

Mobile marketing as an antecedent of creating brand awareness in South Africa

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ABSTRACT

The use of social networking sites as enablers of engagement between people is growing as more people are getting access to technology. Researchers in developed countries have studied how people engage on social networking sites and the role played by brands in that engagement (Hollebeek, Glynn & Brodie, 2014). A lot still needs to be uncovered in emerging markets like South Africa to bridge the knowledge gap that exists.

The aim of this study was to investigate if mobile marketing was an antecedent of creating brand awareness in South Africa. It fills a gap in emerging markets that showed apathy by brands and marketers alike in adopting social networking sites as strategic business tools, hoping this technology would disappear (Maduku, Mpinganjira, Mercy, 2016). The variables of user experience and social media usage were examined to see if they influenced online consumer engagement. Online consumer engagement was studied to determine if it had any influence on brand awareness.

An online survey was conducted using Qualtrics software to collect data from 223 respondents through convenience sampling method. A quantitative analysis of collected data was statistically examined by running multiple linear regression, studying correlation between variables, analysing variance and observing coefficients as well as using graphs to plot the results.

The results revealed that mobile marketing was indeed an antecedent of creating brand awareness. The study proved that user experience and social media usage had an influence on online consumer engagement respectively, and so did online consumer engagement on brand awareness, thus supporting the findings by Hollebeek et al.,(2014). It is recommended that marketers should leverage mobile marketing and other opportunities brought by social networking sites to create brand awareness.

Future research should consider the influence that other elements of digital marketing such as social media management, search engine optimisation, online advertising, etc. have on brand as well as on engagement (Hollebeek,

Glynn & Brodie, 2014; Tsai & Men, 2013; Yoo Donthu & Lee, 2000). Researcher should study other available social networking sites in emerging markets such as MySpace, WeChat, Tumblr, etc. to observe online consumer engagement and brand awareness in those networking sites (Hollebeek et al, 2014; Pfeil, Arjan, & Zaphiris, 2009). Researchers should also conduct qualitative research with social networking sites users to explore the perceptions of different age groups.

Keywords: Social networking sites, mobile marketing, social media marketing, user experience, social media usage, online consumer engagement, brand, brand awareness, digital marketing, emerging markets

DECLARATION

I, Medupi John Lamola, declare that this research report is my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Master of Management in the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other university.

Medupi John Lamola

Signed at

On the Day of 2019

DEDICATION

This thesis is dedicated to my late mother Matshidiso Agnes Lamola – I thank her for the life lessons and the love she had shared with me and my siblings in her living years.

To my family, I cannot quantify the love and support you keep giving me. Your presence in my life drives me to work harder and do more. To my wife Koketso and sons Keabetswe, Oabile and Baabilwe, my love for you is immeasurable and the life I lead is all about you.

To my siblings, Segosametsi, Oupa and Kgomotso, you remain the core team I could ever wish for. I also wish to thank my nephews and extended family for the role they play in my life.

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TABLE OF CONTENTS

DECLARATION	IV
DEDICATION	V
ACKNOWLEDGEMENTS.....	VI
LIST OF TABLES	XI
LIST OF FIGURES	XIV
CHAPTER 1: INTRODUCTION	1
1.1 PURPOSE OF THE STUDY	1
1.2 CONTEXT OF THE STUDY	2
1.2.1 SOUTH AFRICAN INSURANCE INDUSTRY	3
1.2.2 SOUTH AFRICAN SHORT-TERM INSURANCE INDUSTRY	4
1.3 PROBLEM STATEMENT	5
1.3.1 MAIN PROBLEM	5
1.3.2 SUB-PROBLEMS.....	6
1.3.3 RESEARCH QUESTIONS.....	6
1.3.4 RESEARCH OBJECTIVES.....	7
1.4 SIGNIFICANCE OF THE STUDY	7
1.5 DELIMITATIONS OF THE STUDY.....	9
1.6 DEFINITION OF TERMS	9
1.7 ASSUMPTIONS	10
CHAPTER 2: LITERATURE REVIEW.....	12
2.1. INTRODUCTION	12
2.2. DEFINITION OF TOPIC OR BACKGROUND DISCUSSION	12
2.3. SOCIAL MEDIA AND SOCIAL NETWORKING SITES IN SOUTH AFRICA	15
2.3.1 SOCIAL MEDIA IN SOUTH AFRICA	15
2.3.2 THE EVOLUTION OF SOCIAL MEDIA AND SOCIAL NETWORKING SITES.....	16
2.3.3 THE CONCEPT OF MOBILE MARKETING	21
2.3.4 THE CONCEPT OF SOCIAL MEDIA MARKETING.....	22
2.4. ONLINE CONSUMER ENGAGEMENT	23
2.4.1 THE CONCEPT OF ONLINE CONSUMER ENGAGEMENT.....	24
2.4.2 THEORY OF SOCIAL MEDIA ENGAGEMENT.....	26
2.4.3 THEORY OF REASONED ACTION	28
2.4.4 BRAND AWARENESS	31
2.4.4.1 THE CONCEPT OF BRAND AWARENESS.....	31
2.4.4.2 LEVELS OF BRAND AWARENESS.....	34
2.4.5 THE INFLUENCE OF USER EXPERIENCE ON ONLINE CONSUMER ENGAGEMENT ON SOCIAL NETWORKING SITES IN SOUTH AFRICA	36
2.4.6 THE INFLUENCE OF SOCIAL MEDIA USAGE ON ONLINE CONSUMER ENGAGEMENT ON SOCIAL NETWORKING SITES IN SOUTH AFRICA	37

2.4.7	THE INFLUENCE OF ONLINE CONSUMER ENGAGEMENT AND BRAND AWARENESS ON SOCIAL NETWORKING SITES IN SOUTH AFRICA	38
2.5.	CONCLUSION OF LITERATURE REVIEW	39
2.5.1	CONCEPTUAL RESEARCH MODEL ILLUSTRATION	39
CHAPTER 3: RESEARCH METHODOLOGY		40
3.1	RESEARCH METHODOLOGY	40
3.2	RESEARCH DESIGN	41
3.3	POPULATION AND SAMPLE.....	42
3.3.1	POPULATION	42
3.3.2	SAMPLE AND SAMPLING METHOD	42
3.4	THE RESEARCH INSTRUMENT	43
3.4.1	MEASUREMENTS USED IN THE INSTRUMENT	44
3.4.2	RESEARCH INSTRUMENT QUESTIONS AND SOURCES	45
3.5	PROCEDURE FOR DATA COLLECTION.....	51
3.6	PILOT STUDY	51
3.6.1	PILOT STUDY FEEDBACK	52
3.6.2	RELIABILITY AND VALIDITY RESULTS OF THE PILOT STUDY	53
3.7	DATA ANALYSIS AND INTERPRETATION	54
3.8	LIMITATIONS OF THE STUDY.....	55
3.9	VALIDITY AND RELIABILITY OF RESEARCH.....	55
3.9.1	EXTERNAL VALIDITY	56
3.9.2	INTERNAL VALIDITY	56
3.9.3	RELIABILITY.....	56
CHAPTER 4: PRESENTATION OF RESULTS		57
4.1	INTRODUCTION	57
4.2	DEMOGRAPHIC PROFILE OF RESPONDENTS	57
4.3	DESCRIPTIVE STATISTICS RESULTS	64
4.4	THE INFLUENCE OF USER EXPERIENCE ON ONLINE CONSUMER ENGAGEMENT ON SOCIAL NETWORKING SITES.....	67
4.4.1	RELATIONSHIP BETWEEN USER EXPERIENCE AND ONLINE CONSUMER ENGAGEMENT ON SOCIAL NETWORKING SITES	68
4.5	THE INFLUENCE OF SOCIAL MEDIA USAGE ON ONLINE CONSUMER ENGAGEMENT ON SOCIAL NETWORKING SITES.....	70
4.5.1	RELATIONSHIP BETWEEN SOCIAL MEDIA USAGE AND ONLINE CONSUMER ENGAGEMENT ON SOCIAL NETWORKING SITES	71
4.6	THE INFLUENCE OF ONLINE CONSUMER ENGAGEMENT ON BRAND AWARENESS ON SOCIAL NETWORKING SITES.....	72
4.6.1	RELATIONSHIP BETWEEN ONLINE CONSUMER ENGAGEMENT AND BRAND AWARENESS ON SOCIAL NETWORKING SITES	74
4.7	RELATIONSHIP BETWEEN KEY VARIABLES	75
4.8	SUMMARY OF THE RESULTS	76

CHAPTER 5: DISCUSSION OF THE RESULTS.....	78
5.1 INTRODUCTION	78
5.2 DEMOGRAPHIC PROFILE OF RESPONDENTS	78
5.2.1 AGE.....	78
5.2.2 GENDER	80
5.2.3 RACE, EDUCATION LEVEL AND EMPLOYMENT STATUS.....	82
5.2.4 USE OF SOCIAL NETWORKING SITES.....	83
5.2.5 MOTOR VEHICLE INSURANCE, TYPE AND COMPANY	83
5.3 THE INFLUENCE OF USER EXPERIENCE ON ONLINE CONSUMER ENGAGEMENT ON SOCIAL NETWORKING SITES.....	84
5.3.1 RELATIONSHIP BETWEEN USER EXPERIENCE AND ONLINE CONSUMER ENGAGEMENT.....	84
5.4 THE INFLUENCE OF SOCIAL MEDIA USAGE ON ONLINE CONSUMER ENGAGEMENT ON SOCIAL NETWORKING SITES.....	86
5.4.1 RELATIONSHIP BETWEEN SOCIAL MEDIA USAGE AND ONLINE CONSUMER ENGAGEMENT.....	86
5.5 THE INFLUENCE OF ONLINE CONSUMER ENGAGEMENT ON BRAND AWARENESS ON SOCIAL NETWORKING SITES.....	88
5.5.1 RELATIONSHIP BETWEEN ONLINE CONSUMER ENGAGEMENT AND BRAND AWARENESS.....	88
5.6 RELATIONSHIP BETWEEN KEY VARIABLES	89
5.7 CONCLUSION	90
CHAPTER 6: CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS.....	91
6.1 INTRODUCTION	91
6.2 CONCLUSIONS OF THE STUDY	91
6.3 IMPLICATIONS AND RECOMMENDATIONS.....	94
6.3.1 THEORETICAL IMPLICATIONS	95
6.3.2 MANAGERIAL IMPLICATIONS	95
6.4 SUGGESTIONS FOR FUTURE RESEARCH.....	96
6.4.1 LIMITATIONS.....	97
6.4.2 SUGGESTIONS FOR FUTURE RESEARCH	98
6.5 CONCLUSION	999
REFERENCES.....	100
APPENDIX A	110
ACTUAL RESEARCH INSTRUMENT.....	110
APPENDIX B	131
COVERING LETTER	131

APPENDIX C	132
CONSISTENCY MATRIX.....	1322
APPENDIX D	133
SOURCES OF RESEARCH QUESTIONNAIRE ITEMS	133
APPENDIX E	136
RELIABILITY RESULTS OF MAIN DATA COLLECTION	136
APPENDIX F.....	140
CORRELATION ANALYSIS FOR MEASUREMENT VALIDITY	140
APPENDIX G	143
SCATTERPLOTS OF RELATIONSHIPS BETWEEN USER EXPERIENCE, SOCIAL MEDIA USAGE, ONLINE CONSUMER ENGAGEMENT AND BRAND AWARENESS.....	143

LIST OF TABLES

Table 1: Profile of respondents.....	43
Table 2: Reliability test results - Pilot study	53
Table 3: Race.....	62
Table 4: Frequency of social networking site usage in the research sample ...	64
Table 5: Frequency of motor vehicle insurance in the research sample	65
Table 6: Summary of responses grouped in various categories.....	66
Table 7: Correlation results between user experience and online consumer engagement	68
Table 8: Regression model results predicting user experience and online consumer engagement.....	68
Table 9: ANOVA Test results between user experience and online consumer engagement	68
Table 10: Correlation results between social media usage and online consumer engagement	70
Table 11: Regression model results predicting social media usage and online consumer engagement.....	71
Table 12: ANOVA Test results between social media usage and online consumer engagement	71
Table 13: Correlation results between online consumer engagement and brand awareness.....	73
Table 14: Regression model results predicting online consumer engagement from brand awareness.....	73

Table 15: ANOVA Test results between online consumer engagement and brand awareness.....	73
Table 16: Correlation matrix for factor analysis	75
Table 17: Total variance explained	76
Table 18: Means and Standard Deviations for key research variables based on age	79
Table 19: A regression model of key variables and age.....	80
Table 20: Means and Standard Deviations for key research variables based on gender	81
Table 21: A regression model of key variables and gender	82
Table 22: Frequency of motor vehicle insurance in the research sample	83
Table 23: Coefficients for user experience and online consumer engagement....	85
Table 24: Coefficients for social media usage and online consumer engagement	87
Table 25: Coefficients for online consumer engagement on brand awareness....	89
Table 26: Summary of the hypotheses results	93
Table 27: Reliability analysis for user experience scale	136
Table 28: Reliability analysis for social media usage scale	137
Table 29: Reliability analysis for brand awareness scale	138
Table 30: Reliability analysis for brand awareness scale	139
Table 31: Inter-construct correlation matrix for user experience	140
Table 32: Inter-construct correlation matrix for social media usage	141

Table 33: Inter-construct correlation matrix for online consumer engagement...	141
Table 34: Inter-construct correlation matrix for brand awareness	142

LIST OF FIGURES

Figure 1: A model of Social Media Engagement Theory: Exploring the Influence of User Engagement on Social Media Usage (Di Gangi & Wasko, 2016)	28
Figure 2: Theory of Reasoned Action model (Glanz et al., 2008).....	30
Figure 3: Keller’s Dimensions of Brand Knowledge model (Keller, 1993)	33
Figure 4: Aaker’s model of levels of brand awareness (Aaker, 1991)	34
Figure 5: Conceptual model of mobile marketing as an antecedent of creating brand awareness in South Africa (source: Own work).....	39
Figure 6: Age groups.....	58
Figure 7: Use of social networking sites	59
Figure 8: Have motor vehicle insurance	59
Figure 9: Type of motor vehicle insurance	60
Figure 10: Motor vehicle insurance companies used by respondents.....	60
Figure 11: Gender	61
Figure 12: Level of education	62
Figure 13: Employment status.....	63
Figure 14: Hypotheses results summary	77
Figure 15: Scree plot.....	90
Figure 16: Scatterplot of user experience and online consumer engagement (Hypothesis 1)	143

Figure 17: Scatterplot of social media usage and online consumer engagement (Hypothesis 2)	143
Figure 18: Scatterplot of online consumer engagement and brand awareness (Hypothesis 3).....	144

CHAPTER 1: INTRODUCTION

This chapter gives an overview of the study by outlining the purpose of the research in the context of the South African insurance industry as well as the South African short-term insurance industry. Furthermore, the chapter outlines the problem statement by discussing the main problem, sub-problems, the research questions as well as research objectives. Further discussions on the significance of the study, the delimitations and definitions of key terms are also discussed. In conclusion, assumptions related to this study are presented.

1.1 Purpose of the study

The purpose of this research was to investigate mobile marketing as an antecedent of creating brand awareness in South Africa. The study has theoretical roots in the domains of social networking sites, user experience, social media usage, online customer engagement and brand awareness. At present, there is not enough scientific research that focus on understanding the advent of mobile marketing (Amirkhanpour, 2014; Maduku, Mpinganjira, Mercy, 2016; Hollebeek, 2011) and to a larger extend, the application of social networking sites as strategic marketing channels. The researcher used the terms mobile marketing and social media marketing interchangeably in this study. This was driven by the fact that more literature on social media marketing was available as compared to mobile marketing.

Although some research has been conducted in the developed countries (Hollebeek, 2011), emerging market countries like South Africa are much further behind the curve and a lot of research still needs to be conducted in the subject of mobile marketing, social networking sites and brand awareness. This study envisioned to contribute to the academic body of knowledge on mobile marketing, social networking sites and brand awareness by increasing the available limited literature on mobile marketing by examining the role of social networking sites, online consumer engagement, user experience and social media usage on creating brand awareness in the South African context.

1.2 Context of the study

The use of social media has penetrated the world and became prevalent in today's society (Bauer, Reichardt, Barnes, & Neumann, 2005). Human interaction through mobile devices has vastly increased with the emergence of social media (Balakrishnan, Dahnili, & Yi, 2014). Through this prevalence, customers have also seen the use of social networking sites on mobile and other devices as a way of communicating and sharing information about various products and services offered by organisations that produce them. The popularity and use of mobile internet-based devices (Fritz, Sohn, & Seegebarth, 2017) created a compelling case for the researcher to probe how people use social media and social networking sites in relation to brand awareness.

On the other hand, marketers have seen an opportunity to create content specifically for social networking sites in order to get the attention of the customer (Baena, 2016). Marketers have come to realise that many customers use various social media platforms available on their mobile and other devices to communicate and share information (Burton & Scheepers, 2017). As such, it became imperative for marketers to adopt social media as strategic marketing and communication tools that they can use to exchange information and messages about their brands with their customers to create awareness by engaging with their consumers online.

Brand awareness is about how well a company's brand is known by people in general and how easily they can recognise that brand. Aaker (1996) defines brand awareness as the customer's capability to recognise and recall the brand under various and different situations. It reflects the salience of the brand in the mind of the consumer (Aaker, 1996). Through the interaction with consumers, marketers create an opportunity for consumers to connect with their brands. The main aim of creating this interaction is to create awareness of the brand they represent and try to sell that to the consumers. The process involves making consumers to become aware of the brand and to be persuaded to build affinity with the brand and ultimately generate interest in the brand to make it their choice when purchasing decisions are made.

