

**UNIVERSITY OF KWAZULU-NATAL**

**Impact of influencers on brand performance:  
A case of Haig Clubman in South Africa**

By

Phila Junior Simphiwe Mabuza

216070621

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**Graduate School of Business and Leadership  
College of Law and Management Studies**

**Supervisor: Dr Wellington B. Zondi**

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## DECLARATION

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**Signed** [REDACTED] .....

**Date** 18 August 2021 .....

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## ABSTRACT

The aim of this study was to determine the impact of influencers through on the brand performance of Haig Clubman whisky. Influencer marketing is a relatively new concept in marketing and not much information was available to prove its efficacy. The increased allocation of advertising budgets to influencer marketing by brands such as Haig Clubman is what prompted the study. The study used both qualitative and quantitative research approaches. For the qualitative study, the interviewed participants were the Haig Clubman influencers based in different parts of South Africa. Semi-structured interview questions were prepared, and data collection concluded through in-depth interviews. The quantitative part of the study was conducted in one location, a tavern in Khayelitsha, Cape Town. A questionnaire was utilised and there were 117 respondents.

The findings of the study showed consistency in both the qualitative and quantitative results respectively. The study revealed that influencer marketing has a positive impact on the performance of Haig Clubman. It also found that when compared to traditional advertising, influencer marketing had a better impact on consumer's decision to buy Haig Clubman. Furthermore, the study revealed that influencer marketing is even more effective than celebrity endorsements; however, the type of influencer matters and the nano and micro-influencers are the most effective type of influencers. Nano-influencers are those with less than 5,000 followers on social media while micro-influencers are those with less than 10,000 followers.

**Keywords:** Influencer marketing, celebrity, traditional advertising, engagement, credibility, nano-influencer, micro-influencer, Instagram

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## **CHAPTER 1**

### **BACKGROUND AND OVERVIEW OF THE STUDY**

#### **1.1 INTRODUCTION**

Marketing is an important part of any commercial business and is critical to generating revenue. Marketing as a study continues to evolve with modern times and with the introduction of social media, organisations have had to relook at their marketing mix to ensure it reaches the large audiences that is presented by social media. Social media was initially a platform of connecting old friends and sharing thoughts and ideas on what is happening around the world. Due to its reach and large audiences, social media has given everyone an opportunity to become a celebrity by just giving access to their lives and having exciting content on their social media pages, giving birth to a new celebrity, which is called an influencer. Due to their large followings which imply admiration, it is assumed that these influencers can influence consumer behaviour, i.e., if they use your product and post about it on social media, their followers might also want to use the product. This is now called influencer marketing.

Haig Clubman brand decided to use influencer marketing as part of its launch strategy in South Africa; the brand was using this as part of what most brands are now also including in their marketing mix. There was no evidence that influencer marketing will be positive for Haig Clubman's performance. Diageo South Africa (Diageo) owns Haig Clubman and a variety of other premium spirits that they market in South Africa. All the brands they launch and sell in South Africa have added a significant portion of their marketing budgets to influencer marketing. It will be helpful to both academia and businesses like Diageo to understand if influencer marketing has an impact in brand performance or if they should be sticking to the traditional elements of the marketing mix. It is within this context that the researcher has decided to conduct a study on the impact of influencer marketing on brand performance.

This chapter seeks to provide the background information of the study, the aim and the objectives of the study. The chapter also provides the research questions, the research problem, the significance of the research, the research design as well as the structure of the dissertation.

## **1.2 BACKGROUND OF THE STUDY**

The overall aim of this study is to understand the impact of influencer marketing on the performance of Haig Clubman in South Africa. The research seeks to establish if sales performance of Haig Clubman can be linked to the influencers of the brand. Haig Clubman is a Scotch whisky brand launched into the South African market in March 2018 by Diageo. Diageo is a wholly-owned subsidiary of Diageo PLC; the world's leading premium Drinks Company. Diageo PLC produces an outstanding collection of over 200 brands that are enjoyed in more than 180 countries around the world (Diageo, 2020). Diageo in South Africa was founded in 2015 after 11 years of being in the country through a joint venture business which operated as Brandhouse (Pty) LTD. Diageo has, amongst its portfolio, some of the world's leading brands like Johnnie Walker (biggest selling premium whisky in the world), Smirnoff (biggest selling vodka in the world) and Tanqueray (biggest selling gin in the world). Diageo's performance ambition is to become the "best performing, most trusted and respected products company in South Africa" (Diageo, 2020). Diageo is a company that is built and sustained through innovation which is why they have over 200 brands (Diageo, 2020). It is for this reason that the company decided to launch Haig Clubman in South Africa in 2018.

Haig Clubman is a Single Grain Scotch Whisky produced by Diageo in partnership with David Beckham; a retired English footballer. Haig Clubman was designed to be different, stylish and modern whilst incorporating the bold and progressive spirit of 400 years heritage from the legendary House of Haig, a distillery in Scotland. The inspiration for the name Haig Clubman can be found in archive materials' dating back to the 1920s, in which Haig Whisky was advertised as "The Clubman's Whisky" (Haig Club, 2020).

From the striking colour of the bottle through to star-studded events, everything draws upon a rich tradition of stylish design and excellence in whisky-making. This Scotch whisky has been lauded throughout the industry and media, securing its place as the most talked about global whisky launch in the last ten years (Haig Club, 2020). It was launched to recruit new Scotch drinkers to the category, who are being introduced to the brand through easy-to-make cocktails that showcase Haig Clubman's smoothness - making whisky more accessible.

Diageo launched Haig Clubman in South Africa because they believed consumers across the world are looking for higher quality products, they want to know more about the brands they consume, they care more about preparing their own drinks, they are more about entertaining at home and have more access to products and information they are interested in and care about. South African consumers are no different; they have a thirst for new experiences and want options in what they drink (Diageo, 2020). Diageo believes the versatility and stylishness of Haig Club fits well with what this consumer is looking for. John Haig was one of the founding members of the original Distillers Company Limited, which was established through the amalgamation of six grain distillers in 1877. The Distillers Company grew rapidly in the early 20th century as many spirits companies and distillers such as John Walker & Sons and Tanqueray Gordon & Co. joined forces, and through a process of mergers, Diageo PLC was formed in 1997. As such, Haig has been part of this company since 1877 (Haig Club, 2020).

David Beckham has long been intrigued by the rich heritage and tradition of Scotch whisky. The House of Haig has an historical role in David's family: Haig was his grandfather's whisky of choice. David is most inspired by the balance of old and new with Haig Clubman. David Beckham believes Diageo has crafted a whisky that respects centuries of tradition, while at the same time it is a Scotch whisky designed for our modern world. David Beckham is a business partner on Haig Clubman; he plays an integral role in brand strategy and introducing Haig Clubman to the world. David Beckham introduced Haig Clubman to South Africa along with Seth Shezi, Sarah

Langa, Gemean Taylor, Thuli Mona and Niquita Bento, the local influencers who joined David Beckham and other local stars at the launch events in March 2018.

### **1.3 PROBLEM STATEMENT**

Haig Clubman, one of the brands of Diageo, was launched in March 2018 with a full marketing plan which included all elements of the marketing mix. A large amount of the marketing budget was spent on influencer marketing as part of the marketing mix and the launch. The brand's sales performed ahead of expectation within the first months of launch. Haig Clubman is however not sure which aspects of the marketing mix influenced performance and they want to understand if they should continue to invest in influencers or keep the traditional elements of the marketing mix that they use on other brands. The researcher is interested in knowing if adding influencer marketing had a positive impact on brand performance.

### **1.4 AIM OF THE STUDY**

The aim of the study is to determine whether influencer marketing has a positive impact on brand performance. This will be done by understanding the impact of influencer marketing on the performance of Haig Clubman in South Africa.

### **1.5 OBJECTIVE OF THE STUDY**

The main objective is to determine the effect of influencer marketing on brand performance, with Haig Clubman used as a case study.

#### **Sub-objectives**

- To determine the effect of influencer marketing in consumer's decision to purchase Haig Clubman relative to the traditional advertising.

- To determine the effect of celebrity endorsements in consumer's decision to purchase Haig Clubman, and
- To determine the reason(s) that made the consumers to purchase Haig Clubman

## **1.6 RESEARCH QUESTIONS**

The main research question is: What is the effect of influencers on brand performance of Haig Clubman?

- What is the effect of influencer marketing in consumer's decision to purchase Haig Clubman relative to traditional advertising?
- What is the effect of celebrity endorsements on the consumer's decision to buy Haig Clubman?
- What are the reasons for consumers to buy Haig Clubman?

## **1.7 SIGNIFICANCE OF THE STUDY/CONTRIBUTION OF THE STUDY**

The study is going to benefit academia and marketing companies such as Diageo and its competitors to gain insights as to the use of influencers in launching new brands. The researcher is seeking to understand the role that influencers play in brand performance. Since influencer marketing is a new entrant into the marketing mix, not much information is available that proves its effectiveness. In most marketing campaigns, influencer marketing has been added as an additional element and not as a core part of the strategy.

The researcher then wants to contribute to this body of knowledge by finding out if influencer marketing has the intended impact on brand performance.

## **1.8 RESEARCH DESIGN**

The research is an exploratory exercise because there is little information available to help determine if influencer marketing has a positive impact on brand performance and Haig Clubman and Diageo do not have the mechanisms to validate this. It is for this reason that exploratory research design was chosen.

## **1.9 METHODOLOGY**

Before deciding which research methodology was the most appropriate for this study, the researcher explored all the three methodologies and decided to select both qualitative and quantitative research methods as some of the research was exploratory descriptive or qualitative while the rest was numerical thus quantitative. A mixed approach was therefore the most suitable. The research methodology is discussed in detail in chapter three.

## **1.10 CHAPTER OUTLINE**

This dissertation comprises 5 chapters as presented below.

Chapter 1 has provided a summary of the dissertation by giving the background behind the research problem and focus area of the research. This also includes the statement of the research problem from the background information, the research questions and objectives, the significance of the study and research methodology.

Chapter 2 provides literature review

Chapter 3 provides research methodology

Chapter 4 provides the collected data and provides a brief analysis

Chapter 5 provides a discussion of the research findings, conclusion and recommendations

## **1.11 CONCLUSION**

This chapter has provided a summary of the dissertation by giving the background behind the research problem. The chapter briefly stated how this research will contribute to the broader literature on the role of influencers in the marketing mix in South Africa. The chapter outlined how this research and literature can benefit Diageo and other industry players in evaluating this phenomenon of influencer marketing. The chapter also reflected on the challenges that the brand faced in determining the levers

of performance thereby struggling with knowing which element of the marketing mix benefits the brand the most and because of that, the researcher used these challenges as the prompting factor for this research project. The next chapter interrogates literature that is relevant to the study

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

The introduction of social media and improvement in technology has changed the way consumers' access information. Traditional marketing concepts have been challenged and celebrity endorsements have over the years been seen as unauthentic marketing ploys and no longer seen as effective in convincing consumers to purchase a company's product (Glucksman, 2017). Traditional word of mouth communication has however always been considered a guarantee of success in marketing campaigns and this has given rise to influencer marketing (Glucksman, 2017).

According to a study by Nielsen, 83% of consumers in the world trust the recommendations of their family and friends and another 66% trust the opinions that other internet users post online (Nielsen, 2015). Influencer marketing, the process of identifying, engaging and supporting individuals who create conversations with a brand's customers, is a growing trend used in public relations initiatives (Glucksman, 2017). Regular people, who have built up a large community on their social media platforms or blogs increasingly, gain a form of status through their impact and activities on social media (Ewers, 2017). They generally like a specific niche subject (as an example art) and use it as the backdrop of their popularity (Ewers, 2017). Influencer marketing involves a partnership between a brand and a social media user with a large following also known as an influencer (InfluencerMarketingHub, 2020).

The brand leverages the influencer's audience to make sales, and the influencer receives payments from the brand or gets free product in exchange for association with the brand (Kundariya, 2020). These influencers are people who usually have a strong credibility in the online community and create high impact conversations on socialmedia. They are usually knowledgeable about a specific subject and are seen by their followers as credible (InfluencerMarketingHub, 2020).

The rise of social media influencer marketing has seen companies allocate large resources to add influencer marketing into their marketing mix, however, not much information is available that proves the efficacy of this form of public relations or marketing in its broad sense (Glucksman, 2017). The researcher then seeks to understand the impact of influencer marketing on the performance of brands with Haig Clubman used as a case study.

This chapter seeks to review the current literature available on the subject of influencer marketing from books, journal articles, online publications, publications from professional bodies and company reports. The chapter seeks to look at theories and conclusions that define the state and impact of influencer marketing on the performance of Haig Clubman in South Africa. The researcher also reviewed literature on why consumers purchase an alcohol brand like Haig Clubman in the first place.

## **2.2 DEFINITION OF INFLUENCER MARKETING**

Although influencer marketing has become a popular in marketing strategy and is one of the subjects dominating marketing boardrooms around the world, there are very few academic definitions that are available (Johansen & Guldwick, 2017). Influencer marketing is a relatively new term in marketing (Holienčinová & Kadekova, 2018).

Influencer marketing can be defined as a form of marketing that identifies and targets individuals with influence over potential buyers of a company's products (Isosuo, 2016). These influencers use social media as a form of influence and engagement with their followers and through the impact and expertise they have on a certain subject, develop large followings (Isosuo, 2016). If executed correctly, an influencer marketing campaign can be made to look like a natural part of an influencer's life (Isosuo, 2016).

## 2.3 THE EMERGENCE OF INFLUENCER MARKETING

Social Media has over the years expanded extensively with users now estimated at over 3 billion and continuing to grow (Kemp, 2019). Consumers with purchasing power, mainly millennials are spending more and more time on social media platforms and are determining popular culture and trends (Woods, 2016). Brands have to find a way of forming relationships or communicating with these consumers (Woods, 2016). It is estimated that nearly 75% of consumers rely on social media to influence their purchasing decisions with 72% of consumers staying engaged with brands they like (Hoy & Lemon, 2018).

The challenge for marketers is how to reach this market that has seemingly moved from traditional advertising platforms like television to online platforms like social media. This emergence and growth of social media has provided a new opportunity for advertising and public relations practitioners on how to reach consumers and influence them to buy their brands (Woods, 2016). These consumers are constantly online and are estimated to spend at least 2 hours a day on social media platforms providing a ready market for advertisers (Hoy & Lemon, 2018). Even though social media is new, the time spent by consumers on social media represents 33% of online activity; a massive amount of time for a new platform (Hoy & Lemon, 2018).

In recent years, the advertising industry in its search for effective alternatives to spend their budgets has identified social media as the right platform to increase its advertising spend (Woods, 2016). The strategy deemed most effective is to use influencer marketing as a focus area whereby certain individuals that have influence over potential buyers are identified and focused marketing activities are built around them (Woods, 2016). Influencer marketing is therefore being used as a way of getting a brand's message to reach its target audience (Woods, 2016).

Influencer marketing is a modern and electronic version of word-of-mouth communication which has been amplified by social media (Glucksman, 2017). Word of

mouth communication is generally regarded as the informal exchange of purchase-related, consumption-related, and experience-related information between consumers (Martensen & Grønholdt, 2017). Iuliana-Raluca, (2012:2) defines “word of mouth communication as oral, person to person communication between a receiver and a communicator whom the receiver perceives as non-commercial concerning a brand, a product, or a service”. “Word of mouth can also be defined as consumer-to-consumer communication about goods and services.” (Basri, Ahmand, Anuar, & Ismail , 2016:1). The key to word-of-mouth communication and it being better and more credible than traditional advertising is its impact on purchase intention and consumer retention (Basri, Ahmand, Anuar , & Ismail , 2016).

Where a consumer perceives a recommendation as non-commercial from another consumer or peer they are likely to believe the recommendation and act on it (De Veirman, Cauberghe, & Hudders, 2017). Marketing and consumer behavior literature has always recognized that word of mouth communication and information consumers obtain from interpersonal sources, has stronger effects on consumer decision making than traditional advertising techniques (De Veirman, Cauberghe, & Hudders, 2017). The same marketing communication message becomes more believable and credible if carried by one consumer to another versus it being done by an advertiser (Stubb, Nystrom, & Collinader, 2018).

Word of Mouth and consumer to consumer information about products have always been perceived as better than traditional advertising, however, the emergence and growth of social media has meant that consumers can now offer information to each other in real time and to larger audiences of peers (Basri, Ahmand, Anuar , & Ismail , 2016). Consumers can freely circulate brand-related information which can go viral on social media at a minimal cost, and this can reach large audiences of people; not just their followers but followers of their followers too (Hannu & Johannisson, 2020). This is referred to as reach (Munoz-Exposito, Oviedo-Garcia, & Castellanos-Verdugo, 2017).

Although changing in South Africa, an issue to also be discussed in this study is that influencer marketing has historically been seen as a form of undercover advertising or marketing if an influencer doesn't disclose that they are advertising a product on behalf of a company (Ewers, 2017). Influencers place products in their social media posts and craft an impression that the product is not a central point but part of a normal setting (Appel, Grewal, Hadi, & Stephen, 2020). This 'undercover advertising' has drawn the criticism from consumer groups leading to regulatory bodies introducing legislation to govern influencer marketing (Glucksman, 2017).

As influencer marketing continues to develop, it would be necessary to study whether influencer marketing becomes a channel on its own or the legislative framework will have it classified as traditional advertising. It is also important that influencer marketing is not seen in isolation but the development and future of social media will have to be studied in conjunction with studying the development of influencer marketing (Appel, Grewal, Hadi, & Stephen, 2020).

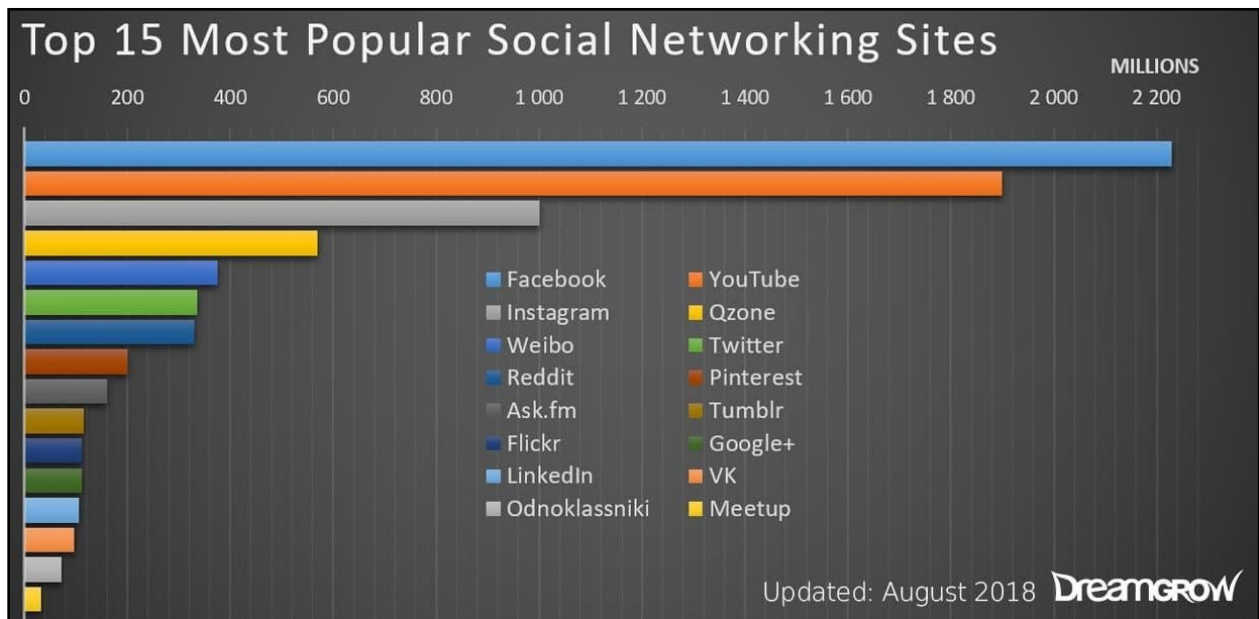
## **2.4 SOCIAL MEDIA PLATFORMS**

In social media, content is generated by the user (Mattila & Koivisto, 2018). What needs to be emphasized within the definition of social media is its focus on interpersonal communication and information exchange independent of the technological platforms involved (Wolf, Sims, & Yang, 2018). The vast amounts of user-generated content provides a lot of information that marketers can use to understand consumer behaviour (Sloan & Quan-Hasse, 2017)

Social media is internet-based applications where consumer-generated content is shared online to be easily accessible by others (Appel, Grewal, Hadi, & Stephen, 2020). It is a type of a website where consumers share their lives, views, opinions and interactions with the world (Appel, Grewal, Hadi, & Stephen, 2020). Consumers will post a variety of content with the aim of cultivating each other about experiences with brands, issues and services or even travel (Rebelo, 2017). Social media has grown over

the years through consumers need for social interaction (Dolan, 2015). Social interaction involves consumers gaining insight into the lives and livelihoods of others, identifying with those lives including social empathy, gaining a sense of understanding, finding a basis for conversations, helping carry out social roles and enabling individuals to connect with family, friends and society (Dolan, 2015).

