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2018
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Effects of social media marketing on consumer behaviour in South Africa

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A research article submitted to the Faculty of Commerce, Law and Management, University of the Witwatersrand, in partial fulfilment of the requirements for the degree of Master of Business Administration

Johannesburg, 2018

APPENDIX A: SOCIAL MEDIA DEFINITIONS

Table 1: Definitions of social media in literature

Definition	Focus area	Limitations	Source
"a variety of new sources of online information that are created, initiated, circulated and used by consumers intent on education each other about products, brands, services, personalities and issues."	Informative	• Identifies social media as a source of information only, neglecting aspects of expression of feelings • Skewed towards a marketing aspect	(Blackshaw & Nazzaro, 2004, p.2)
"[...] activities, practises and behaviours among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are Web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios."	General	"Conversational media" is not explicitly defined resulting in a blurred definition	(Safko and Brake 2009, p.6)
"Internet-based applications that carry consumer-generated content which encompasses media impressions created by consumers, typically informed by relevant experience, and archived or shared online for easy access by other impressionable consumers."	Marketing	Skewed towards a marketing aspect	(Xiang and Gretzel 2010, p.180)
"[...] online tools that people use to share content, profiles, opinions, insights, experiences, perspectives and media itself, thus facilitating conversations and interaction online between groups of people."	Behavioural	Emphasis on conversation and interaction	(Solis 2007)
"online applications, platforms and media which aim to facilitate interaction, collaboration and the sharing of content."	Behavioural	Emphasis on conversation and interaction	(Universal McCann 2008, p.10)
"a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content (UGC)."	Platform & content	Allows for inclusion of websites such as Amazon which allow for creation and exchange of UGC, but are primarily intended for sale of goods and therefore do not fall under the category of social media	(Kaplan and Haenlein 2010, p.61)
"The set of web-based and mobile tools and applications that allow people to create (consume) content that can be consumed (created) by others and which enables and facilitates connections"	Platform & content	• The use of the word "tools" does not differentiate between hardware and software • Not all social media "facilitates connections" e.g. TripAdvisor – when someone posts a review without intending to connect with another party	(Hoffman et al. 2013, p.29)

Table 2: Types of Social Media

Type	Description	Examples
Blogs and microblogs	Platforms that allows users to convey personal experiences, stories, thoughts, or ideas in an informal, personal style (Walker, 2005; Akehurst, 3 (1), 51-61; Lin & Huang, 2006; Nardi, Schiano, Gumbrecht, & Swartz , 2004); while microblogs are platforms that combine the functionality of blogs and instant messages, to create short messages of their personal experiences that can be instantaneously shared.	WordPress, Tumblr, Blogger, Weebly, Shopalize, Playtalk, and Twitter
Social Network Sites	Definition by Boyd and Ellison (2007, p.211) "...web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system"	Pinterest, Twitter, Facebook, Instagram, Google+, Orkut, LinkedIn
Forums or online message boards	Virtual spaces that can be initiated by users with common interests and where other users, through "threads", can participate in discussions by posting messages, questions or answers on any of the created topics (Fotis, 2015)	Quora.com, Stack Overflow, Bodybuilding.com, and Ubuntu Forums
Content Community Sites	Social media platforms where users can share content such as videos, audios, photos, documents, and website links	YouTube, Flickr Scribd, slideshare.net
Consumer Review Sites	Platforms on which users can write online reviews about products and services, organisations, and people	TripAdvisor, Yelp!, Yellow Pages, Glassdoor
Wikis	A collection of interlinked web pages that can be created and modified by users simultaneously to provide comprehensive information about any topic	Wikipedia, Connectipedia, The Vault, Scholarpedia, wikiHow

Table 3: Consumer behaviour approaches, models and theories relevant to the current study (Bray, 2009) (Fotis, 2015) (Jisana, 2014)

Approach	Models / Theories	Dominant view	Limitations
Economist	Classical economic theory	Based on the economist's view of self-interest i.e. consumers will take actions that elicit the most personal benefit while minimising costs	Excludes the effect of social factors; assumes consumers have adequate information to make an economic decision; ignores physical or emotional motives in decision-making
Needs-based	Maslow's motivation theory	Satisfaction of human needs govern consumer behaviour. Choice of products will be based according to the hierarchy of needs	Phenomena such as perception, sub-conscious and social influences, which are known to influence consumer behaviour, are excluded
Psychoanalytic	Freudian psychoanalytic model	Consumer behaviour is affected by both the conscious and subconscious mind, with the three levels of consciousness being id, ego, and superego with id being the subconscious level	Based on clinical & qualitative methods, and it is considered impossible to prove this theory using empirical evidence
Behaviourist	Pavlovian learning model; Behaviourism theories	Behaviour is learned or developed over time through external events that affect a person's emotions	Fails to explain why consumers affected by similar external events behave differently to one another, and therefore does not give a comprehensive view of consumer behaviour
Cognitive	Theory of Buyer Behaviour; Consumer Decision Model; Theories of Reasoned Action (TRA) and Planned Behaviour (TPB);	Consumer processes information through a process whereby various social, psychological. and marketing stimuli affect decision-making	Explicit measurement of various factors is difficult and therefore the conclusions draws have been critiqued; a few of the models (e.g. consumer decision model) are very mechanistic and assume that the consumer is a rational thinker, and neglects the role of emotions
Humanistic	Theory of Trying; Model of Goal Directed Behaviour	Individualistic behaviour, rather than generic processes, affect decision-making	Lack of empirical evidence; very few models / theories explaining the individualistic behaviour

Consumer Decision Model

The second model of relevance, developed in 1968 by Engel, Kollat, and Blackwell, was called the Consumer Decision model, or the Engel-Blackwell-Miniard model. This model was formulated around the popular consumer buying or decision-making process, which has been incorporated by many marketing-related academic books world-wide, involving seven (7) steps: need recognition, search of information both internally and externally, the evaluation of alternatives, purchase, post purchase reflection and, divestment. These process steps are very similar to the ones representative of the outputs in the previous model. Each of the step is affected by various environmental stimuli combined with past experiences, and exogenous variables related to individual differences. The model however starts with the recognition of a need, which is not exclusively stated in Howard and Sheth's model. The schematic of an evolved version of this model is presented in Figure 1. This model is easy to understand and has gone through many iterations, making it more robust; however, it has been criticised to be too rigid and somewhat vague.

There has not been much research in terms of application of these two models directly in the context of the internet and the social media in particular. The previous sections have highlighted some work that has been done with regards to social media and consumer behaviour by various researchers; however, most of the work conducted investigates various aspects of social media on consumers' search and purchase decisions. Karimi (2013) investigated various models that have been developed to specifically describe how the internet affects consumer behaviour. These models are presented next (Karimi, 2013).

The impact of the internet on consumer behaviour was first investigated by McGaughey and Mason in 1998 (Karimi, 2013). They investigated the effect of the internet on each step of the buying process and would have therefore been a very important source for the current study. Moreover, the study was criticised as being too conceptual and lacking empirical evidence, making it more suitable for the current research as it would be valuable to add a quantitative dimension to this study. However, the journal could not be accessed and further information on this study could not be obtained.

