



**THE USE OF SOCIAL MEDIA BY BUSINESSES TO BUILD A BRAND**

BY

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## DECLARATION

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This research study is submitted in partial fulfilment of the requirements of an Honours Degree in Business Management at Nelson Mandela University, Port Elizabeth, South Africa. I declare that the treatise is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that this proposal has not been previously or concurrently submitted, either in whole or in part, for any other qualification at Nelson Mandela University or any other learning institution.

In accordance with Rule G5.6.3, I hereby declare that the above-mentioned treatise/dissertation/thesis is my own work and that I have not previously been submitted to another University or for another qualification.

A handwritten signature in black ink, appearing to read 'A. Nkula', written over a light grey rectangular background.

**SIGNATURE**

October 13, 2021

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## **ACKNOWLEDGEMENTS**

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- To the participants who participated in this study, for their cooperation, time and effort vested in this study.

## **ABSTRACT**

As it is important for businesses to understand the power of social media and it is important that businesses treat social media as an integrated part of their business strategy, most importantly in the processes of branding a brand. There is limited research done on the use of social media platforms such as Facebook, Twitter, and Instagram by businesses to build a brand. Not much is known on how social media impacts the complex process of building a brand by a business thus the primary objective of this study is to explore the use of social media by businesses to build a brand.

Based on the primary objective of this study, a qualitative research method was deemed suitable for this study. A full literature review was conducted on business research areas related to the use of social media by businesses to build a brand, thereafter an empirical investigation was undertaken through semi-structured interviews with five small businesses. Furthermore, the interview transcripts were gathered, and a content analysis was performed. Thereafter, the empirical findings have contributed to understanding that the methods of building a have changed and that businesses should invest in social media in the process of building a brand moreover businesses would use social media purposefully and intentionally

Keywords: social media, marketing, brand-building

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# **CHAPTER ONE**

## **INTRODUCTION AND BACKGROUND TO THE STUDY**

### **1.1 INTRODUCTION AND BACKGROUND TO THE STUDY**

The main goal every business is to maximise the wealth of its shareholders, there are many contributing factors in order to achieve this goal. Marketing is one of the essential elements that contributes to the overall success of every of business (Shimp & Andrews, 2014:10). Marketing is described as a cultural interaction and process, which discerns consumer wants, focusing on a product or service to fulfil those wants, attempting to persuade the consumers towards the product or service offered however, there has been a shift from traditional ways of marketing such as television, radio and newspapers to digital marketing including social media (Taherdoost & Jalaliyoon, 2014:335)

Social media started as methods for casual correspondence and the vast majority utilised it as a platform to share pictures and to transfer anything fascinating however social media has now changed, social media was previously simply used for personal reasons and now it is moving into the marketing space. Social media has now moved on from simply being an individual purchaser situated worldview to something that has an enormous effect on organisations (Singla & Durga, 2015:90). This method of message enormously affects businesses, where they understand that without a right arrangement and social media methodology, they get a limited opportunity to succeed in the quickly changing computerised opportunity. To ensure an effective participation via social media the organisations need to take extraordinary social media strategies into thought so they can support their image in various perspective (Saravanakumar & SunganthaLakshmi, 2012:4444). Social Media is used by marketers for promotional purposes however it is proven that social media has vast capabilities, and it has no limits to what it can help a business achieve (Turri, Smith & Kemp, 2013:201).

### **1.2 PROBLEM STATEMENT**

It is important that businesses understand the power of social media and it is essential that social media is treated as an integrated part of every business strategy.

(Saravanakumar & SunganthaLakshmi, 2019:4444). Social media is a large component of digital marketing, however social media has greater reasons than marketing in the business world as it creates new opportunities for businesses to improve their internal operations and to collaborate in new ways with customers, business partners and suppliers. Social media is a phenomenon that has transformed interactions and communications in the business world (Singla & Durga, 2015:91).

It is thus important for a business to use social media to build their brand. The importance of this study lies in the fact that a brand has both physical and socio-physical attributes thus social media allow brands to simplify the complex and challenging process of building a brand. Social media is a multi-way communication, conversion, and collaboration tool and therefore plays an instrumental role in building a brand (Turri et al., 2013:201). In view of the fact that there is limited research done on the use of social media by businesses, this study will aim to discuss and prove the power of social media and how it is used and can be used to build a brand. Social media has an impact on businesses, and it presents various opportunities for businesses ranging from marketing, operations, the value chain and human resources; therefore, further research needs to be done in order to understand the power of social media has in building a brand (Singla & Durga, 2015:91).

### **1.3 RESEARCH OBJECTIVES**

#### **1.3.1 Primary objectives**

The primary objective of this study is to explore the use of social media by businesses to build a brand.

#### **1.3.2 Secondary objectives**

In order to achieve the primary objective of this study, the following secondary objectives have been formulated:

SO<sub>1</sub>: To clarify how business can build a brand by using social media.

SO<sub>2</sub>: To identify and discuss how businesses can use social media to build a brand.

SO<sub>3</sub>: To identify any problem areas that still needs to be investigated.

### 1.3.3 Methodological objectives

The methodological research objectives of this study are:

MO<sub>1</sub>: To conduct a literature review on business research areas.

MO<sub>2</sub>: To select an appropriate research methodology and research methods for the study.

MO<sub>3</sub>: To collect and analyse primary data.

MO<sub>4</sub>: To provide pertinent conclusions and recommendations to researchers based on the findings to assist them to identify areas/focus to be researched.

### 1.3.4 Research question

What is the use/role of social media by businesses to build a brand?

## **1.4 SIGNIFIGANCE OF STUDY**

It is envisioned that the findings of this study will help businesses, potential entrepreneurs and researchers understand that the methods of building a brand have transformed from the traditional ways that were used by businesses in the past. It is suggested that businesses should now invest in the use of social media in the process of building a brand. This study aims to help businesses understand that social media should be used purposefully and intentionally towards building a brand. Furthermore, the significance of this study lies in highlighting the power of social media and its contribution to building a brand.

## **1.5 STRUCTURE OF THE STUDY**

Chapter one provides an introduction and background to the study, in addition reference was made to the problem statement, research objectives including primary objectives, secondary objectives and methodological objectives, furthermore the chapter concludes with the research question and the significance of the study.

Chapter two will provide a literature review based on the use of social media by businesses to build a brand. The chapter will commence with definitions of important concepts and the conceptualisation of social media, furthermore, a discussion on the

types of social media channels used by businesses will follow as well as the benefits and limitations of social media. Thereafter, a discussion on the importance of building a brand through social media will commence followed by the importance of social media marketing usage in businesses. Chapter two will further commence the discussion of value chain analysis through the use of social media and the impact of social media on brand intimacy, brand image and brand awareness.

Chapter three will focus on the research design and methodology to be used in the study and the reason behind the selected methodology, by discussing and elaborating on the research population and sample, Data collection, design of the measuring instrument to be used and data analysis. This chapter will conclude with the ethical considerations taken into account.

Chapter four will focus on the empirical results of the study. The empirical results will be based on the primary data gathered. In this section interpretations of the interviews will be provided and indications of themes that were discussed in chapter two.

Chapter five will conclude the study, based on the literature review and empirical investigation conclusions and a summary will be drawn. Furthermore, limitations of the study will be highlighted and recommendations for future research will be proposed.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

In recent years there has been an extreme change in how businesses are led and how individuals co-operate, the justification for this shift is predominantly innovation (Saravanakumar & SunganthaLakshmi, 2012:4444). In the 20<sup>th</sup> century technology changed quickly and consequently, in the 21<sup>st</sup> century innovation changed the way of living. These innovations have been primarily driven by technology and internet developments. Because of innovation, the utilisation of social media turned into an assertion in the 20<sup>th</sup> century. The use of the internet and especially social media has presented many opportunities for businesses however limited research has been done on this topic (Vukasovič, 2013:56). The primary objective of this study is to explore the use of social media in businesses to build a brand, in order to achieve the primary objective, secondary objectives were formulated to clarify how businesses can build a brand by using social media, to identify and discuss how businesses can use social media to build a brand and to identify any other areas that need further investigation.

In light of the above, the literature review that follows will provide a theoretical base for the study by outlining the main themes of this study, namely social media, and the definition of what a brand is. This will be done by conceptualising social media, discussing the types of social media, its benefits, and limitations thereafter the importance of building a brand will be highlighted, followed by a discussion of the importance of social media marketing in businesses, the value chain analysis through social media. Lastly, the impact social media has on brand intimacy, brand image and brand awareness.

#### **2.2 DEFINITIONS**

In the following sections, definitions of important terms used throughout this study will be provided.

##### **2.2.1 Social media**

Social media is defined as a two-way communication channel, it consists of online technologies and practices that people use to exchange opinions, insights, and

perspectives (He, Wang, Chen & Zha, 2015:5). Furthermore, Tritama and Tarigan (2016:9), define social media as an online platform where the registered user can easily engage, share, and create any type of content. Similarly, social media is described as a collection of digital media content that are intended for the public. It is further defined as a collective of internet based applications formed on the ideology and technological base of Web 2.0 that allow the development and sharing of user generated content (Keegan & Rowley, 2017:5). Social media platforms include but are not limited to Facebook, Twitter, and Instagram, these will be discussed in section 2.4.

### 2.2.2 Brand

A brand is defined as the name, symbol or design and term which is intended to describe or identify a product or service. It is also intended to differentiate the product or service from competitors (Jovanovska, 2020:171). Similarly, Kim (2017:3) describes a brand as a unique symbol or name with certain characteristics that an organisation, individual or business has in consumer minds thus making the product or organisation identifiable.