1.2.1 *South African insurance industry*

The South African insurance industry is one of the major players within the financial services industry and a major contributor to the local economy. According to the (KPMG, 2017) report, the environment in which South Africa's leading financial services companies operate is more complex and dynamic. In recent years, South African insurance business has seen enormous growth where up to one-third of the 18.5 million insured lives purchasing funeral insurance (FinMark, 2015). This growth trajectory was forecast to continue through to the year 2020 however, in a slower pace (MarketLine, 2016). In 2015 the South African insurance market saw a growth of 12.9 percent to reach the value of \$55.6 billion (R704.45 billion in 2015 exchange rate of R12.67 to the US dollar) (MarketLine, 2016).

The South African economy started to decline in 2015 (PWC, 2016). However in the year 2016, the lack of growth in the South African economy impacted many industries including the insurance industry (Fin24, 2017). It was reported that the insurance industry saw the same business shifting between insurers with no significant new business being generated (Fin24, 2017). The KPMG report concluded that due to unethical and illegal activities conducted by insurance organisations before, there had been a significant loss of trust between consumers and the financial services sector (KPMG, 2017). Many consumers viewed purchasing of insurance products as a 'grudge purchase' in a sense that there were historical cases where insurance companies failed to pay claims based on one reason or another (Harris, 2004).

The South African insurance industry was highly regulated and it was believe that major political issues such as government policy uncertainties as well as social issues such as skills shortage and high levels of unemployment, all affected this sector and how it performed (KPMG, 2017). Another element that contributed to the dynamic nature of the insurance industry was that the insurance market environment was changing because of brand clutter (Srinivasan, 2010). With the changes brought by the use of technology and the emergence of mobile technology, the insurance industry had lagged behind in adopting new mobile technology, in that process, not capitalising on the

opportunities brought by digital media in growing their businesses (Accenture, 2016).

1.2.2 *South African short-term insurance industry*

Motor vehicle insurance in South Africa falls within the category of short-term insurance. The short-term insurance industry covers non-life insurance which is made up of accident and health, and property and casualty insurance segments (MarketLine, 2016). In simpler terms, the short-term insurance industry caters for motor vehicle, home, funeral, travel and legal insurance. Just like in the general insurance industry, the short-term insurance industry faced challenges brought by economic conditions, skills shortage, unemployment rate as well as the demands and needs of consumers (KPMG, 2017).

Motor vehicle insurance gives consumers peace of mind about their motor vehicles. To be a member of an insurance company scheme, consumers must pay a fixed monthly premium to the insurer. In return, the insurer covers the risks that the consumer may be exposed to in the event of an accident, damage, fire, or theft. In such unfortunate events, the insurer undertakes to repair or replace the consumer's motor vehicle or compensate the consumer according to the terms agreed upon.

A statement released by the Automobile Association (AA) of South Africa in 2016 claimed that there were 11.4 million registered motor vehicles in South Africa and about 70 percent of them were uninsured (Bubear, 2016). Gauteng province led the pack with over 4.2 million motor vehicles, followed by the Western Cape and KwaZulu-Natal provinces with about 1.5 million motor vehicles each (Insights, 2017). Despite advanced technological developments that help businesses to present solutions to customers, and the prevalent use of digital technology and social media in particular, the South African short-term insurance industry had moved at a snail pace when it came to introducing digital technology in their marketing arsenal (Accenture, 2016).

1.3 Problem statement

The use of social media continues to sky rocket as technology continues to evolve (McIntyre, 2014). With this use, the world has seen marketers tapping in to this space and creating mobile marketing strategies in their quest to get the messages about their brands across to reach customers to influence and persuade them for one reason or another (Gholston, Kuofie, & Hakim, 2016). Through social media, marketers used available platforms to reach their intended audiences (Baldus, Voorhees, & Calantone, 2015). However, not much was known about the role of mobile marketing in creating brand awareness (Baena, 2016).

A lot of research has been conducted in the area of marketing as a whole as well as in branding and by extension brand awareness (Aaker, 1992a, 1992b; Aaker, 1996), but not enough in the space of mobile marketing and social media marketing especially in South Africa and other emerging markets (Maduku et al., 2016) and its relationship to brand awareness. There is limited research that has been conducted in the social media marketing space in South Africa. A lot more research is needed in this field (Maduku et al., 2016). Not enough research has been done in the new online context that seeks to understand the role that social media marketing through online consumer engagement plays in creating brand awareness (Baldus et al., 2015).

1.3.1 Main problem

This study branches out of the current limited academic research examining the relationship between mobile marketing and brand awareness on social networking sites, by critically studying the construct of online consumer engagement which include user experience and social media usage as its elements, (Hassenzah, Diefenbach & Göritz, 2010; Hollebeek, Glynn & Brodie, 2014; Tsai & Men, 2013; Yoo Donthu & Lee, 2000). Limited studies have been conducted and most of them were in America and the European counties (Aaker, 1992a; Maduku et al., 2016). Not much of the research was done in South Africa and other emerging markets. As such, it was hoped that this study

would add to the body of knowledge given that South Africa is an emerging market that has the characteristics of both the developed and developing country (Mwaba, Saini, & Abratt, 2018; Schoeman, 2000).

1.3.2 Sub-problems

The first sub-problem was to evaluate the influence of user experience on online consumer engagement on social networking sites.

The second sub-problem was to evaluate the influence of social media usage on online consumer engagement on social networking sites.

The third sub-problem was to evaluate the influence of online consumer engagement on brand awareness on social networking sites.

1.3.3 Research questions

Based on the sub-problems listed above, the following research questions arose:

a. Sub-problem 1: Research question

- i. What is the influence of user experience on online consumer engagement on social networking sites?

b. Sub-problem 2: Research question

- ii. What is the influence of social media usage on online consumer engagement on social networking sites?

c. Sub-problem 3: Research question

- iii. What is the influence of online consumer engagement on brand awareness on social networking sites?

1.3.4 Research objectives

The following are the theoretical and empirical research objectives of this study:

a. Theoretical objectives

- i. Review of literature on social networking sites in South Africa
- ii. Review of literature on online consumer engagement on social networking sites
- iii. Review of literature on user experience on social networking sites
- iv. Review of literature on social media usage on social networking sites
- v. Review of literature on brand awareness

b. Empirical objectives

- i. To examine the influence of user experience on online consumer engagement on social networking sites in South Africa
- ii. To examine the influence of social media usage on online consumer engagement on social networking sites in South Africa
- iii. To investigate the influence of online consumer engagement on brand awareness on social networking sites in South Africa

1.4 Significance of the study

This study focused on investigating the relationship between mobile marketing and brand awareness on social networking sites, by critically analysing the influence of online consumer engagement, which include user experience and social media usage as its elements, on brand awareness. (Hassenzah et al., 2010; Hollebeek et al., 2014; Tsai & Men, 2013; Yoo Donthu & Lee, 2000).

The study fills a gap by addressing core issues that, in emerging markets like South Africa, mobile marketing as a marketing tool and social media by extension, have been neglected by business and marketers alike, with a view

that it will soon disappear (Maduku et al., 2016). However, the contrary persists in that social media users have immersed themselves in the new technology platforms to share information and engage with one another as well as brands they use. With limited research that has been conducted (Hollebeek, 2011; Maduku et al., 2016; Wang & Yang, 2010), a lot more still needs to be uncovered on how mobile marketing as one of the elements of social media, influence brand awareness. This study made reference to available research on mobile marketing, social networking sites, online consumer engagement, user experience, social media usage and brand awareness conducted in the field of advertising (McQuarrie & Mick, 2003; Mitchell, 1986; Sojka & Giese, 2006) to build a base to develop research literature in order to address and fill the current gap in South Africa.

With over 90 percent of brands in South Africa using Facebook and Twitter for content marketing and to share multimedia content (World Wide Worx & Ornico, 2018), this is an opportunity for marketers and their organisations to integrate social media in their marketing mix to maximise their brand awareness campaigns and audience reach. The prevalence of content created for social networking sites gives reason enough to seek to understand the dynamics of this practice by understanding the relationship between online consumer engagement, social media marketing and brand awareness.

This study's contribution to the academic world was by expanding the available limited literature on the influence of social networking sites, online consumer engagement, user experience and social media usage on brand awareness in the South African context. Furthermore, the study contributed to the diverse set of available research literature to aid academic researchers to further probe this subject. The study also aids marketers to develop solutions they need to improve how they practice marketing and communication in the social media space and to assist regulators and policy makers in making informed policy decisions.

1.5 Delimitations of the study

The following are the delimitations of this study:

- The study focused on one component of the insurance industry which is motor vehicle insurance. Motor vehicle insurance is part of the short-term insurance offering which specifically covers risk related to motor vehicles only
- The study did not focus on the commercial side of the motor vehicle insurance industry
- The study focused on social media marketing through social networking sites such as Facebook, Twitter, YouTube, LinkedIn and Instagram due to their popularity and use in South Africa. Any other applications not listed here did not form part of the study
- The study focused on assessing the creation of brand awareness, other brand related aspects such as brand identity, brand personality, brand equity etc. were ignored
- The demographic characteristic of the study was limited to the ages of 25 to 46 years and over

1.6 Definition of terms

Mobile marketing - a process that represent all marketing activities (e.g., promotion, product design, service design, distribution, payment services), involving the use of mobile devices and/or mobile network technologies (Fritz, Sohn & Seegebarth, 2017)

Social media – a form of web-based communication that allow users to create and be part of online communities to exchange information, ideas, personal messages, and other content (Edosomwan, Prakasan, Kouame, Watson, & Seymour, 2011)

Social networking sites (SNS) – web-based application that allow users to connect by generating personal profiles and inviting other users, whether friends, family or colleagues, to join in and access those profiles (Kaplan & Haenlein, 2010).

Digital marketing - a process whereby marketers use web-based technological tactics and solutions to market their products and services to the consumers and potential consumers by emphasising how the product or service will meet and exceed the needs of the consumer (Todor, 2016).

Social media marketing – a unique marketing strategy that combines both Internet marketing and word-of-mouth marketing (Mangold & Faulds, 2009).

Brand – a name, term, sign, symbol, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors (Bennet, 1995)

Brand awareness - the customer's capability to recognise and recall the brand under various and different situations (Aaker, 1996).

User experience - a holistic psychological state in which one is cognitively and emotionally energised to socially behave in ways that exemplify the positive ways in which group members prefer to think of themselves (Ray, Kim, & Morris, 2014).

Online consumer engagement - the customer's cognitive and affective commitment to an active relationship with the brand as personified by the Web site or other computer-mediated entities designed to communicate brand value. It is characterised by the dimensions of dynamic and sustained cognitive processing and the satisfying of instrument value and experiential value (Mollen & Wilson, 2010).

1.7 Assumptions

The study assumed the following:

- That all the respondents were honest when answering the questionnaire and that their responses were accurate and true
- That all respondents were competent enough to complete the questionnaire
- That all respondents were regular users of social networking sites (Facebook, Twitter, YouTube, LinkedIn and/or Instagram), at least once a month
- That all respondents own or have access to a motor vehicle that they have insured
- That the chosen sample was a fair representative of the motor vehicle insurance consumers in Gauteng province in South Africa
- That the findings can be generalised in other short-term insurance product lines such household, health, legal and travel insurance
- That the findings can be generalised in other brands and products beyond insurance

CHAPTER 2: LITERATURE REVIEW

2.1. Introduction

This chapter focused on the review of literature on social networking sites, online consumer engagement, social media marketing and brand awareness in the South African motor vehicle insurance industry context. The researcher aimed to establish if social media marketing was an antecedent of creating brand awareness. Through the review of literature, the researcher gave background on previous research that has been conducted on social networking sites, online consumer engagement, user experience, and social media usage and how these constructs have influenced the way marketers carry out the practise of marketing in a digitised environment. The researcher further gave context on the concept of brand awareness with the focus on the role played by brand recognition and brand recall, in creating brand awareness. Hypotheses for this study were developed as an outcome of the review of literature.

2.2. Definition of topic or background discussion

The dawn of the new millennium has brought with it significant technological advancements that have taken the world by a storm, especially within the internet-based technologies. It is now difficult to imagine the world without these internet-based technologies. The development and the use of mobile and other technological devices have attracted more attention as they became more important in the lives of their users. Through mobile devices and computers, users can access social media and social networking sites to communicate and share information (Linnhoff & Smith, 2017).

The use of technology has prompted the creation of new marketing channels and opportunities to go with current technological advancements through mobile marketing. The emergence of mobile platforms has disrupted the way consumers engage with brands. Everything that can be done on a personal computer can now be done on a mobile device. From creating an email account

to joining social networking sites created by brand houses and browsing through many websites, it can all be done through the use of a mobile device. Mobile devices have become very personal and in that process, they have bridged the gap between marketers and consumers in a sense that marketers can reach their target audiences in a more personal space like never before. Coupled with mobile marketing, is the use of social media and social networking sites. These two cannot be separated as they coexist.

Scholars in the academic world have grown interest in the field of social media and more literature is being produced (Tsai & Men, 2013). Much of this literature is based on studies conducted in developed countries of Europe and North America. There is not much academic research available that has been conducted in emerging markets, especially in South Africa. Some studies are being conducted by university students, marketers and other agencies to support business initiatives, however, authors such as Walton and Leukes (2013) have studied the field of mobile phone usage in South Africa, while the likes of Bosch (2009) have studied the use of internet-based technologies within the teaching and learning environment. This study focused on social media marketing, online consumer engagement and brand awareness in the motor vehicle insurance industry in South Africa.

Social media marketing is a unique marketing strategy that combines both Internet marketing and word-of-mouth marketing (Mangold & Faulds, 2009). The concept encompasses the acceptance of new conducts of communicating with consumers online (Weber, 2009). It is also referred to as a method of gaining website traffic or attention via social networking sites (Trattner & Kappe, 2013). Social media marketing focuses on creating interaction by generating content for both individuals and organisations, which according to Weber (2009), is one of the most important characteristics of creating an effective marketing strategy. Social media marketing offers value added content to consumers as opposed to product placement or product selling information or content (Momany & Alshboul, 2016). Through this, consumers feel like they are not just a source of profits but an important part of the brand individuals' relationships (Drury, 2008). In this study, the researcher has adopted a

definition of social media marketing as presented by Mangold and Faulds (2009) above.

A number of academic fields such as psychology and organisational behaviour have paid substantial attention to the concept of 'engagement', however, this concept is only making inroads into the marketing literature recently (Brodie, Ilic, Juric, & Hollebeek, 2013; Hollebeek et al., 2014). According to Hollebeek et al., (2014), the concept of customer or consumer engagement and brand engagement can mirror similar conceptual scope in spite of applying different concepts in them. The study focused on online consumer engagement through studying the influence of user experience and social media usage had on it. User experience was studied through its technical and personal engagement with the users, while social media usage was studied from a perspective of the behavioural ability to influence engagement (Di Gangi & Wasko, 2016).

A brand is defined as "name, term, sign, symbol, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (Bennet, 1995). It is also argued that a brand should be distinguished from other brands offered by other sellers (Bennet, 1995). David Aaker defines brand awareness as the consumer's capability to recognise and recall the brand under various and different situations (Aaker, 1996). It is a single idea that a product or service occupies in the mind of the consumer. It is not just a name or a symbol, but a promise that an organisation makes and consistently keeps to satisfy the consumer (Lovelock & Wright, 2002). It is claimed that the difference between a brand and a product, is that a product can be produced and copied by other suppliers and be limited to a time frame, while a brand is distinctive and timeless (Aaker, 2004). For this study, the researcher has adopted the 1996 the definition by David Aaker stated above.

2.3. Social media and social networking sites in South Africa

In this section, a brief perspective on social media and social networking sites in South Africa is given. A further narrative on the evolution of social media is presented. The section discusses social media and social networking sites and put emphasis on Facebook, Twitter, LinkedIn, YouTube and Instagram as the most popular social networking sites in South Africa.

2.3.1 Social media in South Africa

Social media has revolutionised and altered the communication landscape to a greater extent that it also affected marketing communication practices throughout the world (Hutter, Hautz, Dennhardt, & Füller, 2013). South Africa has joined the rest of the world in adopting social media as a communication and marketing tool (Gholston et al., 2016; Momany & Alshboul, 2016). Despite infrastructural challenges found in an emerging market like South Africa and the high data costs, social media still emerges as an essential tool for the South African population, society and business alike (Goldstuck, 2017). It is argued that South Africa has limited information relating to the magnitude, popularity, rates and demographic statistics of social media users (Basson, Makhasi, & van Vuuren, 2010). The academic world has grown interest in the social media field and more literature is being produced (Hollebeek et al., 2014). Much of this literature is based on studies conducted in developed countries of Europe and North America. There is not much academic research available that has been conducted in emerging markets, especially in South Africa (Maduku et al., 2016).

The 2018 social media landscape in South Africa report gave some statistical information about the use of social media in South Africa. The report contends that there were over 16 million people who use Facebook, 8.74 million watched videos on YouTube, 8 million preferred to share tweets on Twitter, 6.1 million were on LinkedIn while 3.8 million used Instagram (World Wide Worx & Ornico, 2018). In the business front, brands used social media to reach existing and

potential consumers. Statistics shows that over 90 percent of the big brands in South Africa used social media, specifically Facebook and Twitter and about 51 percent of those were aiming to increase their budget spent on these platforms in 2015 (World Wide Worx & Fuseware, 2015). According to World Wide Worx and Ornico (2017), 97 percent of businesses in South Africa used Facebook, 90 percent were on Twitter, 72 percent on LinkedIn and Instagram respectively, while 68 percent were on YouTube.