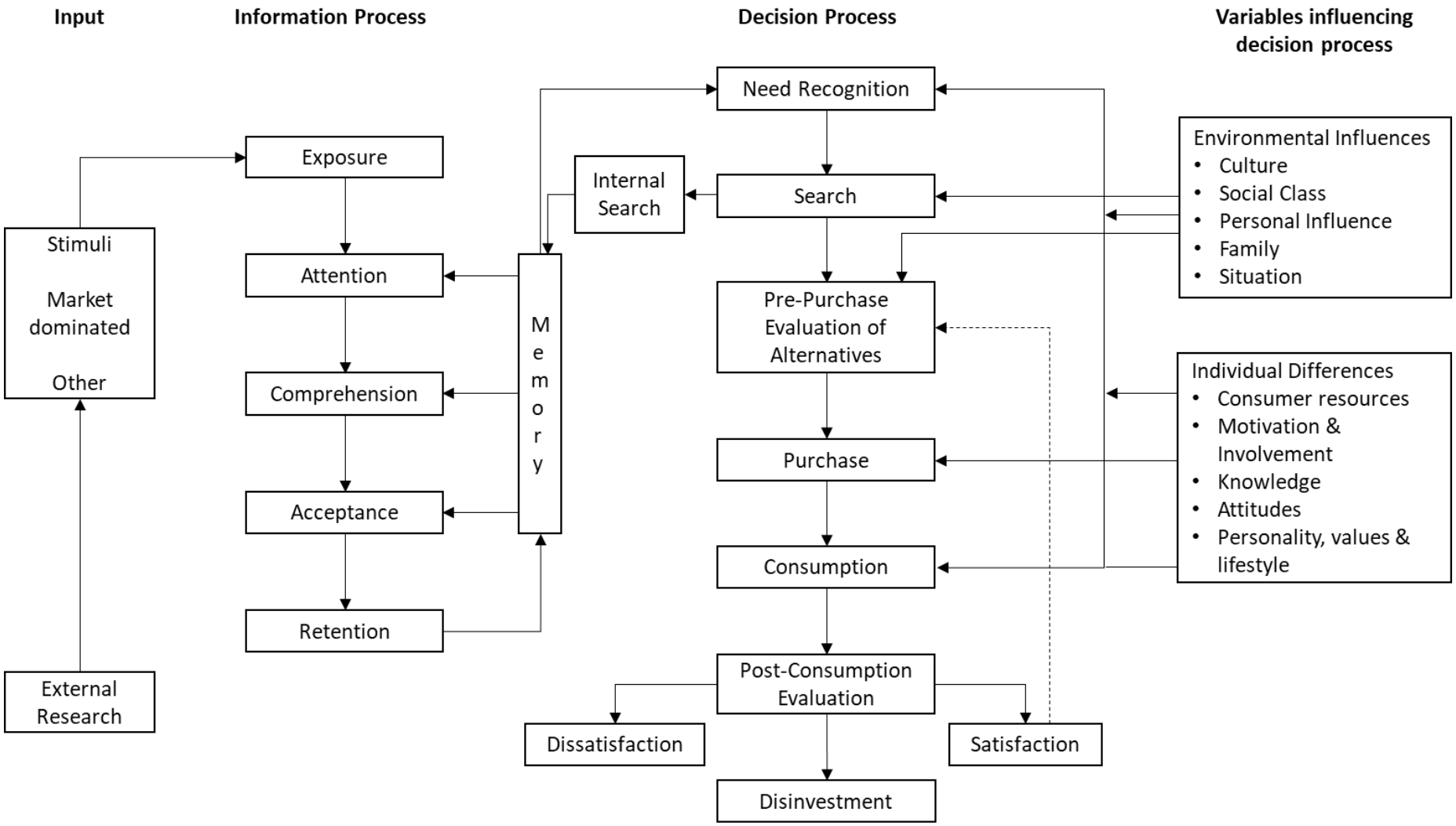


Figure 1: Depiction of the Consumer Decision model (Bray, 2009)

Table 4: Details of factors affecting consumer behaviour (Saylor.org)

Factor	Description	How it affects consumer behaviour
Situational	Temporary environmental conditions that affect an individual consumer, and that are harder to control from a marketing perspective	Physical situation – This is more applicable to store design and layout where the purchase is made; however, in the context of social media, this could be the design and layout of the page, and how it enhances the consumer's experience. Social Situation – This is the temporary social situation that the consumer finds. herself/himself in. This could be, for example, a consumer feeling the need to share a page on Facebook because a close friend has asked her/him to do so. Time Situation – This refers to the time of day or time of year that the consumer is the most engaged at. This factor is less applicable to social media as the content is generally available at any time. Consumer's Mood
Personal	These are various attributes that define an individual customer and what he/she stands for	Sub-factors such as consumer's personality, self-concept or their ideal self, demographics, stage of life and lifestyle are included in this category. Marketers often segment their target market according to these attributes to design their marketing campaigns around their target market. The optimal design and content of a social media platform would be governed by effective market segmentation.
Psychological	These are mental factors that drive an individual's actions to seek satisfaction	Motivation – This is the inner drive of fulfilling one's physiological, safety, social, esteem, and self-actualisation needs. Perception – This is how information is processed in a consumer's mind. This is done through various stimuli that affects the five senses of a human brain. Subliminal and shock advertising are techniques that marketers use to implant positive perceptions. Learning – This is the behavioural change associated after having received comprehensive information or post purchase. Good complaint handling, and reviews on social media generally result in positive learning. Attitude – These are mental positions of consumers that have been based on their value system. Changing these mental positions have often been proven to be difficult.
Societal	These are outward factors that affect an individual's lifestyle, personality, and attitudes	Sub-categories such as cultures, sub-cultures, social class, reference groups and opinion leaders, and family fall under this category. The idea is that individual characteristics are common to each of these sub-categories due to the influence of other individuals that belong to these.

APPENDIX B: LITERATURE

Table 5: List of studies published in journals that informed the development of the conceptual model

Journal Name	No. of articles
African Journal of Business Management	1
Asia Pacific Management Review	1
Business Process Management Journal	1
EuroMed Journal of Business	2
European Journal of Marketing	2
Industrial Management & Data Systems	1
International Journal of Business and Management	1
International Journal of Commerce and Management	1
International Journal of Consumer Studies	2
International Journal of Economic Practices and Theories	1
International Journal of Information Management	1
International Journal of Retail & Distribution Management	6
International Marketing Review	1
Internet Research	1
Journal of Asia Business Studies	1
Journal of Business Research	1
Journal of Consumer Marketing	2
Journal of Direct, Data and Digital Marketing Practice	1
Journal of Interactive Marketing	2
Journal of International Consumer Marketing	1
Journal of Knowledge Management, Economics and Information Technology	1
Journal of Product & Brand Management	1
Journal of Research in Interactive Marketing	6
Journal of Retailing	1
Journal of Services Marketing	2
Management Science	1
Managing Service Quality: An International Journal	1
Marketing Intelligence & Planning	2
Online Information Review	1
Procedia - Social and Behavioural Sciences	2
Qualitative Market Research: An International Journal	1
South Asian Journal of Business Studies	1
Sport, Business and Management: An International Journal	1
The African Journal of Information Systems	1
Total	**52**

Table 6: Content Summary of journal articles used as a guide to develop the conceptual model

Year	Method	Target group	Findings	Reference
2012	Survey	Portuguese online wine buyers	Decision factors local consumers included variety of wines, availability, price, origin/brand of the wine, the recommendation of the online shop, and their own experience. On the other hand, international consumers are influenced by personal recommendation (word of mouth), experience (taste of wine in restaurants), and experts' reviews (most trusted by consumers)	(Santos & Ribeiro, 2012)
2017	Survey	Adult consumers	The main driver of the conducting online searches using personal information sources is the subjectivity to normative social influence. It also impacts the proportion of time spent online conducting searches using personal information sources. Impersonal online information sources are preferred more by men and consumers with a positive attitude to internet shopping. The use of eWOM is driven by almost all consumer characteristics investigated	(Gallant & Arcand, 2017)
2015	Content Analysis	Consumers on discussion forums	A variety of emotions are experienced by users on online discussion forums, with negative emotions being dominant. Negative emotions experienced due to a bad product/innovation, eventually cascade down to the whole brand. Handling consumer complaints and carefully selecting the innovation pipeline therefore becomes increasingly important	(Haavisto & Sandberg, 2015)
2017	Survey	Random consumers in Sweden	Consumers with high impulse buying tendency (IBT) are younger, female and more frequent online shoppers with higher levels of trust in the internet. However, their needs are often uncertain leading to a higher chance of them abandoning their purchase	(Styvén, Foster, & Wallström, 2017)
2016	Survey & structural equation modelling	University staff and students	Experiential exploration and informational exploration potential are two main drivers of engagement that work in a complementary manner.	(Demangeot & Broderick, 2016)
2017	Sentiment Analysis	Users of brand community pages	The two main drivers of relationship development with consumers online are management of the negative interactions online and forming social ties through non-commercial conversations	(Pathak & Pathak-Shelat, 2017)

2009	Survey	Random consumers in UK	Attitude is an antecedent variable that directly affects online shopping motivation, and that motivation variables have a significant impact on information search variables	(Vazquez & Xu, 2009)
2007	Survey & structural equation modelling	Consumers of a website shopping for over 8 minutes	Sense-making potential of a website is an antecedent variable to creating utilitarian value, and hedonic value when combined with exploratory potential	(Demangeot & Broderick, 2007)
2012	Survey & structural equation modelling	Chilean consumers who purchase online	Perceived risk online is inversely proportional to consumers' attitude and a positive attitude results in intentions to continue purchasing. Of the trust factors explored, only trust in third party assurances and a cultural environment of trust result in intentions to continue purchasing online.	(Bianchi & Andrews, 2012)
2008	Survey	Adult consumers	Online purchase intentions are affected by personality characteristics. Risk aversion is found to increase the likelihood of purchase, provided the consumers are satisfied. Technology readiness also increases the likelihood of online purchase; however, dispositional trust does not seem to have an effect.	(Ranaweera, Bansal, & McDougall, 2008)
2003	Survey	Korean consumers of online bookstores	Consumer loyalty and purchase behaviour is impacted by information satisfaction and relational benefit, which in turn are affected by product and service information quality, user interface quality, and security perception	(Park & Kim, 2003)
2000	Survey	US consumers who currently buy their groceries online	Convenience and saving time are primary drivers of online shopping. Consumers want aspects of online grocery shopping to be like in-store shopping in being able to find their favourite brands, the sizes they prefer, and the information they need to make decisions.	(Morganosky & Cude, 2000)
2018	Survey	Chinese consumers who have purchased sports products	Attitude, subjective norms, perceived behavioural control, and positive anticipated emotion are factors that affect consumers' desire to purchase. Desire and frequency of past behaviour are antecedents to purchasing intentions	(Chiu & Choi, 2018)