## **2.3 CONCEPTUALISATION OF SOCIAL MEDIA: THEN VS NOW**

Social media has become an essential part of society, it has become a tool that one cannot live without. Social media can be traced back to the 1970's where it was developed by a group of programmers at Duke University, it was created for the purpose of publishing information and receiving feedback. In the early 1970's social media was used to post news and users were only able to read and post feedback on the news (Venkatraman , 2017:89). In the late 1980's social media was popularly used for the exchanging and sharing of files for communication in businesses in that era social mediums such as the Internet Relay Chat which was purely for file sharing were used. In the early 2000's social tools such as Facebook were introduced. These social media platforms were used for the purpose of personal profiles where individuals would post pictures, communicate with other people on the platform as well as browse and comment on other people's profiles (Leonardi, Huysman & Steinfield, 2013:3-4).

In the mid-2000s social media further developed into a platform that is used for personal profiles, groups, and business profiles. The emergence of social media in businesses

included businesses using platforms such as Facebook, Twitter, and Instagram to interact with audiences such as customers, partners, and employees. However, currently social media is popularly used for advertising, generating sales, keeping customers informed promoting goods and services and sending out special offers (Venkatraman, 2017:93). Moreover, because 53.6% of the world's population uses social media, it is becoming an essential and integrated part of society (Chaffey, 2021).

Facebook, Twitter, and Instagram have been identified as the main social media platforms, and they will be discussed in the section below.

## **2.4 SOCIAL MEDIA CHANNELS USED IN BUSINESSES**

### **2.4.1 Facebook**

Facebook is an online tool that was launched for interaction and communication of Harvard students by Mark Zuckerberg in February 2004 (Rugova & Prenaj, 2016:88). Facebook was then extended to high schools and later it was open for the everyone who was older than 13 years of age, Facebook has now become one of the biggest social networking tools where users create a profile and add friends thereafter users can send messages, share images, like and comment on pictures. In later years Facebook further developed and added features such as videos, live videos, user groups and business profiles (Kim, 2017:14). Facebook is often used by businesses to establish and enhance brand image, it is also used for targeted advertising as it is easier to target a specific group of people with similar interests on social media, moreover the platform can be used for market research (Saravanakumar & SunganthaLakshmi, 2012:4446).

### **2.4.2 Instagram**

Instagram is a video and photo sharing social networking application. Instagram is popular for sharing aesthetically pleasing pictures and videos as a result of its filters and editing features, thus it is popularly used by social media influencers and content creators (Kim, 2017:15). Instagram has developed into an engagement platform where those who have an Instagram account can interact with followers and businesses, thus it is the second biggest platform after Facebook. Instagram was the first platform that was designed to inspire and share content as it allows videos, captions, and engagement. It



has now developed into a platform that includes features such as live videos, and stories which allow the user to post a picture or a video which will only be visible for 24 hours (Kim, 2017:16). Instagram is used by many businesses to attract attention of potential customers and to deliver messages through captions, videos, and images. Instagram is an efficient and effective tool to engage with consumers (Tritama & Tarigan, 2016:9).

#### 2.4.3 Twitter

Twitter is a social media network that requires an individual or business to register in order to share a “tweet”. A “tweet” is the term used for the written characters users post on Twitter. Twitter is a tool that connects people through communication, once a tweet is posted, the public is able to see it and respond to it through sending a another tweet (Rugova & Prenaj, 2016:89). Twitter became popular in 2009 due it’s usage by celebrities, and now it has become one of the most popular social media networks. Twitter is known for the little effort it requires , it is not time consuming and its creates buzz easily (Saravanakumar & SuganthaLakshmi, 2012:4446). Twitter in businesses is often used to create buzz, as it is an efficient and effective tool to announce promotions and to communicate important information with consumers (Saravanakumar & SuganthaLakshmi, 2012:4446).

The following section will discuss the benefits of the use of social media by businesses.

### **2.5 BENEFITS OF SOCIAL MEDIA USE BY BUSINESSES**

The rise of social media become fascinating as businesses have had to adapt to the use of social media. However, the use of social media in businesses has to be strategic, careful, and purposeful and it is important for businesses to establish their advantages in using the platform. Social media can be beneficial to all kinds of businesses as it is easily accessible thus it is important to further investigate what is beneficial about using social media in a business. The main benefits of using social media in businesses include low costs, brand exposure, social interaction/interactivity, targeted market, word-of-mouth, and market insight.

The costs associated with social media are advantageous for businesses as social media is known for its cost-related advantage (Jokinen, 2012:26). Social media is a low-cost

tool. According to Ameer-Arsath (2018:154) there are no financial barriers to social media. Majority of social media platforms have free registration therefore allowing all kinds of businesses and individuals to use the platform on a low budget. It is proven that compared to traditional media or traditional ways of marketing, social media is a cost-effective platform as it allows businesses to upload advertisements for free as compared to television or radio where there are costs related to advertising (Shimp & Andrews: 2014:380).

The use of social media by businesses allows Increased brand exposure. Brand exposure is the result where consumers recognise the brand and becomes aware of the product through sight, smell, taste, sound, and touch. Social media allows brands to accomplish increased brand exposure (Rugova & Prenaj, 2016:93). Social media has no geographic barriers and thus the message communicated can reach larger target audiences, this allows brands to communicate their messages effectively and efficiently thus overall increasing brand exposure (Shimp & Andrews, 2014:380).

Social interaction/interactivity is an advantage related to using social media in businesses as more than half of the population uses social media and they spend more than half of their time on social media daily. More people now spend their time viewing , sharing and commenting on content available on social media through this behaviours and views of individuals are changed and influenced (Rugova & Prenaj, 2016:93). This can be described as the participation of users on social media, increased levels of interactivity tend to a have a positive impact on businesses as it shows higher involvement and engagement of consumers and potential consumers. Interactivity results to communication between the brand and the consumer (Ameer-Arsath, 2018:153).

Targeted market is another advantage of using social media in businesses. Social media gives businesses the advantage and the ability to target better based on their interests shared on social media. Through social media it is easier for businesses to study the change of behaviour and trends of customers and thus they are able to target correctly and precisely (Ameer-Arsath, 2018:154). It increases the effectiveness of marketing through ensuring that the correct targeting market is reached, similarly Jokinen (2012:27) stated that social media allows precise targeting by understanding the demographics of

the target market such as age , gender , race and geographic location through the use of social media, this also enables increased targeted traffic, targeted traffic is when the message directed to a specific target market reaches the target market and receives interest from the target market , this could lead to an increase in sales (Rugova & Prenaj, 2016:94).

Businesses benefit from using social media in the form of word-of-mouth and social media influencers. Word-of-mouth exists the same way it was when there was no social media however now it has greater impact as the reach of a consumers views or opinions is larger than it is outside of social media , meaning that if a consumer would say something positive about a brand on social media it is likely to reach more people than it would outside of social media (Jokinen, 2012:27). In recent years there has been a rise in social media influencers, these are people or celebrities that deliberately post about brands to influence others behaviour towards a brand. Micro- influencers are considered to be more authentic and trustworthy than celebrities as micro- influencers are just ordinary people who have a following on social media. Using Influencers is inexpensive and thus leading to greater advantages to the brand such as reach and cost saving (Appel ,Grewal , Hadi & Stephen, 2020:82-83).

The use of social media by businesses puts the business at an advantage when it comes to market insight. A benefit for using social media is the ability to gather data from the platform, data accessed through social media can be used to establish the effectiveness of strategies. A brand strategy can be measured by the brand perception on social media, this can be done through features such as reading the comments and understanding what people are saying about the brand (Jokinen, 2012:28). Information about consumers and competitors is readily available on social media thus providing information that can be used in strategising (Rugova & Prenaj, 2016:94).

In light of the benefits and opportunities discussed above, the limitations of the use of social media by businesses will be discussed in the following section.

## **2.6 LIMITATIONS OF SOCIAL MEDIA USE BY BUSINESSES**

The emergence of social media does not only come with benefits and opportunities, but it can also with risks and challenges especially for business. Limitations and risks of using social media include time consumption, privacy concerns and negative feedback.

As social media is an interactive platform therefore it is time consuming. It requires the business to be active and participate with consumers. It is important to have an employee who is responsible for the social media platforms of the business. It is important to have an employee in charge of social media as social media requires the brand to be active, to communicate and most importantly build and maintain online relationships built with consumers, suppliers, and partners. The brand needs to comment, post information on the product or service, answer questions. Employing a social media manager is ideal however it can be costly (Ameer-Arsath, 2018:155-156). As time intensive social media is, it results to fatigue and loss of productivity as well as social media addiction this puts the business at a disadvantage (Shimp & Andrews ,2014:381)

Privacy concerns are a complex issue when dealing with social media. Social media presents the risk of privacy and security (Rugova & Prenaj, 2016:95). Businesses using social media need to ensure that they adhere to privacy rules when it comes to consumer data. Businesses need to ensure they have a social media privacy policy that administrators , social media managers and marketers adhere to (Jokinen, 2012:27). Businesses also need to take into consideration things such as intellectual property , spyware and malware (Rugova & Prenaj, 2016: 95). Businesses need to be aware of hackers and fraud; in recent years credit card fraud put the use of social media and other online platforms at a disadvantage. It is essential that businesses ensure that the social networking sites are safe and secure thus making consumer privacy a priority. Consumers need to trust that their confidential information is secure and safe (Ameer-Arsath , 2018:156)

Negative feedback and its impact on the businesses' reputation is a major disadvantage of the use of social media. Social media has the great potential to ruin the brands and business's reputation, it is thus important to be careful of what the brand communicates and posts on social media. What consumers post about the brand on social media can

also have a negative impact on the brands reputation , this is referred to as negative word-of-mouth (Rugova & Prenaj, 2016:95). Consumers have the power to make or destroy the brand on social media, negative feedback can come in the form of comments and reviews from customers this puts negative pressure on the business as they cannot ignore feedback and reviews of consumes (Ameer- Arsath, 2018:157).