**Figure 2-1: Top 15 Most Popular Social Networking Sites**

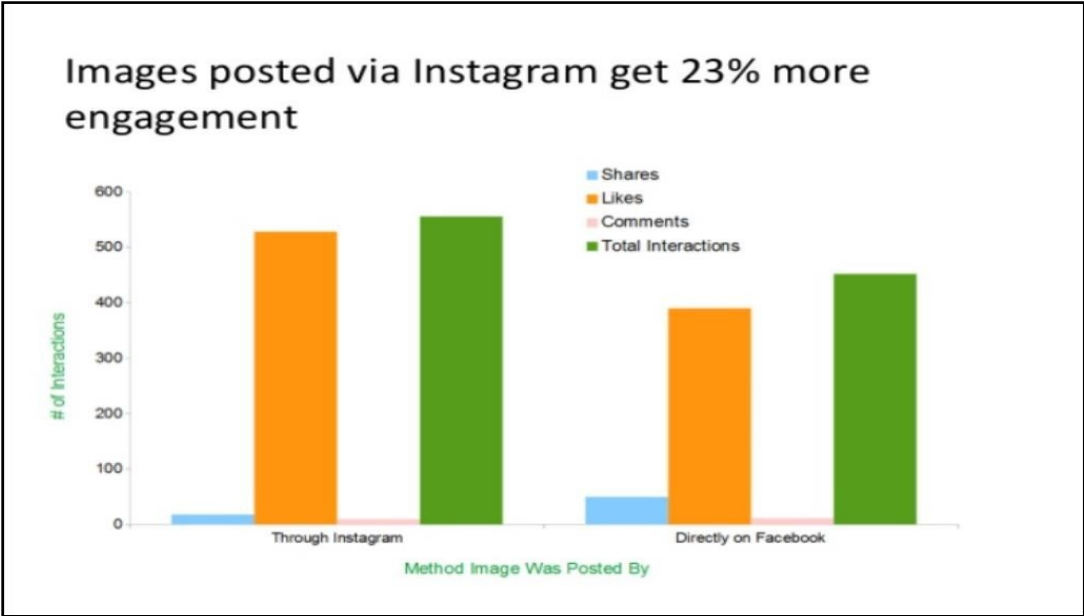


**Source: Dreamgrow.com 2019**

According to the study conducted by Kallas (2019) as depicted in Figure 2-1 above, the 15 most popular social networking sites are as follows: Facebook, with 2,3 billion active users; YouTube, with 1,9 billion active users; Instagram, with 1 billion active users; QZone with 563 million active users; Weibo with 376 million active users; Twitter with 336 million active users; Reddit with 330 million active users; Pinterest; with 200 million active users; Ask.fm, with 160 million active users; Tumblr with 115 million active users; Flickr, with 112 million active users; Google+, with 111 million active users; LinkedIn with 106 million active users; Odnoklassniki, with 71 million active users and Meetup, with 35 million active users.

Although the first recognizable social media networking site, Six Degrees, was established in 1997, it took a few years before social media got to the mainstream consumer (Kallas, 2019). The rise of social media only happened in 2006 after Facebook which was launched in 2004 became available to users around to the world. Facebook quickly moved to the number 1 social media networking site in the world and maintained dominance till today (Hendricks, 2013). As Facebook grew stronger, they started acquiring other smaller social media platforms and in 2012 managed to acquire Instagram, the fastest growing social media platform and the most downloaded application on the iPhone in 2012, for US\$1 billion (Rusli, 2012). The two social platforms would compete each other with the combination of resources and the leveraging of Facebook’s functionality but there was a commitment from Facebook that Instagram will remain independent (Rusli, 2012).

**Figure 2-2: Instagram engagement versus Facebook engagement**

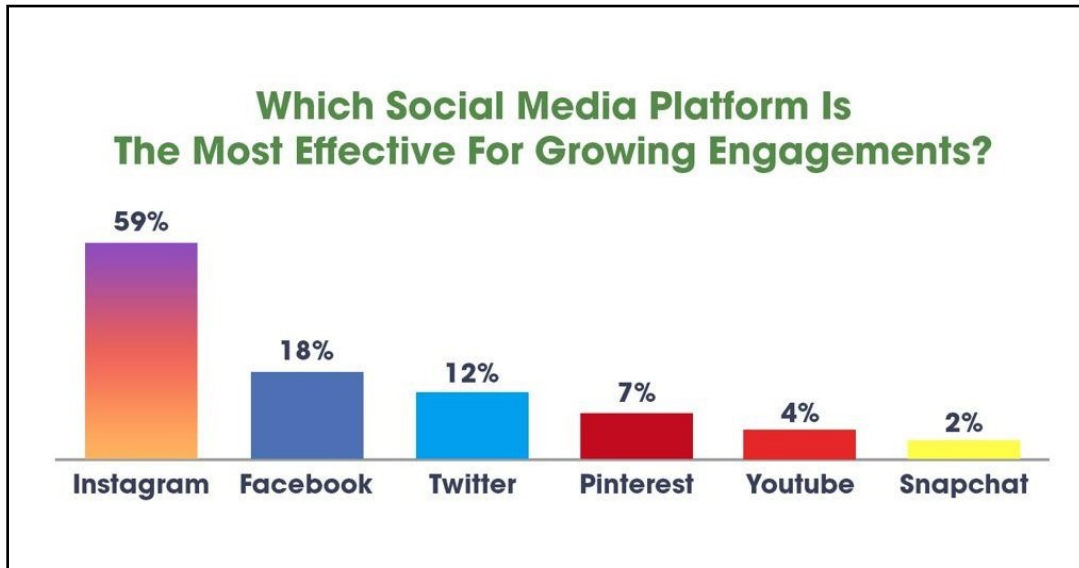


**Source: (www.socialpilot.com, 2018)**

According to a study by Sharma (2018), even though Facebook has over 2.3 billion active users versus 1 billion active users on Instagram, brand managers and marketers prefer to use Instagram over Facebook because it is easier to succeed on Instagram

versus Facebook. Some of the reasons cited by Sharma (2018), are that there are 6 million advertisers on Facebook versus 2 million on Instagram, increasing one's chances of being noticed on Instagram. As per Figure 2-2 above, images on Instagram get 23% more engagements than on Facebook.

**Figure 2-3: Social Media platforms for growing engagements**



**Source: (www.socialpilot.com, 2018)**

According to Sharma (2018), 59% of micro-influencers said Instagram is the most effective platform for engaging followers as depicted in Figure 2-3 above. It is also for the above reasons that Haig Clubman in South Africa decided to use Instagram as the social media platform of choice.

### **2.4.1 Instagram**

For the purpose of this study we will focus on Instagram as Haig Clubman uses this platform to collaborate with its influencers. Instagram was established in 2010 as a mobile service where users take pictures of interest and upload it for their friends to see and comment on the picture or respond to it by liking it on the platform (Smith, 2019 ). The number of "likes" and comments a picture gets determines its popularity and has

been one of the measures that marketers and the public has measured the success of a post. Instagram is the fastest growing social media platform and is fairly easy to use, making it hard for marketers to ignore even though research to prove its efficacy is at an infant stage (Smith, 2019 ).

Instagram is the most popular platform for social media influencers with 78% of social influencers and brand collaborations happening on this platform (Chernev, 2019). When Instagram came up in social media, a lot of consumers had presence ahead of brand pages so it made sense for brands to rather join them ahead of creating pages of their own (Chernev, 2019). This is because these people have established huge following and provided an already captured audience (Statista, 2019). As these popular users soon realized that this could be a business opportunity, influencer marketing was born (Statista, 2019). Instagram is influential as the number 1 influencer platform and has a very high number of users which is estimated at 1 billion active users in 2019 (Statista, 2019). Out of these 1 billion users, an estimated 630 million users are on the app every day creating a massive opportunity to advertise to them by marketers (Smith, 2019 ).

Over a third of Instagram users have used their mobile phones to purchase a product online making them an attractive market for advertisers, this is the reason why 90 of the top 100 brands in the world have an Instagram account (Smith, 2019 ). It is estimated that 70% of campaigns that have been performed on Instagram generated a significant boost to conversion with consumers, making Instagram the most preferred social media platform for campaigns (Rebelo, 2017). This success of Instagram has led to influencers using the platform for their careers by commercializing their followings (Ewers, 2017). Instagram is a photo sharing social media platform and this makes it effective for product placement as product placement becomes more prominent (Ewers,2017).

It should also be noted that no conclusion has yet been reached on the effectiveness of product placement on consumer reactions as existing findings show both positive and negative effects concerning product placement (Ewers, 2017). Despite all of that,

Instagram remains the most popular social media site for influencer marketing worldwide with Instagram “stories” the most popular tactic for sponsored campaigns (Bruns, 2018). This is also because Instagram offers the best communication policy over other social media platforms (Bruns, 2018). The “stories” feature presents an opportunity for Instagram users to post what they are thinking and doing in a conservative timeline (Amancio, 2017). It is a way for them to tell their story in pictures (Amancio, 2017). Introduced only in 2016, the “stories” feature is relatively new to Instagram but has become very popular due to the fact that a story lasts for only 24 hours on the page of the user (Warren, 2020). This creates a fun element as a story to be never repeated and keeps consumers engaged with the platform so they do not miss any stories (Amancio, 2017).

## **2.4.2 Influencers**

“An influencer is an individual who has the power to affect purchase decisions of others because of his/her authority, knowledge, position or relationship with his/her audience.” (InfluencerMarketing Hub, 2017). Influencers represent a new type of an independent third-party endorser who shapes audience attitudes and behaviours through the use of social media (Karen, Kristin, McGaughey, & Laura, 2010). Influencers have an established relationship with their audience which makes it easier for them to influence it (Rivera, 2019). It is important that an influencer would have established a level of credibility with a particular topic and they must capitalize on that niche to gain credibility (Rivera, 2019). An influencer could be anyone but the popular ones are those who have an established online activity like a blogger, celebrity, fashion stylist or an entrepreneur. It is the credibility that they build from their activities that make them influential (Rivera, 2019).

Up until 2018; there were 2 types of influencers those being micro influencers and macro influencers (DeKock, 2018). The difference between the 2 would be that micro influencers would have followings of less than 10,000 followers whereas macro influencers would have followers reaching up to millions and these macro influencers

command celebrity status in some respects (DeKock, 2018). Because of their celebrity status, macro influencers are usually approached by brands because of their strong reach or access to large audiences for brands enhancing visibility and the brands building awareness quickly especially at launch stages (DeKock, 2018). Micro influencers will however usually approach brands themselves since due to their smaller followings some brands might not recognize them (Capeli, 2019).

As influencer marketing continued to emerge, in 2018 we saw a rise to a new wave of influencers called nano-influencers (Maheshwari, 2018). A nano-influencer is an influencer with a small following which can be as low as 1000 followers but are willing to advertise products on their social media (Maheshwari, 2018). It is this low number and lack of fame that makes them approachable and the low numbers increases the level of believability (Maheshwari, 2018). Nano-influencers emerged because brands find it easier to work with them. This is mostly because they haven't reached celebrity status and will still listen to and do what the brands tell them at a smaller fee and sometimes through just an exchange of product (InfluencerMarketingHub, 2020).

The industry has since 2018 organised itself and four types of influencers are now recognized, and these are Mega influencers, Macro Influencers, Micro Influencer and Nano Influencers; in that order (InfluencerMarketingHub, 2020). Mega Influencers are therefore the top of the range in terms of audience reach and visibility, commanding large audiences of people with various interests (InfluencerMarketingHub, 2020). Mega influencers come at a very high cost because they help brands reach millions of consumers in a relatively short space of time (Ismail, 2018). "Mega influencers however do not have real conversion influencer power due to their following being very diverse demographically and psychographically. They are more suitable for top-funnel marketing campaigns that promote products to appeal to the masses" (Ismail, 2018: 2).

Haig Clubman decided to use a combination of macro influencers and micro influencers to blend the mix between influencers who are niched in their following and appeal to those reaching large audiences. The micro influencers are Seth Shezi (Lifestyle and

Fashion), Geaman Taylor (Lifestyle & Fashion) and Niquita Bento (Photography) whereas Sarah Langa (Fashion Blogger) and Thuli Mona (Fashion Designer) play the role of macro influencers for the brand. Although the brand has linked itself a lot with fashion influencers, they believe that a niched audience like the one for Niquita Bento, which is photography, will deliver a new desired appeal for the brand in another related segment of the market and she can help the brand to appeal to that audience.

## **2.5 CELEBRITY ENDORSEMENTS VERSUS INFLUENCERS**

If as a consumer you see a celebrity on social media talking about their love for a product, that is also influencer marketing but paid influencer marketing whereas if you see the same message from a friend or someone you know personally also talking about their love for a product, you are much more likely to believe that they actually used it and not a paid advertisement (Barker, 2020). Advertisers and marketers need to find a balance between the two scenarios and that is what defines influencer marketing (Barker, 2020). Influencer marketing is essentially virtual word of mouth and consumers react positively to messages that come from trusted friends or people over a sponsored post that comes from a company (Appel, Grewal, Hadi, & Stephen, 2020). Social media influencers need to be as trusted as a friend for them to be effective (Bruns, 2018).

According to a joint study by Twitter and Annalect, social media influencers rival friends in building trust with 56% of users relying on recommendations from friends while 49% of users relying on recommendations from influencers on Twitter (Swart, 2016). This is a significant number and proves that social media influencers can be as close as possible to friends in influencing consumer's decision to buy (Swart, 2016). According to statistics from Tech Jury, people are 10 times more likely to be influenced by a non-celebrity blogger than a celebrity (Chernev, 2019). This is especially true for micro-influencers and nano-influencers as these influencers because of their niched following and small audiences are likely to influence the consumers' decision to buy (Capeli, 2019).

Celebrity endorsements are more instrumental in raising brand awareness among consumers in large numbers, whilst social media influencers play a highly significant role in driving product engagement and brand loyalty as they are more capable of communicating to a niche segment (Ryu, Muqaddam, & Jin, 2019). Another major difference between celebrity endorsements and influencers is that influencers create their own content and the brand owner will approve the use of that content whereas with celebrities the brand owner comes up with the content and the celebrity plays a role in that campaign (Schouten, Janssen, & Verspaget, 2018). The advantage of celebrities when it comes to authenticity is that celebrities do not need to be knowledgeable about the subject whereas influencers are specialists who have built a community around a niche subject and thus are more authentic and believable (Schouten, Janssen, & Verspaget, 2018).

In terms of interaction, celebrities are mainly for show and there is little to no interaction with the target audience whereas the influencer is constantly running a dialogue with their followers and engaging them or providing further detail on the product when asked (Geppert, 2019). It will therefore be acceptable to a consumer if the celebrity is not knowledgeable about a product as they understand that the celebrity is merely endorsing the product for visibility whereas an influencer is expected to engage on the details to their niched audience (Newman, 2019 ). The lines however do get blurred between the two and there is sometimes a grey area; Haig Clubman is a great example as they use David Beckham who is a celebrity and a partner in the brand.

David Beckham is involved in all the processes of creating Haig Clubman and is a 50% owner of the brand but also endorses it in traditional media globally and also works with the brand's influencers in driving the campaigns. The result of this mixed strategy will be a subject of a separate study and it needs to be tested as to how consumers react to this strategy. It should be noted that David Beckham endorses the brand on global platforms but each country will have its strategy of influencers which are used to drive the brand in that particular market. In this study, we therefore focus on the influencers on Haig Clubman and how they impact brand performance in South Africa.

## **2.6 THE INFLUENCER BRAND VERSUS THE COMPANY BRAND**

When a brand is looking for an influencer, it makes sense to see if both the influencer's brand and the company's brand are aligned and moreover that the influencer to be used will be able to help the company reach its target audience (Bruno, 2019). A connection between the product and the influencer's brand and its followers leads to higher authenticity (Grafstrom, Jakobsson, & Wiede, 2018). An influencer is an opinion leader, an influential person with a strong personal brand (Grafstrom, Jakobsson, & Wiede, 2018). When selecting influencers, the company has to ensure that the personal brand of the influencer doesn't affect the company brand and this need to be constantly monitored as an association with the wrong individual can damage a brand (Kay, 2019).

A consumer who interprets an influencer as wrong for the brand or not the right fit could have negative perceptions of the brand and lead to a brand perception that is not desirable (Kay, 2019). The consumer chooses to follow an influencer because of personal interest related to their subject and not for brand recommendations (Grafstrom, Jakobsson, & Wiede, 2018). It is therefore important for influencers to remember the balance between curating personal content versus using their page as an advertising platform for brands (Macgougan, 2018 ).

An influencer could also post something that is inconsistent with brand guidelines which could be damaging to the brand and if consumers are aware of the association they might question the brand stand (Macgougan, 2018). This could also be true for influencers with large followings as their large following means that in the eyes of the consumers they are celebrities and their behavior could be interpreted in the same way. A brand might partner with an influencer who damages their own image and reputation in a way that has nothing to do with the brand but a company's brand could still be affected because of its association with the influencer (Kay, 2019).

This is especially true with influencers with a large following as the association with that influencer could mean an endorsement of that influencer's values (Ehrhardt, 2018 ).

Influencers could also alienate some of your customer base through their views about other topics and consumers can find a way of linking this back to your brand. It is therefore essential for brands to look at their selection process when choosing influencers they want to associate with their brand (Ehrhardt, 2018 ).

A challenge to brands is that they cannot be prescriptive to an influencer on what type of content to post on their own social media pages and this presents risks to the brand (Lisichkova, 2017). An influencer can post controversial and unacceptable content that will be damaging to your brand like a racist or anti-Semitic content (Main, 2017). An example of this is how mega influencer, Felix "PewDiePie" Kjellberg, posted startling and controversial anti-Semitic statements on his social media and leading companies like Maker Studios and YouTube to firing him on their influencer marketing campaigns (Main, 2017). Consumers in this case will want to challenge the organization on the association with the influencer (Kay, 2019). This risk is larger for mega-influencers and macro-influencers as they reach large audiences of consumers and the consumers are clear that they are paid for the campaigns (Kay, 2019). The selection of the type of influencer to work with becomes an integral part of the campaign (Main, 2017).

## **2.7 SELECTION OF INFLUENCERS**

It is important to select influencers that are a best fit for your brand and relevant to the product or services you offer (Gregorio, 2019 ). The brand manager will have to be very clear about the outcomes of the influencer campaign and what role the influencers will play in the marketing or public relations exercise of the brand (Gregorio, 2019 ). It is important to not look at only reach, which indicates the number of followers, as an indicator of success but to look at how influencers can seed the story for your brand and use their creative beings to curate content for the brand (Thorsen, 2016).

As mentioned above, influencers are typically specialized in a specific subject or topic and would have cultivated a niched audience of followers (InfluencerMarketing Hub , 2017). A brand will have to understand that audience and ensure it has similarities with

the intended brand audience (Coverdale, 2019 ). The brand manager needs to look at engagement rates of influencers to look at how influencers engage with their followers and the level of interaction and response they show to them (Coverdale, 2019 ). The brand manager needs to also be clear on whether they are looking to capture large audiences through mega-influencers or build their brand through very niche audiences and therefore need to look for nano-influencers (Ismail, 2018).