2011	Survey	Consumers belonging to a large consumer panel	Three consumer segments were found: the basic communicators which use the internet mainly for email, the lurking shoppers which use the internet for navigation and shopping, and the social thrivers which use the internet to socially interact by means of chatting, blogging, video streaming, and downloading	(Aljukhadar & Senecal, 2011)
2012	Lab experiments & structural equation modelling	Adult consumers	• Dominance is the most significant influencing factor on consumer's cognition in search-based websites, pleasure on experience-based websites, and arousal on credence-based websites • Order of importance for consumers: site attitude and involvement for search-based websites; entertainment for experience-based websites, and site effectiveness for credence-based websites	(Mazaheri, Richard, & Laroche, 2012)
2014	Survey	Adult consumers from 15 European countries	Good complaint handling results in high repurchase intentions. Moreover, people who have not complained despite having negative experience are less likely to repurchase than those who complain	(Bijmolt, Huizingh, & Krawczyk, 2014)
2003	Survey	Random consumers	A consumer's decision-making process is the same online and offline, but consumers online are faster, have more fun, and have greater control when purchasing online	(Jayawardhena, Wright, & Masterson, 2003)
2013	Content Analysis	Amazon.com reviewers	Review ratings, comments on a review, and helpful votes are directly correlated with review frequency and continuity. Moreover, the length of the review has is positively correlated with review frequency, but negatively correlated with review continuity. Consumers who write reviews using real names do not post reviews often but have a higher review continuity.	(Chen & Huang, 2013)
2012	Survey	US online consumer review users	Consumers perceived reviews to be both beneficial and detrimental that affected their attitudes and usage of the sites. Perception of online consumer reviews was affected by individual characteristics i.e. confidence in the information and consumer susceptibility to interpersonal influence	(Lee & Ma, 2012)

2014	Survey	Taiwanese members of the Facebook brand community	Consumers' community participation on Facebook is positively correlated with brand trust and community identification, which then drive consumer citizenship. Brand trust, on its own, is also a driver of community identification.	(Ho, 2014)
2009	Survey	University undergraduates in two European cities	• Attitude towards the internet is an antecedent of attitude towards the web site. • Attitude towards the website is an antecedent of attitude towards the sponsoring brand • Satisfaction affects attitude towards website more than attitude towards the internet.	(Castañeda, Rodríguez, & Luque, 2009)
2018	Two-stage choice modelling on the process of search engine ranking and consumer click-through decisions	China	• Service types, branded keyword strategy and consumer search query are drivers of consumer response rates. • Service aggregators receive greater consumer responses than individual service providers. • Different branded keyword strategies (e.g. generic vs branded, "within-type" vs "cross-type") result in different consumer response rates. • Generic or branded search queries, have a direct and interactive effect on consumers response to the sponsored ads in the service search process.	(Cheng, Anderson, Zhu, & Choi, 2018)
2013	Survey	Chinese consumer	• Online shopping intentions do not differ by gender • Age and intention to buy online are inversely proportional • Education and online shopping intentions are partially related • Income, marital status with children, and perceived usefulness are all directly proportional to online purchasing intentions • Perceived risk and perceived ease of use have no effect on purchase intentions	(Gong, Stump, & Maddox, 2013)

2014	Content Analysis - Amazon's Top Reviewer Forum.	Amazon's announcement of change to its reviewing system	• Facilitation of direct and spontaneous dialogue between reviewers and consumers may contribute to sustained behavioural engagement by facilitating social and personal development, and psychological engagement. • Reviewer experience is shaped by system and social elements	(Mosteller & Mathwick, 2014)
2015	Survey	Consumers residing in Delhi and National Capital Region between February 2012 and April 2012	Pre-sales offers, better assortments and after sales policies and products influence online and offline purchase decisions.	(Sunil, 2015)
2011	Survey	online panel members	Environmental and appearance consciousness are drivers of attitude toward buying organic personal care products. The theory of planned behaviour model was expanded upon by adding past experiences as a predictor of purchase intention and perceived behavioural control as a moderator of the attitude-purchase intention relationship	(Kim & Chung, 2011)
2018	Survey	Pakistani consumers	Utilitarian values positively influence consumers' online purchasing attitudes, more than hedonic values, trust, and privacy concerns. A positive consumer attitude then results in an intention to purchase online.	(Rahman, Khan, & Iqbal, 2018)
2016	Survey	General public in Spain	Perceived value is dependent on both functional quality and hedonic quality and in turn, perceived value positively influences loyalty. Purchasing behaviour is impacted by loyalty significantly, though the correlation is weak. There are no differences in observations between genders.	(Berbegal-Mirabent, Mas-Machuca, & Marimon, 2016)
2007	Survey	UK Consumers	Consumer purchase orientations does not affect intention to shop online. On the other hand, prior purchase and gender do have a significant effect on purchase intention	(Jayawardhena, Wright, & Dennis, 2007)

2017	Survey	Students who were members of at least one Facebook-based online brand community	Consumer Engagement in online brand communities is strongly driven by extraversion. Openness to experience, neuroticism and agreeableness are other factors positively correlated with consumer engagement. Conscientiousness on the other hand is negatively correlated. Consumer engagement is an antecedent of purchase intention	(Islam, Rahman, & Hollebeek, 2017)
2014	Survey	USA consumers between the age of 18 and 32	Liking/commenting behaviour on Facebook is linked to personality traits through two different modes of interaction, broadcasting and communicating. The personality traits that influence the behaviour are extraversion, neuroticism, and openness to experiences	(Kabadayi & Price, 2014)
2015	Survey	Online shoppers of a reputable online retailer in Jordan; MarkaVIP	Perceived website reputation, relative advantage, perceived website image, and trust directly and indirectly influence consumers' online shopping attitude.	(Akroush & Al-Debei, 2015)
2018	Content analysis of deals	Social network sites and social commerce sites (Ticket Monster, Coupang, We Make Price, and Groupon Korea) observations	Social influence generated by consumers, through Facebook likes and Twitter tweets, boosts sales through social commerce sites	(Kim & Kim, 2018)
2012	Survey	Undergraduate students	Young consumers' online purchase intention through social media is most influenced by perceived usefulness, followed by perceived ease of use and subjective norm.	(Sin, Nor, & Al-Agaga, 2012)
2014	Survey	Undergraduate students of Malaysian universities	Brand loyalty and product purchase intention effectively promoted through online marketing communications, specifically, e-WOM, online communities and online advertisement on company websites and social media platforms	(Balakrishnan, Dahnil, & Yi, 2014)

2015	Content Analysis	Comments on a Samsung Mobile Thailand Facebook fan page	Usage experience issues, information requests, business practice issues and product launches and developments are indicator variables for consumer purchasing decisions on social media	(Boon-Long & Wongsurawat, 2015)
2014	Survey	Adult consumers	• Consumers who buy online are between 25-29 years • They have a monthly salary of over 2001 lei, with majority being female and having an account on social network. • They purchase a product online after informing themselves through forums, company's websites, Facebook accounts or peer reviews. • Electronic products and clothing are the dominant products purchased online	(Ioanăs & Stoica, 2014)
2017	Survey	Consumers in the capital city of Pristina	Highly relevant to the current study as it provides an overview of social media is used by consumers in each stage of the decision-making process and the influence of psychographic variables on their behaviour.	(Jashari & Rrustemi, 2017)
2013	Survey	Students of Lucian Blaga University of Sibiu studying for a Bachelor, Master or Ph.D. Degree	Social media consumers were segmented into 4 categories: Engagers, Expressers and Informers, Networkers, and Watchers and Listeners. Segmentation was informed by newly formed variables (Positive reactions to online ads, Trust in information from personal sources, Trust in information from foreign sources), continuous variables (Concern for privacy, Importance of social media), and categorical variables (Experience using social media, Clicking the ad, Log in pattern, Time spent per login session)	(Vinerean, Cetina, Dumitrescu, & Tichindelean, 2013)
2013	Survey	SA University students	Social media platforms are used to search for information and advice on products, that directly influenced their purchasing behaviour by 92% of respondents. Purchase and referrals from friends were strong influencing factors of purchasing behaviour on social media.	(Ramnarain & Govender, 2013)
2016	Content Analysis	85 Facebook brand pages	Higher levels of consumer engagement, measure through brand post likes and shares can be achieved through greater number of experiential affordances on the Facebook brand pages	(Wondwesen, 2016)

