successful in Social media engagement with customers, Coca-Cola ensures commitment to the following which helps in maintaining positive exposure (No Author, 2012, paragraph 4):

- “Coca-Cola will be transparent in every Social media engagement,
- Coca-Cola will protect our consumers’ privacy in compliance with applicable privacy policies, information technology security policies, and laws, rules, and regulations,
- Coca-Cola will respect copyrights, trademarks, rights of publicity, and other third-party rights,

- Coca-Cola will be responsible in the use of technology and will not knowingly align our Company with any organizations or Web sites that use excessive tracking software, adware, malware or spyware,
- Coca-Cola will reasonably monitor our behaviour in the Social media space, establish appropriate protocols for establishing our Social media presence, and keep appropriate records of our participation as dictated by law and/or industry best practices”.

Oreo created a significant status shift by utilizing Social media marketing strategy, the recent Oreo Twist campaign has shown to be a success because of ‘100 Facebook Posts in 100 days’ (Taylor, 2013, paragraph 4). “As a result of the campaign, Oreo garnered over 231 million media impressions from over 2,600 articles, they increased their Facebook fans by over a million and increased their Facebook engagement by 195% and also increased their share rate by 280%, with each post being shared an average of 1,472 times” (Taylor, 2013, paragraph 5).

“AirAsia is a low cost airline based in Malaysia, when they first launched flights to Australia; they had very little brand awareness and were in a fiercely competitive market; to help raise awareness, they launched a Facebook campaign and gave away a plane trip” (Taylor, 2013, paragraph 15). The campaign entailed that one Facebook fan and a certain number of friends would be flown to Kuala Lumpur. With the average Facebook user having 100 friends, the selected winner had to share the photographs of their flight experience, ensuring that all friends who were also on the flight were tagged, to guarantee the circulation of information (Taylor, 2013, paragraph 16).

According to Taylor (2013, paragraph 16), due to the campaign, AirAsia was successful in increasing and able to double their flight numbers and they also benefited with the following:

- “Generated press coverage with a PR value of \$1,627,593,
- Grew its Facebook fan base by 30%,
- Received 12,500 entries and reached 2,291,483 people on Facebook”.

2.18 Previous studies relating to Social media

A study conducted by comScore revealed that social networking sites had over 140 million visitors in the United States in early 2009. MySpace led with 71 million, followed by Facebook with 67.5 million and Twitter with 17 million visitors (Scott, 2010:173).

Research conducted by a graduate from the University of Pretoria revealed that marketers should include Social media in their marketing strategies (Patricios, 2009, paragraph 4). In addition, the research revealed that 15% of people trust adverts and 72% trust what other people tell them about products during online conversations because people tend to have relationships and trust within each social network (Patricios, 2009, paragraph 4). “90 percent of consumers trust referrals via Social media more than they trust claims in advertisements; consumers actually use customer-posted reviews on the web and the fact is that products that have received 50 or more reviews have 65% greater returns” (van Landingham Smithem, 2013, paragraph 2).

In a research study which included 12, 603 18-24 year old people from 26 countries it was revealed that 28% of the respondents said they talked about a brand on their social sites (Qualman, 2011:59). However, Green (2013, paragraph 3) points out that from the study conducted “70% of consumers suggested that Social media did not have any impact on their purchase decision”. Qualman (2011:172-173) also reports that, “in a 2008 survey done by Razorfish- ‘The Razorfish consumer experience reports’ 76% of the 1,006 people surveyed said they did not mind seeing ads while they logged-in to Facebook and MySpace, or other Social media sites, 40% of the respondents said they made purchases after seeing those ads”. In addition, 40% of those surveyed indicated that they were impacted by these advertisements and purchased these items after such an exposure (Qualman, 2011:172-173).

2.19 Summary

Generation Y is the most active generation on Social media. It was found that Social media can be used in brand building. In addition, traditional media are seen as still being relevant in advertising. Studies have shown that there has been an increase in organizations that use Social media sites in order to create or increase exposure of their brands. Many advise that although

there has been a significant growth in Social media usage, traditional media have been found to still be effective. Social media have been found to be the best tools that can be used in customer relationship management, although the brand must already be known by consumers through traditional media. Many authors advise that, in order to build a brand, both traditional and non-traditional media must be used. The following chapter discusses the research methodology used for this study. In terms of the literature, driving brand awareness, knowledge and purchases is possible through Social media which can lead to brand building.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

The preceding chapter provided important theoretical aspects that are related to this study. This chapter provides the detailed research methodology used when conducting the research with an aim of achieving the objectives of the study. Limitations and other important aspects are also discussed.

3.2 Statement of the problem

Generation Y is the generation believed to be the most constantly active in Social media sites (Raes, 2013, paragraph 2). Many marketers are moving away from traditional forms to non-traditional forms of advertising when promoting their products. Traditional marketing approaches which were used to target other generations and were very successful tend not to work with younger generations, including Generation Y (Hawkins & Mothersbaugh, 2010:132). Generation Y is the most Internet savvy generation, making use of e-mails and cell phones to communicate (Hawkins et al., 2010:133). The main problem of this dissertation is to investigate whether Social media can be used in contributing positively to certain aspects of brand building compared to traditional media, with specific reference to Generation Y.

3.3 Aim of the research

The main aim of this research is to determine whether Social media can help in leveraging a brand, by ascertaining whether Social media can contribute positively to brand building. In addition, the research aims to discover whether Social media can be used to target Generation Y effectively.

3.4 Research design

In this study primary data was collected when gathering information. Sudman and Blair (1998: 74) explain that, “primary information is gathered fresh; it comes from sources such as survey interviews, group discussions, or market experiments.” Primary data was obtained from a sample of the Generation Y population group in KwaZulu-Natal by conducting a survey using a self-administered questionnaire. The primary data was aimed at gaining more preliminary insight into Social media and social marketing with a special focus on brand building, with reference to Generation Y. “Survey research involves an interviewer interacting with the respondents to obtain facts, opinions, and attitudes” (McDaniel & Gates, 2001:31). In order to gain preliminary insight about Social media, literature was reviewed using sources such as books, journals, Internet, etc. “Secondary information is information that has already been collected for some other purpose; it comes from sources such as libraries, online services, or trade associations” (Sudman & Blair, 1998:74).

The study was quantitative and descriptive in nature. According to McDaniel and Gates (2001:108), quantitative research studies make use of mathematics for analysis. Martins, Loubser, and Van Wyk (1996:125) define quantitative research as “the collection of primary data from a large number of individuals, frequently with the intention of projecting the results to a wider population”. In this study, the choice of a quantitative approach required the collection of data from a huge number of participants. The aim of descriptive studies is to answer ‘who’, ‘what’, ‘when’, ‘where’ and ‘how’ questions (McDaniel & Gates, 2001:28). In this study, descriptive statistics were used to present the data in a meaningful way by combining percentages in order to add meaning to the data. This enabled explanations of:

- who uses Social media or traditional media more;
- what is done by users when they see advertisements on traditional media and Social media;
- whether Social media site users’ purchasing intents are influenced more than when they see advertisements on traditional media;
- where marketers can collect data on selected aspects of the brand to assist in brand building; and
- how Social media can build the brand compared to traditional media.

3.5 Sampling design

3.5.1 Sampling

Sampling was used in this study mainly because of time and financial limitations. Hence, not all members belonging to the Generation Y population in KwaZulu-Natal, South Africa were included in this study. According to Parasuraman (1991: 474) sampling is “the collection of a fraction of the total amount of units of interest to decision makers, for the ultimate purpose of being able to draw general conclusions about the entire body of units”.

3.5.2 Sample description

The target population for this study was people who fall into the Generation Y category; this population was of interest because of the nature of the study. According to Armour (2010:1) there is no consensus about the description of Generation Y but can generally include those that are born between 1977 and 2002. The narrower definitions put Generation Y as those born between 1978 and 1989 (Armour, 2010:1). It is believed that Generation Y is more involved with Social media compared to other generations. Hawkins et al. (2010:133) contends that Generation Y includes young professionals that are in college or in the workforce. Hence, data was collected from University of KwaZulu-Natal students. The study focused on this generation because this was the most technically savvy generation that mostly engage in the Social media. For example, Silberman (2011:18) found that the highest Facebook users in South Africa are people aged 18 to 24 years and 25 to 34 years.

3.5.3 Sampling Method

In this study, a non-probability sampling method was used because of convenience and time constraints. In non-probability sampling the researcher cannot estimate or know the probability of each element being included in the sample and the results cannot be generalised to the rest of the population (Hair, Bush & Ortinau, 2000:245), which is one of the disadvantages of this method (Castillo, 2009, paragraph 4). McDaniel and Gates (2010:424) highlight that, some of the major advantages of using non-probability sampling are that it is cost effective and data collection can be relatively quick. This proved to be an efficient and convenient method for use in this research study.

3.5.4 Sampling Technique

In this study, a convenience sampling technique was used when collecting data. “Convenience sampling (or accidental sampling) is the method in which samples are drawn at the convenience of the researcher or interviewer, as the study is being conducted” (Hair et al, 2000:354). Participants that were available during data collection were selected to participate in the study, thus being available, easily accessible and willing to participate in the research formed the main selection criteria.

In addition to convenience sampling, the quota sampling method was used in order to allow for an equal representation of gender categories in the study. Quota sampling involves the selection of the participant with an intention to represent demographic characteristics, specific attitudes and behaviour (Hair et al, 2000: 355). It was felt that gender needed to be fairly represented in the study in order to ensure that opinions from both gender categories were heard.

The advantage of using a quota sampling method, according to Laerd (2012, paragraph 7), is that unlike probability sampling techniques, quota sampling is quicker to implement and very useful when one is unable to obtain a probability sample. “The quota sample improves the representation of particular strata (groups) within the population, as well as ensuring that these strata are not over-represented” (Laerd, 2012, paragraph 7).

The disadvantage of quota sampling is that it is impossible to determine sampling error and makes the prevention of bias impossible; hence it is impossible to make statistical inferences from the chosen sample to the population, which impacts on the generalisation of the findings (Laerd, 2012, paragraph 8).

3.5.5 Sample size

According to Statistics South Africa (2010:14) the mid-year release for population estimates provincially by age and sex for 15-29 years olds (Generation Y falls in this range) is 3 313 300 (Male: 1 640 500 and Female: 1 672 800). An online calculator was used to calculate the sample size; the following variables were inputted (Raosoft, 2004: paragraph 1):

- Confidence level of : 95%

- Margin of error (that the researcher can accept): 5%
- The response distribution: 50%
- The population size: 3 313 300

The minimum sample size recommended was 385. The researcher was required to conduct a survey of a minimum of 385 participants. Since quota sampling was used in this study to ensure gender representation, a total of $190.5 \approx 191$ had to be Male (49.5%) with 194 being female (50.4%).

The following table indicates how the target population, sample units, sample elements and actual sample size is linked.

Table 3.1: Target population, sample units, sample elements and actual sample size of the study

KwaZulu-Natal Generation Y	
Target Population	KwaZulu-Natal Generation Y
Sample units	University of KwaZulu-Natal
Sampling Elements	Generation Y students.
Actual Sample Size	269 respondents surveyed

3.6 Data collection method

3.6.1 Data collection instrument

A questionnaire was used for the purpose of collecting data in this study which comprised of closed-ended questions only. A questionnaire consists of a set of questions and scales for the purpose of generating primary raw data (Hair et al, 2000: 440). “A closed-ended (structure, fixed

response) question asks a question and gives the respondent fixed responses to choose from” (Neuman, 2006:287). The questionnaire was structured using a Likert scale format. The questions in the questionnaire were developed based on the literature review that was done. A Likert scale “is the principle of measuring attitudes by asking people to respond to a series of statements about a topic, in terms of the extent to which they agree with them, and so tapping into the cognitive and affective components of attitudes” (McLeod, 2008, paragraph 2).

LaMarca (2011, paragraph 2) states that a Likert scale is easily understood by participants and the responses are easily quantifiable. The disadvantages of a Likert scale include that true attitude cannot be effectively measured because of limited responses - there is no elaboration on the discussion made and if early questions have an influence on responses to any further questions then people tend to ignore these (LaMarca, 2011, paragraph 3). “People also have a tendency to automatically avoid ‘extremes’, therefore answering the way they think they are expected to, rather than providing real honesty” (LaMarca, 2011, paragraph 3). Bearing both the advantages and disadvantages in mind, it was decided that the benefits would outweigh the risks in terms of the type of data requiring collection in this study.

3.7 Discussion of the questionnaire linking with research objectives

The following discussion explains the purpose of each question in the questionnaire by highlighting which questions were relevant in addressing a particular research objective:

3.7.1 Section A: Facebook

Question 1: Are you a Facebook user?

The purpose of this question was to discover whether the respondent was a Facebook user or not. The nature of this question was dichotomous with either a YES or NO response. If the respondent answered No, then he or she was prevented from answering the rest of the questions in Section A and directed to Section B.

Question 2: For how long have you been a Facebook user?

This question investigated the duration that the respondent was a Facebook user. It was included for the researcher to get an indication of how familiar the respondent was with the networking site.

Question 3: Do you take notice of advertisements on Facebook?

This question investigated whether the respondent took notice of the advertisements placed on Facebook (Research Objective 1). The nature of this question was dichotomous with either a YES or NO response. If the respondent answered 'No', he or she will be prevented from answering the rest of the questions in Section A and directed to Section B.

Question 4: How much time do you spend on Facebook a week?

The purpose of this question was to investigate how frequently the respondent used Facebook during the course of a week. This question aimed to see whether time spent on this network has any effects on the respondent's activities performed while on the network. This question was designed to address Research Objective 4 in determining which medium can best be used to target Generation Y. This question also assisted the researcher in knowing whether Social media can be used in managing customer relationships (Research Objective 2) because, in general, the more time the respondents spend on the medium increases an opportunity for marketers to influence these customers. This question assisted in addressing brand awareness and participation (which has an effect on customer relationships with a brand).

Question 5: I refer friends to advertisement pages that I see on Facebook.

This question tried to ascertain if the respondent referred friends to the advertisements seen on Facebook. The purpose of this question was to address Research Objective 1. This allowed for an indication of whether Social media can be used to build a brand by creating more awareness, in turn leading to purchase intent.

Question 6: I participate or comment on the walls of company pages that advertise on Facebook.

This question investigated activities of the respondent while on Facebook to see whether they

participate on company walls/ pages. This question was very important to see if Facebook can be used to collect data from consumers in order to help build the brand. It further helped to investigate whether Facebook can be used to build customer relationships and assisted to ascertain whether Social media can be used to collect data about selected aspects of the brand (Research Objective 3). In addition, this question assisted in determining whether Social media can be used to manage relationships with customers (Research Objective 2). A relationship with a customer can be determined as either good or bad based on the extent to which customers participate. For example, the higher the rate of participation the greater the opportunity to create positive relationships, which contributes to brand building. This question also helped in determining whether Facebook contributes to creating brand awareness which can assist in brand building (Research Objective 1).

Question 7: I feel more knowledgeable about a brand when it is advertised on Facebook.

The purpose of the question was to investigate if Facebook in any way helps consumers to know more about the brand. This question assisted in determining whether Social media can be used in creating knowledge and hence building the brand and was also helpful in addressing Research Objective 1.

Question 8: Facebook helps to increase my awareness of certain brands that are being advertised.

The main purpose of this question was to ascertain whether Facebook can increase brand awareness. This question assisted in addressing whether Social media can be used to improve the performance of the brand (Research Objective 1).

Question 9: Through Facebook, I have purchased certain brands referred to me by my Facebook friends.

This question investigated if using Facebook can help to promote the sale of a brand due to friend referrals. This question assisted in determining if Social media are effective when targeting Generation Y (Research Objective 1 and 4).

Question 10: When I see an advert on Facebook I purchase more of that product or brand.

This question investigated if the adverts that consumers see on Facebook have any effect on their purchasing behavior. This question assisted the researcher to determine whether Facebook has an effect on brand knowledge. This question allowed for an understanding of whether Social media can be used effectively to target Generation Y (Research Objective 1).