Taking into consideration the limitations mentioned above, it is however important to utilise social media in building a brand. The importance of building a brand through the use of social media will be discussed in the following section.

## **2.7 THE IMPORTANCE OF BUILDING A BRAND THROUGH THE USE OF SOCIAL MEDIA**

Building a brand is one of the most complex and confusing elements in business as it is a long process and requires careful strategies however top- level management tend to underestimate the process of building a brand because they fail to see and understand the benefits of building a brand , this is due to the fact that the benefits of building a brand are not immediate they will reflect over time and they are not tangible hence the process of building a brand requires patience and careful consideration. Building a brand is important as it develops the image, the identity, and the purpose of the business and without a brand the business cannot be differentiated from competition (Jovanovska, 2020:171). The purpose of building a brand is to ensure there is a unique story to the product or service, a unique identity and a unique image and feeling as well as perception in the mind of consumers. The importance of building a brand lies in ensuring that there are emotional relationships with consumers, personality to the product or service as well as identifiable representation such as colours , sounds and logos (Jovanovska, 2020:171-172). Building a brand is essential as its purpose is to creatively and effectively communicate what differentiates the brand from competitors (Jokinen, 2012:26).

In the past there has been several traditional ways of building a brand, these included print advertising, television commercials and product design however the disadvantage is that it is seen as a one-way communication method from brands to consumers and it would end there (Kim, 2017:4), using one way communication methods put brands at a huge disadvantage in the 21<sup>st</sup> century as it does not allow the brand engagement and it

does not promote word-of-mouth , it is said that now-a-days consumers want to interact and communicate with brands however traditional media and traditional ways of brand building limit communication and interaction (Jokinen, 2012:21).

The process of building a brand requires a brand strategy. A brand strategy is one of the most complex elements in building a brand as a brand strategy has the ability to grow or to destroy the brand (Jovanovska, 2020:173). The brand strategy starts by identifying the identity of the brand and how the business would like to be represented by the brand. Nowadays, brands are encouraged to use two-way communication channels as a brand is made up of both physical and socio-psychological elements, essentially a brand is like a human as it should have emotion , relation and a connection with its consumers hence it is important to carefully build a brand (Turri et al., 2013:202-203). Building a brand through social media is ideal as it is a two-way communication tool for both business to business and consumer to business, through social media brands can participate in instant communication. This ultimately enables the brand to builds relationships , builds trust , learns behaviours of consumers, learns personalities of consumers and collects data with the end result of building a brand successfully (Kim, 2017:5). The importance of including social media in a brand strategy lies in the fact that social media is constantly growing and already has a large audience (Jokinen, 2012:11).

Social media allows the business to build its brand through a more intuition based, empathetic end-to-end experience , where the business is allowed to tell a personalised story and show human attributes (Jovanovska, 2020:174). Social media allows business to firstly be transparent in relationships while building their brand, secondly, to communicate effectively and directly, thirdly to engage with consumers directly thus consumers experience and lastly it allows the branding process to be consistent thus keeping the consumers interested in the brand (Kim, 2017:6).

Thus, social media marketing is becoming popular and essential in businesses. The following section will discuss the importance of social media marketing in businesses.

## **2.8 THE IMPORTANCE OF SOCIAL MEDIA MARKETING USAGE IN BUSINESSES**

The emergence of social media has shifted the way businesses conduct themselves from processes , operation and most importantly marketing (Keegan & Rowley, 2017:4). Social media marketing is a new trend and its importance in business is growing , and can be described as using social media tools such as Facebook, Twitter and Instagram to promote a brand and its products or services (Ameer-Arsath, 2018:155). Social media marketing can be viewed as a subset of marketing, as social media marketing uses social media to fulfil traditional marketing (Si, 2016:3). The importance of social media marketing for businesses lies in the ability of businesses to interact with customers in order to understand their exact needs, wants as well as their grievances. Social media marketing also opens new opportunities for the business, it enables the business to discover new partners such as social media influencers and this is done at no cost (Si, 2016:3-4). Through social media marketing brands are able to promote their products and services to a larger community, a community that includes and the brands target market and those who aren't even their target market (Vinerean, 2017:29) .

Social media marketing allows businesses to reduce promotion expenses, increase sales, build new business partnerships and it generates exposure. In conclusion social media marketing is essential as it is a customised , interactive and targeted way of marketing which also includes traditional elements of marketing (Si, 2016:4).

Social media can be used in more than one department in a business. The section below highlights how a business can utilise social media to analyse the value chain.

## **2.9 THE VALUE CHAIN ANALYSIS THROUGH THE USE OF SOCIAL MEDIA**

Building a brand includes the careful consideration of the image of the brand, the design, the logo, the name, and various other elements. The value chain is described as the chain of activities in which a business's participates in , in order to achieve its product or service thus leading to a brand (Louw & Venter, 2013:240) . The use of social media can assist the business in value chain activities and thus leading to successful brand building.

### 2.9.1 Operations

Operations include the activities that are performed in the brand design, the packaging, quality control and manufacturing (Thompson, Sutton, Strickland, Peteraf, Janes & Gamble, 2017:128). Social media allows operations to run at a cheaper cost. Through social media the business can discover and select suppliers that align perfectly with the brand and they can build sustainable supplier relationships. Moreover, social media allows the business to analyse customer demands, needs and wants with regards to packaging preferences, quality standards and design, thus leading to the brand meeting customer needs and wants (Singla & Durga, 2015:91).

### 2.9.2 Sales and marketing

Sales and marketing refers to the activities that lead to customers being convinced and persuaded to purchase the product or service (Thompson et al., 2017:128). This includes promotion, campaigns, advertising and market research (Louw & Venter, 2013:241). Social media allows businesses to run marketing campaigns at a low cost, and it allows the business to gather important data on customers through feedback, reviews, and comments. Social media is also used for public relations as press releases can be launched on social media as well as brand management, the business can manage and ensure that the brand's reputation is what it wants it to be and what it is supposed to be, thus leading to effective and successful brand building (Singla & Durga, 2015:91).

### 2.9.3 Research and development

The process of continuously developing and innovating products and services as well as other key technologies (Louw & Venter, 2013:240). Social media allows businesses to study and understand trends and new developments, moreover, social media is a platform that can be used for market research and understand what the needs and wants of the people are and how the brand can align to consumers (Singla & Durga, 2015:92).

The following section highlights the impact the use of social media has on brand intimacy, brand image and brand awareness.



## **2.10 THE IMPACT OF SOCIAL MEDIA ON BRAND INTIMACY, BRAND IMAGE, AND BRAND AWARENESS**

The use of social media and its ability to gain the attention and involvement of consumers around the world is a great advantage to businesses when building a brand. The utilisation of social media in build a brand has a positive impact on brand intimacy, brand image, brand awareness and brand equity.

### **2.10.1 Brand intimacy**

Brand intimacy is achieved through shared compassion between the customer and the brand (Turri et al., 2013:204). Brand Intimacy is the feeling, the emotion a consumer feels towards the brand (Ozer, Buran, Kocak & Ozer, 2020:3). When brands are active on social media, they have the resources to understand and study consumer preferences, consumer needs and wants, personal interest of the consumer as well as consumer behaviour, through the data collected brand are able to build intimacy with their consumers by customising the product or service as well as communicating and engaging with the consumer. Furthermore In order to achieve intimacy brands may also show empathy, personalisation, shared beliefs and values (Turri et al ., 2013:205).

### **2.10.2 Brand Image**

Brand image allows consumers recognise their needs and wants through the brand. Brand image is the consumers views and insights about the brand thus , image can be regarded as the appearance of the brand to consumers (Zia, Younus & Mirza, 2021:1092). Brand image is associated with attributes , benefits and attitudes associated with the brand, these include the function of the product , the price , packaging and functional benefits of the product (Jokinen, 2012:15). Social media is proven to have a positive relationship with brand image as it enables brands to demonstrate and show the features, the attributes, and the benefits of the brand. The use of social media influencers and word- of-mouth is associated positively with brand image moreover the positive, reviews , comments and feedback will enhance brand image (Jokinen, 2012:15-16)

### 2.10.3 Brand awareness

Brand awareness is the consumers ability to recognise and recall the brand. A consumer should be able to recall and recognise the brand when presented with a visual representation of the brand, a sound associated with the brand, a verbal clue or when the category of the brand is presented without mention of the brand name (Jokinen, 2012:17). Social media has a positive influence in building a brand in terms of brand awareness, social media increases attraction to the brand thus increasing public awareness of the product . Due to the reach on social media the brand is likely to achieve more brand awareness than it would achieve using traditional ways ( Tritama & Tarigan , 2016:10).

## **2.11 SUMMARY**

As discussed, social media is continuously evolving and is expanding into the business world, hence it is important for businesses to utilise and integrate social media in business activities. The social media channels used by businesses researched in this chapter were Facebook, Instagram, and Twitter – all which can play an important role in businesses in the 21<sup>st</sup> century. Based on the aforementioned benefits of the use of social media in businesses it can be said that social media does play a role in businesses, specifically in the brand building process.

However, there are limitations of using social media in businesses , there are measures that can be put in place in order to eliminate these limitations as social media plays an important role in brand building and thus social media marketing is also an important element in brand building , moreover social media is said to play an essential role in other areas of business such as the value chain and it has an essential impact on brand intimacy , brand image and brand awareness.