2017	Survey	Consumers with Internet experiences, able to conduct purchase behaviours.	Consumers' use behaviour is strongly influenced by affective factors, while the cognitive and evaluative factors strongly influence purchase behaviour.	(Wang, 2017)
2016	Survey	SA consumers in 18 - 30 age group	Social media marketing communications strongly influence Millennials on all of the hierarchy response model attitude stages. However, the influence declines as the Millennials progress to the higher stages. Usage and demographic characteristics also have a strong influence on consumer attitudes towards social media.	(Duffett & Wakeham, 2016)
2007	Survey	Adult consumers	Online consumers are segmented into, risk-averse doubters, open-minded online shoppers, and reserved information seekers. The segmenting variables were neuroticism, willingness to buy, and shopping pleasure.	(Barnes, Bauer, Neumann, & Huber, 2007)
2001	Experiment	College students	Greater interest in product topics was gained from consumers who collected information from online discussions than those who collected information from marketer generated sources.	(Bickart & Schindler, 2001)
2001	Experiment	College students	Online shopping attitudes are influenced by hedonic aspects of the new media as well as the more traditional utilitarian motivations. Other predictors of online shopping attitudes include navigation, convenience, and suitability of the electronic environment to personally examining products	(Childers, Carr, Peck, & Carson, 2001)
2007	Survey	College students	Online apparel shopping is positively correlated with consciousness, hedonistic shopping, impulsiveness, and brand loyalty; and negatively correlated with price sensitivity	(Cowart & Goldsmith, 2007)
2007	Survey	Adult consumers	Trust, perceived usefulness, and perceived risk in the online customers are influenced by consumer self-efficacy and web site social-presence. These factors then positively influence the customer’s intention to purchase products online.	(Satyabhusan & Saji, 2007)

2007	Survey	Internet users	The use of the Internet for pre-purchase information search is influenced the most by the amount of Internet use. Perceived low search costs and perceived availability of information are other factors that affect it.	(Jepsen, 2007)
2004	Experiment	Internet users	Online shopping behaviour complexity (e.g., web pages increased with consultations of product recommendation. No differences were found in online shopping behaviour of subjects who consulted and did not follow the product recommendation and those that followed	(Senecal, Kalczynski, & Nantel, 2004)
2007	Survey	College students	Web site evaluation criteria, online information searches, and online purchases are influenced by consumers' shopping orientations	(Seock & Chen-Yu, 2007)
2005	Controlled lab experiment	College students	Online customers' beliefs are reinforced by various categories of Web-design elements, which in turn influence purchase intentions by positively impacting attitudinal constructs	(Song & Zahedi, 2005)

APPENDIX C: SURVEY QUESTIONNAIRE

Introduction

Consumer behaviour on social media has been a well-researched topic. With the advent of social media, consumers have gained the ability to interact with each other, spread electronic Word of Mouth (e-WOM), and rate and review products and services.

This survey forms part of my MBA research study, seeking to investigate the effect of social media on consumer behaviour in South Africa. The survey has been divided into 5 parts and should take you no longer than 15 minutes to complete.

Kindly note that you will not be required to provide your name or personal details. All information that is collected in this survey will be used for purposes of this research only and will be treated with the strictest confidentiality. Upon successful completion of the research, all survey information will be destroyed.

Section A: Demographics

The following section will help me identify consumer needs and wants by various demographic categories. Kindly note that you will not be required to provide your names or any personal details.

Q1 Please select your gender.

- ○ Male (1)
- ○ Female (2)
- ○ Prefer not to answer (3)

Q2 Please select your age category.

- ○ Under 18 (1)
- ○ 18 - 24 (2)
- ○ 25 - 34 (3)
- ○ 35 - 44 (4)
- ○ 45 - 54 (5)
- ○ 55 - 64 (6)
- ○ 65 - 74 (7)
- ○ 75 - 84 (8)
- ○ 85 or older (9)

Q3 Are you a South African citizen / permanent resident?

- ○ Yes (1)
- ○ No (2)

Q4 How would you describe yourself in terms of the population group?

- ○ Black African (1)
- ○ Coloured (2)
- ○ Indian or Asian (3)
- ○ White (4)
- ○ Other (5)
- ○ Prefer not to answer (6)

Q5 Do you…

- ○ Live on your own? (1)
- ○ Live with a partner? (2)
- ○ Live with your family? (3)
- ○ Live with your friends/roommate? (4)

Q6 Are you currently employed?

- ○ Yes (1)
- ○ No (2)

Q7 Which province do you currently reside in?

- ○ Gauteng (1)
- ○ KZN (2)
- ○ Western Cape (3)
- ○ Eastern Cape (4)
- ○ Northern Cape (5)
- ○ Free State (6)
- ○ North West (7)
- ○ Mpumalanga (8)
- ○ Limpopo (9)

Section B: Social Media Usage

This section is designed to help me understand your social media preferences.

Q8 Are you an active social media user?

- ○ Yes (1)
- ○ No (2)

Q9 Which type of social media platform do you use the most?

- ○ Blogs / Microblogs (e.g. WordPress, Tumblr, Blogger, Weebly, Shopalize, Playtalk etc.) (1)
- ○ Social Network Sites (e.g. Facebook, Twitter, Instagram, Pinterest, Linkedin, Google+ etc.) (2)
- ○ Forums or online message boards (e.g. Quora.com, Stack Overflow, Ubuntu Forums etc.) (3)
- ○ Content Community Sites (e.g. YouTube, Flickr Scribd, slideshare.net etc.) (4)
- ○ Consumer Review Sites (e.g. TripAdvisor, Yelp!, Yellow Pages, Glassdoor, Zomato, etc.) (5)
- ○ Wikis (e.g. Wikipedia, Connectipedia, The Vault, Scholarpedia, wikiHow etc.) (6)

Q10 How much time on average do you spend altogether on all of the above social media platform, on a daily basis?

- ○ Less than 1 hour (1)
- ○ 1-2 hours (2)
- ○ 2-3 hours (3)
- ○ Greater than 3 hours (4)

Q11 Which social network site(s) listed below are you currently active on? (You can select more than one option)

- [ ] Youtube (1)
- [ ] Twitter (2)
- [ ] Facebook (3)
- [ ] Instagram (4)
- [ ] LinkedIn (5)

Q12 How much time on average do you spend on the above selected social network sites, on a daily basis?

- ○ Less than 1 hour (1)
- ○ 1-2 hours (2)
- ○ 2-3 hours (3)
- ○ Greater than 3 hours (4)

Q13 Why do you use social media? (You can select more than one option)

- [ ] To stay in touch with friends and family (1)
- [ ] To stay up-to-date with news and current events (2)
- [ ] To fill up spare time (3)
- [ ] General networking with new people (4)
- [ ] To find and share funny or entertaining content (5)
- [ ] To research / find products or services (6)
- [ ] To write reviews about products / services / brands (7)

Section C: Generic social media promotion

This section will help me understand your views on social media promotion.

Q14 Do you follow brands on social media?

- ○ Yes (1)
- ○ No (2)

*

Q15 If yes, approximately how many brands do you follow?

_____

Q16 Please list the names of the top 3 brands that you follow

_____

Q17 Why do you follow these brands on social media? (You may select more than 1 option)

- [ ] Promotions & Discounts (1)
- [ ] Product / service information (2)
- [ ] Receive exclusive content (3)
- [ ] Receive Customer Service or Support (4)
- [ ] Entertaining Content (5)
- [ ] Ability to offer feedback (6)
- [ ] To show your support for your favourite company / brand / product / service (7)
- [ ] Your family and/or friends are following it (8)
- [ ] Other (9)

Q18 Have you ever unfollowed a brand on social media?

- ○ Yes (1)
- ○ No (2)

Q19 If yes, why have you unfollowed them?

_____

Section D: Sector specific social media promotion

This section will help me understand your views on social media promotion with respect to various categories of brands.

Q20 Do you follow any brands that are product-focussed e.g. Samsung SA in the Manufacturing sector?

- ○ Yes (1)
- ○ No (2)

Q21 If yes, what is the main reason for following them? Please select only 1 option.

- ○ Promotions & Discounts (1)
- ○ Product / service information (2)
- ○ Receive exclusive content (3)
- ○ Receive Customer Service or Support (4)
- ○ Entertaining Content (5)
- ○ Ability to offer feedback (6)
- ○ To show your support for your favourite company / brand / product / service (7)
- ○ Your family and/or friends are following it (8)
- ○ Other (9)

Q22 Do you follow any brands that are service-focussed e.g. Capitec in the Banking sector?

- ○ Yes (1)
- ○ No (2)

Q23 If yes, what is the main reason for following them? Please select only 1 option.

- ○ Promotions & Discounts (1)
- ○ Product / service information (2)
- ○ Receive exclusive content (3)
- ○ Receive Customer Service or Support (4)
- ○ Entertaining Content (5)
- ○ Ability to offer feedback (6)
- ○ To show your support for your favourite company / brand / product / service (7)
- ○ Your family and/or friends are following it (8)
- ○ Other (9)

Q24 Do you follow any brands that are both product and service-focussed e.g. Woolworths SA in the Retail sector?