These statistics showed that more and more people were engaging on social media and brands were following where people were to communicate with them. It is believed that 85 percent of South African users access Facebook on their mobile devices every day (BlueMagnet, 2016).

2.3.2 The evolution of social media and social networking sites

Social media topics have gained popularity and interest from researchers and scholars from various academic disciplines that include marketing, psychology, sociology and business studies (McIntyre, 2014). However, there seems to be a confusing disagreement between the academics and managers in business on what should constitute this concept (Kaplan & Haenlein, 2010) due to the link between social media and social networking sites (SNS). Social media and social networking sites are two inseparable technological developments that people use to connect and share information. To understand the co-existence between these two concepts, it is important to know what these two terms mean as well as to understand the distinction between them.

- **Social media**

Social media are forms of computer-based communication which take place on a network in which users are connected to, and form part of a virtual community. According to Kaplan and Haenlein, the term social media is defined as “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” (Kaplan & Haenlein, 2010). They are forms of web-based communication that allow users to create and be part of online

communities to exchange information, ideas, personal messages, and other content (Edosomwan et al., 2011). The exchanged content can be in form of text, images, videos or audio files.

Social media gained prominence and dominated the digital media space in the early 2000s. However, their roots can be traced back to the creation of Usenet by Tom Truscott and Jim Ellis as far back as 1979 (Kaplan & Haenlein, 2010). Usenet was a system created to enable Internet users to post public messages. During the 1980s, applications such as The WELL, Genie, and Listserv emerged to occupied the social media space (Edosomwan et al., 2011). From the 1990s, the Internet became the new disrupter as many people gained access to it. This gave rise to the creation of social networking sites in the 2000s, which in turn, enhanced and changed the manner in which people and organisations communicate (Edosomwan et al., 2011).

- **Social networking sites**

Social networking sites are popular throughout the world with almost 50 percent of all internet users are believed to be users of social networking sites (Trattner & Kappe, 2013). They are web-based application that allow users to connect by generating personal profiles and inviting other users, whether friends, family or colleagues, to join in and access those profiles (Kaplan & Haenlein, 2010). Social networking sites are communication platforms that offer users interactive features through the internet and are carried out using the likes of e-mail, instant message, offline messages and posting of images and pictures (Alassiri, Muda, Ghazali, & Ahamefula, 2014). Through personal profiles created, the users can share instant messages, blogs, videos, audio files and pictures.

The common aspect about social networking sites is that they allow users to engage and share information online. However, these sites differ in terms of services they provide the users (Hughes, Rowe, Batey, & Lee, 2012). The 2018 Social Media Landscape in South Africa report asserted that the top five social networking sites that are used by brands to reach existing and potential

consumers are Facebook, Twitter, LinkedIn, YouTube and Instagram (World Wide Worx & Ornico, 2018).

Many of these sites were created and developed in the 1990s but it was in the 2000s that the growth and impact of these sites was seen (Edosomwan et al., 2011). Various brands jumped on the opportunity created by social networking sites and began to create company profiles and communities in order to bolster their brands, communicate with the consumers and to research the market (Muniz & O'Guinn, 2001). The growth of social networking sites accelerated the development of social media. Social networking sites such as Myspace and Facebook are some of the platforms that took the lead from 2003 onwards (Kaplan & Haenlein, 2010). There are other social platforms that have since gained prominence such as YouTube, Twitter, LinkedIn and Instagram (Edosomwan et al., 2011; Kaplan & Haenlein, 2010).

The following are the top 5 social networking sites in South Africa;

- **Facebook**

Facebook was established in 2004 and as a web-based networking site that allow users to register for free and create their own profiles and connect with friends online (Facebook, 2018). Today, Facebook is the world's largest social networking site. According to the figures released in quarter 4 of 2017, the networking site boasted over 2.2 billion users worldwide (Statista, 2017). In South Africa, Facebook had 16 million users and 97 percent of brands utilising social media used Facebook (World Wide Worx & Ornico, 2018). Users can share messages, update their status, upload photographs and videos, and create groups for people who share similar interests among other things.

The appeal that Facebook enjoyed from the people was also based on the level of innovation that the networking site had placed on their applications. Facebook use icons known as 'Emojis' to allow users to react by selecting an icon that represent their feeling when they see a message, status, video, or photograph. Users can through the click of a button, express their feelings and share those feelings with other users who are connected to that user's profile.

For brands utilising Facebook to connect with their current and potential consumers, the manner in which users respond to a message or an image on Facebook, gives those brands a quick feedback of what users think about their messages. These responses are also used in planning messages, campaigns and consumer engagement strategies.

- **Twitter**

Twitter was created in 2006 and is a social networking site that is freely available for users to engage on (Twitter, 2018). It had over 330 million users across the world (Statista, 2017). In South Africa, Twitter came third with over 8 million users. Just over 90 percent of South African brands utilising social media uses Twitter (World Wide Worx & Ornico, 2018). It is a micro-blogging site that allows its users to share short text messages, photographs and videos commonly known as “tweets” (Twitter, 2018).

Users have to register and create profiles which are popularly known as Twitter handles. The site lets users to share text messages of up to 280 characters (Twitter, 2018). The number of characters on Twitter has recently been increased from 140 to enable users to write more words. Similar to Facebook, Twitter also gives users an opportunity to add Emojis on their messages.

- **LinkedIn**

LinkedIn was established in 2003 as a social networking site that connects professionals. The network had over 546 million users in more than 200 countries (LinkedIn, 2018). In South Africa, LinkedIn has over 6.1 million users with 72 percent of South African brands using the networking site for business purposes (World Wide Worx & Ornico, 2018). The nature of LinkedIn allowed users to register and create professional profiles then connect with professionals from anywhere in the world however, the next person had to accept another user’s request to connect.

LinkedIn is a trusted source when it comes to company information and job searches. Users can upload their resumes and use them to apply for employment which is normally advertised on the site. Recruiters also use

LinkedIn as their screening space and look for potential employees on the LinkedIn site. The site is also used to share messages, to host blogs and to share articles and presentations.

- **YouTube**

YouTube is a web-based social networking site created in 2005 to share videos. Its mission is stated on the company website as “to give everyone a voice and show them the world”, (YouTube, 2018). According to the Fortune Lords website, YouTube was the world’s second largest social networking site with over 1.3 billion users (FortuneLords, 2018). In South Africa, YouTube had 8.74 million users, making it the second largest social networking site and is preferred by 68 percent of local brands using the social networking site for business purposes (World Wide Worx & Ornico, 2018). This social networking site features a wide assortment of user-generated and corporate media content, including music videos, television clips, video blogs and educational content (Statista, 2018).

- **Instagram**

Created in 2010, Instagram is a social networking site that allow users to share photographs, videos and text messages (Instagram, 2018). According to Statista website, in September 2017, Instagram had 800 million users. The network has 3.8 million users in South Africa and enjoyed 72 percent of South African brands using it to engage with existing and potential consumers (World Wide Worx & Ornico, 2018). Instagram has an integration facility whereby at the time users create posts, photographs or videos, users could link them to their Twitter and Facebook profiles to have the posting going to two more social networking sites when posted on Instagram. Users could also use emojis to express feelings and can indicate if they like a posting that another user has shared.

2.3.3 The concept of mobile marketing

Technology has reshaped how the world works and that has affected everything including the field of marketing. The emergence of Internet-based online marketing (Amirkhanpour, 2014) also have a significant contribution to how marketers and consumers relate and communicate online. According to Bakopoulos, Baronello and Briggs (2017), the emergence and use of smartphones to access the Internet has made smartphones more essential technological tools. The development of smartphones gave rise to mobile marketing. Mobile marketing is one of the modern forms of direct marketing channels which use communication as a tactic to get through to the consumer (Amirkhanpour, 2014).

Mobile marketing encompass the use of smartphones and tablet computers devices to show advertisements, rich media, video games, email, text messaging and in-store messaging among other to communicate to users. Shankar and Balasubramanian (2009) define mobile marketing as “the two-way or multi-way communication and promotion of an offer between a firm and its customers using a mobile medium, device or technology”. However, Fritz, Sohn and Seegebarth (2017) argue that this definition did not capture the current mobile marketing activities as the field of mobile service design. Fritz et al., (2017) went on to define mobile marketing as process that "represent all marketing activities (e.g., promotion, product design, service design, distribution, payment services), involving the use of mobile devices and/or mobile network technologies". Mobile marketing involve advertisements that appear on consumers' smartphones, tablets, or other mobile devices.

Brands and companies are getting drawn to using mobile marketing channels as they are becoming gradually popular with mobile users and marketing professionals. The interest that mobile marketing has drawn is influenced by a range of benefits that this channel can offer, both to the potential consumers and brands alike. Consumers use their smartphones to log-in to various brand websites to purchase goods. Bakopoulos et al. (2017) contend that mobile usage enjoys 50 percent of the total traffic and up to 33 percent of the revenue generated from e-commerce related sales. It is also believed that mobile's share

of advertising spending will increase 36 percent by the year 2020 to grow past that of television (Bakopoulos et al. 2017).

In an attempt to explain the theory behind digital social media and mobile marketing, Lamberton and Stephen (2016) contest that mobile use represent an area where online and offline media come together that needs to be considered alongside data-driven theory. Lamberton and Stephen (2016) assert that mobile is more task-oriented for consumers while non-mobile Internet use focuses on building networks and developing relationships. What is important is for marketers to pay attention to the marketing value that can be gained from mobile technology that allow marketers and consumers to do what cannot be done with non-mobile technology such as using sensors in mobile devices and biometrics in geographically-located advertisement targeting (Lamberton & Stephen 2016). As such, it is important to study mobile marketing in the context of a broader social media spectrum and how marketers and consumers use these two platforms in relation to brands they represent and use.

2.3.4 The concept of social media marketing

Technological advancements that led to the creation of smart mobile devices gave rise to the development of social media, in turn, giving mobile and computer device users access to social networking sites and social media. Social media offer consumers an opportunity to access and share information quickly and conveniently. Social media users share information about any topic of their choice at any time. Some of the most common topics that social media users share involve their experiences with various brands that they use or came in to contact with. Many consumers have developed a relationship with their mobile devices to an extent that they have adopted them as their daily companions (Ström, Vendel, & Bredican, 2014). Marketers became aware that people use social media to exchange information about brands and this gave rise to marketers and their brands to create brand presence in the social media space.

Given the popularity of social media, brands realised that social media was an important part of their business in the 21st-century. Marketers then saw a need

to market their brands using social media. Social media marketing is a marketing tactic used by brands and marketers to generate traffic to company website using social media and social networking sites (Trattner & Kappe, 2013). Social media marketing is an element of digital marketing (Kingsnorth, 2016). According to Kingsnorth (2016), the term digital marketing emerged in the 1990s. Digital marketing can be defined as the practice of endorsing company products and services in an innovative way, by making use of database-driven distribution channels to reach consumers and potential consumers in a timely, relevant personal and cost-effective manner (Todor, 2016). It is a process whereby marketers use web-based technological tactics and solutions to market their products and services to the consumers and potential consumers by emphasising on how the product or service will meet and exceed the needs of the consumer (Todor, 2016). Digital marketing uses elements such as company website, online advertisements, emails marketing, Search Engine Optimisation, SMS marketing, and in-app advertising to connect with consumers and to drive the desired strategic objectives (Kingsnorth, 2016).

The literature on social media marketing is limited and is focused on isolated issues, such as tactics for effective communication. Social media marketing is a cross-functional concept that uses social media to attain organisational goals by creating value for consumers and other relevant stakeholders (Felix, Rauschnabel, & Hinsch, 2017). At a strategic level, social media marketing covers an organisation's decisions about “social media marketing scope (ranging from defenders to explorers), culture (ranging from conservatism to modernism), structure (ranging from hierarchies to networks), and governance (ranging from autocracy to anarchy)” (Chege, 2017).

2.4. Online consumer engagement

In this section, a review of literature on the concept of online consumer engagement is presented. In explaining the construct of online consumer engagement, attention was put on understanding the two elements of individual involvement and personal meaning. The section also focuses on user experience and social media usage. Furthermore, to understand the factors that

affect online consumer engagement, the chapter zoomed in on the two theories of Social Media Engagement (SME) and the Theory of Reasoned Action (TRA).

2.4.1 The concept of online consumer engagement

The practice of marketing in organisations has shifted from a more traditional marketing to include web-based models of marketing that emerged as a result of the introduction of social media (Atanassova & Clark, 2015). Organisations are continuously looking for ways to get consumers to participate and engage with their brands (Hollebeek, 2011). Nowadays, organisations rely on social media and user-generated content to keep in contact with and to share information with their consumers (Hollebeek et al., 2014). This process, as Di Gangi and Wasko (2016) put it, helps organisations to provide intangible value based on the engagement with the user. In their nature, social media users like to modify and reuse online content and share it with their connections on social media without worrying about the creator of that content's original meaning or purpose (Di Gangi & Wasko, 2016). Through this engagement, organisations get an opportunity to see what social media users are thinking about their brands. When organisations and social media users start to engage, they both become co-creators of content while they all derive value out of that process (Di Gangi & Wasko, 2016).

The term engagement is commonly used in general talk, psychology, business, politics etc. and it is used to imply meetings, appointments, or having conversations. The term has now found its way into the marketing and brand literature (Hollebeek, 2011). However, within the marketing and brand literature, the term has been underexplored from a theoretical perspective (Brodie et al., 2013; Hollebeek, 2011). From a marketing and brand management literature, the term 'engage' or 'engagement' is used to describe specific interactions and/or interactive experiences that consumers as participants get to be involved in (Brodie et al., 2013).

Research in the field of consumer and brand relationships was developed over thirty years ago when the concept of 'consumer brand engagement' was assumed more comprehensively to mirror the landscape of consumers'

interactive associations with brands in relation to traditional concepts, including involvement (Hollebeek et al., 2014). The findings derived from the research by Hollebeek et al. (2014) suggested that in as much as consumer brand involvement acts as an antecedent of consumer brand engagement, the concepts of 'self-brand connection' and 'brand use intent' are the main consequences of consumer brand engagement.

The emergence of social media has enabled the expansion of the limit of intermediated relations that a social media user can experience. Social media users can now interact swiftly with people regardless of their geographical locations through social networking sites (Lim, Hwang, Kim, & Biocca, 2015). After noticing the opportunities offered by social networking sites to promote engagement, marketers adopted the practice of engaging their consumers through social networking sites, and the concept of online consumer engagement emerged.

Online consumer engagement is often referred to as user engagement. According to Di Gangi and Wasko (2016), the term user engagement is defined as a "heightened mental state". The concept involves two elements of individual involvement and personal meaning (Di Gangi & Wasko, 2016).

Individual involvement is an important factor in the process of engagement (Di Gangi & Wasko, 2016). A person cannot be engaged if they are not involved in any process that another would like them to participate in. So, to engage consumers online or via social networking sites, organisations have to make sure that those consumers they are targeting do use social media. This study adopted a definition of online consumer engagement by Mollen and Wilson (2010) who view the concept as "the customer's cognitive and affective commitment to an active relationship with the brand as personified by the Web site or other computer-mediated entities designed to communicate brand value". It is made up of proportions of active and constant cognitive processing and the satisfying of instrument value and value derived from an experience gained from such an engagement process (Mollen & Wilson, 2010).

Personal meaning involves the level of relevance of social networking sites to the individual user. According to Di Gangi and Wasko (2016), personal meaning refers to the level in which a user's perception about engagement or experience makes them satisfied that they have fulfilled a personal need (Di Gangi & Wasko, 2016). Users who value social media are more likely to engage and through that engagement, they feel like they are satisfying personal needs.

To understand the factors that affect online consumer engagement, one must understand what the predictors of social media user experience are. Authors such as Lim et al. (2015), present three dimensions of social media engagement as "functional engagement, emotional engagement and communal engagement". Functional engagement pays attention to how online users adjust the format and content of intermediated environments in real-time. The second dimension addresses the feelings a user has with other users on the social networking sites. Lastly, communal engagement allows users to feel a sense of community while communicating with other users (Lim et al., 2015).

The theories of Social Media Engagement (SME) as well as the Theory of Reasoned Action (TRA) were adopted for this study.

2.4.2 Theory of Social Media Engagement

The theory applied in this research follows the 2016 research conducted by authors Paul Di Gangi and Molly Wasko on Social Media Engagement. The two authors built on the 2004 research by Prahalad and Ramaswamy's co-creation model and modified it to create a theoretical framework that describe the theory of SME (Di Gangi & Wasko, 2016). The SME theory justifies technology as a key component in facilitating social interactions among social media users (Di Gangi & Wasko, 2016). The emergence of social media is a result of advancements in technology. Social media link users and allow them to access and share information with other users. Throughout this process, users get to experience what other users share as well as the use of the social media platform that they chose to engage on. Interaction with and the experience of other users demonstrate the functional engagement which enable social presence (Lim et al., 2015).

Just as social networking sites and the practice of social media are new phenomena in this technological era, so is the concept of user engagement (online consumer engagement) (Hollebeek, 2011). There is not much research in the space of social media and user engagement (Hollebeek et al., 2014). User engagement remains a relatively new concept and its definition is not clear, however, several scholars have compiled definitions of user engagement (Di Gangi & Wasko, 2016). The concept of user engagement is defined as a class of user experience (O'Brien & Toms, 2008). A more recent and lengthier definition suggests that user engagement is “a holistic psychological state in which one is cognitively and emotionally energised to socially behave in ways that exemplify the positive ways in which group members prefer to think of themselves,” (Ray et al., 2014).