## **2.8 CREDIBILITY IN INFLUENCER MARKETING**

In assessing the credibility in influencer marketing, it would be useful to first look at the definition of credibility.

### **2.8.1 Definition of credibility**

Credibility in influencer marketing refers to whether an individual perceives an influencer's recommendation as unbiased, believable, true, or factual (Rebelo, 2017). Credibility can also be referred to as believability (Viviani & Pasi, 2017). Crediblesources are defined as trustworthy and having expertise (Wathen & Burkell, 2002). Credibility, trust and believability therefore are linked and the behavior of an influencer and the information they put out in their platforms need to pass the test of all three (Rebelo, 2017). In his definition of credibility, Alogona (2008), expands and argues that credibility is relational. It represents a relationship between people, and different relationships will require different ingredients to build mutual trust and confidence (Alogona, 2008).

In influencer marketing it will be those influencers that are relatable, familiar and who seem to be reachable that will be assumed to be credible (Rieh, 2010). People trust people they have met in person or people they are familiar with more (Alogona, 2008). Credibility results from simultaneously evaluating multiple dimensions like trust, believability, trustworthiness and expertise (Rieh, 2010). Credibility is therefore multi-

dimensional however the most important dimensions of credibility are trustworthiness and expertise (Rieh, 2010).

Trustworthiness however is the key measurement as it talks to the perceived goodness and morality of the source (Rieh, 2010). Expertise is also important it shows perceived knowledge, skill and experience of the source. It is about people's ability to provide information that is accurate and valid (Rieh, 2010). The most credible information comes from those who are perceived to have high levels of trustworthiness and expertise (Rieh, 2010). It is for these reasons that the researcher looked at credibility in the context of trust and believability as these are important in evaluating how influencers and brands are perceived by their audience and that their involvement and assessment of the information they put out on social media needs to pass the credibility test.

### **2.8.2 Importance of credibility**

The credibility of the source is usually used to measure efficacy of influence (Lim, Radzol, & Wong, 2017). Trustworthiness and expertise are linked with source credibility (Lim, Radzol, & Wong, 2017). If information is shared by a credible source it is likely to be believed by consumers. Influencers present themselves like ordinary people who are approachable and authentic, this makes people feel like the influencers are similar to them and this helps with credibility (Schouten, Janssen, & Verspaget, 2018). Consumers are more likely to accept recommendations from people they associate with because that source is credible (Rieh, 2010).

A trustworthy influencer has more persuasive power than an untrustworthy one and will therefore help a company sell brands better because of this (Schouten, Janssen, & Verspaget, 2018). Social media influencers who are highly trusted are viewed by consumers as being influential and therefore could be effective in converting consumers to a brand purchaser (Lim, Radzol, & Wong, 2017). What the authors are saying is that it is important for brands that influencers appear to be trustworthy to consumers and they believe the message that comes across from their platforms. It is also equally

important that there is at least an association or belief that the influencer could be using that brand they are talking about (Riehl, 2010). An influencer that doesn't drink and has told their audience that they don't will not be trusted when they suddenly promote an alcohol brand. It could be damaging to an influencer's brand and equally damaging to the brand of the company promoting it (Lim, Radzol, & Wong, 2017).

If consumers believe that they share interests, values and beliefs or characteristics with an influencer they are more likely to adopt their behaviours and therefore these influencers are likely to convince these consumers due to shared interests (Schouten, Janssen, & Verspaget, 2018). Influencers are also more credible than celebrities because influencers post their products in a real life setting that makes it more believable and could also be places that consumers themselves know and can associate with (Schouten, Janssen, & Verspaget, 2018).

Mega-influencers and macro-influencers' lives are too much in the public domain and consumers will be aware of their lifestyles, likes and habits so it is important for a brand to try and link up their brand to an influencer's actual life (InfluencerMarketingHub, 2020). The micro-influencers and nano-influencers are however different because they appear authentic (Heath, 2020). It is easier to believe a micro influencer when they post a picture of a product and claim to have bought it (Pusztai, 2019).

Kendall Jenner, a mega social media influencer, in her partnership with Pepsi is an example of why marketers should take the trust and believability of campaigns seriously (Kornberger, 2019). "The Kendall Jenner Pepsi advert caused outrage because she has never been known to stand up for human rights or any type of social justice cause. It was clear that she was simply paid to star in the commercial. Zero authenticity put the campaign on the back foot before it even started, causing damage to the brand, and distrust among consumers" (Kornberger, 2019: 1). The campaign received negative feedback and was pulled off due to a consumer backlash around the message it portrayed. It also created doubt on Kendall Jenner as an influencer because consumers felt that she could do anything for money (Kornberger, 2019). Kendall Jenner's

credibility therefore was damaged and it would be interesting to find out and measure the extent of the damage. This is however not covered in this study.

Consumers are already suspect of social media advertising through influencers and it is therefore important for marketers to minimize this suspicion by making sure that the influencers they use have credibility (Rebelo, 2017). Consumers tend to buy a product if an influencer has built credibility about his/her relationship with the product by showing their followers that they enjoy particular use of that product and it's not just about marketing to them (Rebelo, 2017).

### **2.8.3 Brand Loyalty**

Easy access to the medium of social media has meant that it has become an easy way for influencers to make money and therefore influencers are now signing up with a lot of brands at the same time to maximise their earnings, however this decreases believability and credibility (Bruno , 2019). Consumers are skeptical of endorsements and want authenticity from their influencers especially when the advert or campaign is hidden as a general social media post (Kornberger, 2019).

Some influencers are now no longer engaging their audiences based on what they are known for but only post for different brands on different days (Jimenez-Castillo & Sanchez-Fernandez, 2019). The engaging of their niche interests with their audience has thus been diminished (Jimenez-Castillo & Sanchez-Fernandez, 2019). Due to this brand hopping in markets like Europe, it has been established that consumers have begun to distrust influencer marketing in the same way they distrust traditional public relations mediums and other forms of advertising (Miles, 2018). Other markets around the world including South Africa are expected to follow suit (Miles, 2018).

### **2.8.4 Building credibility**

There are a few things that marketers could do to build credibility:

i) Focus on micro and nano-influencers

Micro influencers and nano-influencers have a smaller number of followers and typically their audiences are more engaged as these types of influencers are closer to their audiences than macro and mega influencers who are celebrity-like (Capeli, 2019). It is estimated that micro influencers are 60% more effective than other type of influencers (Kornberger, 2019). The micro and nano-influencers will therefore be likely to give you feedback on engagement, will likely want to learn more about the product than celebrities and are even more likely to attend brand strategy sessions that will educate them more about the brand and make them true ambassadors (Pusztai,2019).

ii) Find Long-term ambassadors

In order to avoid brand-hopping influencers with short term engagements that consumers don't trust, a marketer can look into forming long term engagements with influencers. Long-term engagements deliver significantly better value than short term assignments with brand-hopping influencers (Miles, 2018). In these long-term associations with influencers, a brand can spend time in developing the influencers brand as well as their own, creating high levels of credibility by offering training to influencers, involving them in brand trainings so they understand the product and its vision and objectives (Kornberger, 2019).

Source credibility is acceptable as an important measure in confirming efficacy of an endorsement and therefore marketers should ensure the credibility of their influencers. In their research, Lim, Radzol, & Wong (2017) make the hypothesis that there is a positive relationship between the credibility of a celebrity and purchase intention. It is therefore important that when selecting influencers, a look at their credibility becomes a key criterion for selection (Skoglösa, Svelander, & Stedt, 2019).

## 2.9 THE VALUE OF USING INFLUENCERS

In order to understand the efficacy of influencers on the consumer's decision to buy it is important to look at the value of using influencers themselves in a marketing campaign. (Swart, 2016) Says according to a study on twitter, users of the platform now trust influencers nearly as much as their friends. This is valuable for marketers as it is commonly known that word of mouth communication is more effective than advertising if used correctly (Mosley, 2018). Consumers spend an inordinate amount of time on social media and therefore social media tools have become valuable and a key part of the communication strategy by marketers to consumers (Bright & Logan , 2018).

To determine the value of influencers, we have to look at why marketers should use this medium over others. Glucksman (2017) argues that there is a wide range of factors that make the use of influencers popular. The author acknowledges that these factors range from those that are difficult to measure such as "quality of content", to highly measurable factors that include page views and search engine rank. Social media influencers work to enhance relationships with key audiences and could be effective in improving a brand's reputation by driving awareness through online activities and engaging and soliciting customers' comments and feedback (Glucksman, 2017). This level of engagement puts more value on influencers than on advertising as advertising is a direct one-way communication by the brand to a consumer (Glucksman, 2017).

Influencers, especially micro-influencers, are an excellent value for money when compared with traditional advertising and public relations activity when your aim is to connect directly with your target market (West, 2018 ). A study found that influencer marketing has the ability to trigger 11 times more return on investment than other forms of traditional advertising annually (Woods, 2016). This return on investment is measured in terms of reach, engagement, and ultimately sales, where a positive association exists as identified in another study (Woods, 2016). In this study, around 40% of respondents said they have purchased an item online after seeing it used by an influencer on Instagram, Twitter, Vine or YouTube (Woods, 2016). With these favourable results, it

makes sense that the value of influencers has increased because it's showing conversion results.

According to Foster (2019), only 18% of businesses failed to generate any revenue from influencer marketing. Due to these initial results on the value of influencers, brands have significantly increased spending on influencer marketing, with spend rising from \$2 billion in 2017 and expected to reach \$10 billion in 2022 globally (Brown, 2019). This might rise even more as technology has enabled ad blocking software on social media platforms where consumers can now block advertisements on these platforms (Brown, 2019). This makes influencers the only logical way to reach audiences on social media (Brown, 2019).

## **2.10 SOCIAL MEDIA ENGAGEMENT**

### **2.10.1 Definition of social media engagement**

Influencer marketing campaigns are no longer about the extent of the reach created by the influencer but the level of engagement created between these brand influencers and consumers in social media (Pusztai, 2019). "Engagement marketing happens when a company uses personalized messaging to move their audience through a sales cycle — changing a lead into a customer and nurturing current customers to become more brand loyal" (Ollila, 2019: 1).

Social media marketing refers to the strategic use of resourceful content to engage consumers and create meaningful conversations and interactions with them over time (Abromovich, 2012). Social media networks allow users to share their interests by way of liking, commenting and posting on the content they relate to (Capeli, 2019). When consumers interact with content this way they are engaging with brands they like and due to social media algorithms and visibility to their own friends they are passing along their preferences to wider audience (Capeli, 2019). Engagement is basically about brands connecting with people on a personal level (Noohukan, 2019).

In social media, engagement is very important for brands but brands must create content that consumers want to share (Grin, 2019). It is therefore the responsibility of brands to ensure that their influencers are capable of creating the right content that resonates with their brands (Grin, 2019). In social media you want an influencer who actively engages with their audience about the brand and not just posts; because an engaged consumer is likely to purchase and share the experience of the brand (Brennand, 2015).

Engagement presents marketers with an opportunity to extend their reach (Narayan, Sharma, & Upadhyay, 2019). Engagement is not only shifting the way social media works but it is creating a shift in the entire marketing mix and becoming an important part of marketing as marketing is no longer just about telling people about the brand and transactional engagements but it is about engaging people and building meaningful life-long and personalized relationships (Brennand, 2015)

### **2.10.2 Principle of engagement in marketing**

According to Brennand (2015) there are five key principles that marketers must achieve in order to build an impactful engagement strategy. These same principles will be effective in influencer marketing as part of a social media engagement strategy. Influencers will need to be trained on an effective engagement strategy with the application of the below principles in order to deliver an effective engagement on the brands: The five principles are

- A relentless focus on building trust. An influencer will need to build trust with their audience so that their recommendations are trusted
- Embracing strong two-way communication. Consumers sometimes put questions through to influencers on social media and when influencers do not respond to these questions they are seen as aloof and celebrity-like which decreases their effectiveness. There must be a two-way communication between influencers and

their audience to increase engagement. If an influencer is not engaging their followers then they won't be of much help to a brand's campaign (Barker, 2019).

- An exchange of value must be created. The influencer who represents the brand gains through an effective message being delivered and the consumer is left educated about the product thus everyone gaining in value
- A relationship focus. The brands want to create long lasting relationships with their consumers and thus an influencer through engagement with these consumers becomes an effective tool.
- A long-term view. Marketers must have a long-term view when using engagement marketing as the cycle of converting consumers might be long.

Brands however need to ensure their influencers are engaging their customers. A challenge for Haig Clubman in South Africa is that there is no engagement requirement from their influencers which means they can post about the brand and not engage the consumer. Agreements between influencers and brands need to include engagement as part of a performance arrangement (Brooks , Swaminathan, & Hughes, 2019). Failing to add this element could be detrimental to the perception of the brand as consumers could react negatively to influencers' refusal to engage (DeMers, 2019). People like to feel like they matter and are likely to be loyal to influencers who listen, value and respect them (DeMers, 2019). This will make followers recommend an influencer's page and therefore helping them grow their followers thus opportunities for a larger target audience for brands (DeMers, 2019).

### **2.10.3 Importance of social media engagement**

Influencers can directly address their followers and this makes consumers feel a sense of closeness to them which makes them feel as peers (Schouten, Janssen, & Verspaget, 2018). Social media engagement is one of the most critical factors of influencer marketing. Social media is a much cheaper advertising tool than traditional advertising and could save an organisation millions of rands if used effectively with the right influencers who engage their audiences (East , 2016). A consumer can share a

message about a brand from one of the influencers to their own audiences in the process generating valuable coverage at no cost (East , 2016).

The engagement helps increase brand awareness as consumers who engage with an influencer's content on social media can be seen by their friends on the consumer's pages which in turn increases brand awareness (Tom, 2018). The result of such organic exposure is what leads to authentic and cheaper ways of selling a brand online and creating the right social image which can lead consumers to buy (Tom, 2018). Purchase intention can be traced to engagement towards the brand that followers of an influencer develop from the expected persuasive impact of the influencer (Jimenez-Castillo & Sanchez-Fernandez, 2019).

Engagement in social media can be an effective feedback tool for brands (Liu, Lee, Liu, & Chen, 2018). Engagement is a tool that can be used to set the brand apart from others as more and more brands adopt social media and use the influencer strategy to deliver the promotional message (Liu, Lee, Liu, & Chen, 2018). Using engagement as a feedback tool could involve monitoring conversations between influencers and consumers or even engagement about brands between consumers only (Goodman, Fahy, Conduit, & Dolan, 2017). Brands can then respond to consumers with useful information where required or can immediately issue the right information to their influencers so they can engage the consumers further should they not have information that may be technical (Schultz & Peltier, 2013). This type of engagement is also known as triggered engagement, where a brand responds to consumers through consumer- initiated content and this allows brands to seek initiatives that respond to the needs of consumers or can develop campaigns that address these needs they might not have been aware of (Cabiddu, De Carlo, & Piccoli, 2014).

The objective of an influencer marketing campaign is no longer the extent of the reach created, therefore, the level of engagement created between these brand influencers and consumers on social media is the metric by which influencer marketing campaign should be measured. (Hart, 2017). There is no evidence however that consumer

engagement on social media leads to actual purchase, there is however an assumed positive correlation and an indication of intention to purchase (Hart, 2017).

#### **2.10.4 Engagement rate**

Engagement rate in influencer marketing can be defined as “a measure of the level of interaction an influencer typically receives on their content. It is the percentage of the influencer’s audience that responds to their content” (Newman, 2019: 2). Engagement rate is important because it can help a marketer decide whether the influencer is the right person to use based on consumer’s responsiveness to their content (Brooks , Swaminathan, & Hughes, 2019). It could also be used as a determining factor to see if the campaign was successful or not (Newman, 2019 ). A campaign that has a higher engagement than what is a regular engagement of an influencer on their normal posts could indicate the success of a campaign (Newman, 2019 ).

The efficacy and importance of nano-influencers and micro-influencers is illustrated on engagement rates, as these types of influencers generally have a higher engagement rate than other types of influencers (Capeli, 2019). In a study conducted in 2019 by an influencer platform CreatorIQ, it found that nano-influencers consistently had better engagement rates across all platforms with averages of 0.17% (Twitter), 0.42% (Facebook), 4.4% (Instagram) and 6.7% (YouTube) (Semeraro, 2019). The assumption for that is that the audiences of micro-influencers and nano-influencers are often more attentive and engaged. Average engagement rates from mega-influencers hover around 0.008% (Twitter), 0.01% (Facebook), 0.7% (Instagram) and 4% (YouTube) (Semeraro, 2019).

Another study done by Influencer Marketing Hub supports this view; it finds that nano-influencers with fewer than 1,000 followers enjoy an engagement rate of 7.2% on Instagram while influencers with over 100,000 followers have 1.1% engagement on the same platform (The State of Influencer Marketing 2019 : Benchmark Report, 2020). As

one of the only true metrics for successful measurement of an influencer, engagement rates remain the key tool for measuring performance of a campaign (Capeli, 2019).

## **2.11 METRICS AND MEASURABILITY OF INFLUENCERS IN SOCIAL MEDIA**

There seems to be not much consensus in available literature around the measurement of social media influencers' performance, but the limited body of knowledge on the subject put the rate of engagement as one of the key metrics. However, this does not answer the researchers question on how it leads to brand performance. Academics and industry professionals are clear that social media contributes to a firm's financial performance but there seems to be no theoretical certainty and consensus about effective measurement of social media and influencer performance (Michopoulou & Moisa, 2019 ).

Measurement is however very important and the metrics to be used to determine return on investment needs to be explored. Measurement allows marketers to determine the success of their campaigns and this is critical for any expense in an organization. In measuring influencers, marketers have erroneously used generic metrics like the amount of followers, views and visits to social media pages as a benchmark for an influencer performance and this has been seen to be an inadequate and misleading for a company and could place a company's social media programs at risk (Michopoulou & Moisa, 2019 ). The reason why it's erroneous is these followers and likes do not necessarily lead to sales and cannot be proven to drive conversion to sales (Michopoulou & Moisa, 2019 ).

Liu, Shin, & Burns (2019) argue that consumer created content is the strongest measurement of performance because in creating their own content a consumer goes beyond the simple consumption of brand related information like liking, sharing and commenting on the influencers post about the brand but by creating content such as their own posts, reviews or articles related to the brand. In creation of their own content,

we then can ascertain interest and engagement which can at least indicate purchase intention (Liu, Shin, & Burns, 2019 ).

### **2.11.1 Purchase intention**

Purchase intention is relevant to this study due to its close relationship to actual purchase (Probstnerová, 2020). Purchase intention is regarded as “an individual’s conscious plan to make an effort to purchase a brand” (Probstnerová, 2020: 1). Influencer marketing has a positive impact on purchase intention, but this study seeks to find out if purchase intention actually converts into real purchase and impacts brand performance positively (Ewers, 2017).

Purchase intention can be described as the cognitive behavior regarding the intention of a consumer to buy a particular product (Johansen & Guldwick, 2017). Purchase intention is part of a complicated process of a consumer’s decision to buy and is a conscious plan to make an effort to buy a particular product (Johansen & Guldwick, 2017). Furthermore, Johansen and Guldwick (2017) state that it is very important to understand purchase intention as it relates to consumer’s behavior, perception and attitude and can be used to predict the buying process. Purchase intention in influencer marketing should be treated the same as in an advert since the endorsement of the product on social media still depicts an advert; therefore to determine the perceptions about influencer marketing, we need to take the perceptions about the advert itself into account (Muller, Mattke, & Christian, 2018).

The attitude the consumer develops towards the advertisement affects his attitude towards the product and therefore purchase intention. The argument advanced by Muller, Mattke, & Christian, (2018) is the reason why legislators have insisted on regulation of influencer marketing because for the consumer to make a choice they need to be aware if the product placement or recommendation on social media is an advert or not. Without disclosure, a consumer could assume the placed product is a social recommendation instead of a financial benefit borne by a person they trust and

this could be ethically incorrect (Ots & Abidin, 2016). Price perception is however still important in order for purchase intention to lead to actual purchase (Septiani & Chaerudin, 2020). Price will affect a consumer's judgement about the brand and the consumer needs to place the product where there is gain from perceived value in order for them to purchase it (Septiani & Chaerudin, 2020).