3.7.2 Section B: Twitter

The questions for Twitter are identical to the ones relating to Facebook; the discussion for Facebook applies to Twitter as well.

3.7.3 Section C: MySpace

The questions for MySpace are identical to the ones relating to Facebook; the discussion for Facebook applies to MySpace as well.

3.7.4 Section D: Traditional media and Social media

For this section the following questions were looked at:

Question 1: How much time do you spend reading a newspaper a day?

Question 2: How much time do you spend listening to the radio a week?

Question 3: How much time do you spend watching television a week?

Question 4: How much time do you spend reading a magazine a week?

The above questions assisted in determining the time spent exposed to each of these media, thus allowing for comparisons to be made between time spent on traditional media and Social media. These questions assisted in determining which media can be used to build customer relationship and target Generation Y with the best effect (Research Objective 1, 2 and 4).

Question 5: Advertisements on traditional media influence my purchasing behaviour more compared to the Social media

The purpose of this question was to investigate which medium influences purchasing behaviour the most (Research Objective 4). The response options were based on the selection of the

appropriate medium for a given question.

The following comparison questions were used to discover which medium has the greatest influence when giving information about the brand, brand presentation and brand experience:

Please answer the following comparison questions about traditional media and non-traditional media by inserting a cross (X) or tick (✓) on the one that mostly applies to you. Examples of traditional media are television, radio, newspapers, radio, magazines, yellow pages and posters (Rossiter & Percy, 1997). Halligan and Shan (2010:85) define Social media as “Internet-based tools for sharing and discussing information among human beings”.

	Traditional media	Non-traditional (Social media)
6. Gives more information about the brand.		
7. Present information about the brand clearly.		
8. I get to experience the brand.		

3.7.5 Section E: Demographic information

The purpose of the demographic information (Section E) in this study was to ensure equal representation of gender in the study, a process supported by quota sampling. The income, age and race categories were also looked at.

3.8 Motivation of social medium selection to research

The popular Social media sites which businesses can use to establish their business presence are Twitter, Facebook and MySpace (No Author, 2011, paragraph 2). In this study, Facebook, Twitter and MySpace were chosen because according to Cant and van Heerden (2010:397) amongst other examples, these specific Social media sites have changed the way that people

communicate and share information.

3.9 Pilot testing

McDaniel and Gates (2010:68) explain that pilot studies “are surveys that use a limited number of respondents and often employ less rigorous sampling techniques than are employed in large, quantitative studies”. A pilot study was conducted in January 2012 in order to assess whether the questionnaire was a valid measuring instrument. The pilot study included 20 participants and helped in determining whether the questionnaire was respondent-friendly and easily understood, as well as assisting in the identification of errors. When the pilot study was finalized, questionnaires were checked if they were completed correctly. The only change that was made as a result of the pilot study was to reword certain the questions in order to make them more understandable. In addition, the pilot study also helped in estimating the costs of the larger study.

3.9.1 Data collection procedure

Once the researcher received permission to collect data from the Ethical Clearance Committee at University of KwaZulu-Natal, data collection began. The questionnaires were delivered personally to available participants at the time of study, where they were asked for their informed consent to participate in the study (this was done for both the pilot testing and the main study). Details of the study were given to the participants. Respondents were recruited based on their availability by approaching them and asking if they were interested in participating in the study. The location for the recruitment included the University of KwaZulu-Natal campuses (Pietermaritzburg, Westville, Howard, Medical School and Edgewood Campus). All these places were conveniently selected by the researcher. The data was collected from 269 participants. The researcher relied on the respondents in order to ensure that that they were not included twice by asking them if they had participated in the study before. After the data was collected, editing, coding and analysis followed.

3.9.2 Data editing

Data editing involves scanning each completed questionnaire by checking for any potential mistakes made by the respondents (Hair et al, 2006:480). This process was followed and

thereafter, editing of the questionnaire followed. Pathak (2009, paragraph 2) explains the importance of the data editing process, which involves removing redundant data and assessing the reliability of the data. It is deemed to be highly necessary because “the data obtained from various sources are not always complete and sometimes fields remain blank due to the human errors; it also corrects the entries present at wrong positions” (Pathak, 2009, paragraph 2). This is possibly especially relevant in the case of self-administered questionnaires where the researcher has very little control over how the questions are completed. When the researcher completed the data editing, the questionnaires that were not completed appropriately were not included in the study. The missing values were left blank when data was captured using the Statistical Package for Social Sciences.

3.9.3 Data coding

After editing, data coding was done, the main purpose of which is the reduction of huge amounts of data into text, allowing for manageability (Welman, Kruger & Mitchel, 2005:213). “Codes are tags or labels that attach meaning to the raw data” (Welman et al., 2005:214). In this research, a code of 1 was allocated to “Yes” and 2 was assigned to “No” for the dichotomous questions. For the Likert scale, the following codes were assigned:

- 1=Almost Always
- 2=Often
- 3=Sometimes
- 4=Seldom
- 5=Never

3.10 Data analysis

When editing and coding was complete, the data was captured and analyzed using the Statistical Package for Social Sciences (SPSS). In addition, frequency bar charts and Tables were produced in order to determine the total number of responses in percentage form. Frequency Tables can be reported in the form of Tables, bar charts, or pie charts; they enable easy viewing of how often the respondents selected a certain option (Hair et al., 2000:314). Each question and the total number of respondents were used to determine the total number of responses by calculating

relative percentages for each question that was asked. Custom Tables were used to present the data in a summarized manner for the chosen variables. In addition, a chi-square analysis was done for the purpose of determining whether the number of responses in different categories differed from the expectations. “The chi-square test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories” (Maben, No Date: 1). This test assisted in determining whether the 5 response options were selected equally or whether there was significant choice or lack of choice for any particular response.

3.10.1 Custom Tables

“Custom Tables allow the user to quickly view important information about sets of data” (Eddy, 2010, paragraph 4). For the purpose of this study, custom Tables were used in order to show the summaries of the responses, in the form of counts and percentages. They assisted in better presentation of the data.

3.11 Questionnaire Administration

The questionnaire was administered in different areas in KwaZulu-Natal. Participants were informed clearly about the nature and the purpose of the study. All participants signed an informed consent form before completing the questionnaire. The following were conditions set out in the informed consent form:

- To ensure confidentiality the names of the respondents were not included in the study results.
- The names of the participants were not used throughout the study.
- Participation was voluntary.
- All participants had the right to withdraw from participating at any stage of the research.

More than 385 questionnaires were handed out and after data editing only 269 questionnaires were found to be adequately completed and able to be used for analysis, i.e. those with fewer than 50% of the questions completed were removed.

3.12 Validity and reliability

3.12.1 Validity

Validity is the degree to which a measure measures what it actually needs to measure (Cooper & Schinder, 2006:348). In this study content validity was ensured by pilot testing the questionnaire with 20 participants. Face validity was addressed by ensuring that the questionnaire looked like it would measure what it is supposed to measure. “Face validity is concerned with the degree to which a measurement ‘looks like’ it measured what it is supposed to” (McDaniel & Gates, 2001:260). Each question designed was examined and revised properly by the researcher to overcome researcher-subjectivity.

Content validity was also measured by ensuring that the questionnaire included possible items that should be covered in relation to Social media and awareness of brands when advertised on Social media in order to determine whether use of Social media sites can contribute positively in brand building. Also, a question comparing Social media and traditional media was asked in order to determine which medium can best be used when targeting Generation Y. According to Cherry (2013, paragraph 4), “When a test has content validity, the items on the test represent the entire range of possible items the test should cover”. The questionnaire was pilot tested in order to ensure that the questionnaire measured what it was intended to measure.

Construct validity was measured because the study literature review covers issues of brand building and the questionnaire was able to measure issues relating to brand building and Social media; all the sections of the questionnaire were designed with the guidance of literature relating to select aspects of brand building, as identified and discussed in the extant literature.

3.12.2 Reliability

A reliability test (Cronbach’s alpha) was performed in order to determine reliability of the measuring instrument. An acceptable Cronbach’s Alpha value is 0.74 but good scales have values that are greater than 0.8 (Norušis, 2006:430). Cronbach’s Alpha is used to measure whether there is internal consistency (one of the measures of reliability) in a set of measures (Pallant, 2007: 6). Furthermore Pallant (2007:6) indicates that, “Cronbach’s alpha provides an

indication of average correlation among all the items that make up the scale”. For this study, when looking at question 1 to 10 for section A to C separately they are all a measure of how positive or negative one was with regard to brands and advertisements and the three Social media (Facebook, Twitter and MySpace). These questions all assist in answering the question surrounding whether advertising has been a success or failure on the Social media. All Alpha values are greater than 0.7 (Appendix C). It can be concluded that there is internal consistency with the sets of questions and it can be said that the instrument was reliable.

3.13 Ethical considerations

For the purpose of this research ethical clearance was required because the study involved the collection of primary data from participants. The researcher applied for and attained ethical clearance which was issued by an Ethical Clearance Committee at the University of KwaZulu-Natal in order to proceed with data collection. The participants were required to complete the questionnaire and informed consent form.

3.14 Summary

In this study, data was gathered using a Likert scale questionnaire. In order to gain preliminary insight about Social media, literature was reviewed from books, journals, Internet, etc. The study was quantitative and descriptive in nature. The questionnaire was designed in order to address the research question linked to the study objectives. Pilot testing was conducted to ensure validity of the study. Data was analysed using the Statistical Package for Social Sciences where frequency Tables had to be produced in order to determine the total number of responses which were then converted into percentage format. Before data collection commenced, ethical clearance was obtained to conduct the research. The next chapter provides details of the findings.

CHAPTER 4

DISCUSSION OF RESULTS

4.1 Introduction

The previous chapter provided a discussion of the research methodology that was used when the research was conducted. This chapter presents the findings and discussion of results.

Demographic information is also presented. The following section presents the findings of whether respondents are social networking users or not and the time which the respondent has been a Facebook, Twitter or MySpace user. The researcher had a high response rate of 269 of 365, which is a 73.7% response rate.

4.2 Demographic Profile

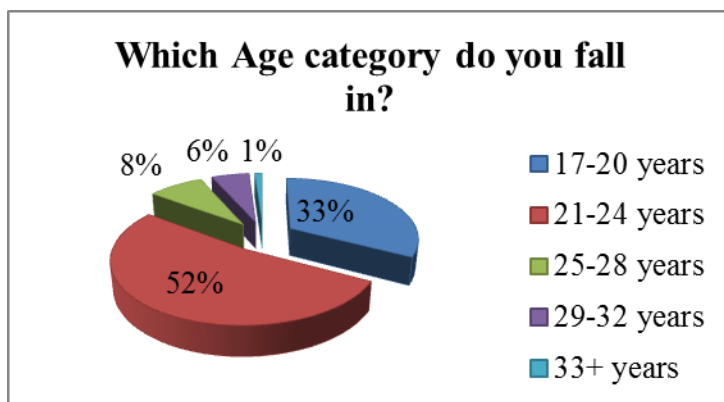


Figure 4.1: Age

Figure 4.1 above illustrates that the majority of the sample respondents (52%) fell into the 21 to 24 year old age category. The 17 to 20 year old age category was made up of 33% of the respondents, while the 33+ years age category had the lowest response of 1%. The response rate in relation to age was very good. According to the population estimates by Statistics South Africa (2010:14), the population of 15-29 year olds in the KZN province was 3 313 300. In this study, the researcher looked at respondents aged 17 - 33+ years. This might have had an effect on the results because 1% of the respondents were 33+ years and these respondents might have been outside the suggested age range for Generation Y.

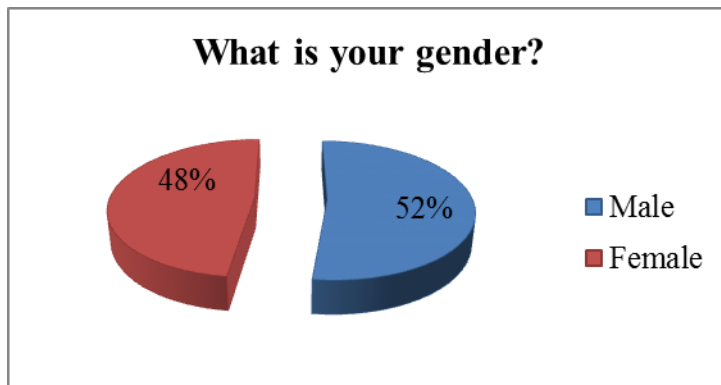


Figure 4.2: Gender

Figure 4.2 above reveals that 48% of the respondents were female and 52% were male. As gender is a very important aspect of market segmentation, the researcher tried to achieve gender representation in this research with quota sampling being applied. However, gender was not equally represented because there were three data collectors. However, in comparison with the age profile, according to Statistics South Africa (2010:14) records, the response rate was very closely correlated with the ratio of KZN residents' genders.

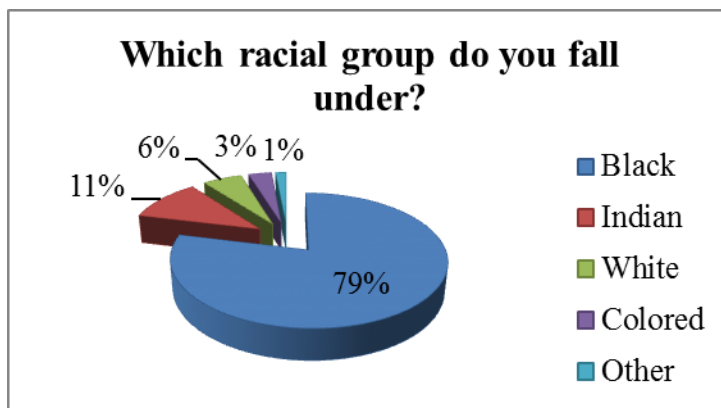


Figure 4.3: Race

When looking at racial categories, Figure 4.3 above indicates that the majority of participants (79%) were Black, followed by Indian (11%), White (6%) and Colored (3%) participants. Although the researcher attempted to represent racial profiles equally, this once again proved difficult because of different data collectors being used.

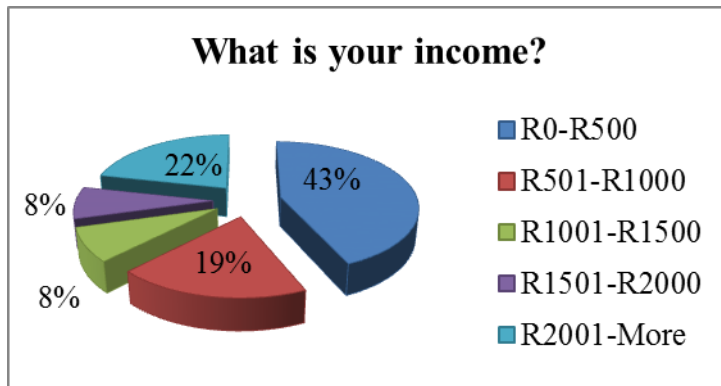


Figure 4.4: Income

Figure 4.4 above indicates that most respondents (43%) fell in the R0 to R500 income category, while 19% were in the R501 to R1000 income category. A total of 8% of the respondents fell into the R1001 to R1500 income category, and a further 8% fell into the R1501 to R2000 category. The remaining 22% fell into the R2001 and more income category. Income categories were part of the pilot process but these are not comparable to income ranges used by the national Census, for example the scales were lower because of targeting students and young professionals.