According to Prahalad and Ramaswamy (2004), when users communicate using social media, those users are engaged in a social interaction (Prahalad & Ramaswamy, 2004). The authors contends that social interactions create the user experience through the development of a personalised relationship between social media users (Di Gangi & Wasko, 2016). The levels of user experience differ from user to user depending on the user's level of engagement on social media. Brands that engage their consumers on social networking sites encouraged their consumers to participate and to get that user experience that they are aiming for, in that process, those brands facilitate and create high user engagement and experience (Di Gangi & Wasko, 2016).

The idea of SME theory dictates that greater usage of social media and social networking sites comes as a result of higher user engagement (Di Gangi & Wasko, 2016). “The more frequently users take part in a variety of activities, the more valuable the social media platform becomes to the organisation and fellow users, resulting in the co-creation of value”, (Di Gangi & Wasko, 2016).

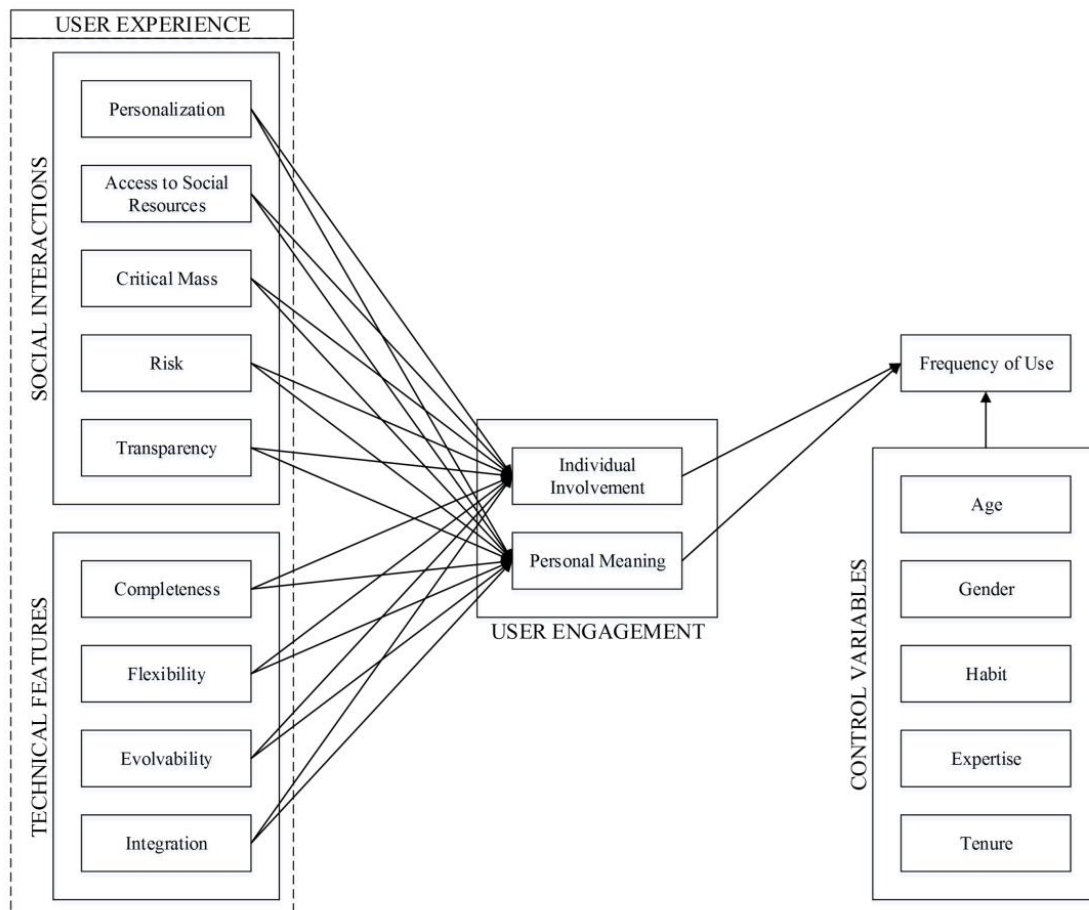


Figure 1: A model of Social Media Engagement Theory: Exploring the Influence of User Engagement on Social Media Usage. (adapted from: (Di Gangi & Wasko, 2016))

2.4.3 Theory of Reasoned Action

There are a few e-commerce theories that helps in studying the behaviour, beliefs and attitudes of social media users and how they respond to messages aimed at creating brand awareness (Ajzen & Fishbein, 1988; Saini, 2015). The application of e-commerce theories in this study enabled the researcher to explain the nature of online consumer engagement and how people get to adopt technology as part of their daily lives. These theories apply to the way in which the society understands human behaviour. E-commerce theories that focus on how people get to adopt technology include; the Theory of Reasoned Action, the Theory of Planned Behaviour, the Technology Acceptance Model, and the Innovation Diffusion Theory (Dillard & Pfau, 2002; Saini, 2015). For this study,

the researcher applied the Theory of Reasoned Action (TRA) on user experience, social media usage, online consumer engagement and brand awareness to determine people's reaction to technological innovation and find out if there are any signs of intention and behavioural change.

TRA was developed by Martin Fishbein and Icek Ajzen in the 1960s and revised in the early 1970s and 1980s and it is based on persuasion (Ajzen & Fishbein, 1988; Dillard & Pfau, 2002). TRA focuses on explaining voluntary behaviours that a person has the power of choice to exercise them. The theory also identifies factors that limit the influence of attitude on behaviour (Ajzen & Fishbein, 1988). Dillard and Pfau (2002) assert that the greatest predictor of this behaviour is a person's behaviour intention. The TRA focus on theoretical concepts concerned with specific motivational factors as determinants of the possibility of acting out a specific behaviour (Glanz, Rimer, & Viswanath, 2008).

Behaviour is driven by attitude (Aaker, 1992b; Keller, 2001). The influence of external factors that affect user behaviour manifested through beliefs and attitudes (Saini, 2015). For an example, if a person observes that the result of acting out a particular behaviour is positive, she/he will have a positive attitude towards acting that behaviour (Ajzen & Fishbein, 1988). The opposite also applies. If a person sees that the outcome of performing a behaviour will be negative, then that person will have a negative attitude towards performing that behaviour. A person's influence on intention can be seen in that person's attitude toward carrying out the said behaviour (Dillard & Pfau, 2002).

Beliefs are linked to a person's subjective valuation that when acting out a particular behaviour, specific outcomes are expected, while attitudes involve a person's negative or positive emotional feelings about acting out the behaviour (Saini, 2015). Figure 2 below, shows a causal diagram of components of the Theory of Reasoned Action.

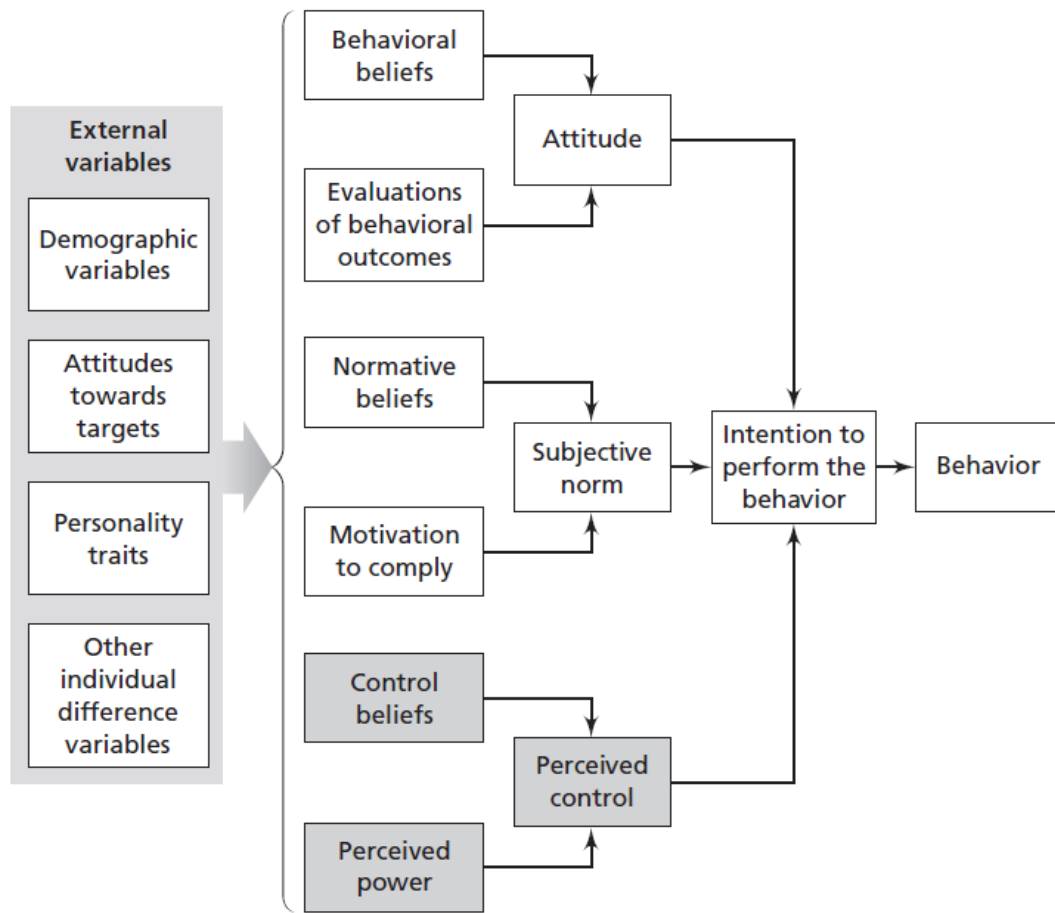


Figure 2: Theory of Reasoned Action model (adapted from: Glanz al., 2008)

TRA suggests that the most important determinant of behaviour is behavioural intention (Glanz et al., 2008). According to Ajzen and Fishbein (1988), behavioural intention is an indicator of “how hard people are willing to try and of how much an effort they are planning to exert, in order to perform the behaviour. Influenced by three components; person’s attitude toward performing the behaviour, the perceived social pressure called subjective norm, and perceived behavioural control”. This, according to Glanz et al. (2008), means that for the theory to be successful, the element of behaviour has to depend on the extent to which the individual can exercise control over behaviour (volitional control).

The study proposed that the more user experience on social networking sites was, the more positive the influence on online consumer engagement. As such, the following hypotheses were formulated:

H1_a: *User experience has an influence on online consumer engagement*

H1_o: *User experience does not have an influence on online consumer engagement*

Furthermore, the study proposed a second hypothesis which assumed that the more the social media usage there was, the more positive the influence on online consumer engagement. Therefore, the following hypotheses were formulated:

H2_a: *Social media usage has an influence on online consumer engagement*

H2_o: *Social media usage does not have an influence on online consumer engagement*

2.4.4 Brand awareness

This section gives a viewpoint on the concept of brand awareness, with a further narrative on the two levels of brand awareness, namely; brand recognition and brand recall. The section concludes with a depiction of a conceptual model on mobile marketing through online consumer engagement as an antecedent of creating brand awareness as well as a development of the third hypothesis of this study being a relationship between online consumer engagement and brand awareness.

2.4.4.1 The concept of brand awareness

In the world of business, brands are striving to create and sustain competitive advantage over their rivals in the market by building strong brands (Keller, 2001). To create such an advantage, brands must differentiate their products and services from what is available in the market to attract and retain customers (Keller & Aaker, 1998). Over time, this process has placed the consumer at the

centre of all the decisions that a brand makes about the future of its products and services (Aaker & Joachimsthaler, 2000). In creating competitive advantage, brands began to treat their products and services as brands to add an element of authenticity in their products and services (Keller, 2001). This gave rise to the practice of managing brands as commodities that give brands advantage.

- **Brand awareness**

As said by Kevin Lane Keller, “the first dimension of distinguishing brand knowledge is brand awareness” (Keller, 1993a). Brand awareness is the likelihood that consumers show towards being familiar with the existence of an organisation’s product or service, and have the ability to recall and recognise that brand (Keller, 2001). It differentiates and distinguishes an organisation’s products and services from those that are available in the market. For brands and marketers to attract consumers to their brands, they must create awareness of their brands in the mind of the consumer (Aaker, 1996). As such, brand awareness is an important aspect of promoting a product or service (Webster & Keller, 2004). The term brand awareness refers to how cognisant a consumer is of the products and services that brands offers (Keller, 1993a). In most cases when brands introduce new products or services, they engage in promotion and advertising campaigns to make sure that their brand becomes well known to the market that they are trying to sell to. The idea behind the promotion and advertising campaigns is to create awareness of the brand and to ensure that potential customers can recognise the brand easily the next time they encounter it or when making purchasing decisions.

Many scholars define the concept of brand awareness in a similar manner. The concept of brand awareness refers to the customer’s capability to recognise and recall the brand under various and different situations, (Aaker, 1996). Brand awareness is also defined as the “consumer ability to recognise and recall the brand in different situation”, (Aaker, 1997). It is about how the consumers identify and remember the brand by recognising and recalling what comes to mind when they see or hear about the brand being mentioned. This means for a brand to be successful, consumers must be able to recognise and recall it. It is

argued that brand awareness can afford the brand a "sense of the familiar and a signal of substance and commitment", (Aaker, 1992b).

According to Tariq et al. (2017), brand awareness is at the bottom end of brand knowledge. Brand awareness is one of the five brand assets that create brand equity (Aaker, 1992b). The other four assets are brand loyalty, perceived brand quality, brand association, and other proprietary assets such as trademarks, patents and channel relationships (Aaker, 1990). Figure 3 below, shows Kevin Keller's model of brand knowledge which covers brand awareness.

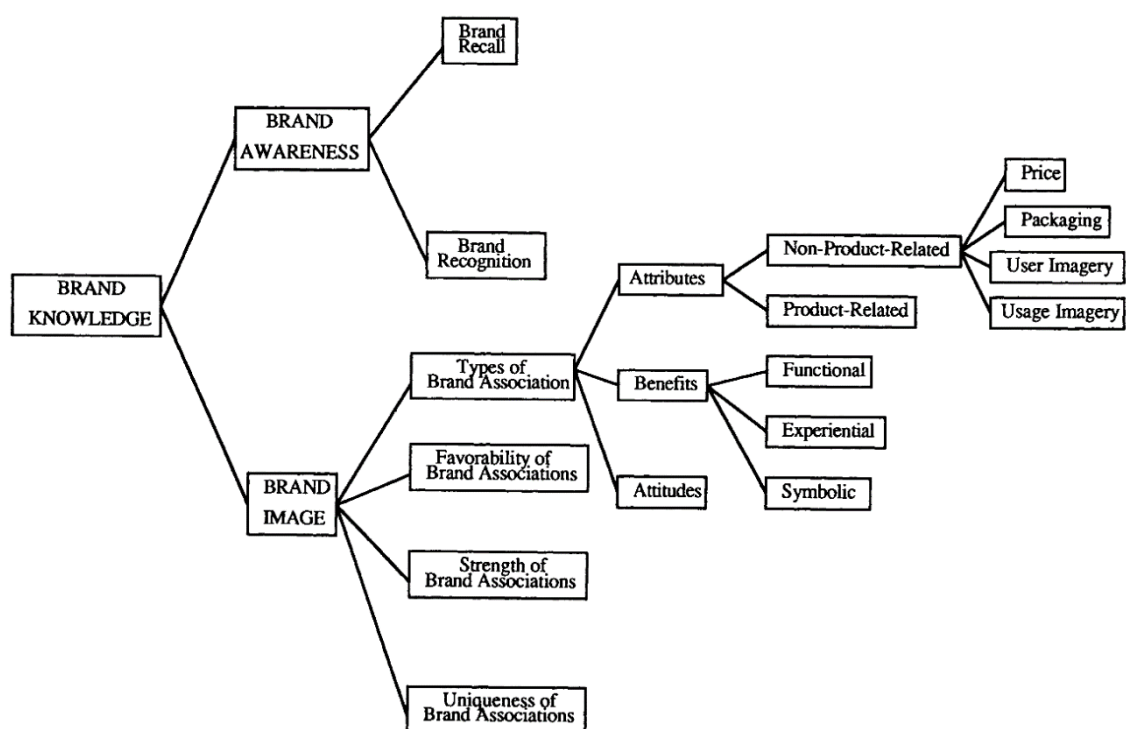


Figure 3: Keller's Dimensions of Brand Knowledge model (Keller, 1993a)

There are two types of brand awareness namely brand recognition and brand recall (Belch & Belch, 2012) which will be discussed separately. The parameter of brand awareness starts from the simple act of recognising the brand to the thinking that gives more detailed information about the brand (Tariq, Abbas, Abrar, & Iqbal, 2017). Marketers spend a significant amount of time trying to create brand awareness. After creating the awareness, they invest time and resources to maintain that awareness and to retain it. Failure to do this could result in their brands losing the attention of the consumer. In a nutshell,

marketers must make sure that they make the consumer to be familiar to their brand and strive to keep that awareness consistent in the mind of the consumer.

To keep the consumer familiar with the brand, marketers make use of marketing elements such as advertising and public relations, (Tariq et al., 2017). It is believed that through the repetition of advertisements, brands are able to retain the consumers' awareness of the brand (Macdonald & Sharp, 1996). It is further argued that good marketing plans and campaigns create an increase in brand awareness (Tariq et al., 2017). Consumers in turn, get linked to the brand through the products and services they would like to purchase as a result of brand awareness (Shabbir, Khan, & Khan, 2017). The strength of brand awareness lies in its ability to create connection in the memory of consumers to be able to identify the brand under different circumstances (Webster & Keller, 2004) and (Jooste, Strydom, Berndt, & du Plessis, 2012).