## **2.12 LEGISLATIVE IMPACT ON INFLUENCER MARKETING**

There are potential ethical and legal implications associated with influencer marketing (Goanta & Ranchordas, 2020). An ethical implication could be the influencer does not believe in or use the product, but they still post a positive review because they are getting paid to do so (Kornberger, 2019). This is misleading and practically lying to consumers (Kornberger, 2019). If not disclosed properly, the advertiser could get into trouble with the Advertising Regulatory Board and the influencer could lose credibility among their followers (Forrester, 2019). The Advertising Regulatory Board administers the widely-accredited Code of Advertising Practice which regulates the content of South African advertising (Forrester, 2019).

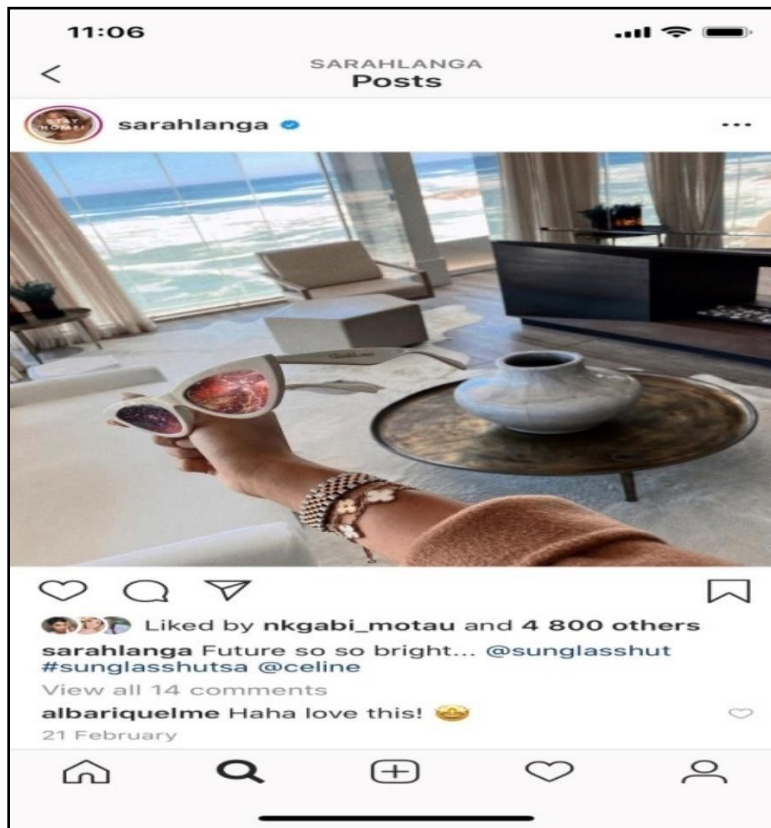
In the early stages of influencer marketing, influencers advertised products on behalf of organisations in a misleading way by not disclosing that the product featured in their posts is being advertised (Lurillo, 2019). Influencers and celebrities by definition have an ability to shape people's opinions and therefore it would be deceitful for companies to use influencers and celebrities to post brands without disclosing it as an advert (Schouten, Janssen, & Verspaget, 2018). Regulators have seen this loophole in the advertising laws and are raising the bar for influencer marketing posts not to violate consumer protection and competition law (Forrester, 2019). Regulators have pushed for transparency in order to ensure that posts are showing transparency (Moussas & Partners Attorneys at Law, 2018).

Previously seen as non-traditional marketing and with brands circumventing the law, influencer marketing is now the focus for regulators and the simple premise of any form

of benefit that exists to the influencer, in cash or free goods/services then the influencer needs to disclose the relationship with the brand (Truter, 2018). The Advertising Regulatory Board has gone a step further and has put most of the responsibility on marketers to ensure that paid social media advertising is identifiable as such (Advertising Regulatory Board, 2019). In the regulations by the Advertising Regulatory Board, clause 3.3 states that marketers should pay particular attention to ensuring that paid social media advertising is obviously identifiable as such (Advertising Regulatory Board, 2019).

A clear social media identifier must be included within the content of the tweet or post, in order to ensure that consumers reasonably understand this to be a paid advertising as opposed to an Organic Social Media endorsement. Sections 3.3.1 further requires that marketers ensure the social media identifiers include i) “#AD” ii) “#Advertisement” iii) “#Sponsored” (Advertising Regulatory Board, 2019). The influencers however also have a responsibility in ensuring that they disclose their involvement with the brand as per rule 4 in the advertising regulatory board’s published rules (Advertising Regulatory Board, 2019). There however seems to be continued ignorance of rules by social media influencers in this regard and little trace of enforcement by the advertising regulatory boards (Tobin, 2018).

**Figure 2-4: Sarah Langa influencer post for Sunglass Hut**



**Source: Instagram 2020**

Influencers continue to post brands without adding disclosures on sponsorships and advertisements as shown by Figure 2.4 above. Brands like Haig Clubman however have shown compliance with the rules as seen in Figure 2.5 below. Influencer Sarah Langa, as seen in Figure 2.5 below, would comply with the regulations when required to do so by a brand but wouldn't do so, as seen in Figure 2.4 above, if not required.

**Figure 2-5: Sarah Langa Influencer Post for Haig Clubman**



**Source: Instagram 2020**

There is a need for the regulation to extend beyond brands and for influencers to be held accountable for their posts (Authentic Creative Excellence , 2019 ). Due to the growth in payments for influencers and them being responsible for commercializing their social media pages, influencers could post anything just to make money and thus lose integrity (Authentic Creative Excellence , 2019 ). The challenge is how the Advertising Regulatory Board will drive enforcement of the rules and monitor every post. Since there is a lot of influencers and no registration body before one resumes, the easy way is to make an example of a few influencers who are not sticking to the rules.

This could also be damaging to the brand if that information is published as seen in the Volkswagen and Drive Dry Campaign on drunken driving awareness in 2019. In the campaign social media influencer, Nomuzi Mabena, fakes a car crash in an Instagram post without the necessary disclosures (Rangongo, 2019). The post was later taken down and reposted with appropriate tags marking it an ad campaign (Rangongo, 2019). A good influencer is one that has built up the trust with their audience to a level where a

paid product placement in a post seems authentic even though it is known they are receiving compensation (Heming, 2020).

### **2.13 FUTURE TRENDS OF INFLUENCER MARKETING**

It is critical to understand if the current trends in influencer marketing are a fad or a sustainable part of a brand's public relations plan. Influencer marketing is not a fad and big brands and businesses are entering the space (Guthrie, 2019). However, influencer marketing is still at an early stage as an additional advertising and public relations platform and has developed significantly over the past few years and is keeping up with the pace of social media evolution (Guthrie, 2019). If influencer marketing is done well it can deliver remarkable and long-lasting results with 89% of marketers agreeing that the return on investment in influencer marketing is either comparable or better than other promotional strategies (Triangle PR , 2020).

Evaluating influencer effectiveness will be important as influencer marketing develops where marketers will look to tie influencer marketing campaigns to sales of the advertised product as this will help circumvent all the issues faced by influencers not delivering on engagement numbers and other performance indicators (Hund, 2019). As we have learnt that influencer marketing efficiency is based on trust and reliability, it is apparent that the strategy of using celebrities as influencers on social media does not work as well as the marketers had hoped and that micro and nano-influencers are more effective on delivering quality engagement therefore micro and nano-influencers will hold the key to the future of influencer marketing (Sokolov, 2019).

Even as investment by brands on influencer marketing grows and the practice of influencer marketing reaches new heights with more entrants into the space, there are questions about the sustainability of the practice as consumer trust is at an all-time low. Brands will therefore have to rethink their strategies around authenticity and consumer buy-in if they wish to run successful influencer marketing campaigns (Triangle PR , 2020). Creativity and engagement will be the major factors of an effective influencer

marketing campaign. The brands will have to be effective enough to choose the right influencers who can create bespoke content for their audiences which will make the campaign seamless and authentic, best resonating with the audience which the influencer will know better and that will deliver better engagement rates (Hugo, 2019). Live video content generates more engagement than still images and therefore it will be important for content developers to focus more efforts on using live video as it is believed video content improves the relationship between influencer, brands and followers (Ahmad, 2019).

Even though influencer marketing has evolved to measure efficacy of influencers and influencer marketing campaigns through engagement, the number of likes had been used as a measure of success in a post before then (Lee, 2019). How influencer marketing continues to evolve is not clear, but we can expect to see the landscape evolve as social media platforms are held accountable for their impact on society, such as Instagram's soon to be worldwide removal of its 'like' functionality to alleviate pressures on mental health, and through the advancement of technology and the rise of virtual influencers (Triangle PR, 2020). Instagram has already rolled out this feature in some countries. This will mean engagement will become a key measure as it will become a true measure of influence of a post. Another opportunity will be to measure actual sales through specific links from influencer posts which will be a new way to track who has the right traction and good ROI (Lukes, 2018).

As the industry grows with advertisers increasing their budgets, a lot of people with large followings on social media are commercializing their followings and becoming influencers (Laurinavičius, 2018). This also brings in a lot of people who are not authentic and gives rise to fake influencers (Laurinavičius, 2018). Fake influencers buy followers and purchase fake engagement in order to get noticed and paid by brands and this worrying trend is fraudulent and is expected to grow (Laurinavičius, 2018). As a result of this growth and with brands spending significantly on influencer marketing, influencers should expect extreme scrutiny in the near future (Forrester, 2019). Companies are investing in technological solutions that will breakdown their audience

and recognize fake followings and fake engagement instantly (Eyal, 2018). There will be advancement in technology with solutions that will also expose the inactive audience members and allow advertisers to easily evaluate which of the influencers actually have real influence, and which are just popular with numbers and thus only Instagram famous (Eyal, 2018).

## **2.14 CONCLUSION**

This chapter has provided a detailed review of available literature with regards to the impact of influencer marketing on brand performance. The chapter started with a review of literature around the emergence of influencer marketing and the different types of social media used to market in this way. It reviewed how the growth of influencer marketing and the growth of social media which facilitated the growth of influencers plus the number of factors which led to Instagram being the preferred social media platform by brands and social media influencers alike. The available literature focuses on the role of the influencer and how effective an influencer can be; therefore factors such as credibility, trust and believability have become very important when selecting influencers for a brand campaign. There doesn't seem to be a clear and uniform metric of measuring influencer performance and the impact their activities have on brand performance.

There is however consensus amongst scholars that there is definitely a future for social media influencer marketing and therefore more research needs to be done around its efficacy. With advertising spend significantly shifting to influencer marketing, it becomes necessary for scholars to investigate the efficacy of this spend. Available literature suggests social media marketing is here to stay (Burgess, 2017). The next chapter looks at the research and methodology used to conduct this research.

## **CHAPTER 3**

### **RESEARCH DESIGN AND METHODOLOGY**

#### **3.1 INTRODUCTION**

Research is a critical process for asking and attempting to answer questions about the world (Dane, 2018). There may be many other ways of attempting to answer questions about the world but the researcher believes the author is right in saying research is a critical process in that attempt. In this chapter, the researcher presents the description of the research process. The chapter provides a brief description of the different types of research and the different types of methodologies and discusses the one that was used in the study. This chapter provides the required critique and analysis of information concerning the method that was used in commissioning this research as well as an explanation for the use of this method.

#### **3.2 RESEARCH DESIGN AND METHODOLOGY**

It is generally accepted that it is essential to ensure a tight fit between the research questions and the methodology (Maree, 2016). The researcher then explored all 3 types of research methodologies in relation to the research questions and came to the conclusion that the best methodology to use is the mixed one.

##### **3.2.1 Qualitative Research**

Qualitative research focuses on natural settings where interaction occurs, this entail viewing social life in terms of processes that occur rather than in static terms (Maree, 2016). Qualitative researchers are most interested in how human beings arrange themselves and their settings and how inhabitants of these settings make sense of their surrounding symbols, rituals, social structures, social roles, and so forth (Maree, 2016). Qualitative research uses open-ended questions and focuses on understanding the problem through the subject's point of view. As illustrated by (McGivern, 2013),

qualitative research is exploratory in nature and is used to gain an understanding of underlying reasons, opinions, and motivations. It is also used to uncover trends in thought, opinions and to dive deeper into problems by providing insights into the problem. If we look at our research questions and research problem and also bearing in mind that the research problem is a new phenomenon in marketing and business. There is therefore a strong reason why qualitative data should be included in the study, to explore in detail the views of influencers themselves and other subjects in the research problem.

The sample size of the influencers was also small, which is an important characteristic of qualitative research. The researcher wanted to understand the experiences of influencers and why they thought the platform was an important element of the marketing mix or an effective public relations exercise that could benefit brands.

According to (Merram & Elizabeth, 2015) qualitative researchers are interested in how people interpret their experiences, how they construct their worlds, and what meaning they attribute to their experiences. This is at the core of the research problem as the researcher wanted to understand the experiences of the influencers and brand owners.

According to (Merram & Elizabeth, 2015), the following four characteristics are identified by most as key to understanding the nature of qualitative research:

- **The focus is on process, understanding, and meaning.** The overall purpose of qualitative research is to understand how people make sense out of their lives, delineate the process of mean-making, and describe how people interpret what they experience.
- **The researcher is the primary instrument of data collection and analysis.** The benefit of this is that the researcher can expand his understanding through non-verbal as well as verbal communication, process information immediately, clarify and summarize material, check with respondents for the accuracy of the interpretation, and explore unusual or unanticipated responses.
- **The process is inductive.** This process helps where there is a lack of theory or existing theory fails to adequately explain a phenomenon. This is a case in point

with the influencers since this is a new concept and no adequate information exists to explain its effectiveness and its popularity.

- **The product is highly descriptive.** Words and pictures rather than numbers are used to convey what the researcher has learnt about a phenomenon. Data comes in the form of field notes, respondent interviews, and excerpts from videotapes and documents.

### **3.2.2 Quantitative Research**

Quantitative research is a process that is systematic and objective in its ways of using numerical data from only a selected subgroup of a universe to generalize the findings to the universe that is being studied (Maree, 2016). Quantitative research emphasizes quantification in the collection and analysis of data (Bryman, 2007). Quantitative studies are used where there are large numbers of participants (Harding, 2013). The most popular quantitative technique of collecting data is the survey. The survey was used in this study by the researcher. One of the advantages of a survey is that it can address multiple aspects at once and help the researcher answer multiple research questions in one setting (Nardi, 2003). Surveys can be administered by mail, telephone, face-to-face, or by the internet (Lau & Kuziemy, 2017).

### **3.3 POPULATION OF THE STUDY**

The population of the study can be defined as “the entire group of people, events or things of interest that the researcher wishes to investigate” (Sekaran & Bougie, 2013). The total population of brand influencers was 5 and the researcher intended to interview all of them but only 4 participated in the study. The total population of consumers targeted by Haig Clubman is fragmented and therefore the researcher selected a location where they could reach a large population of whisky consumers within a reasonable period. The researcher chose to use a popular tavern in Khayelitsha, Cape Town for data collection. According to the owner of the tavern, there are on average 200 people per day that visit his establishment. The researcher was unable to use all

members of the consumer population as this would prove to be extremely difficult, would take a long time to complete the study and it would be costly. The researcher then used a sample in this case. There were 117 respondents to the survey. (Sekaran & Bougie, 2013: 241) defined a sample as a subset of the population. Due to the need to select a sample, the researcher had to conduct a selection process using methods that were drawn in such a way that it would be valid to generalize its results to the population (Sekaran & Bougie, 2013). There were two major sampling methods that were used and they are discussed below.

### **3.3.1 Sampling Methods**

The two major sampling methods are probability sampling and non-probability sampling methods and these were considered for this study.

#### **3.3.1.1 Probability Sampling**

Probability sampling is based on the principle of randomness and probability theory; it satisfies the requirements for the use of probability theory to accurately generalize the population (Sekaran & Bougie, 2013). In probability sampling, every respondent has an equal opportunity and chance of being a part of the study. It was therefore important to use objectivity in the assignment of probabilities to the units of the population.

The advantage of probability sampling is that it removes the researcher's probable influence which can be the case with other sampling methods where the researcher's subjective views have the risk of defining which units of analysis must be part of the study (Creswell , 2014). Probability sampling reduces the chances of bias on the part of the researcher (Creswell , 2014). The disadvantage of probability sampling is that it may prove to be time consuming and costly which makes it more suitable for long term research (Sekaran & Bougie, 2013). The researcher used probability sampling for the consumer population and the quantitative study due to the need to rely on randomness for the credibility of the study.

### **3.3.1.2 Purposive sampling**

The researcher intended to use this method of sampling because purposive sampling is used in situations where the researcher has a specific purpose in mind (Banning, 2020). In this study the researcher wanted to understand the impact of influencers in brand performance with Haig Clubman in South Africa used as a case study. The researcher therefore limited the study to the influencers who worked on Haig Clubman on the qualitative research. The researcher used purposive sampling in this study, engaging the 5 influencers who work on Haig Clubman in South Africa. Four of the five influencers participated in the study. Purposive sampling is effective in participants who have a specialized knowledge on the subject (Creswell, 2014). Purposive sampling is also effective because it saves time, money and effort (Banning, 2020). Due to the elements of the sample being the same, it meant the researcher concentrated on people with specific characteristics and deep knowledge of the subject matter (Etikan, Musa, & Alkassim, 2016). This made it easier and quicker for the researcher to reach the targeted respondents (Banning, 2020).

### **3.4 POPULATION**

Population is the group of respondents or participants that the researcher deems suitable to the criteria he is interested in (Kumar, 2014). In this study the researcher focused on consumers of alcohol in an environment where Haig Clubman is sold together with competing brands. The environment that the researcher felt was suitable was a tavern environment. On average the tavern selected hosts 200 consumers a day. The researcher used this population for the quantitative part of the study. For the qualitative part of the study, the researcher targeted all 5 influencers who worked on Haig Clubman and 4 agreed to participate.

### **3.5 DATA COLLECTION METHODS**

A number of data collection methods were considered by the researcher such as interviews, surveys and focus groups. In choosing the method to be used the researcher considered the objectives of the research while bearing in mind that the research needs to be cost-effective and that the researcher needs to be able to have access to the respondents. The data collection methods that the researcher used for this study are personal interviews and surveys as discussed below.

#### **3.5.1 Personal interviews**

The researcher reviewed and considered all types of interviews and felt that personal interviews were the most appropriate in interviewing influencers for this study. Personal interviews involve face to face encounter between the interviewer and the interviewee (Sekaran & Bougie, 2013). Personal interviews take different forms such as in-depth interviews and key informant interviews (Kumar, 2014). In depth interviews are those that are conducted with interviewees who may not necessarily have a comprehensive understanding about the subject being investigated.

Key informant interviews are qualitative in-depth interviews with people who are knowledgeable about the subject (Sekaran & Bougie, 2013). The purpose of a key informant interview is to collect information from people who have first-hand knowledge about the subject. The Key informant interviewees are people with a particular knowledge and understanding about the subject and who can provide the researcher with insight into the subject being investigated and highlight any problems or give recommendations where needed. The researcher chose to use the key informant interview type to get more in-depth answers from the knowledgeable experts in the subject matter. The researcher used this method to interview influencers as they are experts in influencer marketing and developing a following on social media.

### 3.5.2 Surveys

According to Maree (2016), a research survey is “the assessment of current status, opinions, beliefs, and attitudes by questionnaires or interviews from a known population”. Surveys are mostly done by the use of questionnaires but can also be done through interviews, observations and telephone calls. Maree (2016), adds that typical surveys possess the following characteristics:

- Samples are usually big, can be used for up to a few thousand respondents
- Many variables are measured and multiple hypothesis are tested.

Blumberg, Donald, & Pamela (2008), define the great strength of the survey as its versatility. Through surveys, abstract information of all types can be collected. Surveys also help the researcher learn about opinions, attitudes, intentions and expectations of respondents (Maree, 2016). The researcher can decide whether to ask direct or indirect questions in order to ensure that data is useful and meaningful to the study. According to Maree (2016), survey data are used to define and clarify the status of the phenomena, to trace change and to draw comparisons. Surveying is therefore more efficient and cost-effective.