As social media now forms part of businesses, an empirical investigation was undertaken to explore the use of social media by businesses to build a brand. In chapter three, the research design and methodology adopted to address the objectives of this study will be explained and clarified.

## **CHAPTER THREE**

### **RESEARCH DESIGN AND METHODOLOGY**

#### **3.1 INTRODUCTION**

In chapter one the main objectives of this study of this study were presented, namely, to explore the use of social media by businesses to build a brand. The literature review in chapter two provided an in-depth discussion on social media channels and the conceptualisation of social media, its benefits, and limitations, along with the importance of building a brand through social media, the importance of social media marketing and the use of social media in the value chain as well as the impact social media has on brand intimacy, brand image and brand awareness.

Therefore, the main purpose of this chapter is to describe the research design and methodology adopted in order to address the primary and secondary objectives. This chapter begins with a description of research design and methodology, an overview of secondary research follows then an in-depth discussion of primary research follows, this discussion highlights the research population and sampling of this study, Data collection, design of the measuring instrument and data analysis, thereafter, concluding the chapter the ethical considerations of this study will be highlighted.

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

Research design is referred to as an intended appropriate framework, used to plan a study. The research methodology refers to methods used in conducting a study (Jilcha, 2019:2). For the purpose of this study, the research will unfold in two ways namely primary research and secondary research, which are addressed below.

#### **3.3 SECONDARY RESEARCH**

According to Johnston (2014:620) secondary research is the processes of collecting, analysing, and interpreting existing data with the purpose of coming up with conclusions in a specific area of interest. Secondary data are found in journals, books, articles, and commercial information sources.

This study will conduct a literature review by consulting the above-mentioned secondary sources on the topics relevant to the research topic, this will assist the researcher in gaining an understanding of the research topic. Various secondary data sources were utilised in gathering secondary data information for this study. The research secondary data was derived from Google scholar, ResearchGate and EBSCOhost and books that with topics surrounding the use of social media by businesses in brand building.

### **3.4 PRIMARY RESEARCH**

According to Hox & Boeijie (2005:593), primary research is data that is specifically collected for a research goal using procedures that best fit the research problem. It is important to conduct primary research as it provides the researcher with “first-hand” data, with the purpose of providing original research. Primary research involves the investigator or the researcher in data collection specifically related to the study, it also allows the researcher to ensure that the data and information collected is the quality that is expected. Primary data is more unique, authentic, and reliable (Kabir, 2016:204).

There are two main research methods namely quantitative and qualitative. Quantitative research approach utilises numerical and statistical data. Furthermore, quantitative research is said to be more scientific in nature (Kabir, 2016:203). Qualitative data is the opposite of quantitative data, it is non-numerical instead qualitative research uses words and sentences (Kabir, 2016:202). Qualitative research involves understanding of complexity, detail, and context of the research subject (Hox & Boeijie, 2005:593).

In light of the above, the method used in this study is qualitative, this method is most appropriate for this research as the researcher will conduct one-on-one interviews which do not consist of any numerical data thus making qualitative research the most suitable method. This method will enable the researcher to develop a deeper and detailed understanding on the use of social media by businesses in building a brand moreover, it will provide insight into the lived experiences and perspectives of the respondents regarding their use of social media by businesses to build their brand.

In the section below the research population and sample will be discussed thereafter the data collection, design of the measuring instrument, data analysis and ethical considerations will be highlighted.

#### 3.4.1 Research population and sampling

Population is referred to as the complete set of cases or all members that meet the requirements of the investigation, thus a sample is a smaller group or number of people selected to represent the population (Taherdoost, 2016:18). It is important to select a sample as the population is substantial therefore it is unrealistic and impossible to consult the total population hence it is essential to select a sample, the process of obtaining the sample is referred to as sampling (Alvi, 2016:12). The population of this study are all kinds of businesses that are aware of the process of brand building and the marketing contributions to the process. This study will extract five small businesses out of the population thus the five small businesses will be the sample of this study. Businesses to participate in this study will be selected on the basis that they understand, are aware and utilise social media as well as social media marketing and marketing are contributing factors to the brand building process in the business.

Furthermore, this study will use convenience sampling. Convenience sampling is a nonprobability sampling method where the researcher selects participants that are easily accessible, convenient, and approachable to the researcher (Alvi, 2016:13). This method is most appropriate given the strict time constraints imposed on this study.

#### 3.4.2 Data collection

For the purpose of this study data will be collected through interviews. Interviews are defined as one-on-one conversations with the respondents, the interview process involves asking questions and getting answers from the respondents (Kabir, 2016:12). This study utilises interviews as it is the most appropriate method to receive open, honest, personal, and insightful data. As the sample size is five businesses, the researcher will conduct five one-on-one interviews with the participants.

### 3.4.3 Design of the measuring instrument

Interviews as a method of data collection can take form in various ways, a structured interview refers to an interview that has a set of questions that were designed and prepared prior the interview for all the respondents, a structured interview has limited space for a free conversation and a variation of responses (Kabir, 2016:211). A structured interview is a strict and direct form of an interview where there is no flexibility (Queiros, Faria & Almeida, 2017:377). Moreover, an unstructured interview is an open interview where the interviewer and the respondent speak and have a free open and flexible interview, questions are frequently open-ended and respondents express themselves fully (Kabir, 2016:213).

For the purpose of this study, the researcher will utilise a semi-structured interview to gather data from the five participants. A semi-structured interview is an open interview where the researcher has a set of topics to cover during the interview however the respondent is allowed to express themselves freely, openly and in a detailed manner (Queiros et al., 2017:16). A semi- structured interview is the most suitable for this study as it will allow the researcher to cover necessary topics and it will allow the researcher to gain more insight and detail. A semi-structured interview also gives respondents the freedom to express themselves and it gives respondents flexibility to provide reliable and comparable data which is advantageous for the researcher (Kabir, 2016:212). Due to the COVID-19 pandemic the semi-structured interviews will be conducted virtually via Microsoft teams.

### 3.4.4 Data analysis

Data analysis is the process of critically exploring and understanding the data collected. It enables researchers to turn data into information in order to produce conclusions and recommendations to the research problems and questions (Togia & Malliari, 2017:52)

In light of the above, for the purpose of this study, the data collected from the semi-structured interviews with the five participants will be analysed and interpreted through content analysis of the transcripts. Content analysis is described as the critical analysis of data received in the form of words and sentences during an interview (Hancock, Ockleford & Windridge, 2009:24). The literature review will be used as a foundation for

the content analysis as the topics and themes addressed in the interviews will stem from the literature review.

#### 3.4.5 Ethical considerations

Ethics in research refers to the professional conduct and regulations when dealing with participants or respondents. It is essential that research does not harm the participants or respondents during the process of data collection and data analysis (Daniel, 2016: 91). Ethics in research include ethical principles such as integrity, accountability, and openness (Kabir, 2016:207) Given the importance of ethics in research this study will adhere to the ethical standards and procedures of Nelson Mandela University, furthermore, this study will receive ethical clearance from the Nelson Mandela University. In the process of data collection and data analysis, informed verbal consent will be received from the respondents before the process commences as well as receive verbal consent to record the interview. Moreover, this study will ensure that the respondents remain anonymous and are safeguarded by removing any identifiers thus ensuring confidentiality. The researcher will ensure that efforts towards the comfortability of respondents during the processes are made.

### **3.5 SUMMARY**

In conclusion, chapter three provided definitions of concepts around research design and methodology as well as the approach the researcher took to complete the research design and methodology.

For the purpose of this study, the qualitative research method was selected and utilised, the primary data collection will be completed after the secondary data collection is completed. The population and sample of the study included all types of businesses, and five small businesses were selected to represent the population, these small businesses were selected using convenience sampling technique, semi-structured interviews were perceived as the most suitable method to collect data moreover, the data will be analysed by means of a content analysis.

Chapter four will outline the results of the primary data collected for this study.

## CHAPTER FOUR

### EMPIRICAL RESULTS

#### 4.1 INTRODUCTION

In chapter three, an overview of the research design and methodology adopted for this study was presented. Furthermore, a discussion on the research methodology, research population and sampling, data collection, design of the measuring instrument and data analysis were presented. Moreover, the design and methods presented in chapter three were used to collect and analyse the data. The results obtained from the five small businesses interviewed will be presented in this chapter.

Chapter four will commence by providing a summary of the biographic information of the participants who participated in this study, this will be followed by the results of the content analysis deduced from the interview transcripts covering specific areas discussed in the literature review, moreover this chapter will also analyse inductive data that is discovered in the interview transcripts.

#### 4.2 BIOGRAPHIC DATA OF THE PARTICIPANTS AND THEIR BUSINESS

The first section of the interview the participants were required to complete four questions relating to the biographic information of the participants and their business. Table 4.1 provides a summary of the biographic information of the participants and their business.

**TABLE 4.1: Biographical Information of participants**

Participant	Gender	Age group	Years in business	Industry
A	Female	20-29	1 year 6 months	Online Retail Industry
B	Female	20-29	1 year	Beauty service Industry
C	Female	30-39	1 year	Fitness apparel industry
D	Female	20-29	1 year	Health and Beauty industry
E	Female	30-39	1 year	Online fashion retail industry

(Source: researchers own construct based on interview transcripts)



As depicted in table 4.1 above, it is evident that three of the participants are in the age group 20-29 and two of the participants are in the age group 30-39, moreover all participants are females. Furthermore, all of the participants have been operating their businesses for one year and a few months. The participants businesses are in various industries thus providing variety to the study.