2.4.4.2 Levels of brand awareness

Scholars of brand awareness have identified brand recognition and brand recall as two distinct levels of brand awareness (Aaker, 1992b; Keller, 1993b). Brand recognition is often referred to as aided brand recall, while brand recall is known as unaided recall or occasionally spontaneous recall (Aaker, 1992b). These two levels of brand awareness work in different ways however they have significant implications when they are applied to advertising and marketing strategy practices. The two elements are explained in detail below. Figure 4 below, shows David Aaker's model of levels of brand awareness.



Figure 4: Aaker's model of levels of brand awareness (Aaker, 1991)

- **Brand recognition**

Brand recognition is the level to which consumers can identify a product or service and its attributes (Keller, 1993a). This can be observed when the consumers view the product or service's identifying aspects such as a logo, product packaging or advertising campaign. It can also be considered successful brand recognition when consumers can identify a brand at the time when the name of the brand or product or service is not fully exposed to them (Keller, 1993a).

Brand recognition needs the consumer to recall prior knowledge about the brand. Brand awareness at recognition level, can give the brand a feeling of familiarity and a sign of substance and commitment to it, (Aaker, 1992b). To build brand recognition, a brand must repeatedly provide consumers with a consistent visual or auditory learning experience. Brand recognition is tested through what is known as aided awareness. The concept of aided awareness is about the consumer's ability to recognise a company's brand when it is mentioned (Aaker, 1992a).

- **Brand recall**

Brand recall is the level to which consumers can recall a brand, product or service (Keller, 1993b). It is about the ability for the consumer to recover a brand from a particular signal. According to Aaker (1992), brand awareness at the recall level affects the choice that consumers make by influencing what brands get considered and selected, which ultimately affect purchase choices, (Aaker, 1992b). Keller (1993) comments that brand recall can be assessed effectively through unaided measures of memory. Brand recall is also referred to as the "top of mind awareness" which happens immediately such which brand comes to mind when mentioning a category of products (Keller, 1993b; Tariq et al., 2017).

In conclusion, for a consumer to take a brand in to consideration, it must be relatively easier or more salient for the consumer to think about the product category (Keller, 1993a). It is believed that in the event when there are no precise brand associations, consumers would still favour to purchase a familiar

and well-established brand (Pae, Samiee, & Tai, 2002). Therefore, when consumers' perception of a brand has high online consumer engagement, that brand would likely have high awareness level in the mind of the consumer and vice-versa. Therefore, the following hypotheses were arrived at:

H3_a: *Online consumer engagement has an influence on brand awareness*

H3_o: *Online consumer engagement does not have an influence on brand awareness*

2.4.5 The influence of user experience on online consumer engagement on social networking sites in South Africa

There are limited studies that aim to explore how online consumer engagement is used to create brand awareness (Hollebeek et al., 2014). Consumer engagement can be a complex and dynamic phenomenon. The process of consumer engagement reflects the experience the consumer gets when interacting with brands online and the value created by a community of users as participants (Brodie et al., 2013). A study conducted by Ashley and Tuten (2015) suggest that frequent updates and incentives on branded social content are important for consumer participation (engagement). When creating marketing communication strategies, brands go where the consumers are (Ashley & Tuten, 2015), and get to interact with the consumers. Within the social networking sites' sphere, brands try to reach consumers by engaging them on various social networking sites they use.

In an earlier study, Mollen and Wilson (2010) interpreted engagement as a "cognitive and affective commitment to an active relationship with the brand". This relationship is personified by social networking sites for the purpose of this study (Mollen & Wilson, 2010). The cognitive and affective process in online consumer engagement requires the users to be interactive in order to draw value from that interaction. According to Mollen and Wilson (2010), value is experienced by means of satisfying the senses, emotions, mental play, amusement and fantasies, which in turn can position a brand on top of the mind of the consumer.

An assumption can be made that consumers with high level of user experience are more likely to engage brands on social networking sites. From this, the following hypotheses were proposed:

H1_a: *User experience has an influence on online consumer engagement*

H1₀: *User experience does not have an influence on online consumer engagement*

2.4.6 The influence of social media usage on online consumer engagement on social networking sites in South Africa

As mentioned in the first sub-problem, there are limited studies that aim to explore how online consumer engagement is used to create brand awareness (Hollebeek et al., 2014). Consumer engagement can be a complex and dynamic phenomenon. It was also mentioned that the cognitive and affective process in online consumer engagement requires the users to be interactive in order to draw value from that interaction. The researcher assumed that for a user to engage on social networking sites, that user has to be an active user of social networking sites. As such, the researcher asserted that social media usage has to be present and quantified in order for engagement to be tested.

The researcher further assumed a position that in cases where the usage is high, there might be high engagement and in situations where the usage is low, the contrary will apply. It can also be mentioned that consumers with high level of social media usage are more likely to engage brands on social networking sites. From this, the following hypotheses were proposed:

H2_a: *Social media usage has an influence on online consumer engagement*

H2₀: *Social media usage does not have an influence on online consumer engagement*

2.4.7 The influence of online consumer engagement and brand awareness on social networking sites in South Africa

Brand awareness is made up of two components , i.e. brand recognition and brand recall (Keller, 1993a). Brand recognition as an element of brand awareness, (Aaker, 1992b; Keller, 1993b) refers to the level to which consumers can identify a product or service and their attributes (Keller, 1993b). According to Keller (1993), there is a psychological principle that can be applied to understand how naming brands can affect brand recognition. This argument suggest that brand names should be simple, with a sense of familiarity and distinctiveness for them to be easily remembered, recognised and recalled (Keller, 1993a). For online consumers to be able to recognise a brand, they have to be able to discriminate the brand as having been seen or heard in a previous occasion (Keller, 1993a). Furthermore, the consumer has to be able to retrieve the brand in their memory (Keller, 1993a), through aided means.

Brand recall is the level to which consumers can recall a brand, product or service (Keller, 1993b). It is about the ability for the customer to recover a brand from a particular signal. Following Keller (1993)'s argument that there is a psychological principle relating to naming brands to affect recognition, the concept also applies to brand recall. According to Aaker (1992), brand awareness at the recall level affects the choice that consumers make by influencing what brands get considered and selected, which ultimately affect purchase decisions, (Aaker, 1992b).

For consumers to be able to recall a brand, Keller (1993) submit that they need to be able to identify the given brand correctly when they are given a product category or a clue that relates to that brand. This, argued (Keller, 1993a), captured the "top-of-mind" accessibility of brand in the memory of an individual. The process of recalling a brand follows an unaided means of retrieving the brand from the consumer's memory (Keller, 1993a).

Based on the above information on brand awareness, this study recommended that online consumer engagement influences brand awareness positively and enhances its two elements of brand recognition and brand recall. It is through

engagement that a brand can be placed on top of a consumer's mind. The following hypotheses were suggested:

H3_a: *Online consumer engagement has an influence on brand awareness*

H3_o: *Online consumer engagement does not have an influence on brand awareness*

2.5. Conclusion of Literature Review

There has been limited research conducted to understand online consumer engagement as an antecedent of creating brand awareness. This study investigated the relationship between user experience and social media usage, online consumer engagement, and brand awareness. Most of the available research has been conducted in the developed countries. However, emerging markets like South Africa are catching up on the trend, as such; there is a great need to investigate if prior research does apply in the South Africa context. The following were the conceptual research model and hypotheses developed of the study:

2.5.1 Conceptual research model illustration

This section depicts the conceptual research model that was developed for the study.

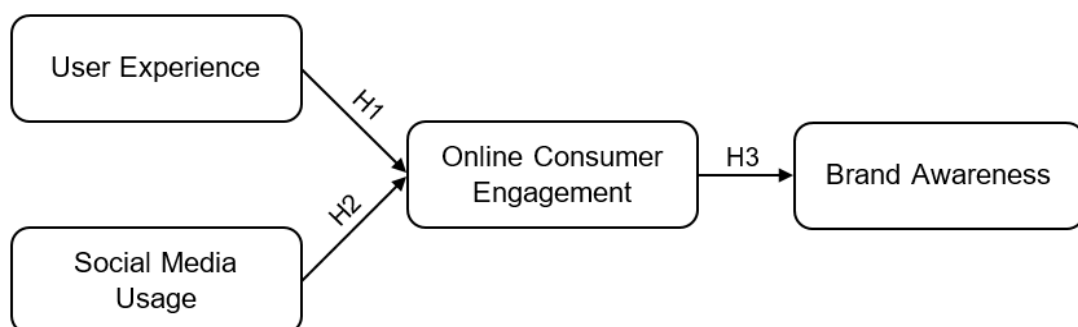


Figure 5: Conceptual model of mobile marketing as an antecedent of creating brand awareness in South Africa (source: Own work)

CHAPTER 3: RESEARCH METHODOLOGY

This chapter discuss methodology used to carry out this research. Methodology is a step within the research process where the researcher stipulates how the research was going to be carried out and what can be known about a topic (Terre Blanche, Durrheim, & Painter, 2006). Lawrence Neuman refers to methodology as a process of understanding the research process in its totality (Neuman, 2011). Key issues discussed in this section include research design, population sample, the research instrument, procedure for data collection, data analysis and interpretation, limitations of the study as well as validity, and reliability of the research.

3.1 Research methodology

In research, there are beliefs, often referred to as paradigms, approaches or worldviews that inform the methodology that will be used (Symon & Cassell, 2012). The three common worldviews are as explained by Terre Blanche et al. (2006) are positivist, interpretivist and constructionist. For this study, the researcher conducted quantitative research and used the positivist approach. A quantitative study allows one to study and present accurate and statistical information about the topic that is being studied. The positivist approach is the most common approach in studying a phenomenon and it is often referred to as a "functional approach or realist approach"(Tracy, 2013). The positivist approach is explained as an approach that proves that there is only one reality and truth that exists and it just need to be exposed and made visible for everyone to see it (Tracy, 2013).

The researcher, therefore, found it appropriate to use the quantitative research method to test if the findings from previous research on social media marketing and brand awareness can be generalised and be applied in the South African context.

3.2 Research Design

Research design is simply the strategy that will be applied to conduct the research and helps in how the researcher went on with the research (Wagner, Kawulich, & Garner, 2012). The research design for this study was based on the quantitative research method. The researcher used a survey with a self-administered questionnaire to collect data. This choice of a tool and method allowed the researcher to collect data from a large group of respondents in relatively short period of time by administering a questionnaire to the selected sample (Wagner et al., 2012).

This research method was appropriate for the intended study given the wide use of social media. Through this method, the researcher was able to gather new information on how social media marketing was used and the influence it had in creating brand awareness and why marketers should go the social media route to capture the attention of their audiences. By conducting the survey research, the researcher aimed to gather fact-based and statistical information about the topic in order to make fact-based conclusions.

Online surveys are believed to be scientifically valid (Fricker & Schonlau, 2002). They are designed to cover the sample population extensively, as such enabling the collection of data in a short period of time (Wagner et al., 2012). The advantages of conducting online survey is that they are easy to use, they are cheaper to conduct, they are faster, they provide an improved interface with respondents, and they are able to yield high response rate compared to traditional surveys (Fricker & Schonlau, 2002). They also offer respondents an opportunity to complete the survey at their own comfort and privacy. An internet-based survey gives the respondent independence and anonymity which in turn does not influence the respondent's responses. Once data was collected and analysed, the researcher was be able to present empirical data based on practical observations (Denscombe, 2003).

The disadvantages of using surveys were that the researcher had no control over the number of responses; as a result, these surveys can yield a low response rate. Information collected through surveys is mainly statistical and

does not provide enough depth on understanding an occurrence because they are completed at the respondent's convenience and choice. Denscombe (2003) argues that surveys can make the researcher to be more interested in the data and in that process, neglect important effects of those data.

3.3 Population and sample

In research, the term population denotes the entire group of people or units that the researcher has studied (Wagner et al., 2012). A sample is a subset of a research population that gets to respond to a research questionnaire. In this study, each unit was analysed in order to get information to draw conclusions (Wagner et al., 2012).

3.3.1 Population

The researcher conducted the research in South Africa as an emerging market and focused it in the adult population aged 25 to 50 years and over in the province of Gauteng. Gauteng is the economic hub of South Africa and it offers a diverse population cutting across race, gender, age and economic classes. As mentioned earlier, most of the research has been done in the developed world of Europe and North America, doing this study in South Africa gave the researcher an opportunity to develop more understanding of the landscape of social media marketing and brand awareness in an emerging market. Emerging markets have a unique environment in that they have characteristics of both the developed and the developing world. South Africa, in particular the province of Gauteng, offered the best population choice as it is a developing country and one of the most developed countries in Africa.

3.3.2 Sample and sampling method

In this study, the researcher used a convenient sample of the population that can be generalised to a wider population. As mentioned above, the researcher conducted the research in Gauteng province in South Africa due to its diversity and representative aspect of the South African population. The sample that was

used in this study included the adult population aged between 25 and 50 years, who used social media, exposed to motor vehicle insurance and work or reside in Gauteng province.

Younger people aged between 25 and 35 years gave a suitable sample for research that involve Internet related studies because they tend to be frequent users of Internet-based technologies (Pornsakulvanich, Haridakis, & Rubin, 2008), while the older generation of 36 to 50 years tend to use social media sparingly. It was in this light that the researcher wanted to cast the sample wide enough to cover the population that is exposed to social media and motor vehicle insurance to make results more independent.

The researcher drew a convenient sample of 223 people from Gauteng province. The population group was urban based and comprised of people aged between 25 and 50 years. It included all genders, races and social classes. A total of 223 questionnaires were sent through an email link to the sample population.

Table 1: Profile of respondents

Description of respondent type	Number to be sampled
Gender: Male and Female Age: 25 to 46 and older Race: All races (African, White, Coloured, Indian) Geographic location: Gauteng Criterion: Car owners who have of a motor vehicle insurance policy	
Total sample	223

3.4 The research instrument

The researcher used a questionnaire as a measuring instrument for the research. The instrument was a self-administered questionnaire consisting of close-ended questions and was completed online. The questionnaire had questions with answers in a form of a 5-point Likert scale to enable respondent

to select their answers. The first part of the questionnaire contained a cover letter to give the respondents basic information about the research and ethical declaration as well as instructions on how to complete the survey. Ethics are a fundamental part of a research study because they ensure that every researcher conducts the study with safety of the respondents in mind and take precautions to avoid harming respondents, while maintaining confidentiality of each respondent (Cooper & Schindler, 2008).

The self-administered questionnaire gave the respondents an opportunity to be anonymous and, in the process, eliminating any pressure and influence from the researcher. The questionnaire included the demographics, user experience, social media usage, online consumer engagement and brand awareness. A copy of the research measuring instrument is attached as Appendix A of this research report.

3.4.1 Measurements used in the instrument

The measurements applied in this study were borrowed from earlier studies and adapted to fit the social networking sites context in which this study takes place. All constructs were assessed on 5-point Likert scale (Di Gangi & Wasko, 2016; Glanz et al., 2008). When measuring constructs, Glanz et al. (2008) allude that either 5- or 7-point scales of likelihood of the behaviour can be used. The scales included items which users can rate as 'unlikely-likely' or 'disagree-agree'. The respondent's assessment of this result was measured by having him/her rate the degree to which a particular behaviour is good or bad (Glanz et al., 2008). For example, a person might believe that eating junk food causes them to gain weight. The belief in this example is that if one avoids junk food, they will maintain a healthy body weight. The assessment of this outcome is then measured by having the person rating the degree to which eating junk food is good or bad based on the 'unlikely-likely' or 'disagree-agree' scale.

3.4.2 Research instrument questions and sources

The research instrument used in this study contained five sections labeled as Section A, B, C, D and E. Section A was made up of eight items meant for screening and collecting demographic information. Section B comprised of 14 items based on users' experiences on social media adapted from Hassenzahl, Diefenbach, and Göritz (2010). Section C contained 12 items investigating the respondents' usage of social media and they were sourced and adapted from the work of Linnhoff and Smith (2017). Section D had eight items focusing on online consumer engagement and they were adapted from a study by Tsai and Men (2013). Lastly, Section E comprised of six items used on each of the three advertisements in the study making a total of 18 items in the survey questionnaire. The items in the questionnaire focused measuring brand awareness and were adapted from a scale used by Yoo, Donthu, and Lee (2000).

The duration for completing the survey questionnaire was approximately 15 minutes. The scale used in Section A of the survey questionnaire was nominal. The eight items in Section A contained variables that are not numeric in nature to measure and rank attributes of respondents (Wagner et al., 2012). The numbers that were ascribed to the items had no value but were used just to identify the variables for data capturing and analysis purposes. The items measured in a nominal scale include attributes such as age, gender, race, etc. commonly known as demographic information.

All other variables in Sections B,C,D and E used in the questionnaire were ordinal in nature, meaning they were all numeric data that have been segmented into groups (Maree, 2007) and were ordered according to a specific characteristic which was being studied (Terre Blanche et al., 2006). A copy of the online questionnaires was listed as Appendix A. Copies of original questions used in developing survey questions for user experience, social media usage, online consumer engagement and brand awareness constructs are listed as Appendix D.

Section A

Questions 1 to 8 were demographic items with questions 1 to 4 being screening questions and they were asked to ensure that all the respondents qualified to participate in the research.

- **Age:** Respondents had to be over the age of 25 years
- **Use of social networking sites:** Respondents had to use at least one of the following social networking sites at least once a month; Facebook, Twitter, LinkedIn, YouTube and Instagram,
- **Demographics:** Questions 5 to 8 were asked to gather demographic information from the respondents

Section B: User Experience

Upon establishing that the participants were eligible to take part in the survey, 14 questions (Q9 – Q22) were asked to give context of their experience of social networking sites.