Blumberg, Donald, & Pamela (2008), also highlight major shortcomings in the surveys that the researcher may experience, which include the quality and quantity of the data that can be impacted by the respondents’ ability and willingness to cooperate. Respondents may not see the value in participating in the survey or be skeptical of the interviewer’s intentions. Sometimes, as it could be possible in this study, the respondents could interpret the study as a disguised sales pitch for the brand. The researcher ensured that the integrity and ethical considerations of the research are adhered to in order to ensure the respondents of the survey are comfortable that this is not a sales pitch.

Another limitation to the survey could include respondents that have no opinion of the subject matter but feel obliged to participate thereby giving inaccurate information

(Maree, 2016). This may have been true to this research as respondents could have purchased Haig Clubman before but have no social media access thereby no knowledge of influencer activity but might still have felt obliged to answer all questions of the research. In instances like these, it could be difficult for the researcher to know the reliability of the data. The researcher felt the survey is the most appropriate data collection method for consumers in this study.

### **3.5.3 Construction and administration of the research instrument**

As indicated in Section 3.2 above, the researcher employed both the qualitative and the quantitative approaches, therefore two research instruments were used in the study. The research instrument used for the qualitative part of the study is the interview schedule and for the quantitative part of the study is the questionnaire.

The questionnaire, as a research instrument for the quantitative part of the study, comprised of 31 closed-ended questions. The researcher chose closed questions because data administration of closed questions is easier to analyse than where open questions are used. The questionnaire was used to get responses from the consumers who form a large part of the study. 117 consumers were asked to fill in the questionnaire in order to determine why they purchased Haig Clubman and to determine if influencers had any part on the decision. The questionnaire was given to the consumers at a well-known tavern in Khayelitsha that sells all kinds of liquor.

The interview schedule was used as a research element in the qualitative part of the study. The interview schedule consisted of 8 expansive questions and these questions were administered to the influencers to determine their views on the effectiveness of their jobs. The interview schedule was administered by the researcher and responses from the respondents were recorded. Due to the limited number of influencers and after looking at the different alternatives, the researcher believed the best way of conducting this research would be in person.

### **3.6 MEASUREMENT OF RELIABILITY AND VALIDITY OF THE STUDY**

This study used both quantitative methodology and qualitative methodology and the reliability and validity of the study was achieved through gathering the right level of information. This study included ensuring integrity of the information received from respondents.

The author Neuman (2014), argues that “reliability and validity are salient because our constructs are usually ambiguous, diffuse, and not observable”. The author further illustrates his point by mentioning that “reliability and validity are ideas that help establish truthfulness, credibility, or believability of findings”.

#### **3.6.1 The reliability of the research instrument**

Reliability simple means consistency and dependability. It is the ability of a research instrument to provide similar results when used repeatedly under similar circumstances (Kumar, 2014). Reliability assesses the quality of the measurement procedure used to collect data in a study. There are three types of reliability, that is, stability reliability, representative reliability and equivalence reliability. Kumar (2014) describes stability reliability as the ability of a research instrument to provide similar results when applied under similar circumstances but in different times. In this study it was therefore imperative that the researcher ascertains whether the research instrument had stability reliability. The researcher needed to test the research instrument with the same group of respondents at different times. In this study the researcher could not establish the stability reliability as the research questionnaire which is one research instrument was administered at a tavern and the researcher could not reliably confirm that the same group of respondents will return for the second occasion. For the interview, the stability reliability could not be established due to time constraints and cost implications of interviewing influencers multiple times.

### **3.6.2 The validity of the research instrument**

Validity means the ability of a research instrument to measure what it purports to measure (Neuman, 2014). Validity is an indication of how sound your research is. Validity applies to both the design and methods of your research. Validity in data collection means that your findings truly represent the phenomenon you are claiming to measure. In a research study, valid claims are concrete claims (Neuman, 2014). For the quantitative part of the study, the researcher needed to ensure the validity of the questionnaire. In validating the questionnaire, the researcher needed to ensure that respondents are providing answers to the research questions for which the research was undertaken. In this research the researcher focused on tangible matters, which made it easy to validate answers from respondents. A research questionnaire which encapsulates all the areas that the research questions entail is said to have content validity (Taherdoost, 2016).

The interview schedule data, as an element of the qualitative part of the study, was tested for validity through ensuring that the researcher gathers as much information as possible. In validating the interviews with influencers, the researcher needed to ensure that the data and statements from influencers are plausible. Plausible means that “the data and statements about it are not exclusive; they are not the only possible claims, nor are they exact accounts of the one truth in the world” (Neuman, 2014). The researcher needed to make sure that the statements and responses are not similar but related to define a clear story.

## **3.7 DATA ANALYSIS**

Data analysis is an important part of any research. Data analysis is the process of bringing order, structure and meaning to the mass of data collected (Vosloo, 2014). It is reducing large amounts of collected data to make sense of it (Vosloo, 2014). Data analysis helps the researcher to summarize the data in order to answer the research questions (Vosloo, 2014). Data in itself points to information that is collected in a

systematic way, recorded and organized to empower the reader to understand the information (Vosloo, 2014). It is therefore very important to ensure the researcher doesn't collect data randomly; careful consideration must be applied to the research instrument used and how that research instrument will be analyzed.

Vosloo (2014) emphasizes that in qualitative research the study involves an inseparable relationship between data collection and data analysis in order to build a clear understanding of the data. Qualitative research involves a lot the human element but the analysis of the data must remain systematic, logical, verifiable and continuous (Vosloo, 2014). On the other hand, in a quantitative study the purpose of the analysis is to produce findings which may be numerical. Quantitative data analysis usually deals with statistical data analysis methods (Amaratunga, Baldry, Sarshar, & Newton, 2002). It matters not what the nature of data collected is but what is important is to begin the analysis by examining the raw data to search for patterns (Amaratunga, Baldry, Sarshar, & Newton, 2002).

### **3.8 ETHICAL CONSIDERATIONS**

The researcher complied with all ethics as stipulated in the University of KwaZulu- Natal's Ethics Research Policy. In this regard the researcher did the following:

- Obtained authorization from Diageo to conduct the study using their brand Haig Clubman.
- Applied and was granted ethical clearance from the University of KwaZulu- Natal's Research Committee.
- Ensured that all respondents of the study were given the letter of informed consent which informed the respondents what the aim of the study was and solicited their participation.
- Informed the respondents that confidentiality and their anonymity would be maintained at all times and that they could withdraw their participation at any time without informing or having to explain to the researcher of the reasons.

- Assured the respondents that withdrawal in participation in this study would not have any negative implications on the respondent.

### **3.9 CONCLUSION**

The chapter provided a brief description of the different types of research and the different types of methodologies and discussed the ones that were used in the study. This chapter provided the required critique and analysis of information concerning the method that was used in commissioning this research as well as explanation for the use of this method. This chapter begins by restating the research problem, gives a view of the research questions that need to be answered, provides a brief overview of the main methods of research and then provides a description of research design. The research methodologies, covering both qualitative and quantitative research were described in depth. The chapter also introduced some intricacies around the sample size challenge, and some key characteristics that are important in understanding both the qualitative and quantitative research linked to influencer marketing. The next chapter presents and analyses the data that was collected.

## CHAPTER 4

### PRESENTATION AND ANALYSIS OF DATA

#### 4.1 INTRODUCTION

As indicated in the last chapter, the two types of data collection models were used in this study. A structured questionnaire was used to collect quantitative data from 117 respondents and a semi structured interview was used to collect qualitative data from Haig Clubman influencers. This chapter presents and analyses the data collected using both the structured questionnaire and the semi-structured interview data collection techniques. The chapter presents quantitative data first, followed by the presentation of qualitative data.

#### 4.2 PRESENTATION OF QUANTITATIVE DATA

Data analysis began with the testing of internal consistency or reliability of data collected using the Cronbach's alpha as recommended by (Sekaran & Bougie, 2013). Data responses from the 117 respondents surveyed using a questionnaire was coded accordingly and a Cronbach's alpha of 0.64 calculated on the 29 questions asked. A total of 31 questions were asked but two were related to demographic information thus excluded on this internal consistency determination.

**Table 0.1: Cronbach's alpha**

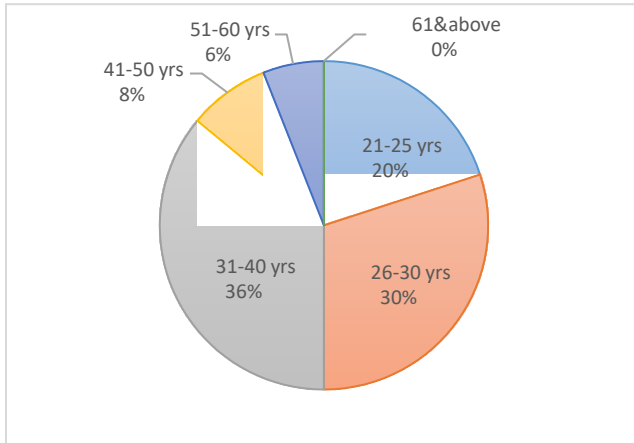
Number of questions	29
Sum of question variance	12.96
Variance of total scores	34.23
Cronbach's alpha	0.64

A generally accepted rule is that a Cronbach's alpha of 0.6 and above indicates an acceptable level of reliability (Sekaran & Bougie, 2013). With a Cronbach's alpha of 0.64, it can be concluded that this study is based on sufficiently reliable data due to its internal consistency.

#### 4.2.1 Sample size and key demographics

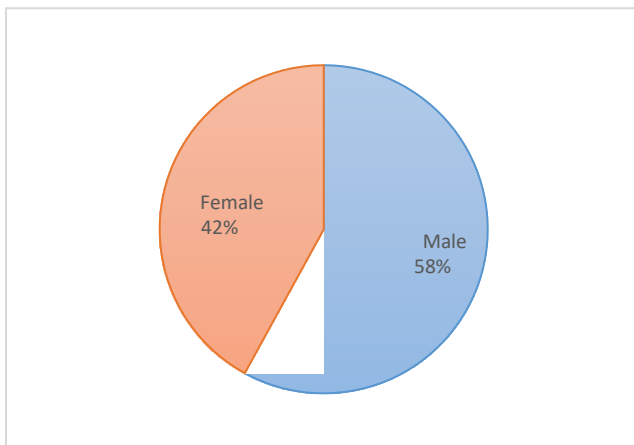
A total of 117 alcohol drinking individuals completed the questionnaire.

**Figure 0-1: Respondents' age**



In terms of age distribution, 86% of the respondents were between the age of 21 and 40 years with zero respondents above the age of 60 as per Figure 0-1 above. The respondents aged 18 to 21 were not considered due to pending legislation which aims to prohibit the sale of alcohol to people under the age of 21.

**Figure 0-2: Respondents' gender distribution**



The gender distribution of the respondents was at 42% Female and 58% male as per Figure 0-2 above. The questionnaire only surveyed individuals in one location in Cape Town. This was at a tavern known as Kwa Ace in Khayelitsha.

The researcher chose to cluster and present the quantitative data collected in three themes. These include the **alcohol preferences, Haig Clubman presence and influencer efficacy.**

**4.2.2 Alcohol preferences**

This theme aimed to ascertain the type of alcohol preferred or purchased by the participants as well as the frequency of consumption. The data acquired from the questions on this theme highlighted the relevance of whisky to the participants compared to other types of alcohol.

**Table 0.2: Alcohol types drank by the respondents in a period of 4 weeks**

	Frequency	Percentage	Per total respondents
Whisk(e)y	87	22%	74%
Cider / Spirit Coolers / RTD	73	18%	62%
Gin	63	16%	54%
Beer	61	15%	52%
Wine	37	9%	32%
Vodka	37	9%	32%
Cognac / Brandy	19	5%	16%
Sparkling wine	16	4%	14%
Rum	2	1%	2%
Liqueurs & Creams	0	0%	0%
<b>Total</b>	<b>395</b>	<b>100%</b>	

In question 3, respondents were asked to indicate the types of alcohol they had consumed in the 4 weeks preceding the survey. The question permitted the respondents to select more than one alcohol type in line with their drinking patterns. All 117 respondents answered the question and had on average drank 3 types of alcohol per respondent (395/117) as per Table 0.2 above. Whisky is the mode or the mostdrank with 87 of the respondents (74%) having consumed it while none of the

respondents had consumed liqueurs and creams in a period of 4 weeks. Cider / spirit coolers / RTD, Gin and Beer were also the most consumed after whisky, with more than 50% of the respondents having drunk this type of alcohol within the 4 weeks period.

**Table 0.3: Frequency of alcohol consumption**

	Frequency				Percentage			
	(2-3)/W	1/W	(2-3)/M	1/M	(2-3)/W	1/W	(2-3)/M	1/M
Whisk(e)y	5	16	44	23	5%	18%	<b>50%</b>	26%
Cider / Spirit Coolers / RTD	21	33	14	2	30%	<b>47%</b>	20%	3%
Gin	2	9	26	9	5%	20%	<b>55%</b>	20%
Beer	33	23	2	5	<b>52%</b>	37%	4%	7%
Wine	12	19	0	5	33%	<b>53%</b>	0%	13%
Vodka	0	9	16	9	0%	27%	<b>47%</b>	27%
Cognac / Brandy	0	2	7	14	0%	10%	30%	<b>60%</b>
Sparkling wine	2	9	9	0	11%	<b>44%</b>	44%	0%
Rum	0	2	0	0	0%	<b>100%</b>	0%	0%
Liqueurs & Creams	0	0	0	0	0%	0%	0%	0%
<b>Total</b>	<b>75</b>	<b>124</b>	<b>119</b>	<b>68</b>				

Note: (2-3)/W = 2 to 3 times a week, 1/W = Once a week, (2-3)/M = 2 to 3 times a month, 1/M = Once a month

In Question 4, respondents were asked to indicate the frequency at which they consumed the alcohol types listed in Question 3 and Table 0.2 above and all 117 respondents responded. In this question as well, respondents had the option of selecting more than one type of alcohol per each time frame depending on their alcohol consumption patterns. This is the reason the total frequency for once a week and 2 to 3 times a month are greater than the total number of respondents of 117. Albeit whisky is the most drunk type of alcohol by the respondents, Table 0.3 above highlights that the frequency of consumption is longer dated with a mode of 2-3 times a month compared to ciders/spirit coolers/RTD with a mode of once a week and beer's mode of 2-3 times a week. Gin has a similar consumption mode as whisky at 2-3 times a month. These discussed alcohol types being the top 4 most drunk categories.

**Table 0.4: Consumers or purchasers of whisky**

	Frequency	Percentage	Valid	Cumulative
Yes	101	86%	86%	86%
No	16	14%	14%	100%
No response	0	0%	0%	100%
<b>Total</b>	<b>117</b>	<b>100%</b>	<b>100%</b>	

Since this study uses a whisky drink as a case study (Haig Clubman), it was important to ascertain if the respondent population had sufficient whisky drinkers. In question 5, the respondents were asked if they either consumed or purchased whisky. All 117 respondents answered the question as per Table 0.4 above. The outcome thereof was that 101 (86%) of the respondents did drink or purchased whisky, a significant proportion.

#### 4.2.3 Haig Clubman presence

This theme ascertained the significance of Haig Clubman to the participants through assessing their awareness and purchase of the brand, perceptions and even the pricing points regarded as appropriate for the brand.

**Table 0.5: Haig Clubman brand awareness**

	Frequency	Percentage	Valid	Cumulative
Yes	115	98%	98%	98%
No	2	2%	2%	100%
Not sure	0	0%	0%	100%
<b>Sub-Total</b>	<b>117</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
No response	0	0%	0%	100%
<b>Total</b>	<b>117</b>	<b>100%</b>	<b>100%</b>	

In question 6, respondents were asked if they had seen anything on Haig Clubman. All respondents answered the question. As per Table 0.5 above, 115 (98%) had seen or been exposed to the brand. The mode for this question is therefore an admission that the respondents had previously been exposed to the Haig Clubman brand. It is

therefore clear that a significant percentage of the respondents were aware of the Haig Clubman brand prior to the survey

**Table 0.6: Prior experience or sampling of Haig Clubman**

	Frequency	Percentage	Valid	Cumulative
Yes	73	62%	62%	62%
No	44	38%	38%	100%
<b>Sub-Total</b>	<b>117</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
No response	0	0%	0%	100%
<b>Total</b>	<b>117</b>	<b>100%</b>	<b>100%</b>	

In question 7, respondents were asked if they had tried Haig Clubman whisky and all 117 respondents answered the question as per Table 0.6 above. Albeit 98% of the respondents were aware of the brand, question 7 ascertained that only 73 (62%) had tried / tasted the whisky. With a mode of yes for question 7, it is clear that most respondents had tasted Haig Clubman prior to this study.

**Table 0.7: Reasons for not trying Haig Clubman**

	Frequency	Percentage
I don't think it's worth the cost	2	5%
It is not available where I shop	0	0%
I prefer other spirit brands	12	26%
I prefer to wait and see what others say	0	0%
I don't know enough about the brand	21	47%
I don't like the packaging	0	0%
I cannot relate to the brand	2	5%
Other (specify)	7	16%
<b>Sub-Total</b>	<b>44</b>	<b>100%</b>
No response	0	0%
<b>Total</b>	<b>44</b>	<b>100%</b>

Question 8 aimed to ascertain the reasons some of the respondents had not tried the Haig Clubman brand. As per Table 0.7 above, all 44 respondents that had not tried the brand as per Question 7 and Table 0.6 above answered the question. The most cited

reason for not sampling Haig Clubman is insufficient knowledge about the brand, having been cited by 21 of the 44 respondents (47%). The second most cited reason is the preference for other brand, cited by 12 of the 44 respondents (26%). Cost concerns and brand congruence were only cited by 2 respondents respectively while the brand's availability at shops and the dislike for packaging were not chosen as reasons for not trying the product. Other reasons cited beyond those specified by the questionnaire include the quality of the whisky which was deemed as subpar as well as the lack of opportunities to try the whisky.

**Table 0.8: Media type that facilitated the first exposure to the Haig clubman brand**

	Frequency	Percentage
TV advert	23	19%
Print newspapers/magazine	5	4%
Instagram influencers	80	63%
In-store	14	11%
Internet advert	5	4%
Never seen	0	0%
<b>Sub-Total</b>	<b>126</b>	<b>100%</b>
No response	0	0%
<b>Total</b>	<b>126</b>	<b>100%</b>

In question 9, respondents were asked to indicate the type of media that facilitated their first encounter with the Haig Clubman brand. Some respondents specified more than one media type which exposed them to the Haig Clubman brand thus a total frequency of more than 117 as per Table 0.8 above. All respondents answered the question and 80 respondents (69%) of those that were aware of the brand (115 as per question 6 and Table 0.5) first saw the brand from Instagram influencers. TV advert was the second most cited media that exposed the respondents to Haig Clubman, having been cited by 23 respondents. Print media and internet advertisements were the least cited media that exposed the respondents to Haig Clubman, having been cited by only 5 respondents (4%). The mode for the media type that exposed respondents to the Haig Clubman brand is therefore Instagram influencers.

**Table 0.9: Have the respondents ever purchased Haig Clubman?**

	Frequency	Percentage	Valid	Cumulative
Yes	68	58%	58%	58%
No	49	42%	42%	100%
<b>Sub-Total</b>	<b>117</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
No response	0	0%	0%	100%
<b>Total</b>	<b>117</b>	<b>100%</b>	<b>100%</b>	

In Question 10, respondents were asked if they ever purchased Haig Clubman and all 117 respondents answered the question. As per Table 0.9 above, the outcome thereof is a mode of yes, having been cited by 68 respondents (58%). The yes response represents 93% of the respondents that had tasted / tried Haig Clubman as per question 7 and Table 0.6 above.

**Table 0.10: Reasons for purchasing Haig Clubman**

	Frequency	Percentage
Stylish bottle shape	5	5%
Price	2	2%
Print media	9	10%
David Beckham	23	24%
Instagram influencer	54	56%
Great taste	2	2%
<b>Sub-Total</b>	<b>96</b>	<b>100%</b>
No response	0	0%
<b>Total</b>	<b>96</b>	<b>100%</b>

In question 11, respondents were asked to indicate the reasons for purchasing Haig Clubman. As per Table 0.10 above, 96 respondents answered the question even though only 68 had purchased the product per Question 10 and Table 0.9 above. The most cited reason was Instagram influencer's influence, having been quoted by 54 respondents. These 54 respondents represent 79% of the respondents that had ever purchased the product per question 10 and Table 0.9 above but only 56% of those who answered the question. The second most cited reason for purchasing Haig Clubman is David Beckham, the celebrity endorser and part owner of the brand. However, only 23

respondents cited David Beckham as the reason for purchasing Haig Clubman, which constitutes 34% of those that purchased the product or 24% of the respondents who answered this specific question.