In the following section the results of the content analysis of the five interview transcripts will be discussed and presented.

### **4.3 RESULTS OF THE CONTENT ANALYSIS**

For the purpose of this study, the interview transcripts of the semi-structured interviews were analysed by means of a content analysis, discussed previously a content analysis is defined as the critical analysis of data received in the form of words and sentences during an interview (Hancock et al., 2009:24). Furthermore, in order to perform the content analysis, the data was coded using the literature review as a base.

#### **4.3.1 Social media and social media channels used in businesses**

Social media is defined as a two-way online communication channel that people can use to exchange opinions, insights, and perspectives (He et al., 2015:5). Furthermore, Tritama and Tarigan (2016:9), define social media as an online platform where registered users can easily engage, share, and create any type of content. There are three main social media, Facebook, Instagram, and Twitter.

Majority of the participants use Instagram and Facebook as their social media channels as all five participants mentioned Instagram and four Participants mentioned Facebook. it was also discovered that WhatsApp is becoming a popular social media channel to use in businesses as Participant A stated that "*WhatsApp, Instagram and Facebook are the channels I use in my business*" and Participant B stated that "*I use Instagram and WhatsApp*". However, WhatsApp was not identified as a social media platform in the literature review of this study. Twitter was not mentioned in most of the Participants interviews however Participant D indicated that they use Twitter as well as Participant E. Furthermore, Instagram appears to be the most popular social media platform used by small businesses as all participants mentioned they utilise the platform, this is supported

by Participant E who stated *“Instagram, Facebook, and Twitter are used. However, Instagram is the one that is mostly used, Facebook is used for promotions related with Instagram”*.

#### 4.3.2 The benefits of social media use by businesses

The use of social media in businesses has to be strategic, careful, and purposeful. The main benefits of using social media in businesses include cost associated advantages, increased brand exposure, social interaction/interactivity, targeted market, word-of-mouth and the use of social media influencers and market insight (Jokinen, 2012:26).

Many of the participants mentioned reach, social interaction, and targeted market as the main advantage of using social media, Participant A stated *“The main advantage the business has experienced is reach, the ability to reach out to more people and a bigger audience, moreover the platforms allow the business to target exactly its target audience in terms of following them on social media and advertising directly to them”*. Participant B, C and E concurred with the viewpoints of Participant A by expressing that due to social media they can reach a larger audience and target their market precisely. Participant B highlighted the main advantages of using social media in businesses in detail *“ benefits my business has experienced due to social media include reach, the ability to reach more people and to target a specific audience at a specific time as Instagram allows you to promote your business and has the option to select the age group you want your post to reach and you can post at a time when you know they are most active on the platform.”*

Participant D is the only participant that highlighted cost related advantages stating that *“The main advantage the business has experienced based on social media is cost related advantages, the costs of using advertising and using social media in general are very low...”*

#### 4.3.3 The limitations of social media use by businesses

The limitations and risks of using social media by businesses include the fact that it is time consuming, privacy concerns and negative feedback/negative word-of-mouth (Rugova & Prenaj, 2016:95).

Privacy concerns and negative feedback/word-of-mouth are the main disadvantages that are highlighted by the Participants. However, it was discovered that the fact that the social media has no geographic boundaries can be viewed as a disadvantage for small businesses. Participant A elaborates on this by stating *“customers find it difficult to trust the business as well as the risk of being scammed or hacked, it is easy for users to create an identical account with the intention of scamming customers moreover because Instagram and Facebook posts have no geographic boundaries customers from all over the world want to purchase however the business only has capacity to supply in South Africa only.”*

Furthermore, Participant D emphasised that due to the fact that social media is a modern platform it excludes those who are not aware of it. This point is further highlighted by Participant C who stated *“The one limitation that the business has experienced is the fact that it can’t reach people that do not have social media which would be older generation and the fact that social media requires data and data is expensive in South Africa moreover because the business does not have a physical store it misses out on the people that do not trust what they see on social media and want to see the product physically”*. Participant D contributed to this viewpoint by stating *“The limitations the business has experienced is the lack of control and boundaries. moreover, not being able to reach the older generation as they are also valuable customers or potential customers”*.

Privacy concerns and negative feedback/ word-of-mouth are the main disadvantages which emerged deductively through interview transcripts. Furthermore, geographic boundaries and reach to those who do not have social media were the major disadvantages which were discovered in the inductive data.

#### 4.3.4 Forms of Marketing: traditional marketing and social media

In the past there has been several traditional ways of building a brand however, traditional methods were viewed as a one-way communication method from brands to consumers (Kim, 2017:4). It is believed that presently consumers want to interact and communicate with brands, however traditional media and traditional ways of brand building limit communication and interaction (Jokinen, 2012:21). Therefore, there has been a shift from

traditional ways of marketing to digital marketing which includes social media (Taherdoost & Jalaliyoon, 2014:335)

Participants A, B and C stated that they do not use traditional marketing at all whereas Participant D uses traditional marketing “*The business uses newspapers, magazines, and television however not constantly*” and Participant E stated, “*The business has used a newspaper to market however this was once*”.

Moreover, all five Participants stated that social media is the most effective form of marketing, Participant E elaborated in detailed by stating that “*Social media is accommodating and supportive to businesses moreover It provides you with numbers of who views your posts and stories and their geographic and demographic information thus making it easier to target market and advertise effectively. The world is also becoming a digital world therefore it makes more sense to utilise social media*”. However, Participant C stated that both traditional methods and social media can be effective, Participant C highlighted in detail that “*Social media because it can be targeted to a specific group, my business targets women between the ages of 18 – 35 therefore social media is the most effective form of marketing for me to use, however if your target audience uses traditional forms to consume media then the best way to advertise would be the traditional form*”.

#### 4.3.5 Social media marketing

Social media marketing can be viewed as a subset of marketing, as social media marketing uses social media to fulfil traditional marketing. The importance of social media marketing for businesses lies in the ability of businesses to interact with customers in order to understand their exact needs, wants as well as their grievances (Si, 2016:3).

Majority of the Participants utilise social media marketing and have a set social media marketing strategy. Participants A, C and E similarly state that they use social media influencers and ensure collaborations moreover they post strategically at certain times, and they plan posts. Participant B and D however do not have set social media marketing strategies , Participant B states in detail “*I make sure that when I do post on my social media platforms, I post something unique and new every time to ensure that I show my clients that I provide a unique service moreover due to the insights feature on Instagram I get to know and understand what time to post as it shows me exactly what time my*

*target market is most active on social media” and Participant D states “ No not really , I just ensure what I post is of excellent quality and at the right time”.*

#### 4.3.6 The importance of building a brand through the use of social media

Building a brand is one of the most complex and confusing elements in business. The purpose of building a brand is to ensure there is a unique story to the product or service, a unique identity and a unique image and feeling as well as perception in the mind of consumers (Jovanovska, 2020:171-172).

All Participants mentioned that social media has played a significant role in building their brand. The Participants similarly state that social media enables them to convey, communicate, control, and narrate exactly what brand kind of brand they are building, Participant B explained this in detail “ *I believe that without social media I wasn’t going to be able to convey the message I want my brand to convey and I wasn’t going to be able to build my brand outside of social media as I was going to struggle to control what the audience associates my brand ”* . Furthermore, Participant E also explained how social media has played a significant role in brand building “*it has allowed me to narrate what I want my brand to be, and it has given me insight on what my customers see my brand as and I can relate and combine the two. Social media has allowed me to communicate and to demonstrate effectively what my brand is. It has given my brand the human-element that is needed when building a brand”*.

Moreover, Participant A, B and E strongly believe that their brands would not exist without social media. However, Participant C and D believe that the process of building their brand would still be successful without social but it would have been a bit more complex , Participant C explains “ *It would have been successful, however it would have taken longer and would have been a more complicated process as the business would not be receiving the insights and analytics it receives from social media ”* and Participant D explains “ *Yes, however it would have taken longer, and it would be more complex and difficult. The business would struggle to connect with people and other businesses, and it would struggle with exposure”*.

#### 4.3.7 The value chain analysis through social media

Building a brand includes the careful consideration of the image of the brand, the design, the logo, the name, and various other elements. The value chain is described as the chain of activities in which a business's participates in , in order to achieve its product or service thus leading to a brand (Louw & Venter, 2013:240). The main value chain activities which social media assists in include operations, sales and marketing and research and development.

Majority of the participants state that social media plays a role in other departments that contribute to building a brand. Participant A, B and E highlight research and development as the main department social media plays a role in, Participant B explained the role of social media in research and development by stating *"In research and development. I have learnt all the skills that I know from social media, before I started my business I watched videos on Facebook, YouTube, and Instagram and that is how I learnt the skills that I use in my business, I still watch videos to continuously develop my skills"*. Furthermore, Participant C states the entire business's value chain is based on social media. Similarly, Participant E states that the business uses Twitter to find suppliers and to find other resources required in the various departments. Participant D interestingly mentions human resources as an area where social media plays an increasingly important role in and explained *"In the human resources department as information on potential employees is gained on social media so an educated decision can be made. Research and development as well in terms of studying trends and competitors"*.

#### 4.3.8 The Impact of social media on brand intimacy

Brand intimacy is achieved through shared compassion between the customer and the brand (Turri et al., 2013:204). Brand Intimacy is the feeling, the emotion a consumer feels towards the brand (Ozer et al., 2020:3).