- ○ Yes (1)
- ○ No (2)

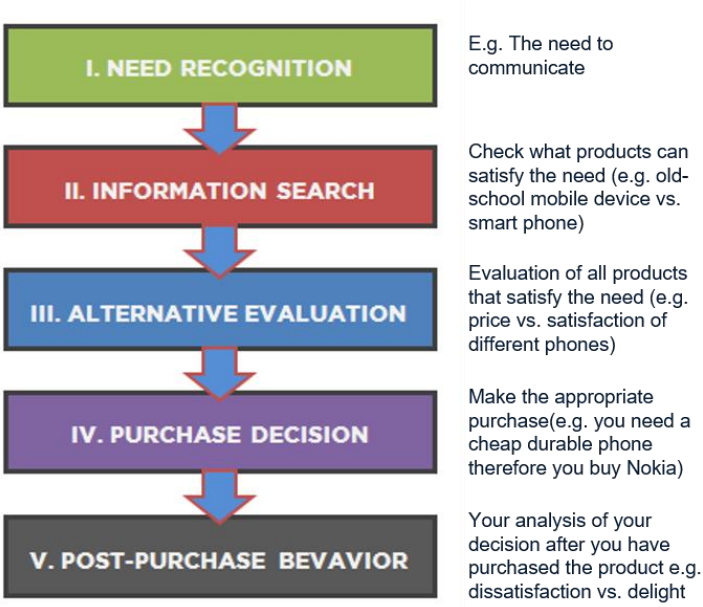
Q25 If yes, what is the main reason for following them? Please select only 1 option.

- ○ Promotions & Discounts (1)
- ○ Product / service information (2)
- ○ Receive exclusive content (3)
- ○ Receive Customer Service or Support (4)
- ○ Entertaining Content (5)
- ○ Ability to offer feedback (6)
- ○ To show your support for your favourite company / brand / product / service (7)
- ○ Your family and/or friends are following it (8)
- ○ Other (9)

Section E: The Buying Process

This section will help me understand you as a consumer, and what are the social media factors (if any) that affect your decision to buy a certain product or service.

All questions in this section relate to the following figure, which is a diagram of a typical consumer buying process.



Q26 Please state your level of agreement with the following statement: The general process that you follow when buying a product or service is represented by the figure above:

- ○ Strongly agree (1)
- ○ Somewhat agree (2)
- ○ Neither agree nor disagree (3)
- ○ Somewhat disagree (4)
- ○ Strongly disagree (5)

Q27 If you chose "Neither agree nor disagree", "Somewhat disagree", or "Strongly disagree", please state why

_____

Now assume that you were to follow the above process when buying a product or a service…

Q28 What are your motives behind realising that you need a particular product or service (e.g. ordering pizza, upgrading a phone contract, going to a restaurant etc.)? (You can select more than one option)

- ☐ Optimise satisfaction by buying the best you can within your economic means (e.g. travelling) (1)
- ☐ Prevent possible future problems (e.g. buying a car with the best reliability ratings) (2)
- ☐ Escape from a problem (e.g. moving houses) (3)
- ☐ Resolve conflict (e.g. settle for a product because of conflicting desires between partners) (4)
- ☐ Maintain your status quo (e.g. sticking to Apple products) (5)

Q29 Please state any other motives if applicable.

_____

Research has shown that the following factors affect a consumer's decisions in each of the stages in the buying process:

Situational factors: Temporary environmental conditions that affect an individual consumer, and that are harder to control from a marketing perspective. For example:

- Physical situation – design and layout of a brand page on social media, and how it enhances the experience.
- Social Situation – Temporary social situation that one finds oneself in.
- Time Situation – The time of day or time of year that a consumer is most engaged at.
- Mood

Personal factors: Various attributes that define a consumer and what he/she stands for e.g. personality, self-concept or their ideal self, demographics, stage of life and lifestyle

Psychological factors: mental factors that drive a consumer's actions to seek satisfaction.

- Motivation – This is the inner drive of fulfilling one's physiological, safety, social, esteem, and self-actualisation needs.
- Perception – How one processes information
- Learning – This is the behavioural change associated after having received comprehensive information or post purchase.
- Attitude – One's mental positions that have been based on one's value system

Societal factors: How one's friends and family influence one's lifestyle, personality, and attitudes.

Marketing efforts: Information provided by marketers on social media e.g. price information, product development, promotional activities.

Online environment: Experience in browsing through a company's social media page in terms of Quality, Interface and Satisfaction.

Assuming that you will be going through each of the stages in the buying process shown at the beginning of this section, rank which of the above factors affect you the most in each stage in the context of social media.

1 = Affects you the most; 5 = Affects you the least (Drag and drop to reorder ranking)

Q30 **Need recognition**

_____ Situational factors (1)
_____ Personal factors (2)
_____ Psychological factors (3)
_____ Societal factors (4)
_____ Marketing efforts (5)
_____ Online environment (6)

Q31 **Search**

_____ Situational factors (1)
_____ Personal factors (2)
_____ Psychological factors (3)
_____ Societal factors (4)
_____ Marketing efforts (5)
_____ Online environment (6)

Q32 **Alternative evaluation**

_____ Situational factors (1)
_____ Personal factors (2)
_____ Psychological factors (3)
_____ Societal factors (4)
_____ Marketing efforts (5)
_____ Online environment (6)

Q33 **Purchase decision**

_____ Situational factors (1)
_____ Personal factors (2)
_____ Psychological factors (3)
_____ Societal factors (4)
_____ Marketing efforts (5)
_____ Online environment (6)

Q34 **Post-purchase evaluation**
_____ Situational factors (1)
_____ Personal factors (2)
_____ Psychological factors (3)
_____ Societal factors (4)
_____ Marketing efforts (5)
_____ Online environment (6)

Q35 Do you feel that societal factors e.g. seeing friends talking or displaying pictures about a product/service on social media result in you directly buying the product/service?

- ○ Yes (1)
- ○ No (2)

Q36 Do you feel that at times your situation may also result in you buying a product/service without thinking about it e.g. buying Häagen-Dazs after having a bad day?

- ○ Yes (1)
- ○ No (2)

APPENDIX D: DETAILED RESULTS OF SURVEY ANALYSIS BY DEMOGRAPHICS

Table 7: Average rank scores of respondents per factor across each step of the consumer buying process by gender

Needs Recognition						
Gender	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
Female	2.6	2.0	3.4	4.4	4.1	4.6
Male	2.6	1.8	3.2	4.3	4.3	4.7
Grand Total	**2.6**	**1.9**	**3.3**	**4.4**	**4.2**	**4.6**
Search						
Gender	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
Female	2.8	2.7	3.7	4.3	3.7	3.9
Male	2.6	2.6	3.6	4.4	3.9	4.0
Grand Total	**2.7**	**2.6**	**3.6**	**4.3**	**3.8**	**3.9**
Alternative Evaluation						
Gender	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
Female	2.5	2.5	3.8	4.2	3.7	4.2
Male	2.7	2.3	3.6	4.4	3.8	4.2
Grand Total	**2.6**	**2.4**	**3.7**	**4.3**	**3.8**	**4.2**
Purchase						
Gender	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
Female	2.6	1.9	3.1	4.4	4.3	4.7
Male	2.6	1.8	3.1	4.1	4.2	5.1
Grand Total	**2.6**	**1.9**	**3.1**	**4.3**	**4.3**	**4.9**
Post-Purchase Evaluation						
Gender	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
Female	2.6	1.8	3.1	3.9	4.7	5.0
Male	2.3	2.0	2.9	4.2	4.7	4.9
Grand Total	**2.4**	**1.9**	**3.0**	**4.0**	**4.7**	**5.0**

Table 8: Average rank scores of respondents per factor across each step of the consumer buying process by age group

Needs Recognition						
Age Group	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
18 - 24	3.3	2.6	2.6	4.4	4.0	4.1
25 - 34	2.5	1.9	3.3	4.4	4.2	4.7
35 - 44	2.7	1.7	3.2	4.3	4.4	4.6
45 - 54	3.1	1.6	3.1	3.8	4.8	4.7
55 - 64	1.6	1.8	3.6	4.8	4.0	5.3
65 - 74	4.0	6.0	5.0	3.0	1.0	2.0
Under 18	2.0	3.5	4.0	4.5	3.0	4.0
Grand Total	**2.6**	**1.9**	**3.3**	**4.4**	**4.2**	**4.6**
Search						
Age Group	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
18 - 24	3.3	2.4	4.0	4.5	3.0	3.9
25 - 34	2.8	2.7	3.7	4.3	3.7	3.8
35 - 44	2.7	2.5	3.3	4.3	4.1	4.1
45 - 54	2.0	2.5	3.2	4.4	4.6	4.2
55 - 64	1.8	2.0	3.5	3.9	4.6	5.3
65 - 74	2.0	1.0	6.0	5.0	3.0	4.0
Under 18	2.5	3.0	3.5	5.0	3.0	4.0
Grand Total	**2.7**	**2.6**	**3.6**	**4.3**	**3.8**	**3.9**
Alternative Evaluation						
Age Group	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
18 - 24	3.3	2.1	3.8	4.3	3.4	4.3
25 - 34	2.7	2.6	3.8	4.2	3.7	4.1
35 - 44	2.7	2.1	3.8	4.3	3.9	4.2
45 - 54	2.1	2.2	3.1	4.5	4.2	4.8
55 - 64	1.6	1.8	3.5	4.3	4.5	5.4
65 - 74	3.0	1.0	5.0	4.0	2.0	6.0
Under 18	1.0	3.0	4.0	5.0	4.0	4.0
Grand Total	**2.6**	**2.4**	**3.7**	**4.3**	**3.8**	**4.2**
Purchase						
Age Group	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
18 - 24	3.6	2.3	2.4	4.6	3.9	4.3
25 - 34	2.6	1.8	3.1	4.4	4.2	5.0
35 - 44	2.6	1.8	3.0	4.2	4.4	5.0
45 - 54	2.5	2.1	3.2	4.1	4.6	4.5