**Table 0.11: Haig Clubman price range paid in-store**

	Frequency	Percentage	Valid	Cumulative
R250 to R269	0	0%	0%	0%
R270 to R289	5	7%	7%	7%
R290 to R309	40	59%	59%	66%
R310 to R329	19	28%	28%	93%
R330 to R349	5	7%	7%	100%
R350 & Above	0	0%	0%	100%
<b>Sub-Total</b>	<b>68</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
No response	0	0%	0%	100%
<b>Total</b>	<b>68</b>	<b>100%</b>	<b>100%</b>	

In question 12, respondents were asked to indicate the in-store price range paid for Haig Clubman. As per Table 0.11 above, all 68 respondents that had purchased Haig clubman as highlighted by question 10 and Table 0.9 above answered the question. The most cited price range is ZAR290 to ZAR309 per 750ml bottle, as mentioned by 40 respondents who represent 59% of the 68 that had purchased the product and 34% of the total respondents. Another 19 respondents had paid a higher price of between ZAR310 and ZAR329 per bottle, representing 28% of respondents that had purchased the product or 16% of the total respondents. Only 5 respondents paid a price on the range of ZAR270 to ZAR289 as well as ZAR330 to ZAR349 per bottle respectively. No respondent had paid a price that is either above ZAR350/bottle or less than ZAR270 per bottle.

**Table 0.12: Do the respondents believe they paid the right price for Haig Clubman?**

	Frequency	Percentage	Valid	Cumulative
Yes	51	76%	76%	76%
No	16	24%	24%	100%
<b>Sub-Total</b>	<b>68</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
No response	0	0%	0%	100%
<b>Total</b>	<b>68</b>	<b>100%</b>	<b>100%</b>	

In question 13, respondents were asked if they believed to have paid the right price for Haig Clubman. As per Table 0.12 above, the outcome was that 51 of the 68 respondents that purchased the product (76%) believed they had paid an appropriate price for the product while the remainder disagreed.

**Table 0.13: Price deemed appropriate for Haig Clubman**

	Frequency	Percentage	Valid	Cumulative
R250 to R269	2	2%	2%	2%
R270 to R289	14	12%	13%	16%
R290 to R309	70	60%	67%	82%
R310 to R329	12	10%	11%	93%
R330 to R349	5	4%	4%	98%
R350 & Above	2	2%	2%	100%
<b>Sub-Total</b>	<b>105</b>	<b>90%</b>	<b>100%</b>	
No response	12	10%		
<b>Total</b>	<b>117</b>	<b>100%</b>		

In Question 14, respondents were asked the price they considered as appropriate for Haig Clubman. As per Table 0.13 above, 105 of the 117 respondents answered the question. The most cited price range that is considered as appropriate or representative of value is between ZAR290 to ZAR309 per bottle, consistent with the most cited price paid for the product as per question 12 and Table 0.11 above.

**Table 0.14: Respondents' perception of the brand**

	Frequency					Percentage per total respondents				
	SD	D	N	A	SA	SD	D	N	A	SA
Stands out	0	0	5	89	19	0%	0%	4%	<b>76%</b>	16%
Brand congruence	2	7	23	68	14	2%	6%	20%	<b>58%</b>	12%
Stylish brand	2	0	12	82	19	2%	0%	10%	<b>70%</b>	16%
Appealing packaging	5	2	2	75	30	4%	2%	2%	<b>64%</b>	26%
Vibrant brand	2	0	19	75	19	2%	0%	16%	<b>64%</b>	16%
<b>Total</b>	<b>12</b>	<b>9</b>	<b>61</b>	<b>388</b>	<b>101</b>					

Note: SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree, and SA = Strongly Agree

Question 15 asked respondents to share their perspectives of the Haig Clubman brand by agreeing or disagreeing to statements about its appeal (stands-out), brand congruence with the respondent, stylishness, and the appeal of its packaging as well as the vibrancy of the brand. As per Table 0.14 above, the mode of the respondents' perspectives about the four statements was an agree answer. This is because 89 respondents (76%) agreed that the brand stands out, 68 respondents (58%) agreed that they would like to be seen drinking the brand (congruence), 82 respondents (70%) agreed that the brand was stylish, 75 respondents (64%) agreed that the packaging was stylish while 75 respondents also agreed that the brand was vibrant.

**Table 0.15: Other brands that are considered to be similar to Haig Clubman**

	Frequency	Percentage	Valid	Cumulative
Chivas Regal	2	2%	2%	2%
Glenfiddich	2	2%	2%	4%
Jack Daniel's	16	14%	14%	18%
Jameson	84	72%	72%	90%
J&B	7	6%	6%	96%
Ballantine's	2	2%	2%	98%
Bain's	0	0%	0%	98%
Bell's	2	2%	2%	100%
<b>Sub-Total</b>	<b>117</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
No response	0	0%	0%	100%
<b>Total</b>	<b>117</b>	<b>100%</b>	<b>98%</b>	

In question 16, respondents were asked to indicate other brands which they considered to be similar to Haig Clubman and all 117 respondents answered the question. As per Table 0.15 above, the mode is Jameson, rated by 84 respondents (72%). Jack Daniels was the second most rated brand, albeit by only 16 respondents (14%) while the other brands were rated by less than 10% of the respondents as being similar to Haig Clubman.

**Table 0.16: Likelihood of purchasing Haig Clubman again**

	<b>Frequency</b>	<b>Percentage</b>
Definitely buy	47	47%
Probably buy	30	30%
Indecisive	9	9%
Probably not buy	14	14%
<b>Sub-Total</b>	<b>101</b>	<b>100%</b>
No response	0	0%
<b>Total</b>	<b>101</b>	<b>100%</b>

Question 17 asked respondents to indicate their likelihood of purchasing Haig Clubman again. As per Table 0.16 above, there were 101 respondents that answered the question even though only 68 had initially purchased the product (Question 10 and Table 0.9 above). The respondents' collective response to the question was in essence positive as 77 respondents (77%) would definitely or probably buy Haig Clubman again while only 9% was indecisive and 14% would probably not buy the product. The 77 respondents with an inclination to purchase Haig Clubman as per Table 0.16 above is 13% higher than the number of respondents that had purchased the brand prior to this study. It would therefore appear that an additional 9 respondents that had not purchased the Haig Clubman before were willing to give it a try in future.

**Table 0.17: Reasons for unwillingness to purchase Haig Clubman in future**

	Frequency	Percentage
It is not worth the cost	0	0%
I prefer other spirit brands	12	83%
I prefer to wait and see what others say	0	0%
I didn't like the taste	0	0%
I don't like the packaging	2	17%
I do not relate with its influencers	0	0%
Other (specify)	0	0%
<b>Sub-Total</b>	<b>14</b>	<b>100%</b>
No response	0	0%
<b>Total</b>	<b>14</b>	<b>100%</b>

In question 18, respondents not willing to purchase Haig Clubman in future were asked to provide reasons by selecting answers from a list provided. As per Table 0.17 above, the mode or most cited reason for the unwillingness to buy Haig Clubman in future was the preference for other spirits as rated by 12 of the 14 respondents (83%) that answered the question.

#### 4.2.4 Influencer efficacy

This theme aimed to assess the effectiveness of influencers on brand knowledge, brand appeal and ultimately the purchase of the brand.

**Table 0.18: Social media accounts**

	Frequency	Percentage	Valid	Cumulative
Yes	115	98%	98%	98%
No	2	2%	2%	100%
<b>Sub-Total</b>	<b>117</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
No response	0	0%	0%	100%
<b>Total</b>	<b>117</b>	<b>100%</b>	<b>100%</b>	

In question 19, respondents were asked if they have social media accounts. As per Table 0.18 above, all 117 respondents answered the question and 115 (98%) of the respondents had social media accounts.

**Table 0.19: Respondents' social media accounts**

	Frequency	Percentage	Percentage per total respondents
Facebook	70	25%	60%
Instagram	105	38%	90%
Twitter	103	37%	88%
<b>Sub-Total</b>	<b>278</b>	<b>100%</b>	
No response	0	0%	
<b>Total</b>	<b>278</b>	<b>100%</b>	

In question 20, respondents were asked to highlight the type of social media accounts they had from a list of three. In this question, participants were able to select more than one answer thus the total frequency is greater than the 117 total number of respondents. As per Table 0.19 above, the outcome thereof was that 70 of the 117 respondents (60%) had Facebook accounts while 105 respondents (90%) had Instagram accounts and 103 respondents (88%) had twitter accounts.

**Table 0.20: Purchase of brand after seeing it with Instagram influencers**

	Frequency	Percentage	Valid	Cumulative
Yes	101	88%	88%	88%
No	14	12%	12%	100%
<b>Sub-Total</b>	<b>115</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
No response	0	0%	0%	100%
<b>Total</b>	<b>115</b>	<b>100%</b>	<b>100%</b>	

In question 21, respondents were asked if they ever purchased a brand after seeing it with Instagram influencer. As per Table 0.20 above, the outcome thereof was that 101 respondents (88%) of the 115 with social media accounts said yes while 12% had not done so.

**Table 0.21: Awareness of Haig Clubman influencers**

	Frequency	Percentage	Valid	Cumulative
Yes	98	84%	84%	84%
No	19	16%	16%	100%
<b>Sub-Total</b>	<b>117</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
No response	0	0%	0%	100%
<b>Total</b>	<b>117</b>	<b>100%</b>	<b>100%</b>	

In question 22, respondents were asked if they were aware of any influencers used for Haig Clubman. As per Table 0.21 above, all respondents answered the question. The outcome thereof was that 98 respondents (84%) had knowledge of Haig Clubman influencers while 8 (16%) respondents had none.

**Table 0.22: Known Haig Clubman influencers**

	Frequency	Percentage	Percentage per total respondents
Sarah Langa	84	43%	72%
Seth Shezi	56	29%	48%
Gemean Taylor	9	5%	8%
Thuli Mona	30	16%	26%
Niquita Bento	14	7%	12%
<b>Sub-Total</b>	<b>194</b>	<b>100%</b>	
No response	0	0%	
<b>Total</b>	<b>194</b>	<b>100%</b>	

In Question 23, respondents were asked to indicate the Haig Clubman influencers that they are aware of. Table 0.22 highlights that Sarah Langa was the most popular, known by 72% of the total respondents or 86% of the 98 respondents who are aware of Haig Clubman influencers as per Question 22 and Table 0.21 above. Seth Shezi was the second most popular Haig Clubman influencer, known by 56 respondents while Gemean Taylor was the least popular, known by only 9 respondents (8%).

**Table 0.23: Brand congruence between influencers and Haig Clubman**

	Frequency	Percentage	Valid	Cumulative
Yes	91	93%	93%	93%
No	7	7%	7%	100%
<b>Sub-Total</b>	<b>98</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
No response	0	0%	0%	100%
<b>Total</b>	<b>98</b>	<b>100%</b>	<b>100%</b>	

In question 24, respondents were asked if they thought one or more of the influencers highlighted in Table 0.22 represented brand Haig Clubman. Only 98 respondents were expected to answer this question as these were the respondents with knowledge of the Haig Clubman influencers as per Question 22 and Table 0.21 above. The question aimed to determine if respondents perceived any congruence between the Haig Clubman brand and the personal brands of the various influencers. Table 0.23 above highlights that 91 of the 98 respondents (93%) who responded to this question agreed while the other 7 respondents (7%) disagreed.

**Table 0.24: The Influencers’ effect on the purchase of Haig Clubman**

	Frequency	Percentage	Valid	Cumulative
Yes	59	51%	53%	53%
No	53	45%	47%	100%
<b>Sub-Total</b>	<b>112</b>	<b>96%</b>	<b>100%</b>	<b>100%</b>
No response	5	4%	0%	100%
<b>Sub-Total</b>	<b>117</b>	<b>100%</b>	<b>100%</b>	

In question 25, respondents were asked if any of the influencers in question 23 influenced them to buy Haig Clubman and 112 respondents answered this question. Table 0.24 highlights that 59 respondents (51%) said yes while 53 respondents (45%) said no. Considering that only 68 respondents had purchased Haig Clubman prior to this study (refer to question 10 and Table 0.9 above), this meant that 87% of the respondents who bought Haig Clubman may have been influenced by Instagram influencers.

**Table 0.25: Probability of being influenced by Haig Clubman influencers in future**

	Frequency	Percentage
Highly unlikely	0	0%
Unlikely	5	9%
Likely	40	74%
Very likely	9	17%
<b>Sub-Total</b>	<b>54</b>	<b>100%</b>
No response	0	0%
<b>Total</b>	<b>54</b>	<b>100%</b>

In question 26, respondents who had not been influenced to buy Haig Clubman were asked to indicate the probability of being influenced by the Haig Clubman influencers in future. As per and Table 0.25 above, all the 54 respondents that had not been influenced by Haig Clubman influencers answered the question. The mode for this question is that respondents are likely to be influenced in future.

**Table 0.26: Lifestyle influencers followed**

	Frequency	Percentage	Percentage per total respondents
None	7	3%	6%
Fashion	82	30%	70%
Health/fitness	44	16%	38%
Food	19	7%	16%
Photography	23	9%	20%
Travel	96	35%	82%
<b>Sub-Total</b>	<b>271</b>	<b>100%</b>	
No response	0	0%	
<b>Total</b>	<b>176</b>	<b>65%</b>	

In question 27, respondents were asked to indicate the type of lifestyle influencers that they followed on social media. In this question, respondents had the option to select more than one answer thus a total frequency that is greater than the 117 total number of respondents as highlighted in Table 0.26 above. All 117 respondents answered the question. The most followed lifestyle influencers were the travel influencers, followed by 96 (82%) of the respondents. Fashion influencers were the second most followed with 82 of the respondents (70%) having indicated to follow them. Health and fitness

influencers were followed by 44 respondents (38%) while photography and food influencers were followed by 20% or less respondents. Only 7 of the respondents followed none of the influencers' category options presented.

**Table 0.27: Purchase of products recommended by celebrities**

	Frequency	Percentage	Valid	Cumulative
Yes	68	58%	60%	60%
No	44	38%	40%	100%
<b>Sub-Total</b>	<b>112</b>	<b>96%</b>	<b>96%</b>	<b>100%</b>
No response	5	4%	0%	100%
<b>Total</b>	<b>117</b>	<b>100%</b>	<b>100%</b>	

In question 28, respondents were asked if they ever purchased products recommended by celebrities and 112 respondents answered the question. Table 0.27 highlights that most of the respondents had previously purchased products on the back of a recommendation by celebrities with 68 of the respondents (60%) having responded with a yes to the question while 19 respondents (40%) said no.

**Table 0.28: Product recommendation that respondents are likely to follow**

	Frequency	Percentage	Valid	Cumulative
Influencers	98	84%	86%	86%
Celebrities	16	14%	14%	100%
<b>Sub-Total</b>	<b>115</b>	<b>98%</b>	<b>100%</b>	<b>100%</b>
No response	2	2%	0%	100%
<b>Total</b>	<b>117</b>	<b>100%</b>	<b>100%</b>	

In Question 29, respondents were asked to indicate which product recommendation they were likely to follow between influencers and celebrities. Table 0.28 highlights that most of the respondents were likely to follow influencer's recommendation, indicated by 98 of the 115 respondents (86%) while only 14% of these respondents would follow a celebrity recommendation.

**Table 0.29: Types of influencers deemed believable**

	Frequency	Percentage	Valid	Cumulative
Less than 1,000 followers	19	19%	19%	19%
Less than 10,000 followers	70	71%	71%	90%
Less than 1,000,000 followers	5	5%	5%	95%
More than 1,000,000 followers	5	5%	5%	100%
<b>Sub-Total</b>	<b>98</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
No response	0	0%	0%	100%
<b>Total</b>	<b>98</b>	<b>100%</b>	<b>100%</b>	

In Question 30, respondents were asked to indicate the type of influencers whose recommendation they believed. All the 98 respondents likely to follow influencers' recommendations as per Table 0.28 above answered the question. As per Table 0.29 above, the influencer type most believed by the respondents in this study was that with followership of 10 000 and less, rated by 70 respondents (71%). Influencers with followers greater than 10 000 but less than 1 000 000 as well as those with greater than 1 000 000 followers were the least believed with only 5 respondents indicating this type as believable, respectively.

**Table 0.30: Reasons for believing the type of influencer in Table 0.29 above**

	Frequency	Percentage
Trusted	23	24%
Engaging	26	26%
Knowledgeable	28	29%
Belief they use the product	21	21%
<b>Sub-Total</b>	<b>98</b>	<b>100%</b>
No response	0	0%
<b>Total</b>	<b>98</b>	<b>100%</b>

In question 31, respondents were asked to indicate the reasons they believed the chosen influencer in Question 30. Table 0.30 above highlight that the most cited reasons included their knowledge of the product, the ability to engage with followers on the products, trust and the belief that the influencers used the product.

#### 4.2.5 Cross tabulations

Table 0.31 below compared question 5 versus question 10. The questions were: Do you consume/purchase whiskey? And have you purchased Haig Clubman before? The aim was to determine the association between drinkers and purchasers of whisky in general and the purchase of Haig Clubman.

**Table 0.31: The purchase of whisky and Haig Clubman**

Do you consume/purchase whiskey?	Have you purchased Haig clubman before?		
	No	Yes	Total
No	14	2	16
Yes	35	66	101
<b>Total</b>	<b>49</b>	<b>68</b>	<b>117</b>
<b>Chi-Square test for independence</b>			
df	1		
Value	14.94118127		
P-value	0.0115		

Table 0.31 above depicts a chi-square p-value of 0.0115 which highlights the statistical significance of the relationship between the drinkers/purchasers of whisky in general and those that purchased Haig Clubman. It can therefore be said that respondents purchased Haig Clubman in the first place because they were drinkers/purchasers of whisky in general.

**Table 0.32: Question 7 versus question 10**

**Have you tried Haig Clubman at all?**

**Versus**

**Have you purchased Haig Clubman before?**

**Table 0.32: The purchase of Haig clubman and prior knowledge of the brand**

Have you tried Haig Clubman at all?	Have you purchased Haig clubman before?		
	No	Yes	Total
No	42	2	<b>44</b>
Yes	7	66	<b>73</b>
<b>Total</b>	<b>49</b>	<b>68</b>	<b>117</b>
<b>Chi-Square test for independence</b>			
df	1		
Value	81.87074298		
P-value	<0.0001		

Table 0.32 above depicts a cross-tabulation of two variables which sought to determine the association between the purchase of Haig Clubman and prior practical knowledge of the brand. A chi-square p-value of less than 0.0001 highlights the statistical significance of the relationship. It is therefore evident that practical knowledge of Haig Clubman had an impact on the purchase of the brand.

**Table 0.33: Question 10 versus question 13**  
**Have you purchased Haig Clubman before?**

**Versus**

**Do you think you paid the right price for Haig Clubman?**

**Table 0.33: The influence of price on the purchase of Haig Clubman**

Have you purchased Haig clubman before?	Do you think you paid the right price for Haig Clubman?			Total
	No response	No	Yes	
No	47	0	2	<b>49</b>
Yes	2	16	49	<b>68</b>
<b>Total</b>	<b>49</b>	<b>16</b>	<b>51</b>	<b>117</b>
<b>Chi-Square test for independence</b>				
df	2			
Value	98.6822343			
P-value	<0.0001			

Table 0.33 above depicts a cross-tabulation of two variables which sought to determine the association between the purchase of Haig clubman and the belief that the price paid represented value. The chi-square p-value of less than 0.0001 highlights the statistical significance of the relationship. It is therefore evident that price or the perceived value had an impact on the purchase of Haig Clubman.