All of the participants mentioned that social media has had a positive impact on the brands intimacy highlighting the ability to engage and communicate with customers as the main factors contributing to brand intimacy. Participant A, B, C and D with Participant A explaining in detail *"Social media has had a huge impact on my brand's intimacy with its customers because we get to communicate and engage as well as have an*

*understanding even though we've never met. I also make sure that I do follow ups after every purchase to make sure that the product is still in great condition and is still fully functional...thus positively increasing brand intimacy".* Moreover, Participant E interestingly mentions the human element which is brought by the use of social media in building a brand *"It has had a positive impact as it gives the human element in terms of that I can engage in posts, I can comment, and I can send my customers direct messages. Customers can see that I can sympathise with them in such a way that if they have an issue I deal with it, I apologise I even offer refunds"*.

#### 4.3.9 The impact of social media on brand image

Brand image allows consumers recognise their needs and wants through the brand. Brand image is the consumers views and insights about the brand thus , image can be regarded as the appearance of the brand to consumers (Zia et al., 2021:1092)

All Participants state that social media has a had a good impact on their brand image. Participants B, C, D and E mention that the ability to demonstrate how products or services are to be utilised as well as the comments and reviews contribute to the positive impact on brand image, Participant B further explains this idea by stating *"Social media has had a positive impact on my brands image because firstly I ensure that everything that I post on the platforms does not offend or discriminate against anyone and thus that shows people that kind of brand my business is moreover the positive reviews in the comments section in my posts also impact my brands image positively"*. Participant A mentions that social media has had a positive impact on brand image however it can also have a negative impact on the brands image due to negative reviews and negative word-of-mouth.

#### 4.3.10 The impact social media has on brand awareness

Brand awareness is the consumers ability to recognise and recall the brand. A consumer should be able recognise and recall the brand when presented with a visual representation of the brand (Jokinen,2012:15-16).

Participants A, B, D and E emphasise that social media has had a positive impact on brand awareness. Majority of the Participants mention the ability to post and repost,

comment and write reviews on social media has increased awareness of the brand ,this is clearly mentioned by Participant B *“It has had a positive impact on my brands awareness as I make sure that when I post on my platforms I show diversity, uniqueness, and creativeness therefore when a customer sees something unique, creative, and diverse they instantly associate it with my business and my brand’* . Participant C mentions the use of social media influencers as a contributing factor to brand awareness *“It has had a big and positive influence more especially due to the use of social media influencers, that has attracted customers and it has enabled people to recognise and recall the brand”*

#### **4.4 SUMMARY**

In Chapter four, the empirical results of the study were presented. Firstly, a summary of the biographical information pertaining to the five participants were presented, followed by a discussion of the demographic information. Thereafter the findings of the content analysis were presented.

In the following chapter the entire study will be summarised, providing an overview of the various chapters. The main findings obtained from the literature review as well as the findings of the empirical investigation will be presented and interpreted, and various recommendations will be presented.



## **CHAPTER FIVE**

### **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 INTRODUCTION**

The final chapter will consist of a summary of the study, followed by a discussion of the significant findings of the literature as well as the empirical results and its interpretation of the use of social media by businesses to build a brand. Thereafter, conclusions and recommendations will follow, based on relative findings of the study. Lastly, the contributions by the researchers to this study as well as suggestions for future research will conclude this chapter as well as this study.

#### **5.2 OVERVIEW OF THE STUDY**

Chapter one contained an introduction and background to the study, followed by a problem statement and the primary, secondary, and methodological research objectives of this study as well as the research question. As per chapter one, the primary objective of this study is to explore the use of social media by businesses to build a brand.

In order to achieve the primary objective of this study, the following secondary objectives have been formulated:

SO<sub>1</sub>: To clarify how business can build a brand by using social media.

SO<sub>2</sub>: To identify and discuss how businesses can use social media to build a brand.

SO<sub>3</sub>: To identify any problem areas that still needs to be investigated.

The methodological research objectives of this study were:

MO<sub>1</sub>: To conduct a literature review on business research areas.

MO<sub>2</sub>: To select an appropriate research methodology and research methods for the study.

MO<sub>3</sub>: To collect and analyse primary data.

MO<sub>4</sub>: To provide pertinent conclusions and recommendations to researchers based on the findings to assist them to identify areas/focus to be researched.

In Chapter two, a literature review based on the use of social media by businesses to build a brand was presented. The chapter commenced with definitions of important concepts and the conceptualisation of social media, furthermore, a discussion on the types of social media channels used by businesses followed as well as the benefits and limitations of social media. Thereafter, a discussion on the importance of building a brand through social media commenced followed by the importance of social media marketing usage in businesses. Chapter two further discussed the value chain analysis through the use of social media and the impact of social media on brand intimacy, brand image and brand awareness.

The main purpose of Chapter three was to describe the research design and methodology that were used in order to address the primary and secondary objectives in order to obtain the empirical findings which were identified in chapter four. For the purpose of this study the research unfolded in two ways namely primary research and secondary research. The study uses the qualitative research approach. In addition, the study used semi-structured interviews to gather data from five participants, the five participants were selected to represent the population of businesses, the participants were selected as using a non-probability sampling method, convenience sampling, Furthermore the data collected from the semi-structured interviews was analysed in chapter four by means of a content analysis.

Chapter four focused on the empirical results of the study which was based on the data gathered and analysed by means of a content analysis. The chapter commenced with the biographic information of the participants and their business, followed by the results of the content analysis which commences with the analysis of social media and social media channels used in businesses, followed by the benefits of social media use by businesses , the limitations of social media use by businesses, forms of marketing, social media marketing, the importance of building a brand through the use of social media followed by the value chain analysis through social media and the impact of social media on brand intimacy , brand image and brand awareness.

**TABLE 5.1: study objectives achieved in relative chapters**

<b>Objective</b>	<b>Chapter(s)</b>
<b>Primary objective</b>	
To explore the use of social media by businesses to build a brand	All chapters
<b>Secondary objectives:</b>	
SO <sub>1</sub> : to clarify how business can build a brand by using social media	Chapter 2 ,4 & 5
SO <sub>2</sub> : To identify and discuss how businesses can use social media to build a brand	Chapter 2& 5
SO <sub>3</sub> : To identify and problem areas that still needs to be investigated	Chapter 5
<b>Methodological objectives</b>	
MO <sub>1</sub> : To conduct a literature review	Chapter 2
MO <sub>2</sub> : TO select an appropriate research methodology and research methods for the study	Chapter 3
MO <sub>3</sub> : To collect and analyse primary data	Chapter 4
MO <sub>4</sub> : To provide pertinent conclusions and recommendations to researchers based on the findings to assist them to identify areas/focus to be researched	Chapter 5

(Source: Researchers own construct)

### **5.3 CONCLUSIONS AND RECOMMENDATIONS**

As the fourth methodological objective is to provide pertinent conclusions and recommendations to researchers based on findings to assist them to identify areas/focus to be researched, in the following section, conclusions and recommendations will be made in regard to the use of social media by businesses in building a brand.

#### **5.3.1 Social media and social media channels used in businesses**

Based on the literature review, the main social media channels used by businesses are Facebook, Instagram, and Twitter (Saravanakumar & SunganthaLakshmi, 2012:4446). It was discovered in the empirical findings that majority of the participants use Facebook and Instagram; however, Twitter was not mentioned by most of the participants instead WhatsApp was discovered to be an emerging social media channel used in businesses.

Based on the above discussion, the following recommendations are made:

- Businesses should take into consideration using WhatsApp as a main social media channel in their businesses as it is emerging and is becoming a platform that supports businesses.
- The use of Twitter should be strategic and should be considered thoroughly if it is necessary for the business. Instagram and Facebook are however the most essential in businesses.

### 5.3.2 The benefits of social media use by businesses

In literature review, the main benefits of social media use by businesses include cost associated advantages, increased brand exposure, social interaction/ interactivity, targeted market, word-of-mouth and the use of social media influencers and market insight (Rugova & Prenaj, 2016:93). Based on the empirical findings the main advantages identified are reach, social interaction/interactivity and targeted market. The use of social media influencers was not mentioned by any of the participants, this is a major concern as based on the literature review social media influencers are considered as authentic and trustworthy people who help businesses increase their reach.

Based on the above discussion, the following recommendations are made:

- Small businesses should look into utilising social media influencers specifically micro-influencers as utilising social media influencers leads to greater advantages such as increased reach.
- Small businesses should ensure they use social media to maximum capacity in order to experience all advantages. Businesses should ensure they use the features on social media channels to the maximum as it can be advantageous to the business. Instagram provides business accounts with features to track engagement and insights, these features can benefit the business in various ways and should thus be taken advantage of.

### 5.3.3 The limitations of social media use by business

Based on the literature review the main limitations mentioned is the fact that social media is time-consuming, privacy concerns and negative feedback/negative word-of-mouth (Rugova & Prenaj, 2016:95). In the empirical findings the participants mentioned privacy concerns and negative feedback / negative word-of-mouth as their major disadvantages. It was further discovered that geographic boundaries and reach to those who do not have social media are major disadvantages.

Based on the discussion above, the following recommendations are made:

- As geographic boundaries are a disadvantage business who do not have the capacity to expand or do not have intentions to expand should disclose that on their social media pages.
- Based on their target market businesses should make an informed decision whether to use social media or not. Businesses should also put safety measures in place as well as protect their brand at all times avoiding negative word-of-mouth.

### 5.3.4 Forms of marketing: Traditional marketing and social media

As there has been a shift from traditional forms of marketing to digital marketing which includes social media (Taherdoost & Jalaliyoon, 2014:335). Majority of the participants do not use traditional forms of marketing, however some of the participants do use traditional marketing but not constantly. Moreover, the participants all stated that social media is the most effective form of marketing.