55 - 64	2.4	1.6	4.0	3.9	4.3	4.9
65 - 74	4.0	1.0	6.0	5.0	3.0	2.0
Under 18	1.5	3.5	3.0	3.5	3.5	6.0
Grand Total	**2.6**	**1.9**	**3.1**	**4.3**	**4.3**	**4.9**
Post-Purchase Evaluation						
Age Group	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
18 - 24	2.6	1.9	2.9	4.5	4.1	5.0
25 - 34	2.6	1.9	2.9	4.0	4.7	5.0
35 - 44	2.3	1.9	3.2	4.0	4.6	5.0
45 - 54	2.3	2.2	3.1	4.1	5.2	4.1
55 - 64	1.6	2.4	3.3	3.6	4.4	5.8
65 - 74	2.0	1.0	5.0	4.0	6.0	3.0
Under 18	1.5	2.5	2.0	4.0	5.0	6.0
Grand Total	**2.4**	**1.9**	**3.0**	**4.0**	**4.7**	**5.0**

Table 9: Average rank scores of respondents per factor across each step of the consumer buying process by ethnic group

Needs Recognition						
Ethnic Group	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
Black African	2.9	1.9	3.3	4.3	4.0	4.6
Coloured	2.0	1.8	3.9	3.6	4.5	5.1
Indian or Asian	2.6	1.8	3.3	4.4	4.3	4.6
Other	2.0	2.5	3.0	3.8	4.3	5.5
Prefer not to answer	2.0	1.3	3.3	4.7	4.7	5.0
White	2.6	2.1	3.0	4.4	4.3	4.6
Grand Total	**2.6**	**1.9**	**3.3**	**4.4**	**4.2**	**4.6**
Search						
Ethnic Group	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
Black African	2.8	2.8	3.4	4.3	3.9	3.8
Coloured	2.0	2.3	4.2	3.5	5.0	4.0
Indian or Asian	2.7	2.6	3.7	4.5	3.6	4.0
Other	2.5	3.5	4.8	2.5	3.0	4.8
Prefer not to answer	4.0	2.0	3.7	3.0	4.0	4.3
White	2.8	2.5	3.5	4.4	3.9	3.9
Grand Total	**2.7**	**2.6**	**3.6**	**4.3**	**3.8**	**3.9**
Alternative Evaluation						
Ethnic Group	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
Black African	2.5	2.6	3.7	4.2	3.7	4.2
Coloured	2.0	2.0	3.6	4.3	4.3	4.8

Indian or Asian	2.6	2.4	3.8	4.2	3.7	4.2
Other	2.8	2.3	3.5	4.0	3.5	5.0
Prefer not to answer	3.3	2.7	4.0	2.0	4.0	5.0
White	2.8	2.3	3.5	4.7	3.8	3.9
Grand Total	**2.6**	**2.4**	**3.7**	**4.3**	**3.8**	**4.2**
Purchase						
Ethnic Group	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
Black African	2.7	1.9	3.0	4.1	4.3	5.0
Coloured	2.8	2.1	3.4	4.0	3.5	5.3
Indian or Asian	2.3	1.9	3.3	4.4	4.2	4.9
Other	2.3	1.5	2.3	4.0	5.0	6.0
Prefer not to answer	3.0	1.3	2.0	3.7	5.3	5.7
White	2.9	1.8	2.9	4.4	4.4	4.6
Grand Total	**2.6**	**1.9**	**3.1**	**4.3**	**4.3**	**4.9**
Post-Purchase Evaluation						
Ethnic group	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
Black African	2.4	1.9	2.8	3.9	4.8	5.2
Coloured	2.2	2.6	3.6	3.5	3.9	5.2
Indian or Asian	2.5	1.8	3.2	4.2	4.6	4.8
Other	1.8	1.5	2.8	4.0	5.3	5.8
Prefer not to answer	2.0	2.0	2.0	4.3	5.7	5.0
White	2.6	2.0	2.7	4.0	4.8	4.8
Grand Total	**2.4**	**1.9**	**3.0**	**4.0**	**4.7**	**5.0**

Table 10: Average rank scores of respondents per factor across each step of the consumer buying process by living conditions or preferences

Needs Recognition						
Living conditions	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
Live on your own?	2.4	1.8	3.7	4.6	3.9	4.6
Live with a partner?	2.5	2.1	3.0	4.1	4.2	5.0
Live with your family?	2.8	1.9	3.3	4.3	4.3	4.4
Live with your friends/roommate?	2.6	1.3	2.5	4.7	4.9	5.0
Grand Total	**2.6**	**1.9**	**3.3**	**4.4**	**4.2**	**4.6**
Search						
Living Conditions	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
Live on your own?	2.8	2.4	4.1	4.4	3.6	3.7

Live with a partner?	2.6	2.7	3.5	4.3	3.5	4.3
Live with your family?	2.7	2.7	3.5	4.3	4.0	3.8
Live with your friends/roommate?	3.0	2.4	3.0	4.1	4.3	4.2
Grand Total	**2.7**	**2.6**	**3.6**	**4.3**	**3.8**	**3.9**

Alternative Evaluation						
Living conditions	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
Live on your own?	2.6	2.7	4.0	4.3	3.5	3.9
Live with a partner?	2.7	2.5	3.9	4.1	3.7	4.1
Live with your family?	2.6	2.3	3.5	4.3	3.8	4.4
Live with your friends/roommate?	3.0	2.3	3.3	3.8	4.6	4.0
Grand Total	**2.6**	**2.4**	**3.7**	**4.3**	**3.8**	**4.2**
Purchase						
Living conditions	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
Live on your own?	2.6	2.0	3.3	4.5	4.2	4.4
Live with a partner?	2.7	1.8	2.9	4.0	4.4	5.2
Live with your family?	2.5	1.9	3.2	4.3	4.2	5.0
Live with your friends/roommate?	2.7	1.5	3.2	4.2	5.1	4.3
Grand Total	**2.6**	**1.9**	**3.1**	**4.3**	**4.3**	**4.9**
Post-Purchase Evaluation						
Living Conditions	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
Live on your own?	2.4	2.2	3.0	4.0	4.5	5.0
Live with a partner?	2.7	1.9	3.0	3.8	4.6	5.0
Live with your family?	2.4	1.8	3.1	4.1	4.8	4.9
Live with your friends/roommate?	2.0	1.8	2.5	4.7	5.0	5.0
Grand Total	**2.4**	**1.9**	**3.0**	**4.0**	**4.7**	**5.0**

Table 11: Average rank scores of respondents per factor across each step of the consumer buying process by location of respondents

Needs Recognition						
Province	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
Eastern Cape	4.0	3.0	6.0	2.0	5.0	1.0
Free State	1.5	3.0	2.5	5.5	3.5	5.0
Gauteng	2.6	2.0	3.2	4.3	4.2	4.6
KZN	2.7	1.5	3.5	4.4	4.5	4.5
Limpopo	2.0	2.0	4.0	5.0	2.7	5.3
Mpumalanga	5.0	1.0	2.0	6.0	3.0	4.0
North West	1.0	2.0	3.0	5.0	4.0	6.0
Western Cape	2.5	1.8	3.4	4.1	4.3	5.0
Grand Total	**2.6**	**1.9**	**3.3**	**4.4**	**4.2**	**4.6**
Search						
Province	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
Eastern Cape	1.0	2.0	3.0	4.0	5.0	6.0
Free State	2.5	3.0	4.5	3.5	2.5	5.0
Gauteng	2.7	2.7	3.6	4.4	3.7	3.9
KZN	2.9	2.3	3.4	4.2	4.1	4.1
Limpopo	3.0	2.7	5.3	4.0	2.3	3.7
Mpumalanga	4.0	3.0	1.0	6.0	2.0	5.0
North West	1.0	3.0	2.0	4.0	5.0	6.0
Western Cape	2.5	2.8	3.9	3.8	4.4	3.8
Grand Total	**2.7**	**2.6**	**3.6**	**4.3**	**3.8**	**3.9**
Alternative Evaluation						
Province	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
Eastern Cape	1.0	2.0	3.0	4.0	5.0	6.0
Free State	3.0	1.5	2.5	4.0	4.0	6.0
Gauteng	2.7	2.5	3.7	4.4	3.7	4.1
KZN	2.5	2.2	3.4	4.0	4.5	4.4
Limpopo	1.7	2.7	4.7	5.0	3.3	3.7
Mpumalanga	2.0	3.0	6.0	5.0	1.0	4.0
North West	4.0	1.0	6.0	2.0	3.0	5.0
Western Cape	2.6	2.5	4.0	3.8	3.9	4.4
Grand Total	**2.6**	**2.4**	**3.7**	**4.3**	**3.8**	**4.2**
Purchase						
Province	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
Eastern Cape	2.0	4.0	5.0	1.0	3.0	6.0
Free State	2.5	1.0	2.5	4.0	5.0	6.0
Gauteng	2.5	1.9	3.1	4.4	4.3	4.8
KZN	2.5	1.7	3.2	4.4	4.4	4.9
Limpopo	2.7	2.3	2.0	3.7	4.7	5.7