4.3 Frequencies

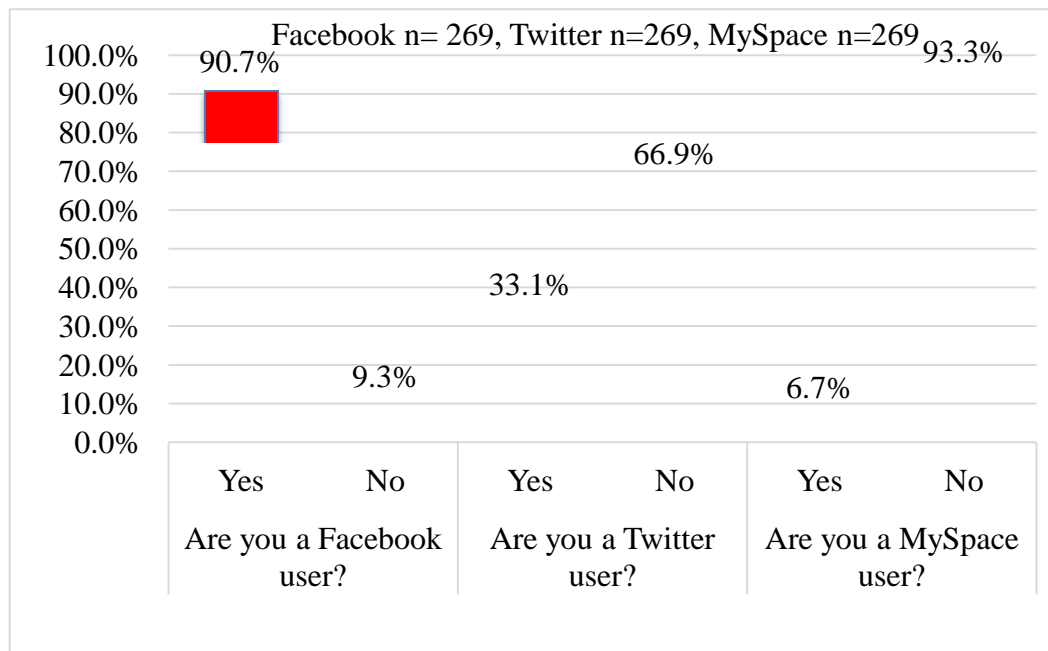


Figure 4.5: Are you a Facebook, Twitter or MySpace user?

From the data presented above it is evident here (Figure 4.5) that the majority of those in the study are Facebook users, in contrast to the other Social media in the study. Therefore, because the Generation Y respondents in the sample are predominantly Facebook users, Facebook could be deemed to be a more effective social medium in helping marketers to promote and build their products or brands.

According to the results presented above, a very small sample size (18 users) of MySpace users is acknowledged which makes further analysis difficult. No further discussion and analysis will be done using MySpace data. Caution should also be exercised in relation to Twitter data because there were only 89 respondents.

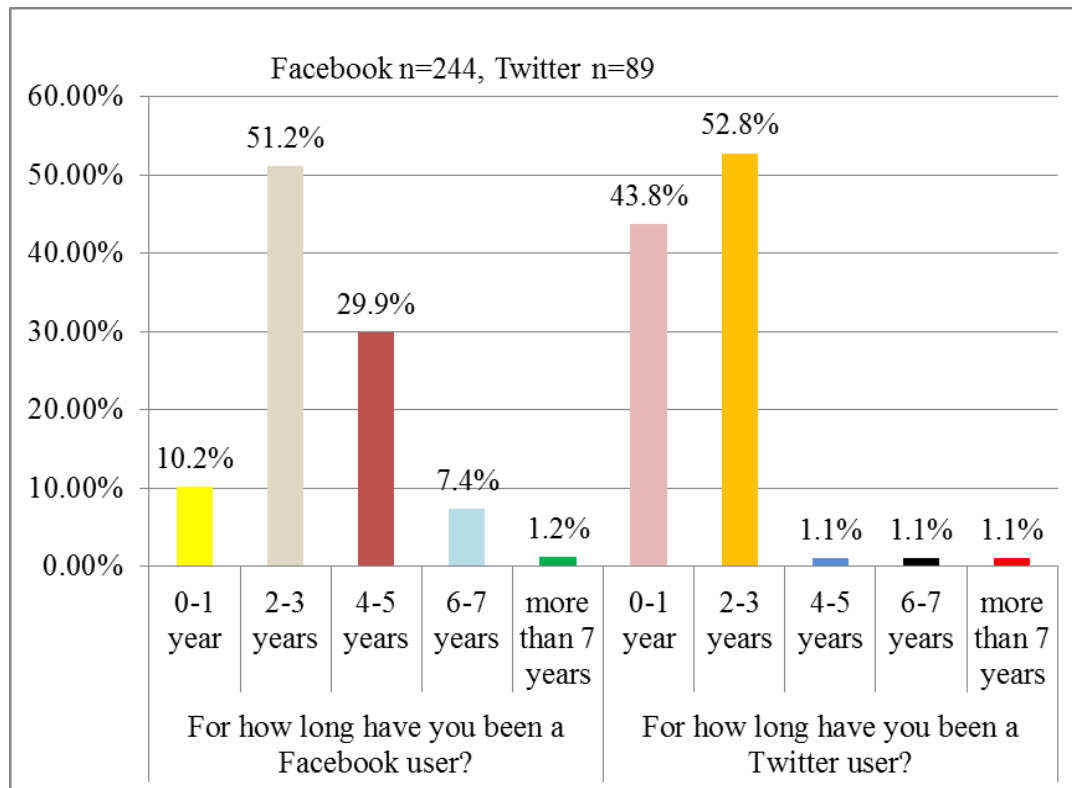


Figure 4.6: For how long have you been a Facebook or Twitter user?

From the data presented above (Figure 4.6), it would appear that the respondents had used Facebook for a longer time period than Twitter, with reference to the category 4-5 years. The implication here is that the longer a medium has been used, the more familiar respondents become with it.

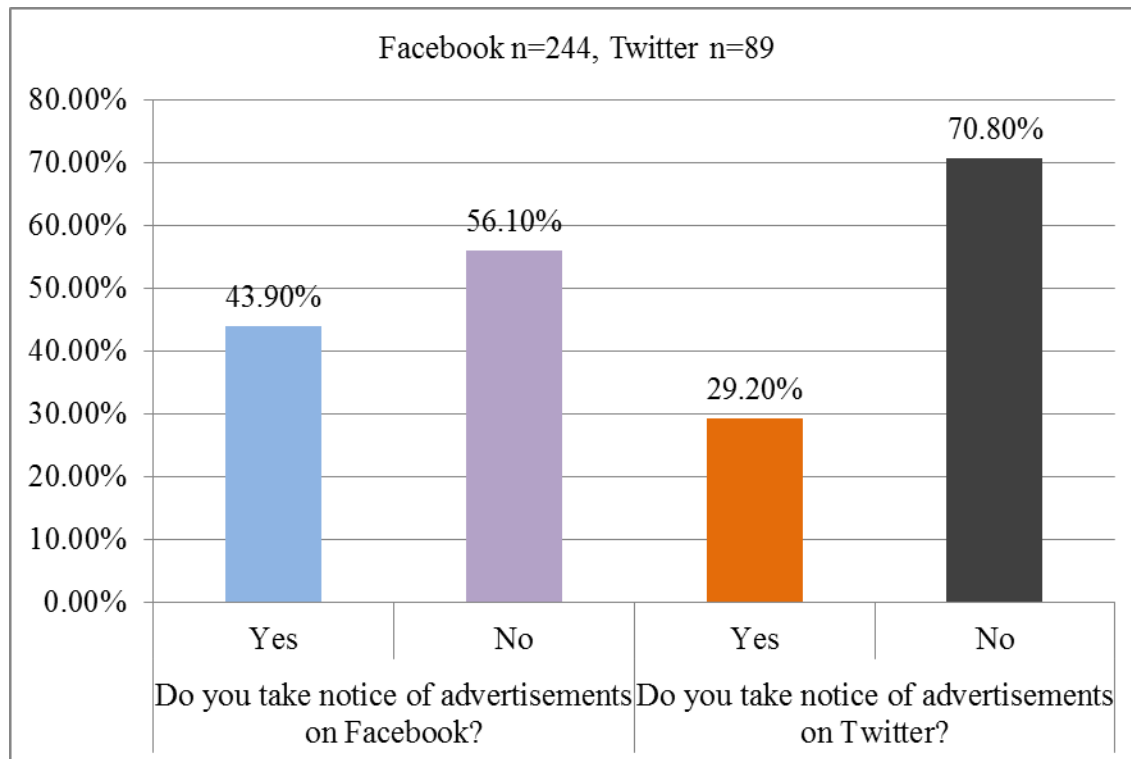


Figure 4.7: Do you take notice of advertisements on Facebook or Twitter?

Figure 4.7 above reveals that 43.9% of respondents who use Facebook do take notice of advertisements on Facebook, while a majority 56.1% indicated that they do not take notice of advertisements on Facebook. The findings show that more than half of the Facebook respondents do not take notice of advertisements on Facebook.

It is evident (from Figure 4.7) that the majority (70.8%) of Twitter user respondents reported not taking notice of advertisements on Twitter, while the remaining 29.2% of Twitter user respondents indicated that they do. The fact that such a significant number of respondents reported not taking notice of advertisements on Twitter suggests that marketers should be cautious when using Twitter to advertise their brands.

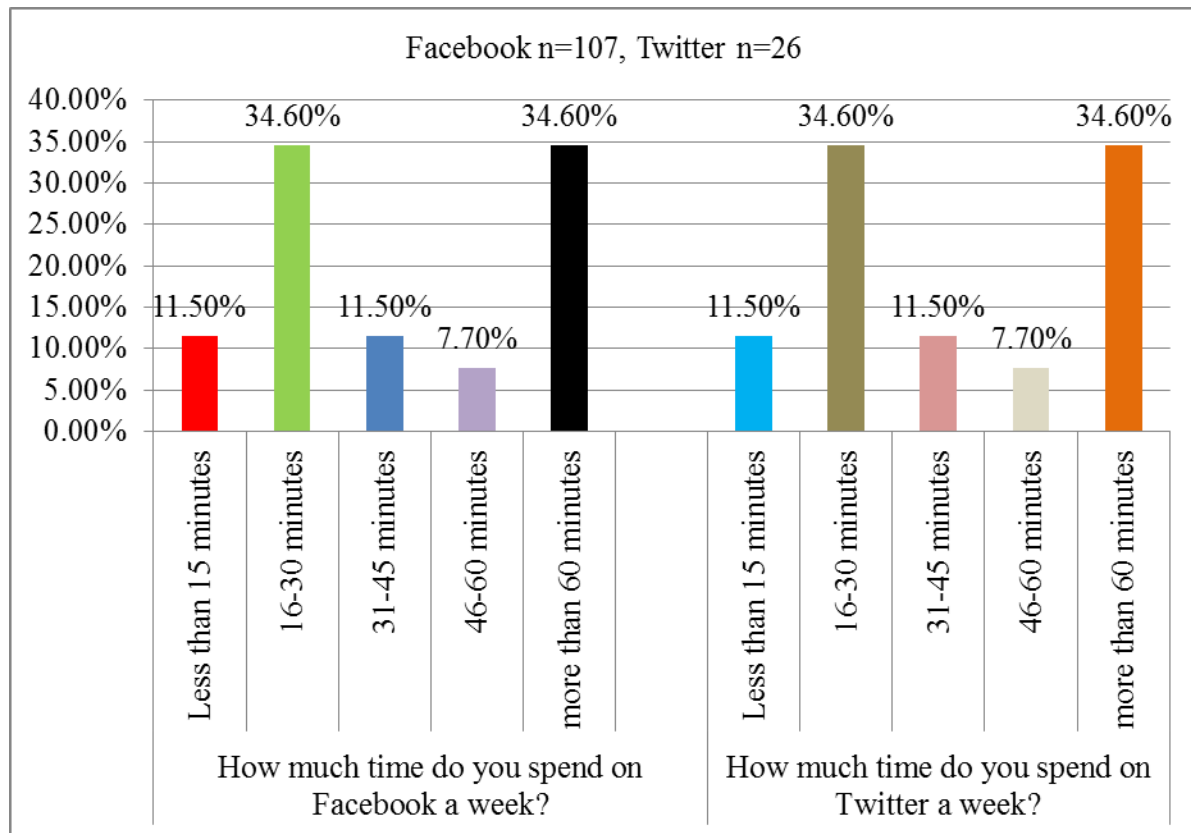


Figure 4.8: How much time do you spend on Facebook or Twitter?

In Figure 4.8, most (43.0%) respondents who use Facebook spend more than 60 minutes on Facebook a week and 11.2% spend 46-60 minutes on Facebook a week.

Figure 4.8 above shows that 34.6% of the respondents who use Twitter spend 16 to 30 minutes on Twitter a week and a further 34.6% of the respondents spend more than 60 minutes on Twitter a week.

The response rate on the findings that follow decreased for Facebook (n= 107) and for Twitter (n=26). Hence, Facebook and Twitter percentages should not be equated.

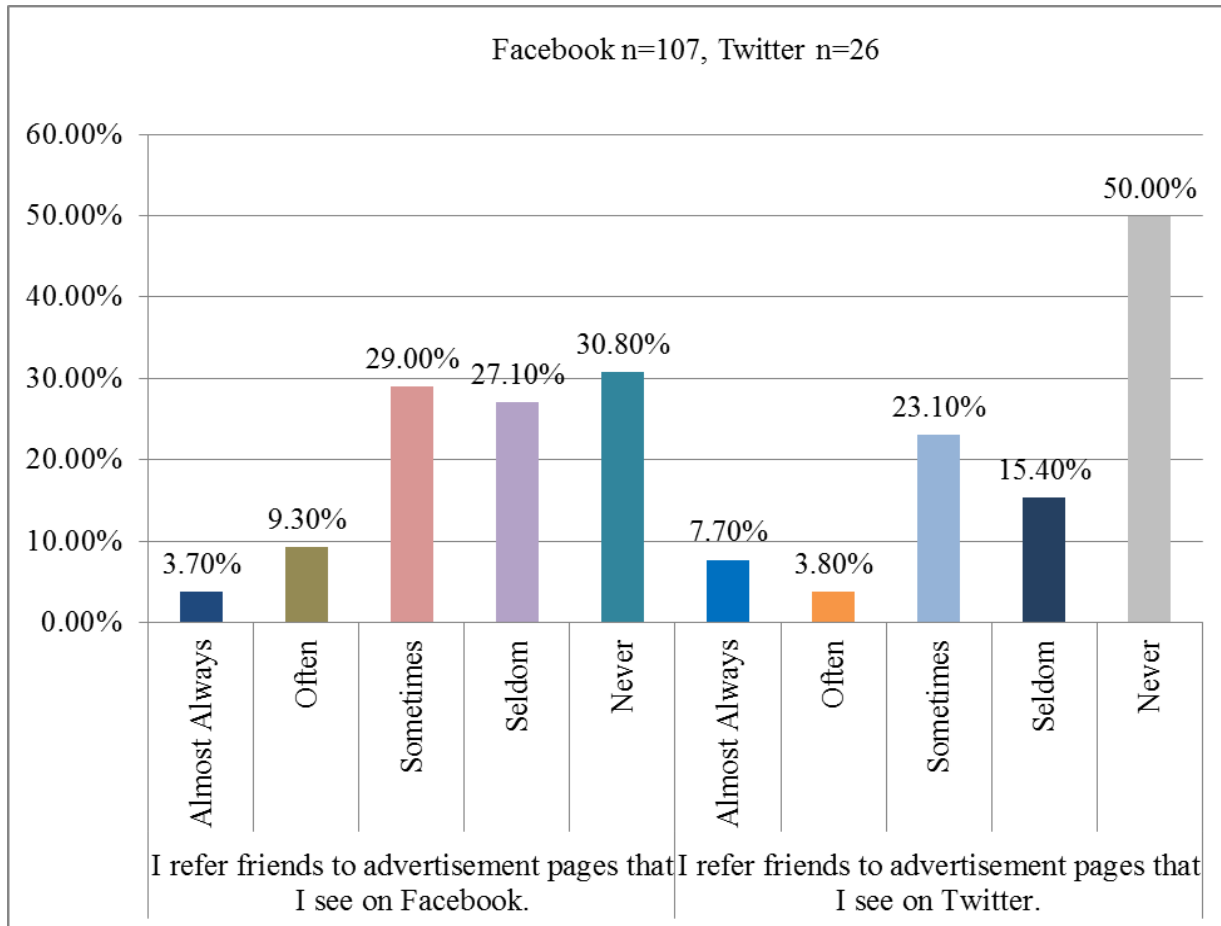


Figure 4.9: I refer friends to advertisement pages that I see on Facebook or Twitter

In Figure 4.9 above, firstly, it is apparent that the majority (30.8%) of Facebook user respondents does not refer friends to advertisement pages they see on Facebook and 27.1% seldom refer friends to advertisement pages they see on Facebook. The findings reveal that marketers cannot rely on consumers that are Facebook users to aid in brand awareness because only 3.7% almost always refer friends to advertisement pages they encountered on Facebook.