- Q9 to Q11 focused on measuring how participants relate to social networking sites
- Q12 to Q14 measured how participants derived meaning from social networking sites
- Q15 and Q16 assessed if participants were getting stimulated when using social networking sites
- Q17 and Q18 measured the competence level of participants on social networking sites
- Q19 and Q20 evaluated the level of security experienced by participants when they use social networking sites
- Q21 and Q22 focused on estimating the popularity of the participant when they use social networking sites

Measuring instrument source for User Experience

User Experience was measured on a 14 item scale adapted from Hassenzahl et al. (2010). User Experience was captured through the scale based on six constructs of relatedness, meaning, stimulation, competence, security and

popularity (Hassenzahl et al., 2010), which cover the descriptions of experience based on human needs as conceptualised by Hassenzahl et al. (2010); Sheldon, Elliot, Kim, and Kasser (2001).

Measuring scale for User Experience

A 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used to measure all items on User Experience (Hassenzahl et al., 2010). A 5-point scale is viewed as less confusing for participants because it has fewer scale points (Linnhoff & Smith, 2017).

Measuring instrument validity and reliability

The scale used in this research is reputable and has been used to assess experience based on the needs of people. Its validity and reliability has been tested by Haddock, Maio, Arnold, and Huskinson (2008) and when measuring the concept of need for affect, the scale was regarded as good after showing a score of Cronbach alpha = .88. Sheldon et al. (2001). In a test conducted by Hassenzahl et al. (2010), the scale showed all competent loadings of Cronbach alpha of less than .30 as suppressed, whereas a study by Sheldon et al. (2001) displayed needs satisfaction items with factor loading of greater than .45.

Section C: Social Media Usage

In measuring participants' social media usage, 12 items were used. Q23 to Q34 required participants to indicate their use of social networking sites.

- Q23 to Q25 focused on establishing negative effects of the participant when they use social networking sites
- Q26 to Q29 evaluated the mood modification of the participant when they use social networking sites
- Q30 to Q32 assessed the locus of control (loss of control) that a participant experiences when using social networking sites
- Q33 and Q34 measured increased use by the participant when they use social networking sites

Measuring instrument source for Social Media Usage

Social media usage was measured on 12 items scale adapted from Linnhoff and Smith (2017). The original scale had 20 items based on four constructs of negative effect, mood modification, locus of control and increased use (Linnhoff & Smith, 2017).

Measuring scale for Social Media Usage

A 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used to measure all items on social media usage (Linnhoff & Smith, 2017; Widyanto, Griffiths, & Brunsden, 2011). A 5-point scale is viewed as less confusing for participants because it has fewer scale points (Linnhoff & Smith, 2017).

Measuring instrument validity and reliability

The scale used in this research was reputable and has been used to assess the way people use internet (social networking sites in this research). In a test by Linnhoff and Smith (2017), the scale yielded a score of Cronbach alpha = .89.

Section D: Online Consumer Engagement

A total of eight items were used to measure online consumer engagement. Q35 to Q42 required participants to indicate their level of engagement on social networking sites.

- Q35 to Q38 focused on the element of participants' consumption of content posted on brand pages on social networking sites
- Q39 to Q42 evaluated the contribution participants make on brand pages on social networking sites

Measuring instrument source for Online Consumer Engagement

Online consumer engagement was measured on eight items adapted from Tsai and Men (2013). The levels of engagement were captured using the two dimensions of consumption and contribution as presented by Tsai and Men (2013). For the dimension of consumption, the four items were related to the

participants' reactive engagement with message consumption (Men & Tsai, 2016). While for the dimension of contribution, the four items referred to the participants' proactive engagement in a two-way conversations and behaviour to advocate brand messages (Tsai & Men, 2013)

Measuring scale for Online Consumer Engagement

Although Tsai and Men (2013) used a 7-point Likert scale for their original research, for this study, the researcher used a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to measure consumer engagement with brand pages on social networking sites. The researcher opted for a 5-point scale due to its ease of use as appraised by Linnhoff and Smith (2017) as well as to create uniformity in the questionnaire.

Measuring instrument validity and reliability

The scale used by Tsai and Men (2013) in this research is trustworthy to study online consumer engagement. The study by Tsai and Men (2013) yielded a total score of Cronbach alpha at .88, with four items loaded as 'consumption' scoring between .54 and .83, whereas the next four items loaded as 'contribution' scored between .63 and .78 (Tsai & Men, 2013).

Section E: Brand Awareness

To measure brand awareness, the researcher used six items. Q43 to Q48 required participants to indicate their level of awareness of the insurance brands used in the research. The six items in this section were applied to three advertisements used in this research.

To measure the construct of brand awareness, the researcher exposed the respondents to three advertisements from insurance brands that offer motor vehicle insurance, namely; Santam, Old Mutual/Mutual & Federal and Outsurance. According to the latest South African Customer Satisfaction Index (SAcsi) for Short-Term Insurers conducted by Consulta, these three companies topped the list of insurance companies with high rates of customer satisfaction (BusinessTech, 2017).

The researcher posted advertisements from the three companies and asked questions related to these brands based on the literature review conducted on this research. The respondents were asked about their experience and their awareness when they see those advertisements and if they can recognise and recall the advertisements and the brands they represented.

- Q43-Q45, Q49-Q51, and Q55-Q57 focused on the element of brand recognition on three brands respectively
- Q46 to Q48, Q52-54, and Q58-Q60 evaluated the element of brand recall on three brands respectively

Measuring instrument source for Brand Awareness

Brand awareness was measured on six items scale adapted from (Yoo et al., 2000). Brand awareness was captured through the elements of brand recognition and brand recall (Aaker, 1992a; Keller, 1993a; Langaro, Rita, & de Fátima Salgueiro, 2018; Linnhoff & Smith, 2017). Brand recognition measured the potential retrievability or availability of the brand in memory, while brand recall measured “top-of-mind” accessibility of the brand in memory (Keller, 1993a).

Measuring scale for Brand Awareness

All items were measured on a 5-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree (Yoo et al., 2000). The researcher opted for a 5-point scale due to its ease of use as appraised by Linnhoff and Smith (2017), and to ensure uniformity with other sections of the questionnaire.

Measuring instrument validity and reliability

The scale used in this research was adapted from Yoo et al. (2000). In the study conducted by Yoo et al. (2000), the element of brand awareness produced a total score of Cronbach alpha at .94 which renders the questions trustworthy.

3.5 Procedure for data collection

Data collection is the most fundamental part of my research. For research questions to be answered, the researcher had to have a way of collecting data (Wagner et al., 2012). The researcher developed the questionnaire by using Qualtrics software system and distributed the survey via email that contained a link to the online survey. The researcher tested the survey link and the email address to be used to make sure that they were both working correctly.

3.6 Pilot study

To reduce the possibility of the questionnaire to fail in collecting data, a pilot study was carried out to a sample of 20 respondents. According to Terre Blanche et al. (2006), a pilot study is an initial field test which is carried out with a small sample that is used to spot any possible issues with the research design and the instrument. As such, the purpose of the pilot study was to establish any possible faults in administering the research as well as any possible limitations in the design of the research. As recommended by Radhakrishna (2007), the data collected during the pilot phase, was used to assess the validity and reliability of the scales used in the research instrument.

The pilot study was administered to a convenient sample of 20 people including colleagues and fellow students of the researcher. The sample of 20 respondents followed the pilot study guidelines by Hertzog (2008), which suggest a sample of 10% of the projected sample size of 200 respondents. Respondents were informed that they form part of a pilot study and were given information about the research. The respondents were further asked to give their comments and criticism of the questionnaire to the researcher after completing it to allow the researcher to make necessary changes where required.

3.6.1 Pilot study feedback

The following information constitutes comments and criticism received from the pilot study.

An online pilot study was conducted in the month of May 2018 to a convenient sample of 15 people made up of colleagues and fellow students of the researcher as recommended by the research supervisor. The pilot study was carried out to test the general understanding and reception of the research instrument by the respondents.

- **Language and grammar**

One respondent commented on minor language and grammar on questions 16, 18, 22 and 43. The researcher made changes as recommended by the respondent.

- **Technical**

Section A of the questionnaire was made up of questions with selective answers. The rest of the pilot study contained questions structured in a 5-point Likert scale (1 = strongly disagree; 3 = neither agree nor disagree; 5 = strongly agree) format (Section B to Section E). In Section E, three videos of motor vehicle insurance brand advertisements were added for respondents to view and answer questions based on those advertisements.

In Section A of the questionnaire, multiple choice questions and “YES or NO” questions were used, with one question (Q3) requiring respondents to select “YES or NO” and state the type of insurance they have. One respondent suggested that a “skip function” be added to this question to enable the respondents to move to question 4. The researcher amended the question as suggested.

- **Length**

One respondent commended the researcher for a “well structured” questionnaire but raised a point that the questionnaire was too long. The

researcher resolved to keep the number of questions bearing in mind that the questionnaire takes up to 15 minutes to complete.

3.6.2 Reliability and validity results of the pilot study

The following information constitutes reliability and validity of the results from the pilot study conducted. The table below gives a summary of the test results and a further explanation of each construct measured are provided underneath table 2.

Table 2: Reliability test results - Pilot study

<i>SQ</i>	<i>Construct</i>	<i>n</i>	<i># Items</i>	<i>M</i>	<i>SD</i>	<i>α</i>
Sec B	User Experience	11	14	38.49	0.92	0.85
Sec C	Social Media Usage	11	11	31.63	1.29	0.71
Sec D	Online Consumer Engagement	11	8	22.75	1.00	0.81
Sec E	Brand Awareness	11	18	79.16	1.05	0.75

Note: SQ = Section Questions; n = valid cases; # = number of; M = mean;

SD = standard deviation of scale; α = Cronbach Alpha (on standardised items)

Section B - User Experience

In analysing the results of the pilot study, Section B of the survey questionnaire measured the construct of User Experience. The researcher adopted a scale used by Hassenzahl et al. (2010) which was regarded as good after showing a Cronbach alfa score of .88. The results from the pilot study meet the criteria of Hassenzahl et al. (2010) after yielding a Cronbach alfa score of .85. From this result, the researcher concluded that the reliability and validity of the scale was good.

Section C – Social Media Usage

In measuring the second construct of Social Media Usage in Section C of the questionnaire, the researcher applied a scale adopted from Linnhoff and Smith (2017) which gave a Cronbach alfa score of .89. The pilot study recorded a Cronbach alfa score of .71, which is slightly lower than that of Linnhoff and Smith (2017), however the score still meets a satisfactory criteria to be regarded as good.

Section D – Online Consumer Engagement

Online Consumer Engagement was the third construct that the researcher measured on the pilot study. The scale used was adapted from Tsai and Men (2013), which when tested it yielded a Cronbach alfa score of .88. When testing the scale in a pilot study, the researcher's results gave a Cronbach alfa score of .81 which is slightly below that of Tsai and Men (2013). However, a Cronbach alfa score of .81 falls within the range of being regarded as trustworthy as it is similar to what was recorded in prior research by Tsai and Men (2013).

Section E – Brand Awareness

The scale used in measuring the fourth construct of Brand Awareness was adapted from Yoo et al. (2000) and when tested, it gave a Cronbach alfa score of .94. The researcher's pilot study recorded a Cronbach alfa score of .75 which is lower than the former; however, it satisfies the criteria to render the adapted questions as trustworthy.

Given the test results from the pilot study, the researcher remained confident that issues of reliability and validity of the research instrument have been satisfied to render the questions for each measured construct as trustworthy

3.7 Data analysis and interpretation

The process of analysing collected data gives researchers a picture of what the results of the study will look like and enables them to make conclusions which can be generalised to a particular population, (Wagner et al., 2012). The

researcher captured collected data by using the IBM Statistical Package for Social Sciences (SPSS) 25 software as well as Microsoft Excel spreadsheets. The researcher cleaned, coded and processed collected data to be able to draw conclusions. Descriptive statistics were used to analyse collected data. The use of descriptive statistics analysis was based on contentions by Wagner et al. (2012) that through descriptive statistics, a researcher can present information in graphs and charts and this makes it easier to summarise the collected information.

Using SPSS, the researcher analysed data through descriptive statistics by measuring frequencies, means and standard deviations. Furthermore, relationships between variables were also tested through the analyses of correlation, regression, and factor analysis. Lastly, t-test, and analysis of variance (ANOVA) were conducted to find out if there were any significant differences between the groups tested.

3.8 Limitations of the study

Geographic location of where the study was conducted presents an obvious limitation to the study. The sample of the study was based only in Gauteng province. The study was aimed at one element of social media, i.e. social media marketing as well as one aspect of branding which was brand awareness. Through this, the study might not apply to the entire social media space and to other areas of branding such as brand loyalty and brand equity for an example.

3.9 Validity and reliability of research

The importance of having a valid and reliable research instrument cannot be over-emphasised. In research, validity and reliability are two important procedures that a researcher needs to consider when studying a phenomenon. Validity is the level of testing what the researcher wants to measure in his/her study, while reliability is a technique to measure the level of accuracy of the measuring instrument (Cooper & Schindler, 2008). Validity and reliability

concentrate on how consistent and dependable the work that the researcher is conducting is (Bryman & Bell, 2014).

3.9.1 External validity

Although the study was conducted in Gauteng, the researcher made sure that the research sample was representative of the South African population based on demographics to maximise external validity. The representativeness of the sample enable the study to be generalised, however, it should be noted that the results may not be the same if a similar study is conducted in other parts of South Africa (Wagner et al., 2012).

3.9.2 Internal validity

For the study, the researcher saw the risk of internal validity being the inability to make sure that all respondents are comparable in terms of their demographics at the beginning of the study. This posed a risk of making the findings of this study bias, (Maree, 2007). To minimise the potential risk and ensure content validity, the researcher made the research instrument available for review by the research supervisor.

3.9.3 Reliability

Reliability estimates the level of consistency of the research instrument (Cooper & Schindler, 2008). This means that the research instrument must produce comparable results every time it is tested. To test reliability of the research instrument, the researcher used Cronbach's alpha (Bryman & Bell, 2014).

CHAPTER 4: PRESENTATION OF RESULTS

4.1 Introduction

This chapter presents the overall results of the research. To start with, a demographic composition of the respondents was presented. Section A of the questionnaire comprised of statements which required respondents to give their demographic information in terms of age, gender, race, and education level and employment status. The other three questions focus on finding out if the respondents used social networking sites (Question 2) and if they have short-term insurance, and if so, what type of insurance (Question 3 and 4). Both question 3 and 4 were used as qualifying questions to permit respondents to complete or stop respondents who do not meet the criteria from completing the questionnaire.

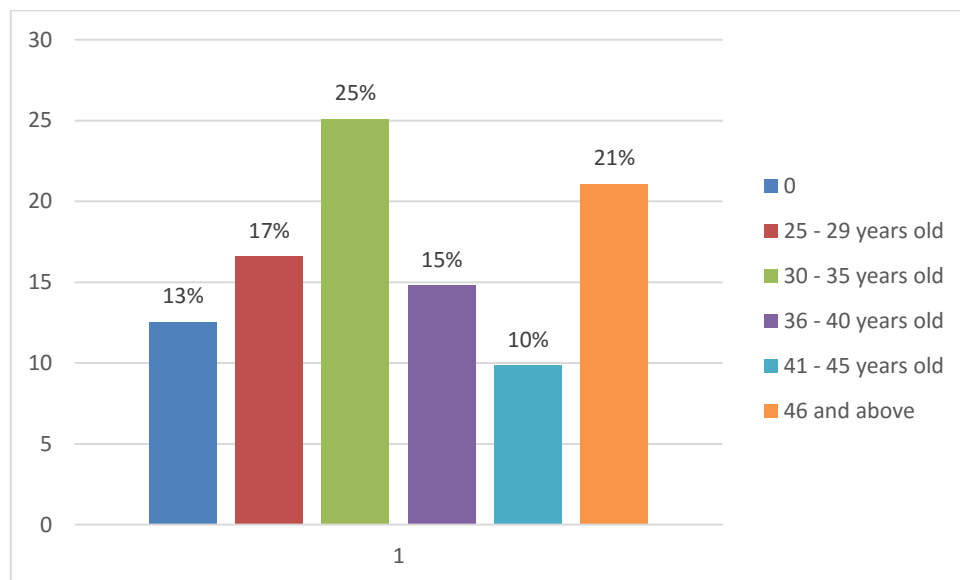
Section B of the questionnaire paid attention to the construct of user experience which seeks to determine the respondents' experience of social networking sites. Section C asked respondents to give their level of usage of social media usage. Online consumer engagement was measured in Section D whereby respondents had to give their experiences in online environments. The last part of the questionnaire, Section E, gave an account of how respondents rated their awareness of three insurance brands after watching advertisements of those insurance brands. Lastly, an analysis of the results in relation to each hypothesis was presented to find out if the research results supported each hypothesis or not.

4.2 Demographic profile of respondents

In presenting a demographic variable of the respondents, a descriptive statistical analysis was conducted. The use of descriptive statistics enables researchers to present condensed information about the respondents as a representative of the sample and form the foundation of analysing data quantitatively (Burns, 2006) The researcher employed the use of descriptive statistics to draw conclusions from the analysed data in order to minimise the

risk of basing all decisions on probability indicators (Kumar & Phrommathed, 2005), while allowing the researcher to fully understand the characteristics of the sampled population Mukherji (2010). According to (Galpin & Krommenhoek, 2013), descriptive statistics are meant to confirm the normality of the data collected and analysed. Parts of this study was about drawing comparisons, as such, it became important to present unique features of the sample by tabling them to observe the patterns that unfolded from the study (Kneale & Santy, 1999). The statistics of the sample groups were based on the percentages from the collected data and they excluded cases with missing information where respondents did not complete the question or have not completed the survey.