Mpumalanga	6.0	2.0	1.0	5.0	3.0	4.0
North West	2.0	1.0	5.0	3.0	4.0	6.0
Western Cape	2.9	1.6	3.2	3.9	4.2	5.4
Grand Total	**2.6**	**1.9**	**3.1**	**4.3**	**4.3**	**4.9**

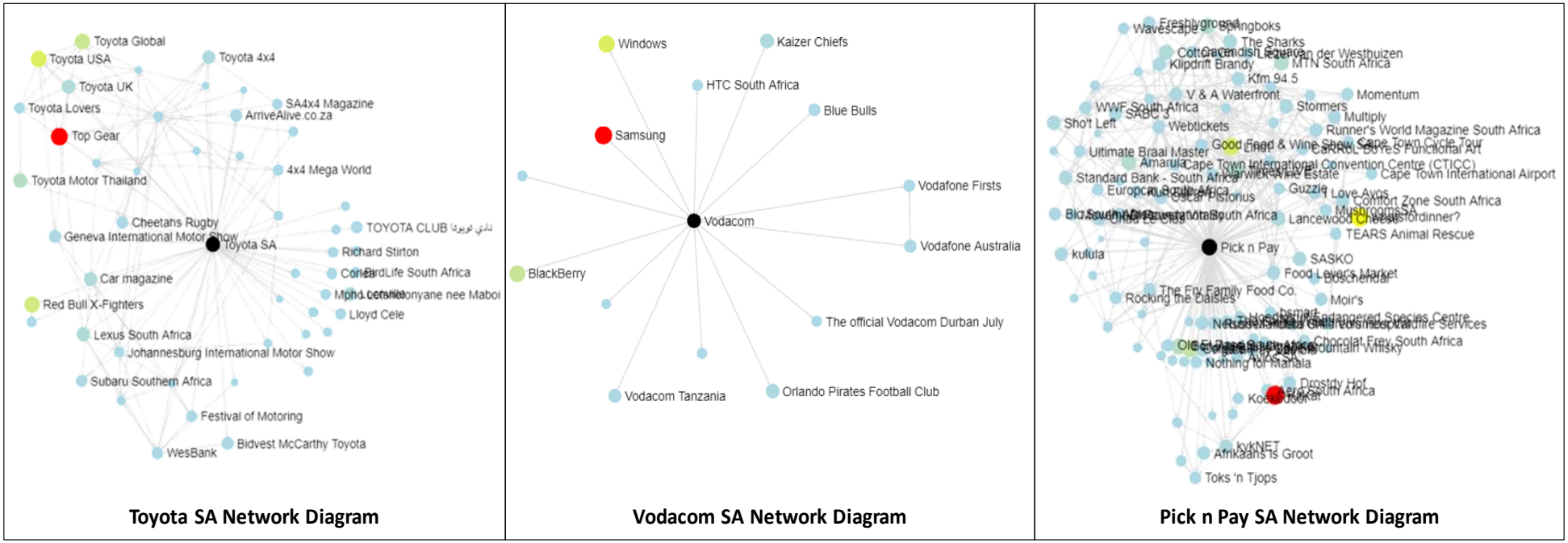
Post-Purchase Evaluation						
Province	**Situational factors**	**Personal factors**	**Psychological factors**	**Societal factors**	**Marketing efforts**	**Online environment**
Eastern Cape	2.0	1.0	3.0	5.0	6.0	4.0
Free State	2.5	1.0	2.5	4.0	5.0	6.0
Gauteng	2.5	2.0	3.0	4.0	4.7	4.9
KZN	2.3	1.6	2.7	4.0	5.1	5.3
Limpopo	1.7	1.3	3.3	5.7	4.3	4.7
Mpumalanga	3.0	1.0	4.0	5.0	6.0	2.0
North West	3.0	1.0	4.0	2.0	6.0	5.0
Western Cape	2.7	1.9	3.4	3.7	4.1	5.4
Grand Total	**2.4**	**1.9**	**3.0**	**4.0**	**4.7**	**5.0**

Table 12: Decision regarding hypotheses developed for the conceptual model by demographics

Hypothesis	Decision by gender	Decision by age group	Decision by ethnic group	Decision by living conditions	Decision by location
H1: Situational factors result in recognition of a need	Accepted for all	Accepted for all except 18-24 where it needs further investigation and 65-74 age groups where it is rejected	Accepted for all	Accepted for all except those living with friends/roommates where it required further investigation	Accepted for all except those living in Eastern Cape & Mpumalanga where it is rejected
H2: Good marketing efforts can positively affect a brand's visibility	Rejected for all	Accepted for 0-24 age groups, needs further investigation for 18-24, and 65-74 age groups, rejected for all other	Rejected for all except Indian/Asian and the Other category where it needs further investigation	Needs further investigation for all except those living with a family	Accepted for those living in Free State, Limpopo & Mpumalanga, rejected for the rest
H3: Personal factors affect information gathering / searching	Accepted for all	Accepted for all	Accepted for all except the Other group where it is rejected	Accepted for all	Accepted for all except those in Free State, Limpopo & Mpumalanga where it requires further investigation
H4: Good marketing efforts can positively affect evaluation	Rejected for males, Needs further investigation for females	Accepted for 65-74 age group, needs further investigation for all other age groups except 45-64 age groups where it is rejected	Needs more investigation for all except for the coloured and white ethnic groups where it is rejected	Rejected by all except those living on their own or with a partner which needs further investigation	Accepted by Mpumalanga, needs further investigation for Gauteng, Limpopo, North West, and the Western Cape, rejected by rest
H5: Social groups affect evaluation of products/services	Rejected for all	Rejected for all	Rejected by all recognised ethnic groups	Rejected for all	Rejected by all except Western Cape where it needs further investigation and North West where it is accepted
H6: Psychological factors affect alternative evaluation	Needs further investigation for both	Needs further investigation for all except 18-24, and 65-74 age groups	Needs further investigation for all	Rejected for all except those living with a family and friends/roommates which requires further investigation	Accepted by Free State, needs further investigation for Eastern Cape, Gauteng & KZN, rejected by the rest

H7: Personal factors affect purchase decisions	Accepted for all	Accepted for all except under 18s where it needs to be further investigated	Accepted for all	Accepted for all	Accepted for all except Eastern Cape where it is rejected
H8: A positive online experience can result in a purchase	Rejected for all	Rejected for all except 65-74 age group which requires further investigation	Rejected for all	Rejected for all	Rejected for all
H9: Social group affect evaluation post the purchase	Rejected for all	Rejected for all	Rejected for all except the coloured ethnic group which requires further investigation	Rejected for all	Rejected for all except North West where it is accepted
H10: Brands with good presence will have positive post-purchase evaluations	Rejected for all	Rejected for all	Rejected for all	Rejected for all	Rejected for all

APPENDIX E: DETAILED RESULTS OF CONTENT ANALYSIS



Toyota SA Network Diagram | **Vodacom SA Network Diagram** | **Pick n Pay SA Network Diagram**