In light of the above, the following recommendations are made:

- Social media should be an integrated part of every business. Furthermore, as it is the most effective over traditional marketing, businesses should take advantage and utilise social media.
- If possible, traditional methods can still be used simultaneously with social media.

### 5.3.5 Social media marketing

Based on the literature, social media marketing is a subset of marketing. The importance of social media marketing for businesses lies in the ability of businesses to interact with

customers (Si, 2016:3). Majority of the participants have a set social media marketing strategy in place whereas some of the participants do not have a set strategy in place however they do ensure that their posts are strategic.

Based on the above discussion, the following recommendations are made:

- Social media marketing is indeed an important element in marketing and thus should be used strategically and purposefully.
- Businesses should ensure that they are aware of their social media and their different strategies as well as how they manage and use their social media.
- Businesses should study social media patterns and trends based in their target market thereafter make informed decisions on how to manage their social media.

#### 5.3.6 The importance of building a brand through the use of social media

In the literature review, it was stated that building a brand is one of the most complex and confusing elements in business however it is the most important as building a brand ensures that there is a unique story to the product or service (Jovanovska, 2020:171-172). All participants stated that social media has indeed played a significant role in building their brand. The participants stated that social media enables them to convey, communicate and narrate their brands unique story, identity, and image. Furthermore, majority of the participants believe their brands would not exist without social media, some of the participants believe that without social media the process of building a brand would be a bit more complex.

In light of the above discussion, the following recommendations are made:

- The use of social media is essential in the process of brand building, in order to make the process easier, shorter, and quicker businesses should utilise social media.
- In order to control, communicate and narrate your brand it is essential to use social media as it facilitates communication and engagement.

### 5.3.7 The value chain analysis through social media

As stated in the literature review, brand building includes careful consideration of the image of the brand, the design, and various other elements hence the importance of the value chain. The main value chain activities which social media assist in include operations, sales and marketing and research and development (Jovanovska, 2020:171-172). Majority of the participants highlighted research and development as the main department social media plays a role in. The participants also mentioned human resources as an important department social media plays a significant role in however it can be concluded that social media can play a role in the entire value chain.

In light of the above, it is recommended that:

- Businesses should use social media in all departments and the entire value chain, if possible, as social media is an inexpensive tool it should be utilised to maximum capacity and in every sphere, it can be used in.

### 5.3.8 The impact social media has on brand intimacy

In the literature review brand intimacy is stated as the shared compassion between the customer and the brand (Turri et al., 2013:204). All five of the participants stated that social media has had a positive impact on brands intimacy. Social media brings the human element to business as it facilitates engagement and communication.

In light of the above, it is recommended that:

- In order for businesses to ensure brand intimacy they should use social media as it brings the human element to businesses through features such as comments, direct messages, reposts and posts thus engaging and communicating with customers and potential customers.

### 5.3.9 The impact of social media on brand image

Based on the literature review brand image allows consumers to recognise their needs and wants through the brand. Brand image is the consumers views and insights about the brand (Zia et al. 2021:1092). All Participants stated that social media has had a

positive impact on its brand image however social media also has the power to destroy their brand in ways such as negative reviews and negative word-of-mouth.

In light of the above, the following recommendations are made:

- Businesses should be sure of what their brand stands for and what it represents, the brand building process should be done carefully and attentively in such a way that negative feedback and negative word-of-mouth does not permanently affect the business and its brand, furthermore, to enhance and increase brand image businesses should fully utilise social media.

#### 5.3.10 The impact social media has on brand awareness

Based on the literature review brand awareness is the consumers ability to recognise and recall the brand (Jokinen, 2012: 15-16). As social media enables comments, reviews, posts and reposts the participants stated that social media has a positive impact on brand awareness.

Based on the above discussion, the following recommendations are made:

- Businesses should use social media to increase brand awareness, this can be done through posts and reposts as well as engaging on social media furthermore the use of social media influencers is promoted in order to achieve greater brand awareness.

### **5.4 CONTRIBUTION TO THE STUDY**

As there has been limited research done on the use of social media by businesses in building a brand. This study will contribute to the body of knowledge in the field of social media use in businesses specifically towards building a brand. It is envisioned that the findings and outcomes of this study will help businesses, potential entrepreneurs and researcher understand that the methods of building a brand have shifted from the traditional ways that were used by businesses in the past. It is suggested that businesses should now invest in the use of social media in the process of building a brand. This study aims to help businesses understand that social media should be used purposefully and intentionally towards building a brand. Furthermore, the significance of this study lies in the power of social media and its contribution to building a brand. Most importantly based



on the current state of the economy, it is envisioned that this study will aid, motivate, and encourage entrepreneurship and the development of small businesses within the youth of South Africa as social media is an inexpensive and accessible tool to all. Moreover, making it clear to the youth that social media should be used strategically, purposefully, and intentionally.

## **5.5 LIMITATIONS OF THE STUDY AND RECOMMENDATIONS FOR FUTURE RESEARCH**

This study has attempted to make significant contributions however, several drawbacks were experienced during this study.

Firstly, the research method of this study is qualitative therefore no numerical data could be included, and no numerical information could be included, therefore it is advised that future researchers consider using quantitative research method as data gathered can be better analysed in numerical format.

Secondly, time restraints as well as geographic boundaries, the researcher had limited time to carry out this study and thus had strict geographic boundaries limiting the scope to find other information and resources, it is then advised that future researchers allocate more time to the study, and they must try to cover a larger portion of South Africa to get broader understanding of the topic.

Thirdly, Participants, the researcher was only limited to five participants, the researcher believes more participants would have given the researcher more insight. Moreover, all five Participants were females, and their businesses were in similar industries, it is recommended that future researcher ensure diversity in their participants, and they do not limit themselves in doing their research.

Lastly, this research was conducted during the COVID-19 pandemic thus limiting the researcher in terms of contact interviews thus everything was performed virtually.

Even-though various drawbacks were encountered while conducting this research, the results of this study make significant contributions to the body of knowledge and in encouraging the use of social media in businesses, specifically in brand building.

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## ANNEXURE A

### LETTER REQUESTING PARTICIPATION



**Summerstrand South Campus**  
Department of Business Management  
sumaiya.sidat@mandela.ac.za

13 August 2021

Dear Potential Participant

#### **RESEARCH TOPIC: THE USE OF SOCIAL MEDIA IN BUSINESSES TO BUILD A BRAND**

I am an Honours student at Nelson Mandela University, and I kindly request your participation in this research project. Some background to my study follows below.

In the course of recent years there has been an extreme change in how businesses are led and how individuals cooperate, the justification for this shift is predominantly innovation. In the 20<sup>th</sup> century technology changed quickly and consequently in the 21<sup>st</sup> century innovation changed our everyday lives, innovation which is driven by technology and internet developments. Because of innovation, the utilisation of social media turned into an assertion in the 20<sup>th</sup> century. The use of the internet and especially social media has brought many opportunities for businesses. It is important that businesses understand the power of social media and it is essential that social media is treated as an integrated part of every business strategy. Social media is a multi-way communication, conversion, and collaboration tool and therefore plays an important role in building a brand, social media allow brands to simplify the complex and challenging process of building a brand.

The purpose of this research is to gain deeper insights and an increased understanding of the use of social media by businesses in building a brand, this study will discuss the use of social media in businesses. The information will be collected by means of a telephonic semi structured interviews with small business owners. It is not anticipated that any confidential information will be derived during this study. However, should you agree to participate in this study, your responses will be handled the utmost confidentiality.

Your willingness to contribute towards this research project will highly be appreciated.

Yours faithfully

Asiphumeze Nkula

**ANNEXURE B**  
**CONSENT LETTER**



**Summerstrand South Campus**

Department of Business Management  
sumaiya.sidat@mandela.ac.za

13 August 2021

Dear Potential Participant

**RESEARCH TOPIC: THE USE OF SOCIAL MEDIA IN BUSINESSES TO BUILD A BRAND**

I am an Honours student at Nelson Mandela University, I kindly request your participation in my research project. Some background to my study follows below.

**BACKGROUND AND PURPOSE OF STUDY**

In the course of recent years there has been an extreme change in how businesses are led and how individuals cooperate, the justification for this shift is predominantly innovation. In the 20<sup>th</sup> century technology changed quickly and consequently in the 21<sup>st</sup> century innovation changed our everyday lives, innovation which is driven by technology and internet developments. Because of innovation, the utilisation of social media turned into an assertion in the 20<sup>th</sup> century. The use of the internet and especially social media has brought many opportunities for businesses. It is important that businesses understand the power of social media and it is essential that social media is treated as an integrated part of every business strategy. Social media is a multi- way communication, conversion, and collaboration tool and therefore plays an important role in building a brand, social media allow brands to simplify the complex and challenging process of building a brand.

The purpose of this research is to gain deeper insights and an increased understanding of the use of social media by businesses in building a brand, this study will discuss and the use of social media in businesses. It is envisioned that the findings and outcomes of this study will help businesses, potential entrepreneurs and researcher understand that the methods of building a brand have changed from the traditional ways that were used by businesses in the past, it is suggested that businesses should now invest in the use of social media in the process of building a brand. This study aims to help businesses understand that social media should be used purposefully and intentionally towards building a brand.

#### **QUALIFYING CRITERIA:**

In order to participate in the study, participant must meet the following criteria.

- Participant must have an understanding of the topic of social media in businesses
- Participant must be actively utilising social media for the purpose of the business
- Participant must have a marketing strategy in place
- Participants must have an understanding of the processes of building a brand

#### **CONFIDENTIALITY**

It is not anticipated that any confidential information will be derived during this study. However, should you agree to participate in this study, your responses will be handled with the utmost confidentiality. The names of participants will not appear in the research project but rather be represented by codes. Additionally, interview audio recordings or transcriptions, and any other identifying participant information will only be accessible by the researcher and will be stored in a password protected folder on their personal computer.