Figure 4.9 above reveals that 50.0% of Twitter user respondents never refer friends to advertisement pages they see on Twitter. In contrast, 23.1% of Twitter user respondents indicated that they sometimes refer friends to advertisement pages they see on Twitter. This indicates that consumers that are already actively interacting with brands online cannot assist in creating more brand awareness because few refer others to advertisement pages that they see on Twitter.

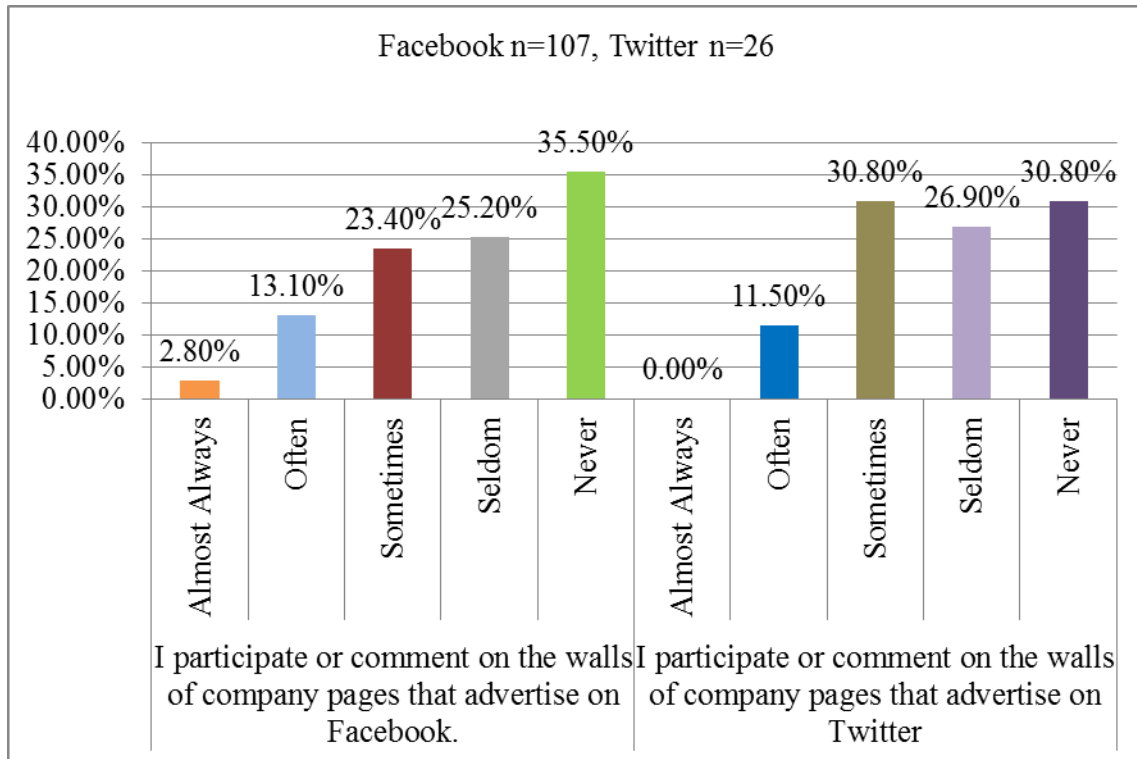


Figure 4.10: I participate or comment on the walls of company pages that advertise on Facebook or Twitter

Figure 4.10 above reveals that 35.5% of Facebook user participants never participate or comment on the walls of company pages that advertise on Facebook. It can be seen that only 11.5% of Twitter user respondents often participate or comment on the walls of company pages that advertise on Twitter. A total of 30.8% never participate or comment on the walls of company pages that advertise on Twitter.

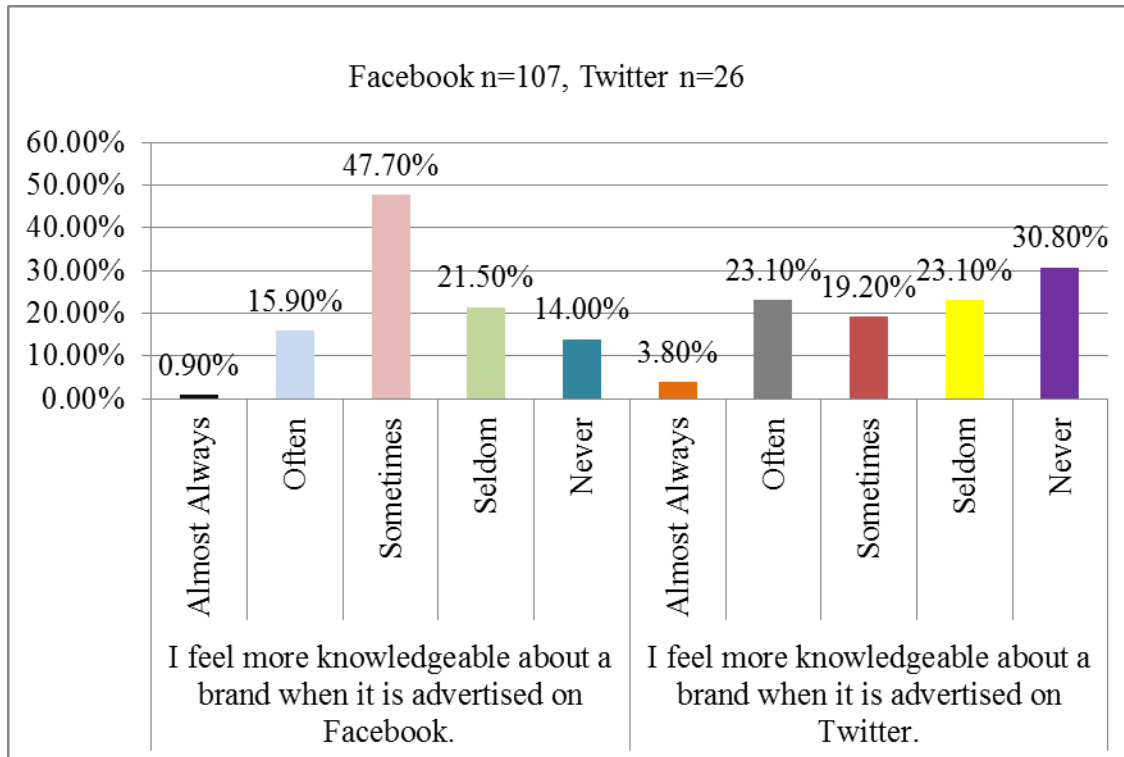


Figure 4.11: I feel more knowledgeable about a brand when it is advertised on Facebook or Twitter

In Figure 4.11 above, 47.7% of Facebook user respondents indicated that they sometimes feel more knowledgeable about a brand when it is advertised on Facebook. Secondly, 30.8% of Twitter user respondents reported never feeling more knowledgeable about a brand when it is advertised on Twitter. It appears that to some extent Twitter does assist in creating knowledge.

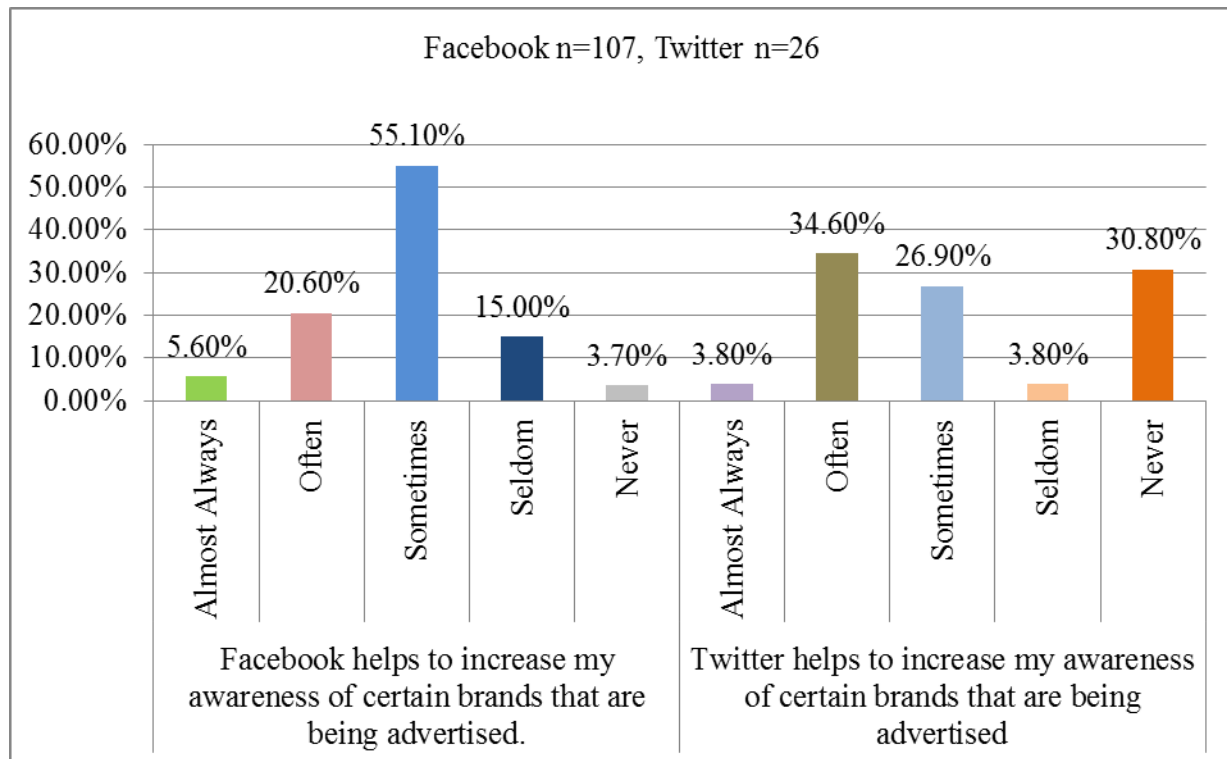


Figure 4.12: Facebook or Twitter helps to increase my awareness of certain brands that are being advertised

In Figure 4.12 above it is evident that 20.6% of Facebook user respondents indicated that they often felt that Facebook helps to increase their awareness of certain brands that were being advertised. Secondly, 34.6% of Twitter user respondents felt that Twitter often helped to increase awareness of certain brands that were being advertised. Thirdly, 26.9% of respondents that used Twitter felt that Twitter sometimes helped to increase awareness of certain brands that were being advertised.

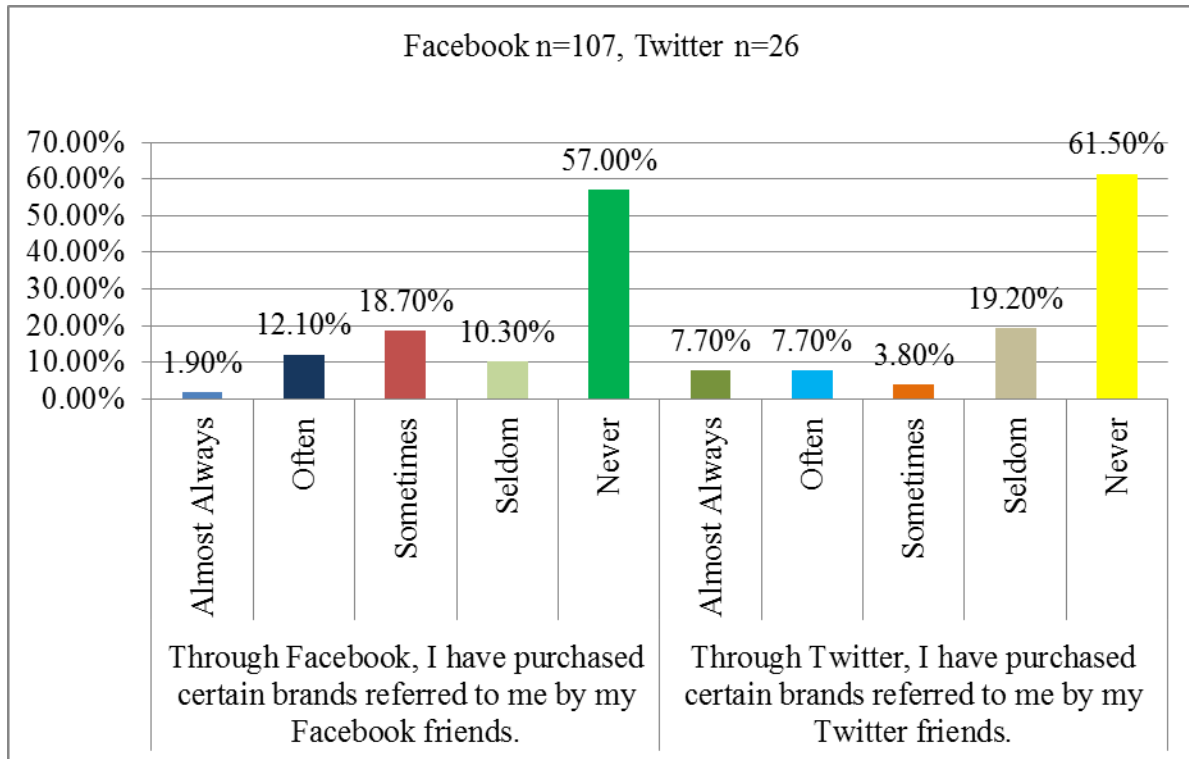


Figure 4.13: Through Facebook or Twitter I have purchased certain brands referred to me by my Facebook or Twitter friends

Figure 4.13 above reveals that 57.0% of Facebook user respondents indicated that they have never purchased certain brands referred to them by their Facebook friends. In addition, through Twitter, 57.7% of Twitter user respondents indicated that they have never purchased certain brands referred by Twitter friends.

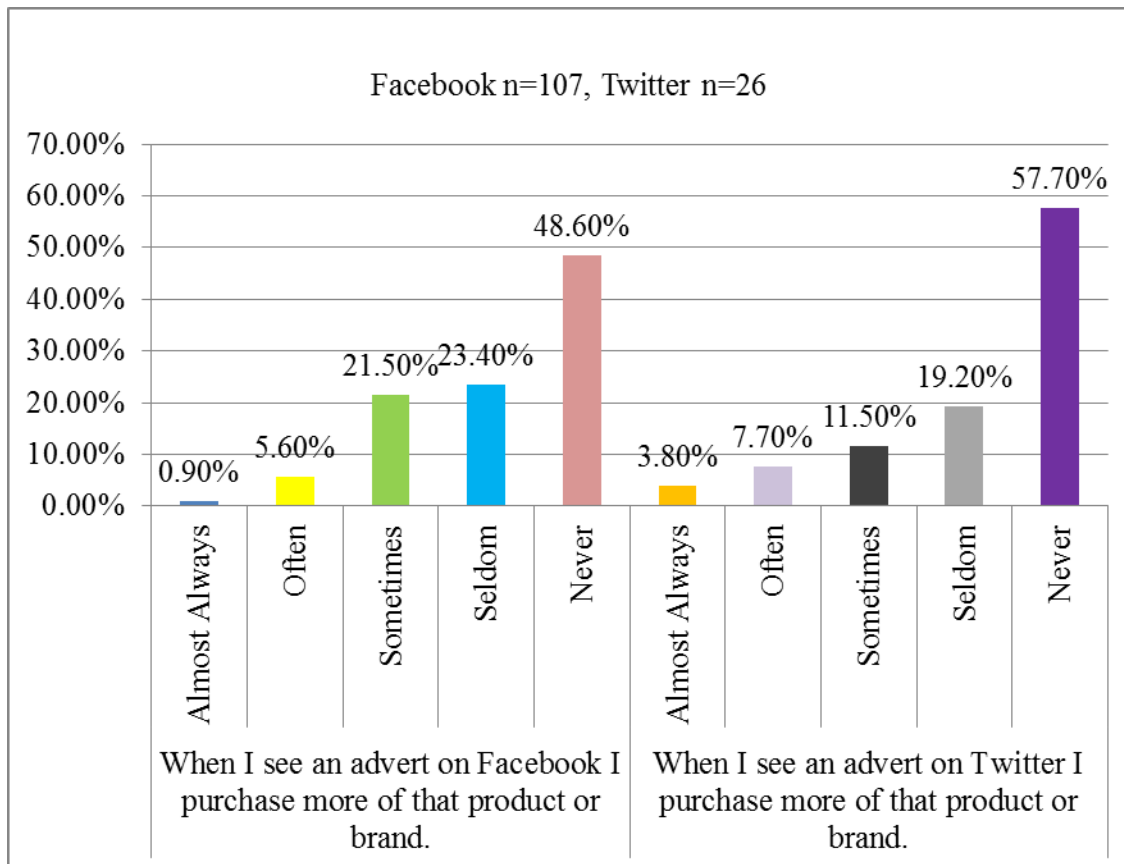


Figure 4.14: When I see an advert on Facebook or Twitter I purchase more of that product

Figure 4.14 above reveals that 21.5 % of Facebook user respondents indicated that they sometimes have purchased more of a particular product or brand after having seen it on Facebook. It is evident that Facebook does play a role in increasing awareness of brands that are being advertised. The results also suggest that Facebook does play a role in creating purchasing intent. In addition, 11.5% of Twitter user respondents indicated that when they see an advert on Twitter they sometimes purchase more of that product or brand. From this perspective, it can be deduced that Twitter plays a role in creating purchasing intents. Twitter plays a role in creating brand awareness, knowledge and purchasing but when compared to Facebook the results indicated that Twitter plays a lesser role.