**Table 0.34: Question 12 versus question 13**

**What was the price you paid for Haig Clubman in store?**

**Versus**

**Do you think you paid the right price for Haig Clubman?**

**Table 0.34: The price perceived as right for Haig Clubman**

What was the price you paid for Haig Clubman in store?	Do you think you paid the right price for Haig Clubman?			Total
	No response	No	Yes	
No response	47	0	2	49
R270 to R289	0	0	5	5
R290 to R309	0	0	40	40
R310 to R329	2	14	2	19
R330 to R349	0	2	2	5
<b>Total</b>	<b>49</b>	<b>16</b>	<b>51</b>	<b>117</b>
<b>Chi-Square test for independence</b>				
df	8			
Value	188.3839277			
P-value	<0.0001			

Table 0.34 above depicts a cross-tabulation of two variables which sought to determine the association between the in-store price paid for Haig clubman and the respondents' perception on whether they believed to have paid the right price. The chi-square p-value of less than 0.0001 highlights the statistical significance of the relationship. It is therefore evident that the price of between ZAR290 and ZAR309, this being the mode of prices paid for Haig Clubman was believed to be right or to represent value.

**Table 0.35: Question 10 versus question 25**

**Have you purchased Haig Clubman?**

**Versus**

**Have any of these influencers, influenced you to buy Haig Clubman?**

**Table 0.35: Influencers' impact on the purchase of Haig Clubman**

Have you purchased Haig clubman before?	Have any of these influencers, influenced you to buy Haig Clubman?			Total
	No response	No	Yes	
No	5	44	0	<b>49</b>
Yes	0	9	59	<b>68</b>
<b>Total</b>	<b>5</b>	<b>53</b>	<b>59</b>	<b>117</b>
<b>Chi-Square test for independence</b>				
df	2			
Value	78.97660056			
P-value	<0.0001			

Table 0.35 above depicts a cross-tabulation of two variables which sought to determine the association between the purchase of Haig Clubman and the capability of Haig Clubman's influencers to influence the purchase. The chi-square p-value of less than 0.0001 highlights the statistical significance of the relationship. This therefore means that influencers had an impact on the purchase of Haig Clubman.

**Table 0.36: Question 24 versus question 25**

**Do you think one or more of the above-mentioned influencers represent the brand Haig Clubman?**

**Versus**

**Have any of these influencers, influenced you to buy Haig Clubman?**

**Table 0.36: The impact of brand congruence on the Influencer’s effectiveness**

Do you think 1 or more of the above-mentioned influencers represent the brand Haig Clubman?	Have any of these influencers, influenced you to buy Haig Clubman?			Total
	No response	No	Yes	
No response	2	16	0	18
No	0	7	0	7
Yes	2	30	59	91
<b>Total</b>	<b>5</b>	<b>53</b>	<b>59</b>	<b>117</b>
<b>Chi-Square test for independence</b>				
df	4			
Value	35.27445636			
P-value	0.0045			

Table 0.36 above depicts a cross-tabulation of two variables which sought to determine the association between the influencer’s perceived representation of the Haig Clubman brand and the potential of these Haig Clubman influencers to influence the respondents. The chi-square p-value of 0.0045 highlights the statistical significance of the relationship. This therefore means that the influencers’ perceived brand congruence with Haig Clubman and had an impact on their ability to influence the purchase of the product.

**Table 0.37: Question 21 versus question 25**

**Have you purchased a brand before due to seeing it with Instagram influencers?**

**Versus**

**Have any of these influencers, influenced you to buy Haig Clubman?**

**Table 0.37: The impact of Influencers' posts on Instagram**

Have you purchased a brand before due to seeing it with Instagram influencers?	Have any of these influencers, influenced you to buy Haig Clubman?			Total
	No response	No	Yes	
No response	2	0	0	<b>2</b>
No	0	14	0	<b>14</b>
Yes	2	40	59	<b>101</b>
<b>Total</b>	<b>5</b>	<b>53</b>	<b>59</b>	<b>117</b>
<b>Chi-Square test for independence</b>				
df	4			
Value	75.59454006			
P-value	<0.0001			

Table 0.37 above depicts a cross-tabulation of two variables which sought to determine the association between the influencer's posts on Instagram and their potential to influence the purchase of Haig Clubman. The chi-square p-value of less than 0.0001 highlights statistical significance in the relationship. It is therefore evident that the influencer's posts on social media (Instagram) had the ability to influence the purchase of Haig Clubman.

**Table 0.38: Question 29 versus question 30**

**Whose product recommendation are you likely to follow between influencers and celebrities?**

**Versus**

**What type of influencers are you likely to believe their recommendation the most?**

**Table 0.38: The most believed influencer type (Note, F refers to followers)**

Whose product recommendation are you likely to follow between influencers and celebrities?	What type of influencers are you likely to believe their recommendation the most?					
	No response	<1,000,000F	<10,000F	<1,000F	>1,000,000F	Total
No response	3	0	0	0	0	3
Celebrities	16	0	0	0	0	16
Influencers	0	5	70	19	5	98
<b>Total</b>	<b>19</b>	<b>5</b>	<b>70</b>	<b>19</b>	<b>5</b>	<b>117</b>
<b>Chi-Square test for independence</b>						
df	8					
Value	117					
P-value	<0.0001					

Table 0.38 above depicts a cross-tabulation of two variables which sought to determine the association between the choice of influencer over celebrities and the type of influencer that is most believed. The chi-square p-value of less than 0.0001 highlights the statistical significance of the relationship. There is therefore a relationship between the choice of influencer recommendation over celebrities and the preferred recommendation of influencers with less than 10 000 followers.

**Table 0.39: Question 30 versus question 31**

**What type of influencers are you likely to believe their recommendation the most?**

**Versus**

**Why are you most likely to believe the chosen influencers in Q30?**

**Table 0.39: Reasons for believing the specific type of influencer**

What type of influencers are you likely to believe their recommendation the most?	Why are you most likely to believe the chosen influencers in Q30?					Total
	No response	Believable	Engaging	Knowledgeable	Trust	
No response	19	0	0	0	0	<b>18</b>
<100000F	0	0	0	5	0	<b>5</b>
<10000F	0	19	16	21	14	<b>70</b>
<1000F	0	0	9	2	7	<b>19</b>
>1000000F	0	2	0	0	2	<b>5</b>
<b>Total</b>	<b>19</b>	<b>21</b>	<b>26</b>	<b>28</b>	<b>23</b>	<b>117</b>
<b>Chi-Square test for independence</b>						
df	16					
Value	152.9750383					
P-value	<0.0001					

Table 0.39 above depicts a cross-tabulation of two variables which sought to determine the association between the most believed influencer type and the reasons for believing this influencer type. The chi-square p-value of less than 0.0001 highlights the statistical significance of the relationship. There was therefore a relationship between preferred recommendations of influencers with less than 10 000 followers and their believability, engagement, knowledge of the product and their trustworthiness.

**Table 0.40: Question 30 versus question 31**

**Have you purchased Haig Clubman before?**

**Versus**

**Have you ever purchased any product recommended by celebrities?**

**Table 0.40: The impact of celebrities on the purchase of Haig Clubman**

Have you purchased Haig clubman before?	Have you ever purchased any product recommended by celebrities?			Total
	No response	No	Yes	
No	2	16	30	<b>49</b>
Yes	2	28	37	<b>68</b>
Total	5	44	68	<b>117</b>
<b>Chi-Square test for independence</b>				
DF	2			
Value	0.831233848			
P-value	0.8373			

Table 0.40 above depicts a cross-tabulation of two variables which sought to determine the association between the purchase of Haig Clubman and the recommendation of celebrities. The chi-square p-value of greater than 0.05 highlights the statistical insignificance of the relationship or independence. There was therefore no relationship between the purchase of Haig Clubman and the recommendations of celebrities.

### 4.3 PRESENTATION OF QUALITATIVE DATA

A total of 8 key questions relevant for this study were asked to all 4 Haig Clubman influencers who agreed to participate in the study. The answers to all eight questions are presented below. All respondents answered the questions freely and under no obligation.

#### **Question 1: What made you take a decision to be an influencer?**

There was broad consensus from the answers by the four respondents that they did not plan to be influencers but merely evolved into the influencer status when people gravitated to their interests, opinions and passions shared on social media.

Respondent 2 expressed this view succinctly when they said, *“I don’t really think you can choose to be influential, it’s what you do that could have an effect on others.”* Respondent 3 concurred by stating *“I do what I love and share that, and most important for me is to be authentic. If my followers gravitate towards that it’s just an added bonus.”*

#### **Question 2: What do you believe is the difference between celebrity endorsement and influencer marketing?**

The key attributes perceived by the 4 respondents as lacking in celebrity endorsements but offered by influencer marketing included authenticity, relatability, being relevant to the everyday person and the achievement of both reach and interaction. Influencer marketing is seen as going beyond the product reach offered by celebrity endorsements as it includes product development though personal engagement.

Respondent 1 defined celebrity endorsement as follows: *“the use of the celebrity status to drive sheer awareness of the brand”* and *influencer marketing as “entailing deep engagement on product between followers and influencers.”* Respondent 2 sees celebrity endorsement as *“more like a messenger sharing the brand’s perspective and not necessarily their own while influencers have a view point as they create a story through the content they share.”* Respondent 4’s view is that *“celebrities sell association*

*of product while influencers offer association as well as a value adding user insight or experience.”*

**Question 3: How do you select brands that you associate yourself with?**

Albeit expressed differently, all four respondents select and work with brands that are aligned with their interests and personal brands.

Respondent 1 said *“I have carved myself a niche within the fashion, beauty, lifestyle and luxury space. Brands that fall within these categories I normally work with.”*

Respondent 2 said *“If it aligns with who I am”* while respondent 3 added by stating *“It’s very important for me to associate myself with brands that I believe in.”*

Respondent 4 said *“only brands that I aspire to or already using.”*

**Question 4: How do you think influencer marketing impacts brand performance?**

The key aspects of the impact that influencer marketing has on brand performance, as highlighted by the four respondents includes enhanced engagement with the brand, increased presence, collaboration and partnerships and giving a product/service personality. In essence, influencer marketing is said to offer a deeper and wider reach of customers.

Respondent 1 expressed the value add by influencers as follows. *‘It gives brand performance more substance as followers are able to thoroughly engage with the brand being marketed in real-time. And it makes the products advertised more relatable and approachable due to the vast number of influencers that can be approached which helps in solidifying varied yet relatable narratives on the product you are selling.’*

**Question 5: How have you been effective in influencing the performance of Haig Clubman in South Africa?**

Answers to this question were centered on how the 4 respondents have previously engaged their followers on Haig Clubman.

Respondent 1 has *“introduced this brand as the most versatile whisky one can find on the market and influenced many people to re-define how they enjoy their moments with the perfect accompaniment being Haig.”* Respondent 3 said *“I have exposed them to the brand through conversations, associations and imagery.”*

No one mentioned the number of likes and level of engagement on Haig Clubman related content posted on their social media platforms which could have been one of the measures of their effectiveness.

**Question 6: How do you drive engagement with your followers on social media in a way that is authentic and believable to consumers?**

Key aspects highlighted includes the use of colloquial language, being seen enjoying the product in their daily lives, consistent approach for both paid and nonpaid posts, taking the audience along on a journey of discovery and focusing attention on lifestyle and less on themselves.

Respondent 4 stated that *“I post about a product as if I’m also learning something new or trying it or discovering or uncovering, all of these nuances of discovery take you and the audience on a journey of discovery together with me guiding them as the discerning expert or tastemaker who they should trust”*

**Question 7: What do you think is the future of influencer marketing? Do you think social media influencer marketing is a sustainable form of marketing?**

A unanimous yes answer concerning the sustainability of influencer marketing by the 4 respondents. Influencer marketing is seen as quick, cost effective and agile, these being the attributes that make it defensive.

Respondent 1 highlights that *“with close to three billion people worldwide having access to social media, this is the most sustainable, cost effective and fastest way to advertise and market a product or brand.”*

Respondent 2 highlights *“The very attributes that kill platforms such as magazines is that they are costly and not easily adaptable, influencers are cheaper and a brief can be put together within days and shot and released.”*

**Question 8: What do you think are the risks that brands can face in adopting an influencer marketing strategy?**

The key risks highlighted by the 4 respondents include reputational damage from negative publicity by either the influencer or the brand. The influencer’s freedom to create content was highlighted as key while a bad working relationship between the brand and the influencer could impact the effectiveness of the influencer. Digital connectivity was also highlighted as a risk since the platforms are technologically powered.

Respondent 3 highlight this risk as follows: *“The risk is selecting individuals who do not embody the brand and the values and messages it needs communicate, but most importantly who do not do so responsibly.”*

**Table 0.41: Qualitative data categories**

Categories	Quotes	Frequency	%weight
Extensive product engagement	7	7	26%
Staying true to self (Authenticity)	6	6	22%
Alignment with personal brand	5	5	19%
Collaboration and freedom	4	4	15%
Relatable to everyday life	3	3	11%
Cost effective and efficient	2	2	7%

The researcher summarized the key outcomes of the qualitative data based on themes that emerged from a total of 27 most relevant quotations from the data analyzed. These themes are presented on Table 0.41 above.

#### **4.4 CONCLUSION**

This chapter focused on the presentation and analysis of data collected from both the quantitative and qualitative surveys. The data collected is considered reliable seeing that 101 of the 117 (86%) respondents on the quantitative survey were drinkers or purchasers of whisky while the qualitative questions surveyed 4 of the 5 (80%) Haig Clubman influencers. The research has deduced a significant relationship between influencer marketing on Instagram and the purchase of Haig Clubman. The data also statistically revealed the inexistence of a relationship between celebrity endorsement and the purchase of Haig Clubman. The next chapter will provide further analysis of this data.

## CHAPTER 5

### DISCUSSION OF THE RESEARCH FINDINGS

#### 5.1 INTRODUCTION

This chapter presents a summary of the matters that arose in the study. The chapter seeks to discuss the impact of influencer marketing in brand performance of Haig Clubman in South Africa. The researcher also looked at available literature and reviewed both literature and data from respondents in order to understand the impact of influencer marketing on the performance of Haig Clubman in South Africa.

This final chapter outlines the extent to which the research objectives have been achieved. The chapter is concluded with a set of recommendations for Diageo and its competitors to consider when implementing influencer marketing.

As indicated in Chapter 1, the objectives of the study were:

- To determine the effect of influencer marketing on brand performance, with Haig Clubman
- To determine the effect of influencer marketing in consumer's decision to purchase Haig Clubman relative to the traditional advertising.
- To determine the effect of celebrity endorsements in consumer's decision to purchase Haig Clubman, and
- To determine the reason(s) that made the consumers to purchase Haig Clubman

The results of the study revealed that:

- Influencer marketing has a positive impact on brand performance
- When compared to traditional advertising, influencer marketing had a better impact on consumer's decision to buy Haig Clubman
- Influencer marketing is even more effective on brand performance than celebrity endorsement

- Influencers and the right price were the main reasons why consumers purchased Haig Clubman
- The study revealed that nano-influencers and micro-influencers are the most effective type of influencer.

## **5.2 DISCUSSION OF THE RESEARCH FINDINGS**

The researcher discusses the findings that emerged from the study below.

The data that underpins the below discussion is considered reliable seeing that 101 of the 117 (86%) respondents on the quantitative survey were drinkers or purchasers of whisky while the qualitative questions surveyed 4 of the 5 (80%) Haig Clubman influencers.

The research has deduced a significant relationship between influencer marketing on Instagram and the purchase of Haig Clubman. The data also statistically revealed the inexistence of a relationship between celebrity endorsement and the purchase of Haig Clubman. This effect of influencer marketing on brand performance of Haig Clubman is discussed in granular details based on four themes that emerged from both the quantitative and qualitative data provided by the respondents. The first theme that emerged related to social media engagement. The second theme is about the credibility of influencer marketing and trust between the influencer and the consumer. The third theme is about price.

### **5.2.1 Social media engagement**

The research highlighted a significant positive relationship between social media influencers' influence and the purchase of Haig Clubman (refer to Table 0.35 above). Social media engagement is a key factor of the influencer's ability to influence and impact brand performance positively. Extensive product engagement emerged as the leading theme from the qualitative data generated from interviews with the Haig

Clubman influencers. The influencer respondents view their value add as grounded on extensive product engagement on social media which drives brand awareness and has potential to drive purchases. The influencer respondents also view influencer marketing as superior to celebrity endorsements as it goes beyond consumer reach and it includes product education through personal engagement.

In the quantitative study, the respondents' initial exposure to Haig Clubman was largely through Instagram influencers as highlighted by 69% of the respondents who were aware of the brand at the time of the survey (refer to Table 0.8 above). In comparison, TV advertisement only provided initial exposure to 20% of the respondents aware of the brand while in-store visibility only provided initial exposure to 12% of the respondents aware of the brand. The quantitative survey therefore concurs with findings from the qualitative survey regarding the effectiveness of social media engagement on brand awareness.

These respondents who answered the quantitative questionnaire further highlighted the influencer type that is most believable as those with followership of 10 000 and less, as rated by 71% of the respondents who were aware of Haig Clubman influencers. One of the four most cited reasons for believing this type of influencer is the ability to engage them on the particular product as rated by 26% of the respondents. In comparison, the influencers' knowledge of the product was rated by 29% of the respondents, while 24% of the respondents trust the recommendation of this type of influencer and 21% of the respondents believe this type of influencer when they say they have used the product. Available literature also supports the view that social media engagement is essential in driving engagement and communicating product intrinsic to consumers especially where a product is targeting a niche audience (Ryu, Muqaddam, & Jin, 2019) Engagement helps increase brand awareness as consumers who engage with an influencer's content on social media can be seen by their friends when viewing their social media pages which in turn increases brand awareness (Tom, 2018). Brands must therefore create content that consumers want to share and engage with so that helps create conversations between influencers and consumers (Grin, 2019). Consumers like to

know that they matter to influencers and therefore lack of engagement can actually be detrimental to a brand campaign (DeMers, 2019). Engagement is also an important feedback tool for brands to know what consumers think of the particular brand or campaign (Liu, Lee, Liu, & Chen, 2018).

This study is therefore highlighting the positive role played by social media engagement on brand performance and brand awareness.

### **5.2.2 Credibility and trust**

The quantitative survey highlighted a statistically significant relationship between the influencer's perceived brand alignment with Haig Clubman and their ability to influence the purchase of the product (refer to Table 0.36 above). This relationship highlights the importance of credibility on the effectiveness of social media influencers. The consumer's belief that social media influencers' do use the products they post on social media platforms was highlighted on the quantitative study as one of the four key reasons influencers with less than 10 000 followers were the most believed. The influencers with less than 10 000 followers were also most believed because the respondents trusted their recommendation.

Authenticity and brand alignment were the two other leading themes that emerged from the qualitative survey. The Haig Clubman influencers surveyed emphasized the importance of selecting and only working with brands that align with their interests and personal brands. Authenticity in the form of using colloquial language on the social media posts, being seen enjoying the product in their daily lives, consistent approach for both paid and nonpaid posts and taking the audience along on a journey of discovery was seen as primary for effective engagement.

The quantitative study also revealed that although respondents bought products on the back of celebrity endorsements (refer to Table 0.27 above), they were most likely to follow influencer recommendations ahead celebrities (refer to Table 0.28 above). The

findings of the qualitative study explains the above preference of influencers over celebrities as partly grounded on celebrity endorsements being less authentic and less relatable as it focuses only on brand awareness and the reach.

Literature review agrees with the theme of credibility and trust. A trustworthy influencer is more influential in impacting purchase decisions on consumers than an untrustworthy one and will help companies sell their brands (Schouten, Janssen, & Verspaget, 2018). The credibility of the source is important because consumers are likely to believe information from sources they trust (Lim, Radzol, & Wong, 2017). Credibility is however more emphasized on influencers with less than 10,000 followers, which are nano-influencers and micro influencers, because these are seen as real people who are likely to post about a product they have actually used as they don't rely on influencer posts to make a living (Capeli, 2019). Nano-influencers and micro-influencers appear authentic (Heath , 2020). There is a positive relationship between credibility of an influencer and purchase intention as illustrated by Lim, Radzol, & Wong (2017) therefore when selecting influencers; credibility becomes an important element of the selection criteria (Skoglösa, Svelander, & Stedt, 2019).