#### **CONTACT INFORMATION**

If you have questions at any time, or should you be interested in the findings of this research, kindly contact me on the email address provided and a copy of the findings will be made available to you on completion.

Email: [s219863423@mandela.ac.za](mailto:s219863423@mandela.ac.za)

#### **VOLUNTARY PARTICIPATION**

Your participation in this study is voluntary. It is up to you to decide whether or not to take part in this study. If you decide to take part in this study, you will be asked to sign a consent form. After you sign the consent form, you are still free to withdraw at any time and without giving a reason. Withdrawing from this study will not affect the relationship you have, if any, with the researcher. If you withdraw from the study before data collection is completed, your data will be returned to you or destroyed.

**CONSENT**

I have read, and I understand the provided information and have had the opportunity to ask questions. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving a reason and without cost. I am comfortable with the interview being recorded by means of an audio recording device. I understand that I will be given a copy of this consent form. I voluntarily agree to take part in this study.

Participant's signature \_\_\_\_\_

Date \_\_\_\_\_

Investigator's signature \_\_\_\_\_

Date \_\_\_\_\_



**ANNEXURE C**

**INTERVIEW SCHEDULE**



**Summerstrand South Campus**

Department of Business Management  
sumaiya.sidat@mandela.ac.za

13 August 2021

13 August 2021

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**INTERVIEW SCHEDULE: THE USE OF SOCIAL MEDIA IN BUSINESSES TO BUILD A BRAND**

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**BIOGRAPHIC DATA:**

1. Gender: 

Male		Female	
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2. Age: 

20-29	
30-39	
40-49	
50-59	
60+	

3. Year's business has been operating: .....

4. Industry: .....

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**INTERVIEW QUESTIONS:**

1. Which social media channels are used in the business?

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2. What benefits/advantages have you experienced due to social media?

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3. What limitation/risks have you experienced due to social media?

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4. What forms of traditional marketing does this business utilise e.g., Television, Radio, Magazine?

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5. Which form of marketing has been more effective in recent years and why? Traditional methods or social media?



6. Does the business have a social media marketing strategy?

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7. Has social media played a significant role in building your brand? How?

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8. Has social media played a role in any other department in your business e.g., Human resources, sales, research, and development?



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9. Do you think the processes of building your brand would be as successful without social media?  
Please elaborate

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10. What impact has social media had on your brand intimacy?

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11. What impact has social media had on your brand Image?

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12. What impact has social media had on your brands attractiveness?

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Thank you for your participation.

## ANNEXURE D

### LEARNING AGREEMENT

#### EBML410 LEARNING AGREEMENT BETWEEN STUDENT(S) AND STUDY LEADER(S)

<p><b>Specific responsibilities of the study leader and co-study leader for research supervision.</b></p>	<p><b>RESPONSIBILITIES OF STUDY LEADER(S)</b></p> <ul style="list-style-type: none"> <li>• To advise the student(s) on the proposed research</li> <li>• To critically scrutinise work and suggest improvements</li> <li>• To suggest and advise student(s) on research in general</li> </ul>
<p><b>Research support required for the successful completion of the study.</b></p>	<ul style="list-style-type: none"> <li>• Student(s) would need some research methodology support</li> <li>• Student(s) would need statistical support (see lecture on Statistica presented)</li> <li>• Student(s) would need language editing support</li> <li>• (list of language editors could be supplied if available from service providers)</li> </ul>
<p><b>Research training needs on the part of the student(s) and process to address them.</b></p>	<p>Student(s) to do EBMR420 Business Research modules will prepare the student(s) to conduct the research and write the treatise</p>
<p><b>Frequency and nature of consultation sessions.</b></p>	<p>Student(s) will keep regular contact with study leader(s) via e-mail on progress, etc. Reply to emails is crucial.</p> <p>Student(s) will meet study leader(s) in person at least 1 x per month (and as deems necessary based on progress).</p>
<p><b>Research schedule/plan to be adhered to by the student(s).</b></p>	<p>As discussed in meeting, and as communicated per email</p>
<p><b>Reviews of the students' work (for example, the format in which feedback will be given, the time taken to provide feedback).</b></p>	<p>Feedback to be received within 14 days. Comments hand-written on document(s) or electronic review comments.</p>

<p><b>Availability of study leader during period of research and/or ordinary leave.</b></p>	<p>The study leader(s) will only be available on email during normal leave – student is informed of the dates that the study leader will take leave. Study leader(s) will not work on the treatise during the Christmas period in December 2020 and student(s) should NOT expect assistance during this time. If due dates are not adhered to in 2020, the student(s) should register for EBML410 in 2021 again.</p>
<p><b>Remedial action if schedule is not adhered to</b></p>	<p>Student(s) need to provide acceptable reasons for not adhering to a schedule and negotiate a new time frame with the study leader(s). The student(s) need to know that the study leader(s) may not be able to fit in a new time schedule on short notice when the student(s) has failed to stick to the schedule. Study leader(s) will determine what action is needed to continue with studies or will recommend the discontinuation of the study.</p>
<p><b>Remedial action if feedback agreement is not adhered to</b></p>	<p>Student(s) need to inform the study leader(s) that he/she is in disagreement/not satisfied about the feedback within 2 weeks after receiving such feedback. A discussion on the disagreements must take place. If student(s) do not implement recommendations, study leader(s) will request a full explanation of the reasons for not doing so.</p>

6 May 2021

This Learning Agreement is signed on \_\_\_\_\_

(date) between the Postgraduate student(s) and Study leader(s).



.....  
Signed by the study leader



.....  
Signed by student

# ANNEXURE E

## ETHICAL CLEARNANCE

NELSON MANDELA  
UNIVERSITY

### FACULTY OF BUSINESS AND ECONOMIC SCIENCES

#### ETHICS CLEARANCE FOR TREATISES / DISSERTATIONS / THESES

Instructions:

- Should be completed by study leader and student
- Must be signed off by student, study leader and HoD
- Submit completed form to Ms Lindie van Rensburg
- Please ensure that the research methodology section from the proposal is attached to this form
- *Please note that by following this Proforma ethics route, the study will NOT be allocated an ethics clearance number*

FACULTY: Business and Economic Sciences

SCHOOL / DEPARTMENT: Department of Business Management

I, (surname and initials of study leader) Sidat, S

the study leader for (surname and initials of  
candidate) Nkula . A

(student number) 219863423

a candidate for the degree of Bachelor of Commerce Hons in Business Management

with a treatise/dissertation/thesis entitled (full title of treatise/dissertation/thesis):

The use of social media by businesses to build a brand .

considered the following ethics criteria (please tick the appropriate block):

		YES	NO
1.	Is there any risk of harm, embarrassment of offence, however slight or temporary, to the participant, third parties or to the communities at large?		X
2.	Is the study based on a research population defined as 'vulnerable' in terms of age, physical characteristics and/or disease status?		X
2.1	Are subjects/participants/respondents of your study:		
2.1.1	Children under the age of 18?		X
2.1.2	NMMU staff?		X
2.1.3	NMMU students?		X
2.1.4	The elderly/persons over the age of 60?		X
2.1.5	A sample from an institution (e.g. hospital/school)?		X
2.1.6	Handicapped (e.g. mentally or physically)?		
3.	Does the data that will be collected require consent of an institutional authority for this study? (An institutional authority refers to an organisation that is established by government to protect vulnerable people)		X
3.1	Are you intending to access participant data from an existing, stored repository (e.g. school, institutional or university records)?		X
4.	Will the participant's privacy, anonymity or confidentiality be compromised?		X
4.1	Are you administering a questionnaire/survey that:		
4.1.1	Collects sensitive/identifiable data from participants?		X
4.1.2	Does not guarantee the anonymity of the participant?		X
4.1.3	Does not guarantee the confidentiality of the participant and the data?		X
4.1.4	Will offer an incentive to respondents to participate, i.e. a lucky draw or any other prize?		X
4.1.5	Will create doubt whether sample control measures are in place?		X
4.1.5	Will be distributed electronically via email (and requesting an email response)?		
	<p>Note:</p> <ul style="list-style-type: none"> <li>• If your questionnaire DOES NOT request respondents' identification, is distributed electronically and you request respondents to return it <i>manually</i> (print out and deliver/mail); AND respondent anonymity can be guaranteed, your answer will be NO.</li> <li>• If your questionnaire DOES NOT request respondents' identification, is <i>distributed via an email link and works through a web response system</i> (e.g. the university survey system); AND respondent anonymity can be guaranteed, your answer will be NO.</li> </ul>		
5.	Do you wish to publish an article from this study and submit to an accredited Journal?		X

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*Please note that if ANY of the questions above have been answered in the affirmative (YES) the student will need to complete the full ethics clearance form (REC-H application) and submit it with the relevant documentation to the Faculty RECH (Ethics) representative.*

and hereby certify that the student has given his/her research ethical consideration and full ethics approval is not required.



STUDY LEADER(S)

04 May 2021

DATE



HEAD OF DEPARTMENT

17 May 2021

DATE



STUDENT

06 May 2021

DATE

STUDENT

DATE



**ANNEXURE F**  
**TURNITIN REPORT**

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ORIGINALITY REPORT

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<b>5</b>	<b>Efraim Turban, Judy Strauss, Linda Lai. "Social Commerce", Springer Science and Business Media LLC 2016</b>	<b>&lt;1%</b>