Table 4.1: Descriptive analysis for Questions 1, 2, 3, and 4 (Section D)

		Count	Percentage
How much time do you spend reading a newspaper a day?	Less than 30 minutes	191	71.0%
	31-60 minutes	56	20.8%
	61-90 minutes	13	4.8%
	91-120 minutes	6	2.2%
	more than 121 minutes	3	1.1%
	Total	269	100.0%
How much time do you spend listening to the radio a week?	Less than 30 minutes	87	32.3%
	31-60 minutes	55	20.4%
	61-90 minutes	40	14.9%
	91-120 minutes	25	9.3%
	more than 121 minutes	62	23.0%
	Total	269	100.0%
How much time do you spend watching television a week?	Less than 30 minutes	43	16.0%
	31-60 minutes	47	17.5%
	61-90 minutes	45	16.7%
	91-120 minutes	45	16.7%
	more than 121 minutes	89	33.1%
	Total	269	100.0%
How much time do you spend reading a magazine a week?	Less than 30 minutes	163	60.6%
	31-60 minutes	61	22.7%
	61-90 minutes	27	10.0%
	91-120 minutes	12	4.5%
	more than 121 minutes	6	2.2%
	Total	269	100.0%

Table 4.1 above reveals that 71.0% of respondents spend less than 30 minutes reading a newspaper a day and a further 20.8% spend 31-60 minutes on the same activity. 32.3% spend less than 30 minutes listening to the radio a week. A similar proportion of 33.1% spend more

than 121 minutes watching television a week and 60.6% report spending less than 30 minutes reading a magazine a week. When examining the above Table, with reference to findings on Figure 4.8 it gives a clear indication that compared to Facebook and Twitter the respondents spend more of their time watching television. From the results it can be assumed that television is the most preferred traditional media, while Facebook is the most preferred Social media (the newspaper was rated in daily terms because most newspapers are daily newspapers).

Table 4.2: Descriptive analysis for Question 5 (Section D)

		Count	Percentage
Advertisements on traditional media influence my purchasing behavior more compared to the Social media.	Almost Always	79	29.4%
	Often	58	21.6%
	Sometimes	78	29.0%
	Seldom	30	11.2%
	Never	24	8.9%
	Total	269	100.0%

Table 4.2 above indicates that 29.4% of the respondents felt that advertisements on traditional media almost always influence their purchasing behaviour more, compared to Social media. A further 21.6% indicated that advertisements on traditional media often influence their purchasing behaviour more than Social media. A 29.0% proportion felt that advertisements on traditional media sometimes influence their purchasing behaviour more, compared to Social media and a further 8.9% indicated that advertisements on traditional media never influence their purchasing behaviour more compared to Social media. Overall, the majority of the respondents revealed that advertisements on traditional media influence their purchasing behaviour more than Social media. It can thus be inferred that traditional media have more influence on the purchasing intent of Generation Y consumers compared to Social media.

Table 4.3: Descriptive analysis for Questions 6, 7 and 8 (Section D)

		Count	Percentage
Gives more information about the brand.	Traditional media	206	76.6%
	Non-traditional media (Social media)	63	23.4%
	Total	269	100.0%
Presents information about the brand clearly.	Traditional media	198	73.6%
	Non-traditional media (Social media)	71	26.4%
	Total	269	100.0%
I get to experience the brand.	Traditional media	173	64.3%
	Non-traditional media (Social media)	96	35.7%
	Total	269	100.0%

In Table 4.3 presented above, 76.6% of the respondents felt that traditional media gives more information about the brand than Social media. Similarly, 73.6% indicated that traditional media present information about the brand clearly, and 64.3% expressed the opinion that traditional media enable them to experience the brand. The results indicate that, compared to Social media, traditional media play a role in brand awareness, presentation of the brand, purchase and brand experience.

4.4 Chi-Square test

The chi-square test included the goodness of fit test. In order to determine the statistical significant differences in respondents' answers to whether they participate or comment on company pages that advertise on Facebook, Twitter and MySpace, a chi-Square test was performed (Appendix B: Table B.2.26, Table B.2.233 and Table B.2.38). This tested whether the 5 response options were selected equally or whether there was significant choice or lack of choice for any particular response. This was done by using the exact test to get absolute accuracy. For Facebook and Twitter it can be concluded that significantly fewer than expected respondents 'almost always' and for Facebook, more than expected responded 'never'.

4.5 Summary

This chapter presented the results of the study. The following chapter will be discussing the results in relation to the literature. The analysis of the data will be made by linking the theory, findings and research objectives of this study.

CHAPTER 5

DISCUSSION OF RESULTS

5.1 Introduction

The previous chapter focused on the presentation of the findings. In this chapter, the empirical findings will be discussed in accordance with the literature. The main aim is to determine the extent to which the research question was answered.

5.2 Empirical findings

5.2.1 Research Objective 1:

To determine the possible role of Social media in research to improve on selected aspects of brand building, e.g. awareness, knowledge and purchase, with special reference to Generation Y.

Figure 4.7 revealed that 43.9% of 244 Facebook user respondents do take notice of advertisements on Facebook, while a majority 56.1% of 244 Facebook user respondents indicated that they do not take notice of advertisements on Facebook. The findings show that more than half of the Generation Y Facebook respondents do not take notice of advertisements on Facebook. Facebook allows businesses to interact with both current and prospective customers, eradicating the wasted audience common with other forms of advertising; taking advantage of the huge audience while targeting the marketing message to a specific audience (Bartash, 2013, paragraph 3). The argument establishes that marketers must not only look at the number of audience members that they have on Facebook, but must establish how many of these audiences do take notice of their brands on Facebook.

In Figure 4.9 it was evident that 30.8% of the 107 Facebook respondents never refer friends to advertisement pages they see on Facebook. According to the results of this study, 29.00% indicated that they sometimes refer friends to advertisement pages they see on Facebook. Firstly, this has an implication for brand awareness because if Facebook users do not refer advertisement

pages to their friends that they see on Facebook the friends will not be aware of these advertisements. Hence, brand knowledge and awareness will not occur.

Secondly, 47.7% (Figure 4.11) of 107 Facebook respondents indicated that they sometimes feel more knowledgeable about a brand when it is advertised on Facebook. Advertising and brand awareness are possible through Facebook (Silberman, 2011:18). To a certain extent, the findings support the claims mentioned by Silberman above because close to half of the Facebook respondents reported feeling more knowledgeable about a brand when it is advertised on Facebook.

Thirdly, it is evident that 20.6% (Figure 4.12) of 107 Facebook respondents indicated that they often feel that Facebook helps to increase their awareness of certain brands that are being advertised. This supports the argument that Social media websites can be utilized as a means to connect with customers and increase brand awareness (Cormack, 2013, paragraph 3). These findings make it evident that Facebook has the ability to enable brand awareness.

Finally, the results in Figure 4.13 revealed that 57.0% of 107 Facebook respondents indicated that they have never purchased certain brands referred to them by their Facebook friends. Similarly, 48.6% (Figure 4.14) of 107 Facebook respondents indicated that they never purchased more of a particular product or brand after having seen it on Facebook. In her argument, Porterfiend (2014, paragraph 8) asserts that businesses must focus on customers that are paying attention to the advertising campaigns and be able to note which customers are generating profit. The findings establish that since 43% of the respondents have purchased certain brands referred to them by their Facebook friends this presupposes that marketers can use Facebook to advertise their brands.

While 43.9% of the Facebook users in this research reported that they do take notice of the advertisement pages on Facebook, Facebook definitely seems to increase awareness at least some of the time as well as increases brand knowledge. According to the AIDA model, Facebook has the ability to create brand awareness and at the awareness level, comments, conversations, interaction and valuable content to share, are key measures (No Author, 2015,

paragraph 1).

However, when it comes to action, only 3.7% almost always refer friends to advertisement pages they see on Facebook. In the AIDA model, action is possible through Social media only if the Social media page is linked to the company website (No Author, 2015, paragraph 6 & 7). This agrees with the Figure 4.13 findings of this study because the findings also revealed that a fewer number of Facebook respondents make purchases through Facebook. The finding indicates that, to some extent Facebook seems to assist in brand building amongst these Generation Y respondents.

According to Figure 4.7 the 70.8% of 89 of Twitter respondents reported not taking notice of advertisements on Twitter, while the remaining 29.2% indicated that they do. The fact that such a significant number of respondents reported not taking notice of advertisements on Twitter suggests that marketers should not use Twitter to advertise their brands.

Figure 4.9 revealed that 50.0% of 26 Twitter respondents never refer friends to advertisement pages they see on Twitter. In addition, 23.1% (Figure 4.9) of 26 Twitter respondents indicated that they sometimes refer friends to advertisement pages they see on Twitter. This indicates that consumers that are already actively interacting with brands online cannot assist in creating more brand awareness because few refer others to advertisement pages that they see on Twitter.

In addition, 30.8% (Figure 4.11) of 26 Twitter respondents reported never feeling more knowledgeable about a brand when it is advertised on Twitter. The findings indicated that, to some extent, Twitter does assist in creating knowledge.

Moreover, 34.6% (Figure 4.12) of 26 Twitter respondents felt that Twitter often helps to increase awareness of certain brands that are being advertised. 26.9% of 26 Twitter respondents felt that Twitter sometimes helps to increase awareness of certain brands that are being advertised. Ramler (2013, paragraph 3) argues that, “Social media is a great tool to build brand awareness, build trust in your brand, engage with your customers and fans, share your company's passions and build loyal communities”.

The findings indicated that, through Twitter, 57.7% (Figure 4.13) of 26 Twitter respondents indicated that they have never purchased certain brands referred by Twitter friends. Further, 57.7% (Figure 4.14) of 26 Twitter respondents indicated that they never purchased more of a particular product or brand after having seen it on Twitter. In another study, the research showed that 15% of people trust adverts and 72% trust what other people tell them about products during online conversations because people tend to have built relationships and trust within each social network (Patricios, 2009, paragraph 4). From this perspective, it can be deduced that Twitter plays a role in creating purchasing intents.

“Through Twitter, one can build a loyal customer base and build brand awareness when it is integrated into existing marketing strategies” (Comm, 2009:1). Schawbel (2013, paragraph 2) points out that Twitter has the ability to build a brand which can be showcased in a very large and growing audience. Twitter plays a role in creating brand awareness, knowledge and purchasing but when compared to Facebook the results indicated that Twitter plays a lesser role.

The findings do not agree with Wu (2010, paragraph 6) who contends that brand awareness is more effective on Social media if consumers are aware of the brand’s existence. The findings uncovered that Social media users are aware of brands when they are advertised. From these findings, it is seen that marketers can effectively use Social media to increase brand awareness when targeting Generation Y consumers.

Other studies have found that, “Social media has a positive effect on whether people are likely to recommend a brand to others and loyalty, with Social media acting to turn once-off buyers into repeat purchasers of their product” (Cormack, 2013, paragraph 3). Similarly, in this study it was also discovered that Social media does have a positive effect on product purchases because some respondents reported having purchased brands that are recommended or referred to them by Social media friends.

In this study Facebook and Twitter users gave an indication that the majority of Generation Y consumers never refer friends to advertisement pages they see on these Social media sites. This could have an impact on the number of consumers that can be exposed to the brand.

In summary, in this study it was found that brand referrals from friends on Social media have a positive influence on purchasing behavior. The findings of this study also agree with Grimes (2013, paragraph 4) that, “referrals from friends have also proved to have a significant impact on typical buying behaviour, and for this reason social influence is why marketers get excited about the potential of social networks”.

Hall (2013, paragraph 1) alludes to the goal of Social media marketers being to create brand awareness, because millions of people are engaging through Social media channels on a daily basis. The results of this study also indicated that consumers have trust in what their Social media friends refer them to purchase. Furthermore, the results corroborate the findings of the study conducted by van Landingham Smithem (2013, paragraph 2). The research claimed that, “90 percent of consumers trust referrals via Social media more than they trust claims in advertisements; consumers actually use customer-posted reviews on the web and the fact is that products that have received 50 or more reviews have 65% greater returns” (van Landingham Smithem, 2013, paragraph 2).

In this study it has been indicated above that participants felt that Social media do play a role in creating purchases, knowledge and awareness. In a research study which involved 12 603 people between the ages of 18-24 years from 26 countries, it was revealed that 28% of the respondents said they talked about a brand on their social sites (Qualman, 2011:59). Qualman (2011:172-173) also reports that, “in a 2008 survey done by Razorfish -‘The Razorfish consumer experience reports’ 76% of the 1,006 people surveyed said they did not mind seeing ads while they logged-in to Facebook and MySpace, or other Social media sites, 40% of the respondents said they made purchases after seeing those ads”. This has an implication on brand building because it shows that the majority of the respondents do take notice of advertisements on Social media. Therefore, Social media can be utilised to increase performance of the brand because since there is some level of awareness of brands on Social media, marketers can use Social media to advertise their brands to create awareness, knowledge and purchases.

The findings of this study indicate that Social media do contribute positively to the performance and hence building of a brand when targeting Generation Y. The findings of this study, however,

do not agree with the findings discovered by Green (2013, paragraph 3) that “70% of consumers suggested that Social media did not have any impact on their purchase decision”. The results indicated that purchases can transpire through the impact of Social media.

This research also uncovered that there is a certain degree of brand awareness created through Social media. This indicates that marketers can create brand awareness in the process of brand building.

Finally, respondents become knowledgeable about brands when advertised on Social media. This finding has a positive implication on brand building because Social media can be used in the process of brand building to create brand knowledge.

The relevant findings pertaining to Research Objective 2 will be addressed hereunder.

5.2.2 Research Objective 2:

To investigate whether Social media can help in contributing positively to customer relationships compared to traditional media, thereby assisting in brand building with special reference to Generation Y.

Results of this study provide an indication that some of the respondents do participate on the wall of the company pages that advertise on Social media sites. Sashi (2012:253) discusses that “the arrival of the Internet and in particular the interactive features of Web 2.0 in recent years have led to an explosion of interest in customer engagement, the opportunities presented by Social media to help build close relationships with customers seem to have excited practitioners in a wide variety of industries worldwide”. Since consumers are participating, companies are able to interact with customers on social networking sites and can build relationships with them, but they cannot solely rely on Social media because few respondents interact with brands online.