Figure 2: Network diagrams of Toyota SA, Vodacom SA, and Pick n Pay SA

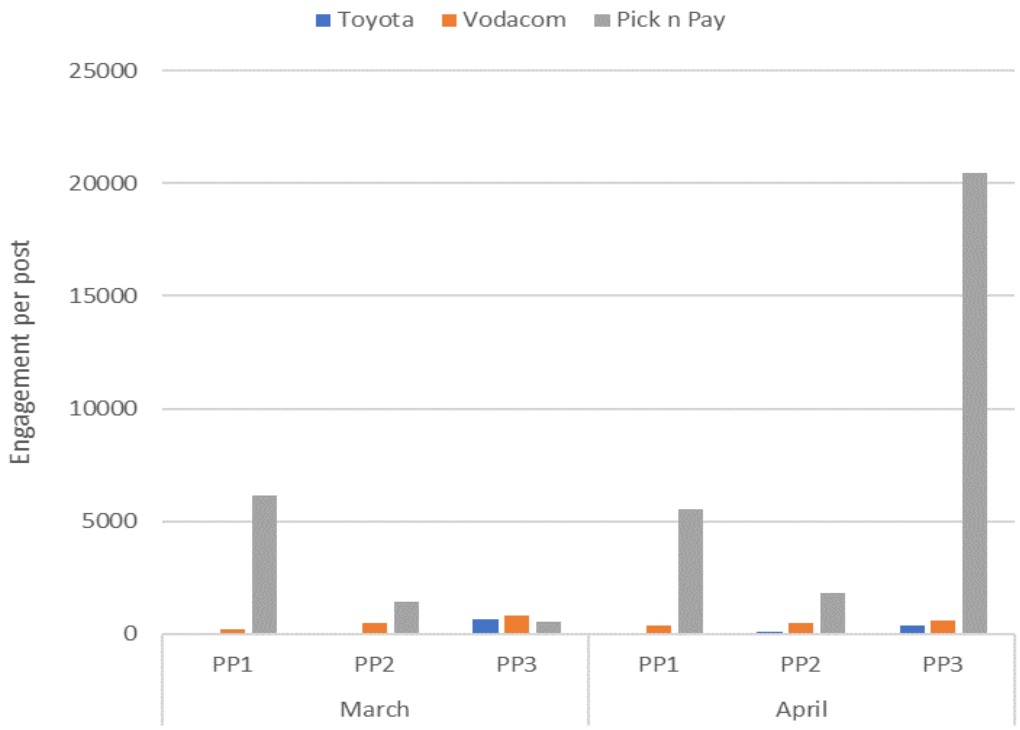


Figure 3: Engagement per page post by promotional content sub-categories for Toyota, Vodacom & Pick n Pay in March and April

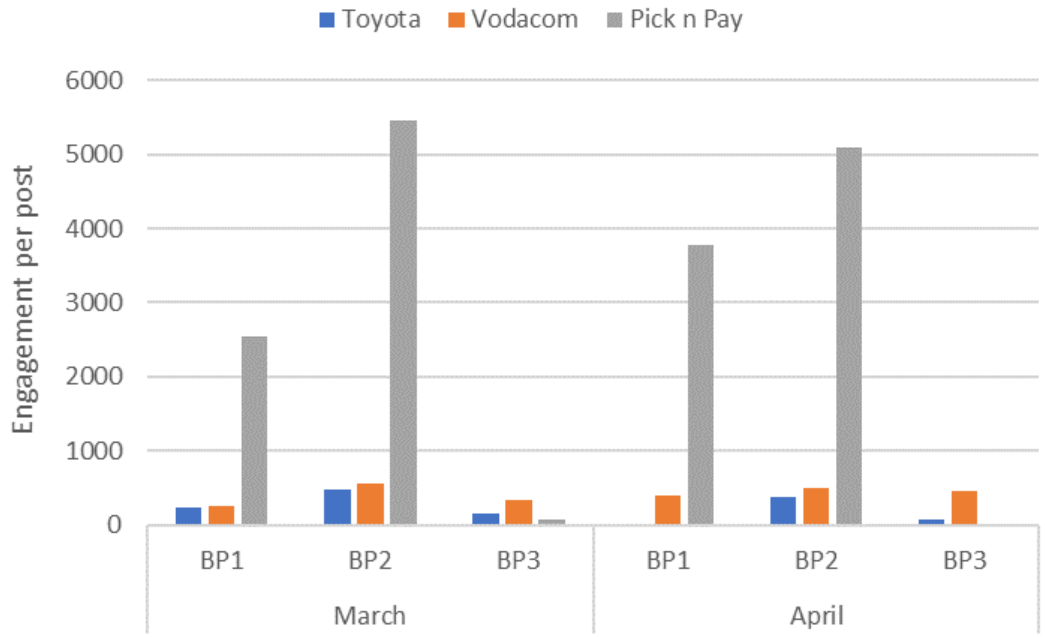


Figure 4: Engagement per page post by brand presence related content sub-categories for Toyota, Vodacom & Pick n Pay in March and April

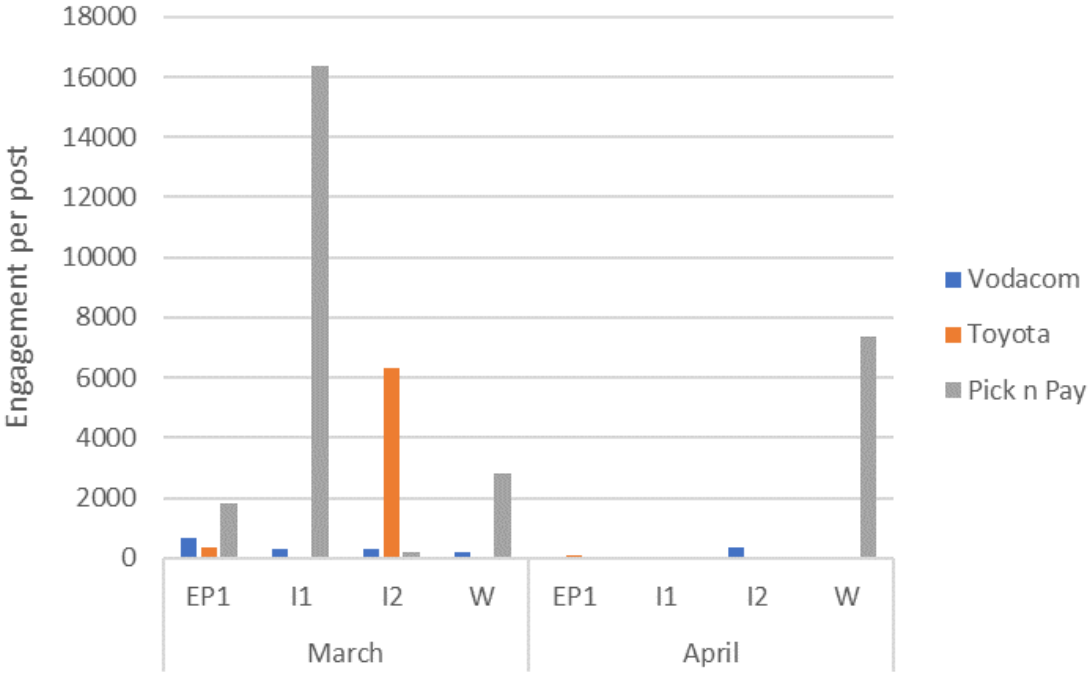


Figure 5: Engagement per page post by peripheral content sub-categories for Toyota, Vodacom & Pick n Pay in March and April

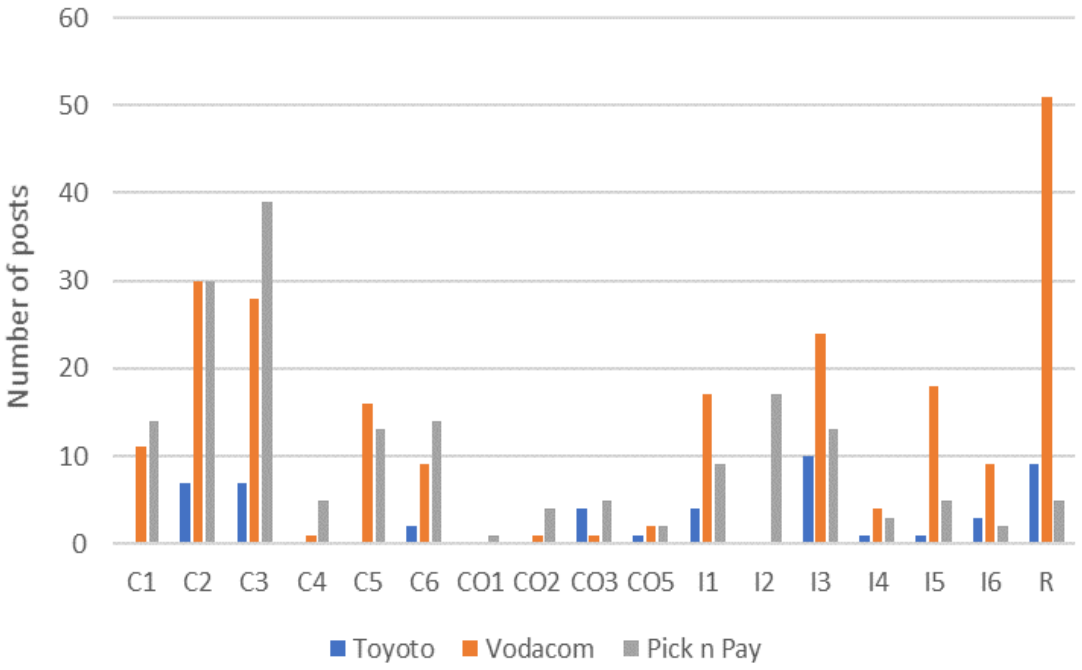


Figure 6: Number of user posts by content sub-categories for Toyota, Vodacom & Pick n Pay in March and April