4.2.1 Age

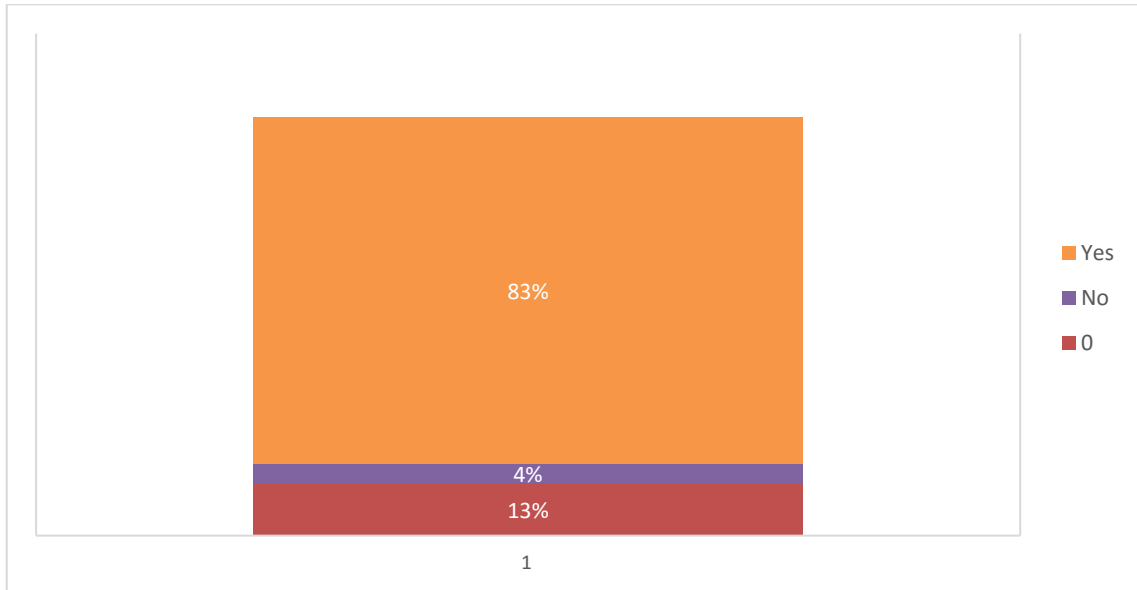


Note: 0* = Age not disclosed

Figure 6: Age groups

The above chart illustrates the different age groups of respondents ranging from 25 to 46 years and older. The 30-35 years age group dominated the respondent's population with 25 percent, followed by the 46 and above age group with 21 percent, then the 25-29 years old accounting for 17 percent, while the 36-40 managed 15 and the 41-45 years old groups recorded 10 respectively. Respondents who chose not to reveal their age group amounted to 13 percent.

4.2.2. Use of social networking sites



Note: 0* = SNS not disclosed

Figure 7: Use of social networking sites

The chart above shows that 83 percent of the respondents use social networking sites such as Facebook, Twitter, LinkedIn or YouTube at least once a month. Only 4 percent of the respondents do not use the above-mentioned social networking sites, while 13 percent preferred not to say if they use social networking sites or not.

4.2.3. Motor vehicle insurance

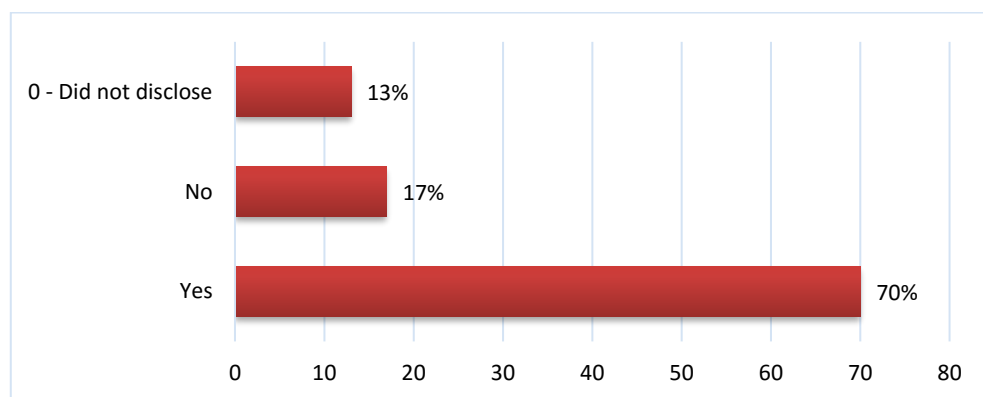


Figure 8: Have motor vehicle insurance

A total of 70 percent of the respondents have indicated that they have motor vehicle insurance while 17 percent do not have motor vehicle insurance. A further 13 percent did not disclose.

4.2.4. Type of motor vehicle insurance

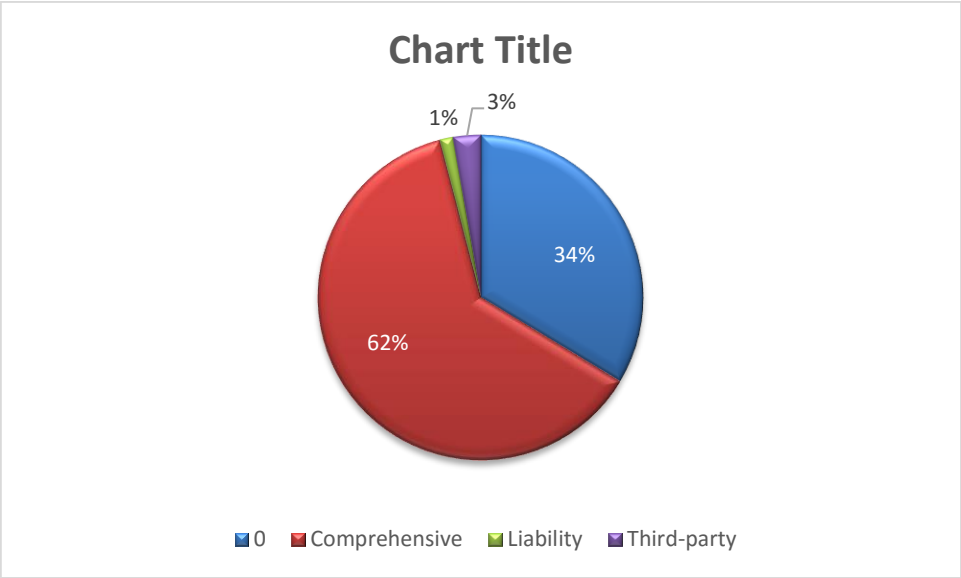


Figure 9: Type of motor vehicle insurance

From the chart above, an overwhelming majority (62 percent) of the respondents have comprehensive motor vehicle insurance while a small percentage of the sampled population have third-party insurance (3 percent) while the 1 percent have personal liability insurance. Respondents who did not disclose their type of insurance was 34 percent.

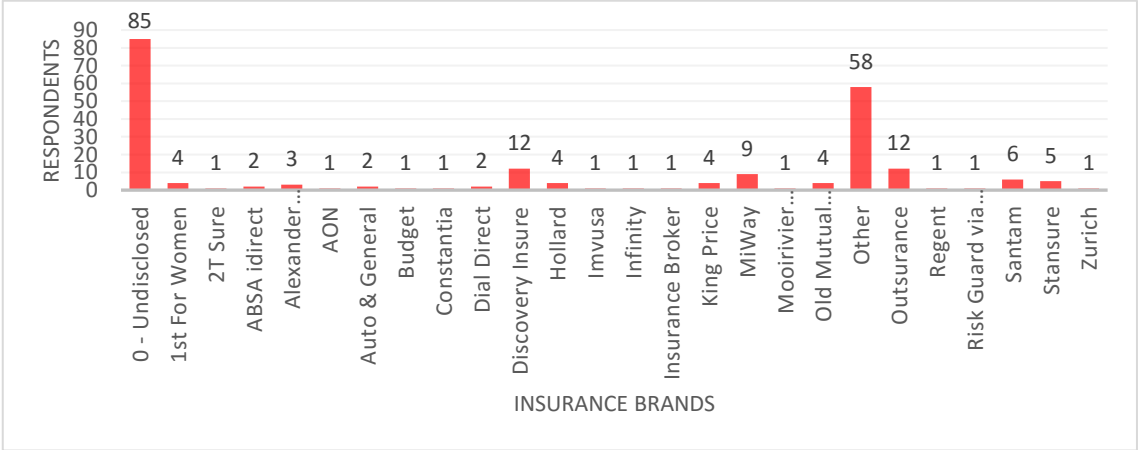
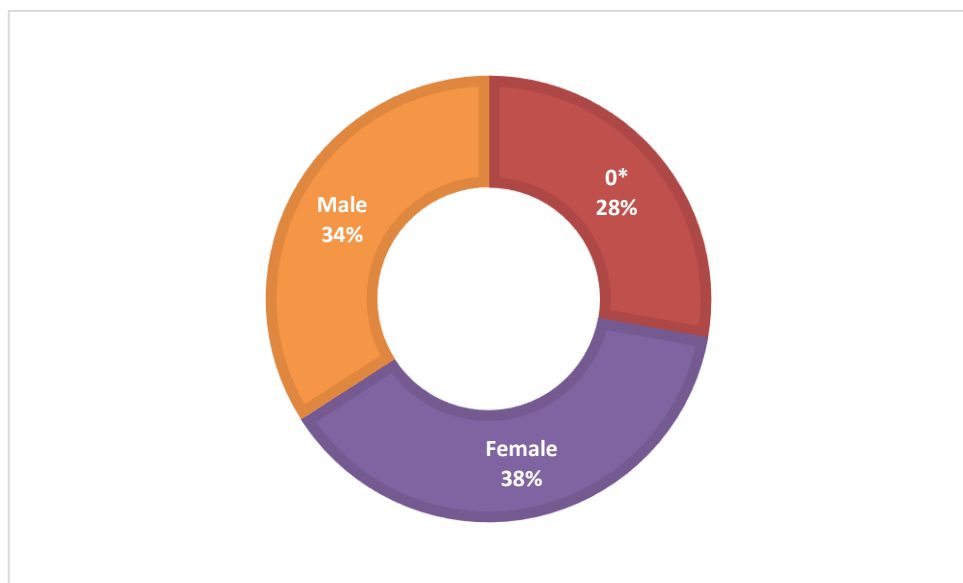


Figure 10: Motor vehicle insurance companies used by respondents

The graph above depicts which insurance brands the respondents have motor vehicle insurance with. The graph above shows that 85 respondents who represented 38 percent of the sample did not respond to this item, while 58 people or 26 percent did not mention the brand's name. Both Discovery Insure and Outsurance appeared to be having the upper hand with 5 percent or 12 respondents respectively, whereas brands such as MiWay, Santam and Stansure showed a significant presence. The rest of the brands have a low number of respondents using them.

4.2.5. Gender



Note: 0 = Gender not disclosed*

Figure 11: Gender

Gender representation of the respondents showed a marginal split of 38 percent female and 34 percent male. The split showed that no gender group is dominating another although there is a slight skew towards females. A further 28 percent of respondents preferred not to disclose their gender.

4.2.6. Race

Table 3: Race

Race	Frequency	%
0 - not disclosed	64	29
Black	94	42
Coloured	7	3
Indian	6	3
Other	3	1
White	49	22
Total	223	100.0

South Africa has a multi-racial society which made it important to understand the racial dynamics of the sample. Table 3 above shows the majority of respondents as Black (Insights, 2017) with a percentage of 42 of the total sample, which is a reflection of South Africa's racial statistics. Responses from the White community amounted to 22 percent, with the Coloureds and the Indian communities making 3 percent and other racial groups amounted to 1 percent. A further 29 percent chose not to disclose their racial group.

4.2.7. Level of education

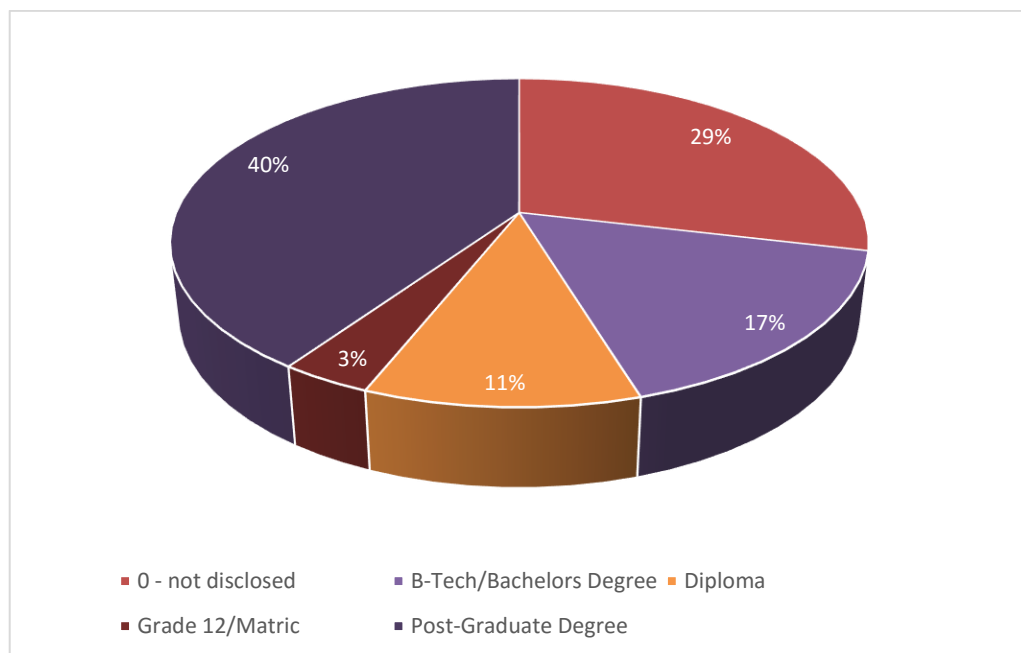


Figure 12: Level of education

The chart above illustrated the respondents' level of education. From the collected data, almost half of the respondents (40 percent) have a post graduate qualification, followed by 17 percent with bachelor's degree, 11 percent with diploma qualifications and 3 percent holding a Grade 12/Matric certificate. Those who preferred not to disclose their education level made 29 percent.

4.2.8. Employment Status

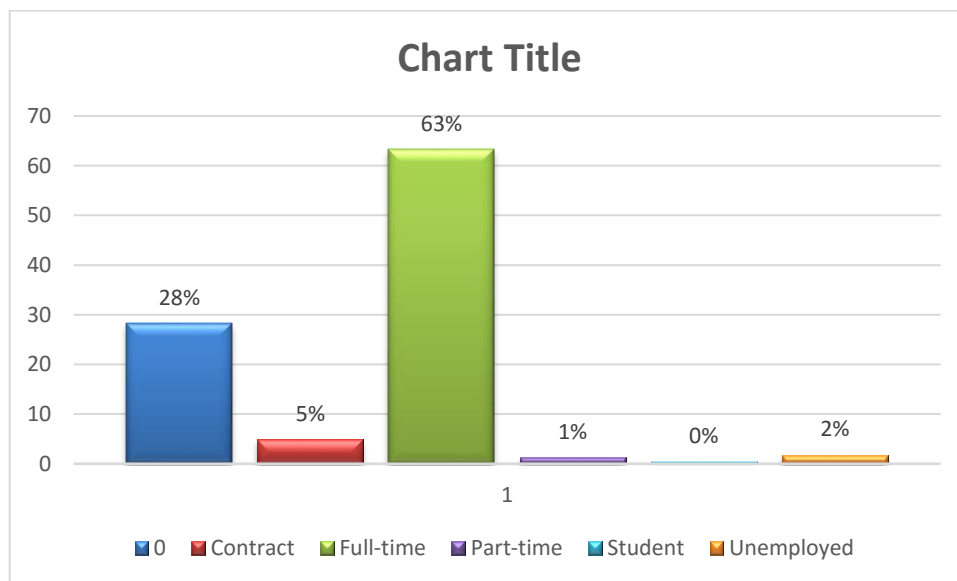


Figure 13: Employment status

The figure depicted on the graph above shows that most of the respondents (63 percent) were employed on a full-time basis, while 5 percent were working as contractors, and those who worked part-time constituted 1 percent and those who were unemployed amounted to 2 percent. The student community made 0.4 percent of the respondents while 28 percent of respondents did not mention their employment status.

4.3 Descriptive statistics results

4.3.1 Social networking sites usage

The frequency of usage of social networking sites by respondents is depicted on table 4 below. Based on the table, 185 respondents used social networking sites such as Facebook, Twitter, LinkedIn, YouTube and Instagram, while 10 did not. A further 28 chose not to disclose if they use social networking sites or not.

Table 4: Frequency of social networking site usage in the research sample

		Frequency
Valid	0	28
	No	10
	Yes	185
	Total	223

Note: 0 = not disclosed

4.3.2 Frequency of insurance and insurance type

Table 5 below contrasted the information from the Automobile Association (AA) of South Africa mentioned in the literature review which suggested that in 2016 there were 11.4 million registered motor vehicles in South Africa and about 70 percent of them were uninsured (Bubear, 2016). The table depicts that 70 percent of the respondents had motor vehicle insurance, 17 percent did not, and 13 percent did not respond to the question. From those who had motor vehicle insurance, 62 percent of them had comprehensive motor vehicle insurance, while 38 percent did not respond to the question. From a liability insurance perspective, 1 percent had liability insurance and 99 percent did not. As far as the third-party insurance is concerned, 3 percent were insured and 97 were not.