Engaging with consumers goes beyond awareness, purchase, satisfaction, retention and loyalty; it represents the development of relationship marketing (Sashi, 2012:255). It can be pointed out that, since some consumers do participate with brands online, brand awareness is the key to

participation because if consumers are not aware of brands that are advertised on Social media sites they cannot interact with them. In contrast, if consumers are aware of brands on social networking sites, marketers will be able to build strong relationships with consumers using these platforms. This brings to attention that marketers must not ignore the percentage of consumers that spend time on Social media and those that participate on the walls and pages of companies advertising on Social media.

Table 4.1 revealed that 20.8% spend less than 31-90 minutes reading a newspaper a day, while 20.4% spend 31-60 minutes listening to the radio a week, 17.5% spend 31-60 minutes watching television a week and 22.7% report spending less than 31 to 60 minutes reading a magazine per week. When examining the findings, it gives a clear indication that compared to Social media the respondents spend more of their time on traditional media. From the results it can be assumed that television is the most preferred traditional medium and Facebook is the most preferred social medium (the newspaper was rated in daily terms because most newspapers are daily newspapers).

“With consumers spending more and more time in the Social media realm, an increasing share of communication occurs within these new social network environments, which means that brand related interactions and exposure to marketing campaigns increasingly take place within Social media and the emerging communication setup has thereby transformed consumers from being passive participants in marketing to being active creators and influencers and has shifted some power over brands directly to the consumer” (Hutter et al., 2013:342-345). The findings of this study indicate that more time is spent on traditional media compared to Social media. This has an implication for the approach that marketers must use when trying to reach this specific target market. This means that marketers must ensure that they use the time spent by Generation Y consumers on Social media very productively because Generation Y respondents have indicated that they do interact with brands on Social media sites. By building relationships with customers through interactions on Social media, companies will be able to understand consumers’ perceptions about their brands which can assist in brand building.

Table B.2.26 and B.2.33 (See Appendix B) reveal that firstly, the mean is 3.78 and median is 4.00 for the statement relating to participating or commenting on the walls of company pages that advertise on Facebook. Secondly, the mean is 3.77 and median is 4.00 for “I participate or comment on the walls of company pages that advertise on Twitter”. The results indicate that the average value is almost the same for all responses. Therefore, Facebook and Twitter can be seen as appropriate Social media sites to utilize to build relationship with Generation Y consumers. For Facebook and Twitter it can be concluded that significantly fewer than expected responded ‘almost always’.

“Using Social media, organizations can forge relationships with existing as well as new customers and form communities that interactively collaborate to identify and understand problems and develop solutions for them, these interactions change the traditional roles of both seller and customer in exchange relationships” (Sashi, 2012:255). The findings of this study highlight that through traditional media and Facebook, marketers can be able to develop customer relationships. Bharwada (2010, paragraph 1 & 2) indicates that loyal customers tend to purchase more and usually recommend the brand to other customers, hence building customer relationships is important.

In summary, it is evident that marketers cannot use Social media alone to enhance customer relationships because although the results indicated that some respondents do participate on the walls of social networking sites of company pages that advertise, the sample of Generation Y consumers included in this study spend more time using traditional media compared to Social media. In this regard it is seen that Social media makes a lesser contribution in building customer relationships. According to the results of this study, Social media alone cannot enhance customer relationship management.

The following discussion contains the analysis relevant to Research Objective 3.

5.2.3 Research Objective 3:

To determine whether Social media can be used to gather information about selected aspects of a brand from Generation Y to help in creating brand awareness, knowledge, building customer relationships and brand building.

According to Figure 4.10, 30.8% of the respondents sometimes participate or comment on the walls of company pages that advertise on Twitter. Companies can benefit by using the information written by consumers to build their brand because some respondents do participate or comment on the walls of company pages that advertise on Social media. The information shows that users of social networking sites post can benefit companies because it will give an indication of how the brand is perceived and where to improve. “Unlike traditional media, which offers a one-way experience (in which media outlets broadcast information for public consumption), Social media offers a two-way interactive experience” (Merrill et al., 2011:1).

Moreover, Merrill et al. (2011:1) argue that, in Social media, unlike advertisements on traditional media, consumers are able to interact directly with brands. This interaction is very valuable and can assist marketers in collecting data about the perceptions of the consumers about the brands. In addition, if negative comments are posted or incorrect information is being written about the brand, companies have the opportunity to defend the brand and correct such information, as well as perceptions. The findings of this study do indicate that some Social media users do participate with brands online. This can potentially assist marketers in increasing brand building. When consumers interact with brands online, they generate content that has the potential to influence purchasing decisions of their Social media friends (Sashi, 2012:255). The findings of the research conducted by a graduate from the University of Pretoria show that in the South African context, “marketers should be including Social media in their marketing strategies” (Patricios, 2009, paragraph 4). In addition, the findings revealed that participants do spend time on Social media sites. This can assist marketers to spend time interacting with consumers that are online in order to gather information that can be used to build the brand.

The findings of this study revealed that Social media can be utilized to collect information about selected aspects of the brand but because there are few respondents that participate and comment on the walls of Social media sites of companies that advertise, companies cannot use Social media as the only source of such information gathering.

In summary, the results of this study indicated that Social media can be used to gather information about selected aspects of a brand from Generation Y consumers to help in creating brand awareness, knowledge, building customer relationships and brand building, because marketers will be able to use comments made by consumers about the brands on social networking sites, as well as using their user profiles to understand their target market. This does not mean that Social media contributes positively to the performance of the brand but that data can be collected to enable brand building, although this is limited because few respondents interact with brands online.

The following section contains the discussion of the findings and theory in order to address the Research Objective 4.

5.2.4 Research Objective 4:

To determine whether Social media can be used effectively to target Generation Y compared to traditional media.

The results in Table 4.2 indicated that 29.4% of the respondents feel that advertisements on traditional media almost always influence their purchasing behaviour more compared to Social media. The results revealed that the majority of the respondents stated that advertisements on traditional media influence their purchasing behavior more than Social media. It can thus be inferred that traditional media has more influence on the purchasing intent of Generation Y consumers compared to Social media. The results of the study are not in agreement with the statement made by Hawkins et al.(2010:132) that traditional marketing approaches used to target other generations very successfully do not work with younger generations, including Generation Y.

According to Table 4.2, 76.6% of the respondents feel that traditional media gives more information about the brand than Social media. In addition, 73.6% indicated that traditional media present information about the brand clearly. Moreover, 64.3% expressed the opinion that traditional media enable them to experience the brand. The results of this study indicated that, compared to Social media, traditional media play a role in brand awareness, presentation of the brand, purchase and brand experience. The findings differ from Bolton's argument that Social media stimulate engagement which assists in increases in online purchases (Bolton et al., 2013:254). When appealing to Generation Y, the companies have to offer an experience that customers will want to share by concentrating on experiential marketing (Nahai, 2013, paragraph 12). This indicates that marketers must ensure that when they market their brands to Generation Y consumers, they create advertisements that enable consumers to experience their brands.

In this study the results revealed that such traditional approaches that were used to target Generation Y are still effective, based on the fact that the majority of respondents indicated that traditional media allow them to experience the brand more when it is advertised compared to Social media. In addition, Lee (2013, paragraph 8) articulates that television advertising was and remains a major platform for advertising with a relevant and significant impact on brand building and purchases. The findings of this study do not agree with Bolton's argument that it has been seen that referrals of brands on social networking sites are more effective compared to traditional media (Bolton et al., 2013:254).

Other studies have shown that students still trust traditional media, especially radio and television more than the Internet (Sturnman, 2011:4). The results of this study are in alignment with the point made by Sturnman (2011:4) because it was shown in Table 4.2 that most (76.6%) of the respondents chose traditional media as giving more information about the brand when it is advertised. The results also indicate that most (73.6%) of the respondents selected traditional media as presenting the information clearly about the brand when it is advertised. This proves the point made by Hawkins et al. (2010:133) that when targeting Generation Y, it is very important to be creative, especially when it comes to media and promotional themes. This shows that if marketers are opting to use Social media as a channel to target Generation Y consumers; they need to be more creative in order to draw their attention effectively. Again, other research has

shown that younger generations still trust traditional media, especially radio and television, more than the Internet (Sturnman, 2011:4). The results of this study indicated that the majority of the respondents still trust traditional media more compared to Social media because traditional media is more influential.

Table 4.1 revealed that 1.1% spend more than 121 minutes reading a newspaper a day. A total of 23.0% spend more than 121 minutes listening to the radio in a week, while 33.1% reported spending more than 121 minutes watching television a week and 2.2% indicated that they spend more than 121 minutes reading a magazine a week. The analyses give an indication that television and newspaper are the most preferred traditional media. Creating brand identity requires building brand awareness; the brand must be easily recalled and recognized by consumers (Keller, 2001:16). The results of this study differ from the findings of the study conducted by Raghu (2013:41) that Social media should be preferred above traditional media when aiming to create brand awareness. Others suggest that Social media should not be used alone but, rather, companies should strategically integrate marketing using both social and traditional media (Chikandiwa et al., 2013:366). In this study it is also evident that marketers should not use Social media alone because it has been found that Social media does create brand awareness, knowledge and purchasing intent but most respondents felt that traditional media give more information about the brand, present the brand clearly and enable brand experience.

The findings of this study revealed that traditional media communicate the aspects of the brand or products better than Social media, because consumers reported being able to become more knowledgeable about the brand as a result of exposure to traditional media advertising. This is not in alignment with the statement made by Jeffry (2011:1) that marketers are able to communicate better with their consumers and also build relationships with consumers through Social media brands. One can argue that traditional media are more effective than Social media because, according to the findings, Generation Y spends more time on traditional media compared to Social media. Marketers must rely more on traditional media because few Social media user respondents reported taking notice of advertisements on Social media sites, hence trying to build relationships through the social networking sites can be a challenge.

The results of this research show that traditional media is more relevant when targeting Generation Y, because Generation Y is mostly influenced by traditional media. This is in agreement with the argument made by Meehan and Barwise (2010:80) that traditional marketing activities are still relevant and essential in brand building. Also Goldie (2013, paragraph 3 & 4) emphasizes that not all Social media users want to be actively involved with their favourite brands online; as a result, companies need to understand that traditional media still play a role in building and sustaining the brand. According to the findings of this study this is true because Generation Y finds traditional media more relevant in terms of clearly revealing more information about the brand, as compared to Social media. It is seen that traditional media enhance purchasing intent in comparison to Social media.

From the findings of this study, it can be inferred that when targeting Generation Y consumers, companies must still use traditional media because Generation Y is influenced more by traditional media than Social media. Respondents feel an increased awareness of the brand when it is advertised on traditional media compared to the Social media. This makes sense as “brand awareness is usually built through big advertisements on TV, banners and newspapers” (Wu, 2010, paragraph 6).

Based on the results, it is evident that traditional media evoke more trust and brand awareness amongst Generation Y consumers than Social media are able to. On the other hand, Abraham (2013, paragraph 2) indicates that many marketers often assume that Generation Y is less interested in traditional media so companies that are targeting this consumer group must make use of Social media, although these assumptions are not true. In contrast, Fitzgerald (2013, paragraph 2) argues that the best way to reach Generation Y consumers is through Social media, because of high usage. Based on the findings of this study, it is clear that traditional media contribute more positively to building a brand. This indicates that traditional media can be used to target Generation Y more effectively, compared to Social media.

5.3 Overall Conclusion of the study

The study investigated Social media and its contribution to brand building with special reference to Generation Y. The goal of this research was to ascertain whether Social media can help in

leveraging a brand, by determining whether Social media can contribute positively, in any way, to brand building. In addition, the research aimed to discover whether Social media can be used to target Generation Y.

The literature review looked at literature around Social media, social networking, Generation Y, brand building and theory related to the research topic.

Primary data was collected from Generation Y respondents in KwaZulu-Natal. A total of 269 respondents were surveyed; a questionnaire was used as a research instrument. Data was analysed using the Statistical Package for Social Sciences (SPSS).

In accordance with one of the main aims of the study, it was found that Social media do play a role in leveraging a brand, but traditional media are more relevant when targeting Generation Y specifically. This shows that traditional media may be better than Social media in brand building when targeting Generation Y consumers in KwaZulu-Natal.

The following section gives a brief conclusion in relation to each research objective:

The findings for research objective one revealed that Social media do contribute positively to the performance and hence the building of a brand when targeting Generation Y. While 43.9% of the Facebook users in this research reported that they do take notice of the advertisement pages on Facebook, Facebook definitely seems to increase awareness at least some of the time as well as increases brand knowledge. Firstly, there is a certain degree of brand awareness through Social media. Secondly, respondents become knowledgeable about brands when these are advertised on Social media. Finally, the results indicated that purchases can occur as a result of Social media interactions

Research objective two findings discovered that compared to Social media the respondents spend more of their time on traditional media. Based on the findings it can be assumed that television is the most preferred traditional medium and Facebook is the most preferred social medium. Therefore, traditional media are the most effective in terms of building and managing customer

relationships, because most Generation Y respondents spend more time on traditional media than Social media.

Moreover, in research objective three it was found that Social media can be used to collect data about selected aspects of the brand to help in creating brand awareness, knowledge, building customer relationships and brand building. The findings revealed that some Social media users do participate with brands online. This can potentially assist marketers in brand building.

Finally, the findings for research objective four revealed that Social media may be used effectively used to target Generation Y but traditional media is more effective. The findings made it clear that traditional media contribute more positively to building a brand because traditional media evoke more trust and brand awareness amongst Generation Y consumers than Social media are able to.

5.4 Summary

In summary, the results for Research Objective 1 revealed that firstly, purchases can occur as a result of interaction on Social media. Secondly, there is a certain degree of brand awareness which results from Social media. Finally, respondents become knowledgeable about brands when advertised on Social media. Therefore, Social media do contribute positively to the performance and hence the building of a brand when targeting Generation Y consumers.

Results for Research Objective 2 indicated that marketers cannot use Social media alone to build customer relationships because this is where most Generation Y consumers spend time and few respondents participate or comment on the walls of company pages that advertise on Social media. Based on the above findings, traditional media are the most effective when it comes to building and managing customer relationships.

Based on the findings for Research Objective 3, Social media can be used to gather information about selected aspects of a brand from Generation Y consumers to help in creating brand awareness, knowledge, building customer relationships and brand building. The findings can enable marketers to use comments made on the walls of Social media pages about brands to

develop an understanding of how customers perceive their brands and how the brand can be improved.

According to the results of the study findings for Research Objective 4, Generation Y finds traditional media as relevant to them in terms of clearly revealing more information about the brand when it is advertised compared to when the brand is advertised on Social media. In addition, it was seen that traditional media enhance purchasing intent for Generation Y compared to Social media. Consequently, traditional media contribute more positively to building a brand; this indicates that traditional media can be used to target Generation Y more effectively than Social media.

CHAPTER 6

RECOMMENDATIONS, LIMITATIONS AND FUTURE RESEARCH

6.1 Introduction

The preceding chapter provided a discussion of the research findings of this study by linking the theory, findings and research objectives. In this chapter, a conclusion of the study is presented and recommendations are made based on the findings.

6.2 Recommendations

- Social media must be included in the company's marketing strategy but must not be used alone because the findings of this study have revealed that although there is high usage of Social media, traditional media still have more influence on creating brand awareness, with special reference to Generation Y consumers. Borges (2009:114) states that, "the biggest risk in Social media marketing, and one of the most common mistakes companies make, is diving into Social media marketing without a strategy". It can be recommended that, when companies are using Social media to advertise, they must develop a clear strategy first before advertising on Social media sites. They must be clear and consistent about what message they aim to deliver and know how to defend the brand in a case where negative comments are made.
- Organizations must develop strategies that integrate both traditional and non-traditional media. "Integrated marketing communications is increasingly incorporating Social media into the promotional mix to reach consumers on the web and on mobile devices" (No author, 2013, paragraph 7). It can be recommended that companies must not only rely on advertising strategies of traditional media, but should use both traditional and Social media. A strategy integrating both traditional and Social media must be developed in order to avoid communicating different messages about the same brand. This strategy will prevent companies from creating confusion.
- Companies that are targeting Generation Y must focus more attention on using traditional media because the findings revealed that advertisements on these platforms influence their purchasing behaviour more, compared to Social media. The findings of this study also

indicated that Generation Y feels that traditional media advertising present the brand clearly, compared to brand advertisements on Social media. Generation Y respondents in this study also indicated that they feel more knowledgeable about the brand when it is advertised on traditional media compared to when it is advertised on Social media. Sturnman (2011:4) states that the younger generation still trust traditional media, especially radio and television more than the Internet. It can be recommended that companies must use traditional media to target Generation Y.