The study therefore highlights the credibility and trustworthiness of social media influencers as a fundamental building block for effective engagement with consumers which is necessary for influencing positive brand performance.

### **5.2.3 Pricing**

The quantitative study revealed a statistically significant relationship between the purchase of Haig Clubman and the respondent's belief that they were paying the right value for the product. This is despite data showing that only 2% of the respondents purchased Haig Clubman on the basis of price when asked to indicate reasons for purchasing the product. Instagram influence was the most cited reason for purchasing Haig Clubman (refer to Table 0.10 above). The study also surveyed future purchase intention and asked those not willing to purchase the product in future to state the

reasons. None of the respondents chose the cost of the product as a reason for the unwillingness to purchase Haig Clubman in future while the preference for other spirit brands was the most cited.

Albeit price was not a factor that influenced the purchase of Haig Clubman, the study reveals that price is fundamental and has to be considered as representing value for factors such as Instagram influence to be effective. The price of between ZAR290 to ZAR309 per bottle paid by the respondents prior to this study was considered as the right value for Haig Clubman. It appears that respondents anchored the value and the right price for Haig Clubman on Jameson whiskey which was rated as the brand most similar to Haig Clubman (refer to Table 0.15 above). Price affects a consumer's judgment about a brand and price perception is important in convincing the consumer to make a decision to purchase a product (Septiani & Chaerudin, 2020). Price perception is important in order for purchase intention to lead to actual purchase (Septiani & Chaerudin, 2020)

#### **5.2.4 Comparative effectiveness of influencer marketing**

The quantitative research highlights that David Beckham was only cited by 24% of the respondents as having influenced their purchase of Haig Clubman while Instagram influencers were rated by 56% of the respondents. The respondents crystallized the view that influencer marketing may be more effective relative to celebrity endorsement when 84% highlighted the likelihood of following influencer recommendation over celebrity endorsement. Qualitative research concurred and highlighted influencer marketing as more superior compared to celebrity endorsement due to extensive engagement above the sheer brand awareness that celebrity endorsement offers. When the respondents of the qualitative study were asked if they thought influencer marketing was sustainable, they unanimously agreed. The key reasons for believing that influencer marketing was sustainable are its cost effectiveness versus traditional marketing and its agility in that the marketing efforts can be quickly adapted to changing environments.

However, the most believed influencer recommendations are those of micro and nano-influencers as rated by 90% of the quantitative survey respondents (Table 0.29 above). As highlighted previously, the micro and nano-influencers are preferred due to their capacity to engage extensively with consumers on products. The micro and nano-influencers' are seen as knowledgeable about the product they endorse because they are believed to use or have practical experience of the product. The recommendations of micro and nano-influencers are therefore trusted as a result of their perceived authenticity.

Literature review supports the view that influencer marketing is more effective than celebrity endorsement as people are ten times more likely to be influenced by an influencer than a celebrity (Chernev, 2019). Influencers are almost as good as friends in recommendations being effective with 56% of consumers on twitter trusting their friends with recommendations while 49% trusting recommendations from influencers (Swart, 2016). Investing in influencer marketing is good for brands as it has been found that influencer marketing can deliver 11 times more in return on investment than any other type of advertising (Woods, 2016). Celebrities are effective in raising awareness about the product but influencer through product engagement can lead to purchase intention as they communicate to a niche market (Ryu, Muqaddam, & Jin, 2019).

Micro-influencers and nano-influencers are even more effective because they have smaller audiences that they engage with and can influence them to purchase a brand (Capeli, 2019) whereas mega-influencers do not have conversion power due to their large audiences that are not segmented and are too diverse (Ismail, 2018). Micro- influencers and nano-influencers are seen as authentic and therefore believable when they claim to have used a product and communicate its benefits and thus more likely to convert a consumer to purchase a brand (Heath, 2020). It is estimated that micro- influencers are 60% more effective than other types of influencers (Kornberger, 2019).

The level of engagement a brand receives from an influencer marketing campaign rather than in a celebrity endorsement where it's a direct one-way communication has much better value to a brand (Glucksman, 2017). For nano-influencers and micro-influencers engagement is even higher at 4.4% for Instagram while mega-influencers who are celebrity-like have engagements of only 0.7% (Semeraro, 2019). It is apparent that using celebrities as influencers on social media is not effective and that micro and non-influencers are more effective in delivering engagement and purchase intention (Sokolov, 2019). Micro influencers and nano-influencers are likely to influence a consumer's decision to buy ahead of celebrities and mega-influencers (Capeli, 2019).

The study therefore highlights influencer marketing as superior to traditional advertising in the form of celebrity endorsement. It highlights a statistically significant relationship between the purchase of Haig Clubman and influencer marketing but an insignificant relationship with celebrity endorsement (refer to Table 0.35 and Table 0.40 above). Influencer marketing is also cost effective, agile and efficient relative to traditional marketing. The choice of influencer type is however key with micro and nano-influencers rated as the most effective thus likely to have the highest impact on brand performance.

This study intended to determine the effect of influencer marketing on brand performance using Haig Clubman as a case study. The research findings indicated a significant relationship between influencer marketing and the purchase of Haig Clubman but an insignificant relationship with traditional marketing in the form of celebrity endorsement. It is therefore evident that influencer marketing had an impact on brand performance of Haig Clubman while celebrity endorsement cannot be assumed to have had an impact. Such a conclusion, despite David Beckham being a business partner that played an integral part in introducing Haig Clubman to South Africans together with five contracted Haig Clubman influencers.

The efficacy of influencer marketing on brand performance ahead of celebrity endorsement is as a result of the influencers' extensive social media engagement as

well as their credibility and trust. The study determined that the most effective and credible influencer type is the micro and nano-influencers with followers of less than 10 000. The micro and nano-influencers are most believed mainly due to their extensive engagement supported by their knowledge of the product as well as the perception that they do use the products they post on social media thus a certain degree of trust is placed on this influencer type. The most credible information comes from those who are perceived to have high levels of trustworthiness and expertise (Rieh, 2010).

These findings are in agreement with available literature which puts more value on influencers due to the engagement with their followers than on advertising as it is a direct one-way communication by the brand to a consumer (Glucksman, 2017). Literature also concurs with the importance of credibility and trustworthiness on the part of influencers in order to yield results. Social media influencers who are highly trusted are viewed by consumers as being influential and therefore could be effective in converting consumers to a brand purchaser (Lim, Radzol, & Wong, 2017).

The study further concludes that influencer marketing is not only effective on product sales but also cost effective, agile and efficient, particularly relative to traditional marketing.

Although the price of Haig Clubman paid was not highlighted as a key determinant in the purchase of Haig Clubman, trumped by Instagram influencers, the study highlighted a significant relationship between the purchase of Haig Clubman and the perception that the right price was paid for the product. This research therefore indicates that the right price must be ensured for to positively impact brand performance concurrent with influencer marketing. Literature states that price affects a consumer's judgment about a brand and price perception is important in convincing the consumer to make a decision to purchase a product (Septiani & Chaerudin, 2020).

### **5.3 CONCLUSION**

The study provided evidence that influencer marketing has a positive impact on brand performance, thus answering the research questions.

The positive impact of influencer marketing on brand performance over celebrity endorsements and traditional marketing is however underpinned by extensive social media engagement, the credibility of the influencers as well as the right pricing. Social media engagement is a key factor that differentiates the impact of influencers over celebrities with influencers having the upper hand. This is because engagement broadens the consumer's knowledge of the product and increases the probability of a product purchase (Haig Clubman in this case) while celebrity endorsements are mainly concerned with product reach. The credibility of the influencers in terms of the influencer's brand being aligned with that of the company brand is essential for believability, which is necessary if consumers are to follow the recommendations of the influencers. The research however highlights that influencer marketing may only be effective or impact sales if the product price is believed to represent value.

The most effective type of influencers are the nano and micro-influencers as revealed by this study. This type of influencer is usually more engaging about the product and therefore deemed to be knowledgeable about the product, thus is trusted and believed.

### **5.4 RECOMMENDATIONS**

The researcher recommends to Diageo SA and its competitors that brand managers incorporate influencer marketing as part of their marketing strategy as the study has revealed its positive impact on brand performance. The researcher also recommends that further studies are conducted to determine if influencer marketing will remain effective with different brands targeting different target markets. The researcher further recommends that the study be broadened to include other liquor outlets in other parts of South Africa.

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## ANNEXURE 1: QUESTIONNAIRE

### Section A: Demographics

1. Which Age group you fall under?

21-25       26-30       31-40       41-50   
51-60       61 & above

CLOSING TEXT FOR THIS QUESTION: Unfortunately, you need to be over 21 years old to participate in this activity due to it being related to alcohol.

2. What is your gender?

Male       Female

### Section B: Relevance of study

3. ALCOHOL USAGE: Which of the following types of alcohol have you drank in the last 4 weeks

Beer	<input type="checkbox"/>	Cider / Spirit Coolers / Ready to Drink	<input type="checkbox"/>	Gin	<input type="checkbox"/>
Cognac / Brandy	<input type="checkbox"/>	Sparkling wine	<input type="checkbox"/>	Rum	<input type="checkbox"/>
Wine	<input type="checkbox"/>	Liqueurs & Creams	<input type="checkbox"/>	Vodka	<input type="checkbox"/>
Whisk(e)y	<input type="checkbox"/>				

4. How often do you drink each of these types of alcohol?

	2-3 times a week	Once a week	2-3 times a month	Once a month
Beer				
Cider / Ready to Drink/ Spirit Coolers				
Wine				
Sparkling wine				
Gin				
Liqueurs & creams				
Rum				
Vodka				
Whisk(e)y				
Cognac / Brandy				

5. Do you consume/ purchase whisky?

Yes  No

6. Before today, had you seen anything about Haig Clubman?

Yes  No  Not sure

7. Have you tried Haig Clubman at all?

Yes  No

8. If NO to Question 8, what are the reasons for not having tried it?

I don't think it's worth the cost	<input type="checkbox"/>
It is not available where I shop	<input type="checkbox"/>
I prefer other spirit brands	<input type="checkbox"/>
I prefer to wait and see what others say about it	<input type="checkbox"/>
I don't know enough about the brand	<input type="checkbox"/>
I don't like the packaging	<input type="checkbox"/>
I cannot relate to the brand name "Haig Clubman"	<input type="checkbox"/>
Other (specify)	<input type="checkbox"/>

9. Where did you first see Haig Clubman?

TV advert  Print newspapers/magazine  In-store   
 Instagram influencers  Internet advert  Never seen

10. Have you purchased Haig Clubman before?

Yes  No

11. What are the reasons for purchasing Haig Clubman?

Stylish bottle shape  Advert on TV/print/magazine  Price   
 David Beckham  Instagram influencer  Great taste

12. What was the price you paid for Haig Clubman in store?

R250 to R269  R270 to R289  R290 to R309   
 R310 to R329  R330 to R349  R350 & Above

13. Do you think that was the right price for Haig Clubman?

Yes  No

14. How much do you think is the right price for Haig Clubman?

R250 to R269  R270 to R289  R290 to R309   
 R310 to R329  R330 to R349  R350 & Above

15. To what extent do you agree or disagree with the following statements about Haig Clubman?

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Stands out as different from other whisky brands					
It is a brand I would love to be seen drinking					
It is a brand with style					
It has appealing packaging					
It is a vibrant and energetic brand					

16. Which group of brands do you think is most similar to Haig Clubman? Tick next to your answer

Chivas Regal  
Jameson  
Bain's


Glenfiddich  
J&B  
Bell's


Jack Daniel's  
Ballantine's


17. How likely are you to buy Haig Clubman again?

Definitely would buy it  
Probably would buy it  
Probably would not buy it  
Definitely would not buy it


18. If you chose would not buy it above; what would your reason not to buy it be?

It is not worth the cost	
I prefer other spirit brands	
I prefer to wait and see what others say about it	
I didn't like the taste	
I don't like the packaging	
I do not relate to the influencers of the brand	
Other (specify)	

19. Do you have social media accounts?

Yes  No

20. If yes, which one? (You can select more than 1)

Facebook  Instagram  Twitter

21. Have you purchased a brand before due to seeing it with Instagram influencers?

Yes  No

22. Are you aware of any influencers for Haig Clubman?

Yes  No

23. Which Haig Clubman influencer are you aware of?

Sara Langa  Seth Shezi  Niquita Bento   
Gemean Taylor  Thuli Mona

24. Do you think 1 or more of the above-mentioned influencers represent the brand Haig Clubman?

Yes  No

25. Have any of these influencers, influenced you to buy Haig Clubman?

Yes  No

26. If, none of these influencers influenced you; how likely are you to be influenced by them to purchase Haig Clubman in future?

Highly unlikely  Unlikely  Likely   
Very likely

27. What type of lifestyle influencers do you follow on social media? (if any)

None  Fashion  Food   
Health/fitness  Photography  Travel

28. Have you ever purchased any product recommended by celebrities?

Yes  No

29. Whose product recommendation are you likely to follow between influencers and celebrities?

Influencers   
None  Celebrities  Both

30. If you chose influencers on Q30, what type of influencers are you likely to believe their recommendation the most?

Less than 1,000 followers   
Between 1 001 and 10,000 followers   
Between 10 001 and 1,000,000 followers   
More than 1,000,000 followers

31. Why are you most likely to believe the chosen influencers in Q31?

I trust their recommendation   
I can engage them about the product   
They are normally knowledgeable about the product   
I believe they have used the product   
Other

Thank you for participating in the study.

**ANNEXURE 2: INTERVIEW SCHEDULE**

**1. What made you take a decision to be an influencer?**

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-----  
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**2. What do you believe is the difference between celebrity endorsement and influencer marketing?**

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**3. How do you select brands that you associate yourself with?**

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**4. How do you think influencer marketing impacts brand performance?**

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**5. How have you been effective in influencing the performance of Haig Clubman in South Africa?**

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-----  
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**6. How do you drive engagement with your followers on social media in a way that is authentic and believable to consumers?**

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**7. What do you think is the future of influencer marketing? Do you think social media influencer marketing is a sustainable form of marketing?**

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**8. What do you think are the risks that brands can face in adopting an influencer marketing strategy?**

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## ANNEXURE 3: GATEKEEPER'S PERMISSION

# DIAGEO

SOUTH AFRICA

DIAGEO SOUTH AFRICA (PTY) LTD  
REG NO. 1964/003344/07  
BUILDING 3, MAXWELL OFFICE PARK  
MAGWA CRESCENT WEST  
WATERFALL CITY  
MIDRAND  
2090

TEL +27 (10) 003 8100  
WWW.DIAGEO.CO.ZA

27 March 2019

To whom it may concern

Dear Sir/Madam

**RE: REQUEST TO CONDUCT A RESEARCH STUDY WITH HAIG CLUBMAN IN SOUTH AFRICA**

The above refers.

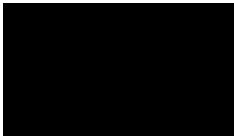
I am an executive director of Diageo South Africa (Pty) Ltd ("Diageo") and have the duly mandated powers to make the representations herein on behalf of Diageo.

Mr Phila Mabuza (UKZN Student Number: 216 070 621) is employed by Diageo as its Innovation Sales Manager. Mr Mabuza has made us aware of his request to utilise proprietary Diageo information during the course of his dissertation in part-fulfilment of his studies towards a Master of Commerce degree.

We hereby confirm our approval of Mr Mabuza's request and grant him the necessary permission to utilise the aforesaid information for the stated purpose.

Please feel free to contact the writer hereof should you have any queries.

Yours faithfully



**Vive Soga (Mr)**

Legal and Corporate Security Director

Diageo South Africa (Pty) Ltd



Diageo South Africa (Pty) Ltd  
is a wholly owned Diageo plc subsidiary

Directors: G.P. Harlow, M.E.K. Wanjau,  
L.A. Penney, J Lawrence

Durban: 299 Refinery Drive, Isipingo Beach, Durban 4115  
Tel: +27 (31) 910 5400 Fax: +27 (31) 910 5420

## ANNEXURE 5: INFORMED CONSENT LETTER

Informed Consent Letter

UNIVERSITY OF KWAZULU-NATAL

GRADUATE SCHOOL OF BUSINESS AND LEADERSHIP

Dear Respondent,

Master of Commerce (Leadership) Research Project

Researcher: Phila Mabuza (082 882 4862)

Supervisor: Dr. B W Zondi (074 412 7054)

I, Phila Junior Simphiwe Mabuza am currently registered for studies leading to a Master of Commerce in Leadership at the Graduate School of Business and Leadership, of the University of KwaZulu- Natal. One of the requirements to be met for awarding of the degree is that I should undertake an approved research project leading to the submission of a dissertation. The topic which I have chosen is: "The Impact of Influencer Marketing on Brand Performance: A Case of Haig Clubman in South Africa."

The aim of this study is to assess the reason consumers are purchasing Haig Clubman and this study will enable the management of Haig Clubman to understand if any of the reasons that the consumers decide to purchase Haig Clubman is also because of influencer marketing.

Through your participation I hope to understand the reasons consumers purchase Haig Clubman.

Your participation in this project is voluntary. You may refuse to participate or withdraw from the project at any time with no negative consequences. There will be no monetary gain from participating in this survey. Confidentiality and anonymity of records identifying you as a participant will be maintained by the Graduate School of Business and Leadership, UKZN.

If you have any questions or concerns about completing the questionnaire or about participating in this study, you may contact me or my supervisor at the numbers listed above.

Sincerely

Investigator's name \_\_\_\_\_ Date \_\_\_\_\_

This page to be retained by the participant

## ANNEXURE 6: CONSENT ACCEPTANCE LETTER

UNIVERSITY OF KWAZULU-NATAL  
GRADUATE SCHOOL OF BUSINESS AND LEADERSHIP

**Master of Commerce (Leadership) Research Project**

Researcher: Phila Mabuza (082 882 4862)

Supervisor: Dr. W B Zondi (074 412 7054)

### **CONSENT:**

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 \_\_\_\_\_

This page to be retained by the researcher

## ANNEXURE 7: TURNITIN REPORT

### Dissertation

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#### ORIGINALITY REPORT

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<b>3</b> %	<b>1</b> %	<b>1</b> %	<b>2</b> %
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

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<b>1</b>	<b>Submitted to University of KwaZulu-Natal</b> Student Paper	<b>1</b> %
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## ANNEXURE 4: ETHICAL CLEARANCE



15 July 2019

Mr Phila Junior Simphiwe Mabuza (216070621)  
Graduate School of Business & Leadership  
Westville Campus

Dear Mr Mabuza,

**Protocol reference number: HSS/0386/019M**

**Project title: Impact of influencers on brand performance: A case of Haig Clubman in South Africa**

### Approval Notification – Expedited Application

In response to your application received on 25 April 2019, the Humanities & Social Sciences Research Ethics Committee has considered the abovementioned application and the protocol has been granted **FULL APPROVAL**.

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 and Methods must be reviewed and approved through the 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 discipline/department for a period of 5 years.

The ethical clearance certificate is only valid for a period of 1 year from the date of issue. Thereafter Recertification must be applied for on an annual basis.

I take this opportunity of wishing you everything of the best with your study.

Yours faithfully

Dr Rosemary Sibanda (Chair)

/ms

Cc Supervisor: Dr Wellington Bonginkosi Zondi  
cc Acting Academic Leader Research: Dr Emmanuel Mutambara  
cc School Administrator: Ms Zarina Bullyraj

Humanities & Social Sciences Research Ethics Committee

Dr Rosemary Sibanda (Chair)

Westville Campus, Govan Mbeki Building

Postal Address: Private Bag X54001, Durban 4000

Telephone: +27 (0) 31 260 3587/8350/4557 Facsimile: +27 (0) 31 260 4609 Email: [sibanda@ukzn.ac.za](mailto:sibanda@ukzn.ac.za) / [snymsem@ukzn.ac.za](mailto:snymsem@ukzn.ac.za) / [mohunp@ukzn.ac.za](mailto:mohunp@ukzn.ac.za)

Website: [www.ukzn.ac.za](http://www.ukzn.ac.za)



Founding Campuses: Edgewood Howard College Medical School Pietermaritzburg Westville