- When collecting data, companies must not use Social media only because not all users of Social media sites participate on the social networking wall pages of companies. Other means of data collection must also be used (questionnaires, interviews, etc.).
- Companies must know who their target market is before they start advertising on Social media. “One solution is to produce targeted advertisements based on an aggregate collection of customers' shopping behaviors and preferences, at the same time, many companies are treading carefully when using their customers' social data to personalize offers or products” (Aquino, 2012, paragraph 8). One can recommend that companies must engage with customers that have shown interest in their products and must create ways to engage with new customers by looking at their interests in order to avoid negative responses being posted on social networking sites. By looking at consumer behaviour or personal profiles, companies can determine if a particular consumer would be likely to be interested in the brand or not. This can also assist in the process of brand building because marketers will know their brand's target market and be able to deliver a product that meets the needs of consumers.
- Based on the findings of this research, it can be recommended that if marketers want to use Social media to target Generation Y they should focus most of their efforts on Facebook because more Generation Y participants were found to be Facebook users than users of other Social media sites. In addition, compared to Twitter and MySpace, Generation Y consumers reported spending more time on Facebook, thus increasing time and potential for exposure to brand information posted in this social space.

6.3 Recommendations for future research

- A larger sample size could be used in future. This study only focused on KwaZulu-Natal province. Further research could explore other provinces.
- Further studies could be conducted in an area where there is a high usage of Internet because KwaZulu-Natal is a small province compared to the others and it is dominated by rural areas, where Internet usage is very low.
- Other generations could be investigated in order to ascertain whether Social media could be used to target them.
- A random representative sampling method could be used to collect data in order to generalize the results such as simple random sampling, systematic sampling, stratified random sampling and cluster random sampling.
- A similar study can be conducted but including working class respondents and not only students, as well as those within specific income categories.
- More measures can be used as indicators of customer relations not limited to the amount of time spent on a particular medium.
- A study could be conducted where Social media is looked at in a specific industry or for a particular brand.
- A study which looks at different demographic profiles and Social media usage could be conducted.

6.4 Delimitations of the Study

The section that follows addresses the limitations of the study:

- The sample used for the study was made up of Generation Y respondents only; the findings of this study cannot be generalized to other generation groups.
- The sampling method that was used was non-probability sampling which also has an effect on the generalisability of the study because according to Hair et al. (2000:245) in non-probability sampling, “the probability of each element being included in the sample is not known”. Hence, the results cannot be generalised to the rest of the population.
- The study was geographically limited to the KwaZulu-Natal region because of financial and time limitations.

- Only selected aspects of marketing are being investigated in this study.
- The literature relating to the area of Social media is limited because it is a relatively new concept.
- “Brand equity is difficult to measure because much of it depends on consumer perceptions and opinions of a brand” (No Author, 2012, paragraph 1). Since brand equity is difficult to measure, brand building will also be difficult to measure. However, in this study, brand building was looked at in terms of: all the aspects addressed in the questionnaire, e.g. building awareness, knowledge, creating relationships, purchases, etc.
- According to Parameswaran (2008:27), brand building is not a magical remedy for all corporate issues but rather, a process that involves many steps that enable a marketer to charge a premium price. Since brand building is a broad term which can potentially include many variables, this study focused on some specific brand building-related variables and not others e.g. brand awareness, knowledge and customer relationships.
- Three of the respondents fell into the 33+ age category; this might have had an effect on the result because according to Armour (2010:1), Generation Y can generally include those that are born between 1977 and 2002. The narrower definitions put Generation Y as born from 1978 to 1989 (Armour, 2010:1). Hence, these respondents might have been older than the suggested Generation Y age range.
- The available statistics according to Statistics South Africa (2010:14), in their mid-year release for population estimates in KwaZulu-Natal for people who are in the age category for Generation Y (15-29 years) was 3 313 300. This range excluded some of the Generation Y population which is older than 29 years.
- In-depth recommendations which are specific to the industry or a brand could not be made because the study did not focus on any industry or a brand.

6.5 Limitations of the research methodology

For the purpose of this study, the following are the uncontrollable limitations that the researcher encountered:

- The sampling method that was used is non-probability sampling where participants were selected due to their availability during data collection; hence, the findings cannot be

generalised to the wider population.

- Due to time and financial limitations, convenience sampling was used in this study; hence, a survey was not conducted amongst all of the Generation Y population. The conclusion of the study will be based on the interviewed sample.
- There is no universally acceptable instrument to measure brand building; the closest example is the brand equity measurement known as the Customer-Based Brand Equity by Keller (2013, paragraph 1).
- The intended quota sampling method could not be maintained because there were different data collectors; the study had to be represented in terms of gender. The other data collectors did not pay attention to gender representation which led the researcher to be unable use the quota sampling method.
- Only 89 respondents were used for the Twitter sample and 18 were used for MySpace. These resulted in the analysis of these findings becoming problematic because, for example, 10% of Facebook cannot be compared with 10% of Twitter.
- The researcher had anticipated collecting data from both students and young working professionals who fall under the Generation Y category, but because of financial and time limitations, only University of KwaZulu-Natal Generation Y respondents were recruited to participate in the study. Hence, Income profiles were examined.
- In this study, time spent using or engaging with a particular medium in this study was used as a measure for good customer relationship; no other measure was used to determine levels of customer relationships. According to Dubois (2010, paragraph 10) some of the core principles for customer relationship management that any company can utilise is listening to customers, interacting (either via email or face-to-face) and making a customer feel involved.

The following Figure provides a summary of the link between the research objectives, key findings and recommendations of this study.

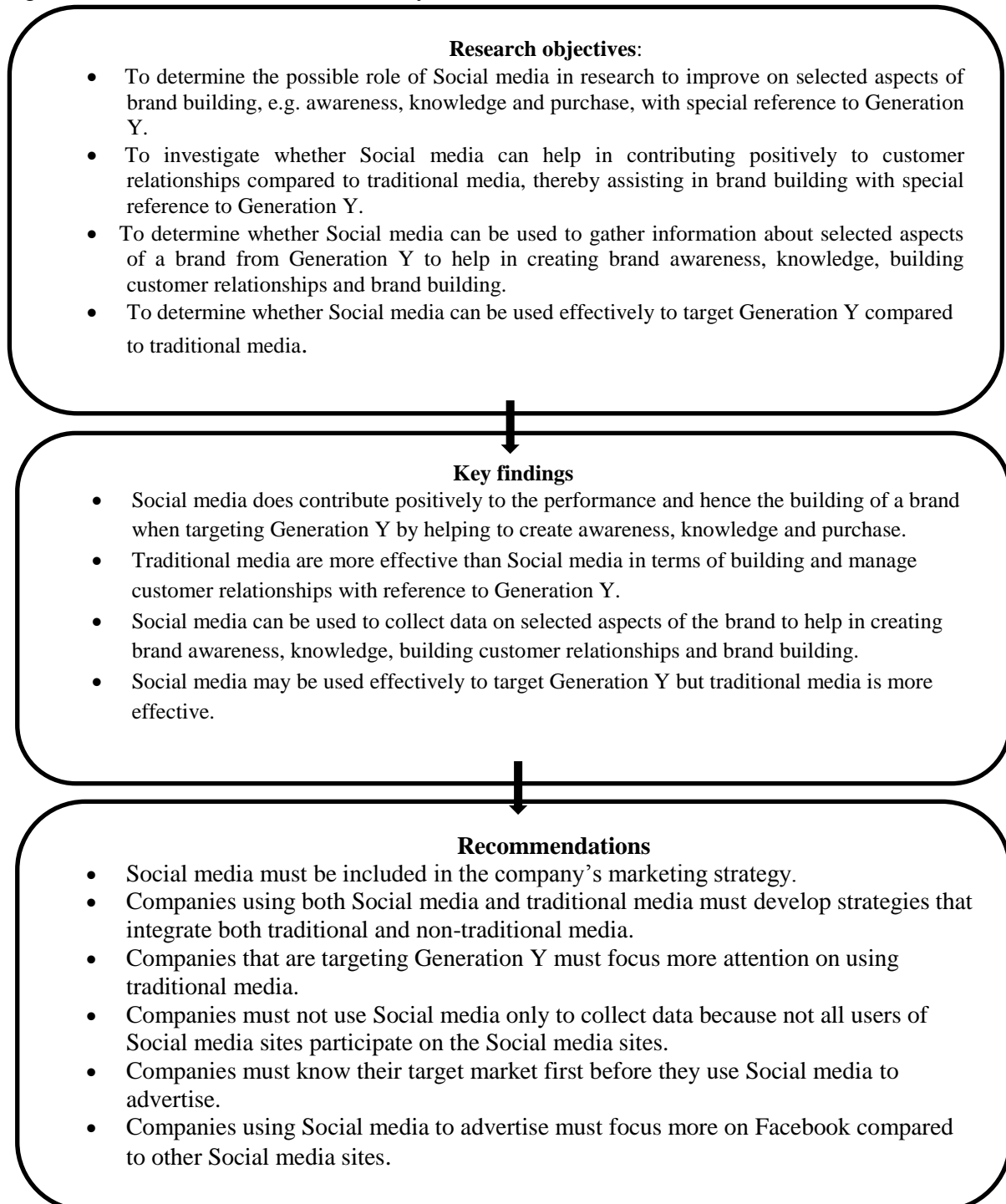


Figure 6.1: Summary of the relationship between research objectives, findings and recommendations

6.6 Summary

The research revealed that Social media play a role in brand building. Moreover, the study was able to determine that marketers can build relationships through Social media when targeting Generation Y consumers. Additionally, marketers can collect data about selected aspects of a brand in order to help in creating brand awareness, knowledge, building customer relationships and brand building. Finally, the study revealed that Social media is not as effective as traditional media when targeting Generation Y. In this study; it was found that there is a need to use both traditional and Social media.

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APPENDIX A: SURVEY QUESTIONNAIRE

University of KwaZulu-Natal

School of Management, Pietermaritzburg

Informed Consent Document

I, Thabile Zondi, am currently registered for studies leading to the M. Com Degree. One of the requirements to be met for the awarding of the M. Com Degree is that I should undertake an approved research project leading to the submission of a dissertation. The approved topic which I have chosen is:

Social media in creating brand equity with special reference to Generation Y .

Please note that this investigation is being conducted in my personal capacity. Should you need to contact me regarding any aspect of this research, you can do so either by e-mail on 206504534@ukzn.ac.za or telephonically on 0730055854.

My academic supervisor is Mr. S.S. Soni, based in the School of Management on the Pietermaritzburg campus of the University of KwaZulu-Natal. He can be contacted by e-mail at soni@ukzn.ac.za or telephonically at 033 206 5735.

Information gathered in this study will include data retrieved from the questionnaire that I request you to complete. Please note that only summary data will be included in the report and that your name will not be included. Your anonymity and confidentiality is of utmost importance and will be maintained throughout the study.

Your participation in completing the questionnaire is completely voluntary. You also have the right to withdraw at any time during the study.

I appreciate the time and effort it will take you to participate in this study. I would highly appreciate your participation, as it would help me to complete this research project.

Please complete the Section below:

I (Full names of participant) hereby confirm that I understand the contents of this document and the nature of the research project, and I consent to participating in the research project.

I understand that I am at liberty to withdraw from the project at any time, should I so desire.

Signature of Participant.....

Date.....

QUESTIONNAIRE

Introduction

You are kindly requested to complete this questionnaire in order to assist the researcher to undertake an investigation into Social media in creating brand equity with a special reference to Generation Y (16-33 years old). The information will be extremely confidential and will be used for the purpose of this research study only.

Instructions

- ✓ Please consider each question and answer as honestly as possible.
- ✓ Indicate your responses by inserting a cross (X) or tick (✓).



Section A: Facebook

1. Are you a Facebook user?

Yes ☐ No ☐

If your response above is “NO” please ignore the rest of the questions in Section A.

2. For how long have you been a Facebook user?

0-1 year	2-3 years	4-5 years	6-7 years	More than 7 years
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3. Do you take notice of advertisements on Facebook?

Yes ☐ No ☐

If your response above is “NO” please ignore the rest of the questions in Section A.

4. How much time do you spend on Facebook a week?

Less than 15 minutes	16-30 minutes	31-45 minutes	46-60 minutes	More than 60 minutes
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5. I refer friends to advertisement pages that I see on Facebook.

Almost always	Often	Sometimes	Seldom	Never
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6. I participate or comment on the walls of company pages that advertise on Facebook.

Almost always	Often	Sometimes	Seldom	Never
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7. I feel more knowledgeable about a brand when it is advertised on Facebook.

Almost always	Often	Sometimes	Seldom	Never
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8. Facebook helps to increase my awareness of certain brands that are being advertised.

Almost always	Often	Sometimes	Seldom	Never
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9. Through Facebook, I have purchased certain brands referred to me by my Facebook friends.

Almost always	Often	Sometimes	Seldom	Never
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10. When I see an advert on Facebook I purchase more of that product or brand.

Almost always	Often	Sometimes	Seldom	Never
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Section B: Twitter

1. Are you a Twitter user?

Yes ☐ No ☐

If your response above is “NO” please ignore the rest of the questions in Section B.

2. For how long have you been a Twitter user?

0-1 year	2-3 years	4-5 years	6-7 years	More than 7 years
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3. Do you take notice of advertisements on Twitter?

Yes ☐ No ☐

If your response above is “NO” please ignore the rest of the questions in Section B.

4. How much time do you spend on Twitter a week?

Less than 15 minutes	16-30 minutes	31-45 minutes	46-60 minutes	More than 60 minutes
----------------------	---------------	---------------	---------------	----------------------

5. I refer friends to advertisement pages that I see on Twitter.

Almost always	Often	Sometimes	Seldom	Never
---------------	-------	-----------	--------	-------

6. I participate or comment on the walls of company pages that advertise on Twitter.

Almost always	Often	Sometimes	Seldom	Never
---------------	-------	-----------	--------	-------

7. I feel more knowledgeable about a brand when it is advertised on Twitter.

Almost always	Often	Sometimes	Seldom	Never
---------------	-------	-----------	--------	-------

8. Twitter helps to increase my awareness of certain brands that are being advertised.

Almost always	Often	Sometimes	Seldom	Never
---------------	-------	-----------	--------	-------

9. Through Twitter, I have purchased certain brands referred to me by my Twitter friends.

Almost always	Often	Sometimes	Seldom	Never
---------------	-------	-----------	--------	-------

10. When I see an advert on Twitter I purchase more of that product or brand.

Almost always	Often	Sometimes	Seldom	Never
---------------	-------	-----------	--------	-------



Section C: MySpace

1. Are you a MySpace user?

Yes ☐ No ☐

If your response above is “NO” please ignore the rest of the questions in Section C.

2. For how long have you been a MySpace user?

0-6 months	7-12 months	2-3 years	4-5 years	6 Years 7
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3. Do you take notice of advertisements on MySpace?

Yes ☐ No ☐

If your response above is “NO” please ignore the rest of the questions in Section C.

4. How much time do you spend on MySpace a week?

Less than 15 minutes	16-30 minutes	31-45 minutes	46-60 minutes	More than 60 minutes
----------------------	---------------	---------------	---------------	----------------------

5. I refer friends to advertisement pages that I see on MySpace.

Almost always	Often	Sometimes	Seldom	Never
---------------	-------	-----------	--------	-------

6. I participate or comment on the walls of company pages that advertise on MySpace.

Almost always	Often	Sometimes	Seldom	Never
---------------	-------	-----------	--------	-------

7. I feel more knowledgeable about a brand when it is advertised on MySpace.

Almost always	Often	Sometimes	Seldom	Never
---------------	-------	-----------	--------	-------

8. MySpace helps to increase my awareness of certain brands that are being advertised.

Almost always	Often	Sometimes	Seldom	Never
---------------	-------	-----------	--------	-------

9. Through MySpace, I have purchased certain brands referred to me by my MySpace friends.

Almost always	Often	Sometimes	Seldom	Never
---------------	-------	-----------	--------	-------

10. When I see an advert on MySpace I purchase more of that product or brand.

Almost always	Often	Sometimes	Seldom	Never
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Section D: Traditional media and Social media

1. How much time do you spend reading a newspaper a day?

Less than 30 minutes	31-60 minutes	61-90 minutes	91-120 minutes	More than 121 minutes
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2. How much time do you spend listening to the radio a week?

Less than 30 minutes	31-60 minutes	61-90 minutes	91-120 minutes	More than 121 minutes
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3. How much time do you spend watching television a week?

Less than 30 minutes	31-60 minutes	61-90 minutes	91-120 minutes	More than 121 minutes
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4. How much time do you spend reading a magazine a week?

Less than 30 minutes	31-60 minutes	61-90 minutes	91-120 minutes	More than 121 minutes
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5. Advertisements on traditional mediums influence my purchasing behavior more compared to Social media.

Almost always	Often	Sometimes	Seldom	Never
---------------	-------	-----------	--------	-------

Please answer the following comparison questions about traditional media and non-traditional media by inserting a cross (X) or tick (✓) on the one that mostly applies to you. Examples of traditional media are television, radio, newspapers, radio, magazines, yellow pages and posters (Rossiter & Percy, 1997). Halligan and Shan (2010:85) define Social media as “Internet-based tools for sharing and discussing information among human beings”.

6. Gives more information about the brand.
7. Present information about the brand clearly.
8. I get to experience the brand.

Traditional media	Non-traditional(Social media)

Section E: Demographic information

1. Which age category do you fall in?

17-20 years	21-24 years	25-28 years	29-32 years	33+ years
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2. Which racial group do you fall under?

Black	Indian	White	Coloured	Other?
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3. What is your income?

R0-R500	R501-R1000	R1001-R1500	R1501-R2000	R2001-more
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4. What is your gender?

Male ☐ Female ☐

Thank you for your time!

APPENDIX B: STATISTICAL ANALYSIS

Table B.2: Reliability Statistics

Table B.1.1: Facebook: Reliability Statistics

Cronbach's Alpha	N of Items
.791	6

Table B.1.2: Twitter: Reliability Statistics

Cronbach's Alpha	N of Items
.877	6

Table B.1.3: MySpace: Reliability Statistics

Cronbach's Alpha	N of Items
.762	6

Table B.2: Chi-square

Table B.2.1: Are you a Facebook user?

	Observed N	Expected N	Residual
Yes	244	134.5	109.5
No	25	134.5	-109.5
Total	269		

Table B.2.2: Test Statistics

	Are you a Facebook user?
Chi-Square	178.294 ^a
df	1
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 134.5.

Table B.2.3: For how long have you been a Facebook user?

	Observed N	Expected N	Residual
0-1 year	25	48.8	-23.8
2-3 years	125	48.8	76.2
4-5 years	73	48.8	24.2
6-7 years	18	48.8	-30.8
more than 7 years	3	48.8	-45.8
Total	244		

Table B.2.4: Test Statistics

	For how long have you been a Facebook user?
Chi-Square	205.016 ^a
df	4
Asymp. Sig.	.000

a. 0 cells (.0%) have
expected frequencies less
than 5. The minimum
expected cell frequency is
48.8.

Table B.2.5: Do you take notice of advertisements on Facebook?

	Observed N	Expected N	Residual
Yes	107	122.0	-15.0
No	137	122.0	15.0
Total	244		

Table B.2.6: Test Statistics

	Do you take notice of advertisements on Facebook?
Chi-Square	3.689 ^a
df	1
Asymp. Sig.	.055

a. 0 cells (.0%) have
expected frequencies less
than 5. The minimum
expected cell frequency is
122.0.

Table B.2.7: How much of time do you spend on Facebook a week?

	Observed N	Expected N	Residual
Less than 15 minutes	9	21.4	-12.4
16-30 minutes	29	21.4	7.6
31-45 minutes	11	21.4	-10.4
46-60 minutes	12	21.4	-9.4
more than 60 minutes	46	21.4	24.6
Total	107		

Table B.2.8: I refer friends to advertisement pages that I see on Facebook.

	Observed N	Expected N	Residual
Almost Always	4	21.4	-17.4
Often	10	21.4	-11.4
Sometimes	31	21.4	9.6
Seldom	29	21.4	7.6
Never	33	21.4	11.6
Total	107		

Table B.2.9: I participate or comment on the walls of company pages that advertise on Facebook.

	Observed N	Expected N	Residual
Almost Always	3	21.4	-18.4
Often	14	21.4	-7.4
Sometimes	25	21.4	3.6
Seldom	27	21.4	5.6
Never	38	21.4	16.6
Total	107		

Table B.2.10: I feel more knowledgeable about a brand when it is advertised on Facebook.

	Observed N	Expected N	Residual
Almost Always	1	21.4	-20.4
Often	17	21.4	-4.4
Sometimes	51	21.4	29.6
Seldom	23	21.4	1.6
Never	15	21.4	-6.4
Total	107		

Table B.2.11: Facebook helps to increase my awareness of certain brands that are being advertised.

	Observed N	Expected N	Residual
Almost Always	6	21.4	-15.4
Often	22	21.4	.6
Sometimes	59	21.4	37.6
Seldom	16	21.4	-5.4
Never	4	21.4	-17.4
Total	107		

Table B.2.12: Through Facebook, I have purchased certain brands referred to me by my Facebook friends

	Observed N	Expected N	Residual
Almost Always	2	21.4	-19.4
Often	13	21.4	-8.4
Sometimes	20	21.4	-1.4
Seldom	11	21.4	-10.4
Never	61	21.4	39.6
Total	107		

Table B.2.13: When I see an advert on Facebook I purchase more of that product or brand?

	Observed N	Expected N	Residual
Almost Always	1	21.4	-20.4
Often	6	21.4	-15.4
Sometimes	23	21.4	1.6
Seldom	25	21.4	3.6
Never	52	21.4	30.6
Total	107		

Table B.2.14: Test Statistics

	How much time do you spend on Facebook a week?	I refer friends to advertisement pages that I see on Facebook.	I participate or comment on the walls of company pages that advertise on Facebook.	I feel more knowledgeable about a brand when it is advertised on Facebook.	Facebook helps to increase my awareness of certain brands that are being advertised.	Through Facebook, I have purchased certain brands referred to me by my Facebook friends.	When I see an advert on Facebook I purchase more of that product or brand?
Chi-Square	47.346 ^a	33.514 ^a	33.327 ^a	63.327 ^a	92.673 ^a	99.308 ^a	75.009 ^a
df	4	4	4	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000	.000	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 21.4.

Table B.2.15: Are you a Twitter user?

	Observed N	Expected N	Residual
Yes	89	134.5	-45.5
No	180	134.5	45.5
Total	269		

Table B.2.16: For how long have you been a Twitter user?

	Observed N	Expected N	Residual
0-1 year	39	17.8	21.2
2-3 years	47	17.8	29.2
4-5 years	1	17.8	-16.8
6-7 years	1	17.8	-16.8
more than 7 years	1	17.8	-16.8
Total	89		

Table B.2.17: Do you take notice of advertisements on Twitter?

	Observed N	Expected N	Residual
Yes	26	44.5	-18.5
No	63	44.5	18.5
Total	89		

Table B.2.18: Test Statistics

	Are you a Twitter user?	For how long have you been a Twitter user?	Do you take notice of advertisements on Twitter?
Chi-Square	30.784 ^a	120.719 ^b	15.382 ^c
df	1	4	1
Asymp. Sig.	.000	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5.

The minimum expected cell frequency is 134.5.

b. 0 cells (.0%) have expected frequencies less than 5.

The minimum expected cell frequency is 17.8.

c. 0 cells (.0%) have expected frequencies less than 5.

The minimum expected cell frequency is 44.5.

Table B.2.19: How much time do you spend on Twitter a week?

	Observed N	Expected N	Residual
Less than 15 minutes	3	5.2	-2.2
16-30 minutes	9	5.2	3.8
31-45 minutes	3	5.2	-2.2
46-60 minutes	2	5.2	-3.2
more than 60 minutes	9	5.2	3.8
Total	26		

Table B.2.20: I refer friends to advertisement pages that I see on Twitter

	Observed N	Expected N	Residual
Almost Always	2	5.2	-3.2
Often	1	5.2	-4.2
Sometimes	6	5.2	.8
Seldom	4	5.2	-1.2
Never	13	5.2	7.8
Total	26		

Table B.2.21: I participate or comment on the walls of company pages that advertise on Twitter.

	Observed N	Expected N	Residual
Often	3	6.5	-3.5
Sometimes	8	6.5	1.5
Seldom	7	6.5	.5
Never	8	6.5	1.5
Total	26		

Table B.2.22: I feel more knowledgeable about a brand when it is advertised on Twitter.

	Observed N	Expected N	Residual
Almost Always	1	5.2	-4.2
Often	6	5.2	.8
Sometimes	5	5.2	-.2
Seldom	6	5.2	.8
Never	8	5.2	2.8
Total	26		

Table B.2.23: Twitter helps to increase my awareness of certain brands that are being advertised.

	Observed N	Expected N	Residual
Almost Always	1	5.2	-4.2
Often	9	5.2	3.8
Sometimes	7	5.2	1.8
Seldom	1	5.2	-4.2
Never	8	5.2	2.8
Total	26		

Table B.2.24: Through Twitter, I have purchased certain brands referred to me by my Twitter friends.

	Observed N	Expected N	Residual
Almost Always	2	5.2	-3.2
Often	2	5.2	-3.2
Sometimes	1	5.2	-4.2
Seldom	5	5.2	-.2
Never	16	5.2	10.8
Total	26		

Table B.2.25: When I see an advert on Twitter I purchase more of that product or brand.

	Observed N	Expected N	Residual
Almost Always	1	5.2	-4.2
Often	2	5.2	-3.2
Sometimes	3	5.2	-2.2
Seldom	5	5.2	-.2
Never	15	5.2	9.8
Total	26		

Table B.2.26: Test Statistics

	How much time do you spend on Twitter a week?	I refer friends to advertisement pages that I see on Twitter	I participate or comment on the walls of company pages that advertise on Twitter.	I feel more knowledgeable about a brand when it is advertised on Twitter.	Twitter helps to increase my awareness of certain brands that are being advertised	Through Twitter, I have purchased certain brands referred to me my Twitter friends.	When I see an advert on Twitter I purchase more of that product or brand?
Chi-Square	9.385 ^a	17.462 ^a	2.615 ^b	5.154 ^a	11.692 ^a	29.769 ^a	24.769 ^a
df	4	4	3	4	4	4	4
Asymp. Sig.	.052	.002	.455	.272	.020	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 5.2.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 6.5.

Table B.2.27: Are you a MySpace user?

	Observed N	Expected N	Residual
Yes	18	134.5	-116.5
No	251	134.5	116.5
Total	269		

Table B.2.28: For how long have you been a MySpace user?

	Observed N	Expected N	Residual
0-6 months	4	3.6	.4
7-12 months	4	3.6	.4
2-3 years	4	3.6	.4
4-5 years	3	3.6	-.6
6 years	3	3.6	-.6
Total	18		

Table B.2.29: Do you take notice of advertisements on MySpace?

	Observed N	Expected N	Residual
Yes	6	9.0	-3.0
No	12	9.0	3.0
Total	18		

Table B.2.30: Test Statistics

	Are you a MySpace user?	For how long have you been a MySpace user?	Do you take notice of advertisements on MySpace?
Chi-Square	201.818 ^a	.333 ^b	2.000 ^c
df	1	4	1
Asymp. Sig.	.000	.988	.157

a. 0 cells (.0%) have expected frequencies less than 5.

The minimum expected cell frequency is 134.5.

b. 5 cells (100.0%) have expected frequencies less than 5.

The minimum expected cell frequency is 3.6.

c. 0 cells (.0%) have expected frequencies less than 5.

The minimum expected cell frequency is 9.0.

Table B.2.31: How much time do you spend on MySpace a week?

	Observed N	Expected N	Residual
Less than 15 minutes	1	2.0	-1.0
16-30 minutes	4	2.0	2.0
46-60 minutes	1	2.0	-1.0
Total	6		

Table B.2.32: I refer friends to advertisement pages that I see on MySpace.

	Observed N	Expected N	Residual
Almost Always	2	1.2	.8
Often	1	1.2	-.2
Sometimes	1	1.2	-.2
Seldom	1	1.2	-.2
Never	1	1.2	-.2
Total	6		

Table B.2.33: I participate or comment on the walls of company pages that advertise on MySpace.

	Observed N	Expected N	Residual
Often	2	1.5	.5
Sometimes	1	1.5	-.5
Seldom	1	1.5	-.5
Never	2	1.5	.5
Total	6		

Table B.2.34: I feel more knowledgeable about a brand when it is advertised on MySpace.

	Observed N	Expected N	Residual
Almost Always	1	1.2	-.2
Often	1	1.2	-.2
Sometimes	1	1.2	-.2
Seldom	1	1.2	-.2
Never	2	1.2	.8
Total	6		

Table B.2.35: MySpace helps to increase my awareness of certain brands that are being advertised

	Observed N	Expected N	Residual
Often	2	1.5	.5
Sometimes	2	1.5	.5
Seldom	1	1.5	-.5
Never	1	1.5	-.5
Total	6		

Table B.2.36: Through MySpace, I have purchased certain brands referred to me by my MySpace friends.

	Observed N	Expected N	Residual
Sometimes	2	2.0	.0
Seldom	1	2.0	-1.0
Never	3	2.0	1.0
Total	6		

Table B.2.37: When I see an advert on MySpace I purchase more of that product or brand.

	Observed N	Expected N	Residual
Often	1	1.5	-.5
Sometimes	1	1.5	-.5
Seldom	1	1.5	-.5
Never	3	1.5	1.5
Total	6		

Table B.2.38: Test Statistics

	How much time do you spend on MySpace a week?	I refer friends to advertisement pages that I see on MySpace.	I participate or comment on the walls of company pages that advertise on MySpace.	I feel more knowledgeable about a brand when it is advertised on MySpace.	MySpace helps to increase my awareness of certain brands that are being advertised	Through MySpace, I have purchased certain brands referred to me by my MySpace friends.	When I see an advert on MySpace I purchase more of that product or brand?
Chi-Square	3.000 ^a	.667 ^b	.667 ^c	.667 ^b	.667 ^c	1.000 ^a	2.000 ^c
df	2	4	3	4	3	2	3
Asymp. Sig.	.223	.955	.881	.955	.881	.607	.572
Exact Sig.	.383	1.000	1.000	1.000	1.000	.877	.736
Point Probability	.206	.115	.264	.115	.264	.494	.205

a. 3 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 2.0.

b. 5 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 1.2.

c. 4 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 1.5.

APPENDIX C: ETHICAL CLEARANCE LETTER



4 July 2013

Ms Thabile Zondi 206504534
School of Management, IT & Governance
Pietermaritzburg Campus

Protocol Reference Number: HSS/0001/012M
New Project Title: Social media and its Contribution to Brand Building with special reference to Generation Y.

Dear Ms Zondi

I wish to confirm that your application in connection with the above mentioned project has been approved. **Approval and change of project title**

Any alteration/s to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form, Title of the Project, Location of the Study, Research Approach/Methods must be reviewed and approved through an amendment /modification prior to its implementation. In case you have further queries, please quote the above reference number. Please note: Research data should be securely stored in the school/department for a period of 5 years.

Best wishes for the successful completion of your research protocol.

Yours faithfully

Professor U Bob (Chair) & Dr S Singh (Deputy Chair)

/pk

cc Supervisor: Mr SS Soni
cc Academic Leader Research: Professor B McArthur
cc Post Graduate Administrator: Ms D Cunyngame

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