Table 5: Frequency of motor vehicle insurance in the research sample

(%) n=223	Have insurance	Comprehensive	Liability	Third-party
Yes	70	62	1	3
No	17	0	99	97
0 - Did not answer	13	38	0	0
Total	100	100	100	100

4.3.3 Summary of responses from key research questionnaire items

The key items on the research questionnaire were based on the four constructs of user experience, social media usage, online consumer engagement and brand awareness. Each construct was made of several items that can be grouped to a certain category. All scores from items that made the category were aggregated for their respective category. The items were measured using a 5-point Likert scale ranging from strongly disagree, disagree, neither agree nor disagree, agree and strongly agree.

User Experience items were categorised into six groups namely; relatedness, meaning, stimulation, competence, security and popularity (Hassenzahl et al., 2010). Social media usage items were measured on four categories of negative effect, mood modification, locus of control and increased use (Linnhoff & Smith, 2017). Online consumer engagement items were grouped into two groups of message consumption and contribution (Men & Tsai, 2016). Lastly, brand awareness items were grouped as recognition and recall brand recognition and brand recall (Aaker, 1992a; Keller, 1993a; Langaro, Rita, & de Fátima Salgueiro, 2018; Linnhoff & Smith, 2017). All aggregated category scores are presented in table 6 below.

Table 6: Summary of responses grouped in various categories

Construct	Items	Category	Rating					Not rated
			SD	D	NAND	A	SA	
User Experience	9 to 11	Relatedness	37	62	40	10	0	74
	12 to 14	Meaning	34	48	46	24	0	
	15 to 16	Stimulation	5	15	31	83	14	
	17 to 18	Competence	41	73	26	9	0	
	19 to 20	Security	23	48	55	20	3	
	21 to 22	Popularity	14	26	61	42	6	
Social Media Usage	23 to 25	Negative effects	18	101	57	16	1	82
	26 to 29	Mood modification	9	46	51	33	2	
	30 to 32	Locus of control	11	78	61	29	3	
	33 to 34	Use	16	34	67	86	5	
Online Consumer Engagement	35 to 38	Consumption	4	27	42	58	7	85
	39 to 42	Contribution	21	43	44	29	1	
Brand Awareness	43 to 45	Recognition (Santam)	20	79	22	5	4	93
	46 to 48	Recall (Santam)	1	10	89	29	1	

	49 to 51	Recognition (Old Mutual)	0	3	6	88	33	
	52 to 54	Recall (Old Mutual)	1	3	88	36	2	
	55 to 57	Recognition (Outsurance)	0	0	4	86	40	
	58 to 60	Recall (Outsurance)	0	4	76	46	4	

Note: SD = Strongly Disagree ; D = Disagree; NAND = Neither Agree nor Disagree; A = Agree; and SA = Strongly Agree

4.4 The influence of user experience on online consumer engagement on social networking sites

Sub-problem 1 of this study aimed at investigating the relationship between user experience and online consumer engagement on social networking sites. In testing this hypothesis, an analysis of Pearson correlation, a multiple linear regression equation whereby online consumer engagement was the dependent variable and user experience was independent variables, as well as an analysis of variance (ANOVA) test were conducted to investigate if there were relationships between user experience and online consumer engagement variables. The statistical outcome of the tests is depicted in tables below.

Table 7: Correlation results between user experience and online consumer engagement

Variable	Online Consumer Engagement	User Experience
Online Consumer Engagement	-	
User Experience	.837**	-

N=223 for all correlations tested

** . Correlation is significant at the 0.01 level (2-tailed)

Table 8: Regression model results predicting user experience and online consumer engagement

Model	R	R Square	Adjusted R Square	Std. Error of the Estimates
1	.837 ^a	0.700	0.699	0.838

a. Predictors: (Constant), User Experience

Table 9: ANOVA Test results between user experience and online consumer engagement

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	361.759	1	361.759	515.369	.000 ^b
	Residual	155.129	221	0.702		
	Total	516.889	222			

a. Dependent Variable: Online Consumer Engagement

b. Predictors: (Constant), User Experience

4.4.1 Relationship between user experience and online consumer engagement on social networking sites

H1_a: *User experience has an influence on online consumer engagement*

H1₀: *User experience does not have an influence on online consumer engagement*

Table 7 above shows the correlation results between user experience and online consumer engagement. The analysis of correlation results revealed that user experience has a significant positive correlation with online consumer engagement ($r = .837, p < .01$ (2-tailed)).

The regression model summary depicted in Table 8, showed that user experience was a predictor variable of online consumer engagement on social networking sites ($\beta = .837, p < .01$ (2-tailed)). The result indicated that there was a significant positive relation between user experience and online consumer engagement. This result then supported hypothesis 1.

Table 9 depicted the ANOVA Test results between user experience and online consumer engagement recorded as $F(1, 221) = 515.369, p = .01$, showing a statistical significance result of the model being less than $p < .01$ (2-tailed), where $\text{sig} = .000$, which proved a significant relationship between user experience and online consumer engagement.

The association which was found between the variables of user experience and online consumer engagement has been depicted on a scatterplot graph shown in Appendix G Figure 16. The dots of the graph signify a correlation of aggregated scores for user experience plotted on the x-axis in relative to the equivalent aggregated scores for online consumer engagement plotted on the y-axis.

A fit line that runs diagonal on the scatterplot graph signify the linear regression model of the relationship. The results of the linear regression model showed that there was a positive relationship between the variables of user experience and online consumer engagement. The regression fit line depicted in the scatterplot graph showed that higher aggregated scores of user experience variable are associated with the higher aggregated scores for online consumer engagement variable. As such, the results of the research findings have been fully supported hypothesis 1.

4.5 The influence of social media usage on online consumer engagement on social networking sites

Sub-problem 2 intended on investigating the relationship between social media usage and online consumer engagement on social networking sites. A linear regression equation was run whereby online consumer engagement was the dependent variable and social media usage was independent variable. To test the second hypothesis, an analysis of Pearson correlation as well as a linear regression model, and ANOVA test of linear regression were conducted to establish the relationship between the two variables of social media usage and online consumer engagement. The tables below depict the outcome of the statistical results.

Table 10: Correlation results between social media usage and online consumer engagement

Variable	Online Consumer Engagement	Social Media Usage
Online Consumer Engagement	-	
Social Media Usage	.855**	-

N=223 for all correlations tested

** . Correlation is significant at the 0.01 level (2-tailed)

Table 11: Regression model results predicting social media usage and online consumer engagement

Model	R	R Square	Adjusted R Square	Std. Error of the Estimates
1	.855 ^a	0.731	0.729	0.794

a. Predictors: (Constant), Social Media Usage

Table 12: ANOVA Test results between social media usage and online consumer engagement

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	377.653	1	377.653	599.425	.000 ^b
	Residual	139.236	221	0.653		
	Total	516.889	222			

a. Dependent Variable: Online Consumer Engagement

b. Predictors: (Constant), Social Media Usage

4.5.1 Relationship between social media usage and online consumer engagement on social networking sites

H2_a: *Social media usage has an influence on online consumer engagement*

H2₀: *Social media usage does not have an influence on online consumer engagement*

Table 10 shows the correlation results between social media usage and online consumer engagement. The analysis of the correlation results revealed that social media usage has a significant positive correlation with online consumer engagement ($r = .855$, $p < .01$ (2-tailed)).

The regression model summary depicted in Table 11, showed that social media usage was a predictor variable of online consumer engagement on social networking sites ($\beta = .855$, $p < .01$ (2-tailed)). The result indicated that there

was a significant positive relation between social media usage and online consumer engagement. This result then supported hypothesis 2.

Table 12 depicted the ANOVA Test results between social media usage and online consumer engagement where $F(1, 221) = 599.425$, $p = .01$. This analysis showed a statistical significance result of the model being less than $p < .01$ (2-tailed), where $\text{sig} = .000$, which proved a significant relationship between social media usage and online consumer engagement.

The results of the linear regression model showed that there was a positive relationship between the variables of social media usage and online consumer engagement. The regression fit line depicted in the scatterplot graph showed that higher aggregated scores of social media usage variable is associated with the higher aggregated scores for online consumer engagement variable. Thus, the results of the research findings have been fully supported hypothesis 2.

4.6 The influence of online consumer engagement on brand awareness on social networking sites

Sub-problem 3 of this study aimed at investigating the relationship between online consumer engagement and brand awareness. A linear regression equation was run whereby brand awareness was made a dependent variable and online consumer engagement was entered as the independent variable. An analysis of Pearson correlation, a regression model, and ANOVA test of linear regression were conducted to establish the relationship between the two variables of online consumer engagement and brand awareness. The tables below depict the outcome of the statistical results.

Table 13: Correlation results between online consumer engagement and brand awareness

Variable	Brand Awareness	Online Consumer Engagement
Brand Awareness	-	
Online Consumer Engagement	.856**	-

N=223 for all correlations tested

** . Correlation is significant at the 0.01 level (2-tailed)

Table 14: Regression model results predicting online consumer engagement from brand awareness

Model	R	R Square	Adjusted R Square	Std. Error of the Estimates
1	.856 ^a	0.732	0.731	0.961

a. Predictors: (Constant), Social Media Usage

Table 15: ANOVA Test results between online consumer engagement and brand awareness

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	557.245	1	557.245	603.321	.000 ^b
	Residual	204.122	221	0.924		
	Total	761.368	222			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Online Consumer Engagement

4.6.1 Relationship between online consumer engagement and brand awareness on social networking sites

H3_a: *Online consumer engagement has an influence on brand awareness*

H3_o: *Online consumer engagement does not have an influence on brand awareness*

Table 13 shows the correlation results between online consumer engagement and brand awareness. The analysis of the correlation results revealed that online consumer engagement has a significant positive correlation with brand awareness ($r = .856, p < .01$ (2-tailed)).

The regression model summary depicted in Table 14, showed that online consumer engagement was a predictor variable of brand awareness ($\beta = .856, p < .01$ (2-tailed)). The result indicated that there was a significant positive relation between online consumer engagement and brand awareness. This result then supported hypothesis 3.

Table 15 depicted the ANOVA Test results between online consumer engagement and brand awareness where $F(1, 221) = 603.321, p = .01$. This result presented a statistical significance result of the model being less than $p < .01$ (2-tailed), where $\text{sig} = .000$, which proved a significant relationship between online consumer engagement and brand awareness.

The results of the linear regression model showed that there was a positive relationship between the variables of online consumer engagement and brand awareness. The regression fit line depicted in the scatterplot graph showed that higher aggregated scores of online consumer engagement variable is associated with the higher aggregated scores for brand awareness variable. Hence, the results of the research findings have fully supported hypothesis 3.

4.7 Relationship between key variables

Relationships between the variables of user experience, social media usage, online consumer engagement and brand awareness were tested through factor analysis. Table 16 below, shows correlation results of the four variables after conducting factor analysis.

Table 16: Correlation matrix for factor analysis

		User Experience	Social Media Usage	Online Consumer Engagement	Brand Awareness
Correlation	User Experience	1.000			
	Social Media Usage	0.859	1.000		
	Online Consumer Engagement	0.837	0.855	1.000	
	Brand Awareness	0.807	0.853	0.856	1.000

The researcher also used factor analysis to measure the four key variables and to examine the way the respondents rated each variable in the study. The actual test here was to study relationships between the variables (Lomax & Schumacker, 2004). Table 17 below depicts the total variance explained after conducting factor analysis.

Table 17: Total variance explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.533	88.335	88.335	3.533	88.335	88.335
2	0.196	4.910	93.245			
3	0.144	3.605	96.851			
4	0.126	3.149	100.000			

Extraction Method: Principal Component Analysis.

From the table above, only one factor was extracted for the sum of squares loadings. Factor 1 accounted for 88.335% of the variability in 4 variables that were analysed. Factor 2,3 and 4 were not considered for rotation.

4.8 Summary of the results

This study aimed to investigate social media marketing as an antecedent to creating brand awareness by studying the relationship between the constructs of user experience and online consumer engagement, social media usage and online consumer engagement as well as the relationship between online consumer engagement and brand awareness in the South African motor vehicle insurance industry.

Three hypotheses were developed to address the research problem. Analyses of correlations, regression models, ANOVA tests and scatterplot graphs were

conducted to establish the relationship between the variables mentioned using the SPSS statistical software to test the hypotheses from a sample of 223 people based in Gauteng in South Africa.

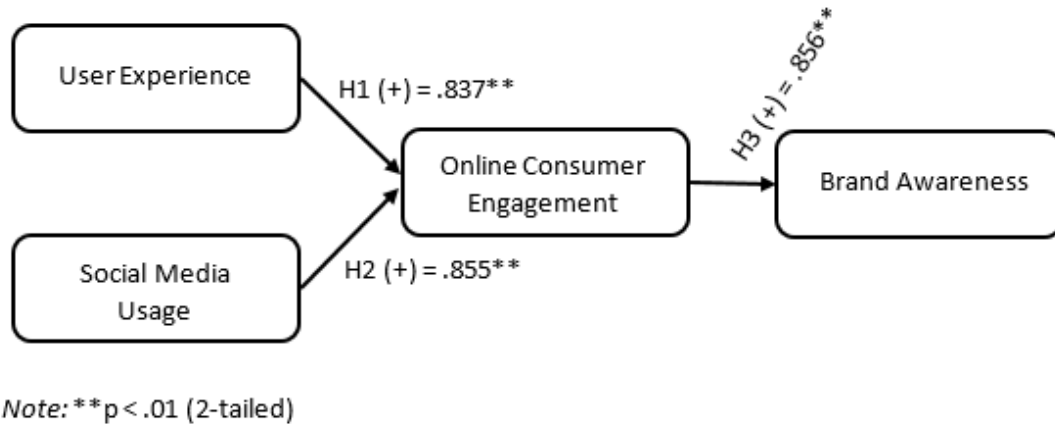


Figure 14: Hypotheses results summary

Hypothesis 1 predicted that User experience has an influence on online consumer engagement. As per the depiction in Figure 14 above, a positive relationship was predicted with user experience on online consumer engagement by means of a regression analysis where $\beta = .837$, $p < .01$). Hypothesis 2 projected that social media usage has an influence in online consumer engagement. The analysis of the results supported the relationships between the variables in both hypothesis 1 and hypothesis 2 through confirmation seen in correlations, regression models, ANOVA tests conducted, and scatterplot graphs. Both variables of user experience and social media usage were proved to be significant predictors of online consumer engagement respectively.

Hypothesis 3 predicted that Online consumer engagement has an influence on brand awareness. When analysing the results, correlation, regression model and ANOVA test confirmed the relationship or influence. The scatterplot graph showed that online consumer engagement was a significant predictor of brand awareness. The next chapter of this report discusses and explains the findings of this research.

CHAPTER 5: DISCUSSION OF THE RESULTS

5.1 Introduction

This chapter focuses on a discussion and explanation of the research results presented in Chapter 4 with reference to the literature review in Chapter 2 of this report. Firstly, an analysis of the demographic profile of respondents is given in section 5.2. This is followed by a discussion and explanation of the findings on each of the three hypotheses presented in section 5.3 to section 5.5. In conclusion, a summary of the discussion and an explanation appears in Section 5.6.

5.2 Demographic profile of respondents

Demographic data was captured in Section A of the questionnaire which contained items that required respondents to give their demographic information in terms of age, gender, race, education level, and employment status. The other three questions focused on finding out if the respondents used social networking sites (Question 2) and if they have short-term motor vehicle insurance, and if so, what type of insurance (Question 3 and 4). Both question 3 and 4 were used as qualifying questions to permit respondents to complete or to stop respondents who do not meet the criteria from completing the questionnaire.

5.2.1 Age

Age grouping is one of the most prevalent ways of segmenting a population in order to study how each age group relates to key research variables (Pfeil, 2009). In this study, age groups were segmented and analysed in groups made up of ages of 25 to 29 years, 30 to 35 years, 36 to 40 years, 41 to 45 years, and 46 years and older. The demographic outcome showed that the study was dominated by the age group of 30 to 35 years old (25.1 percent) individuals, followed by those who were aged 46 and above with 21.1 percent. A t-test was

conducted to test the Means and Standard Deviations to establish if there were any difference between the age groups for the key research variables. Table 14 below depicts the results of the test by presenting Means and Standard Deviations for key research variables based on age.

Table 18: Means and Standard Deviations for key research variables based on age

Age		User Experience	Social Media Usage	Online Consumer Engagement	Brand Awareness	Gender
0	Mean	0.0	0.0	0.1	0.1	0.0
	N	28	28	28	28	28
	Std. Deviation	0.1	0.0	0.7	0.7	0.0
1	Mean	1.6	1.7	1.6	2.2	1.2
	N	37	37	37	37	37
	Std. Deviation	1.3	1.4	1.6	1.9	0.9
2	Mean	1.8	2.1	2.0	2.3	1.3
	N	56	56	56	56	56
	Std. Deviation	1.2	1.4	1.5	1.8	0.8
3	Mean	2.2	2.0	2.4	2.6	1.3
	N	33	33	33	33	33
	Std. Deviation	1.2	1.3	1.5	1.7	0.7
4	Mean	2.4	2.2	2.4	3.3	1.4
	N	22	22	22	22	22
	Std. Deviation	0.9	1.2	1.2	1.4	0.6
5	Mean	1.9	1.7	1.8	2.4	1.2
	N	47	47	47	47	47
	Std. Deviation	1.1	1.2	1.3	1.8	0.6
Total	Mean	1.7	1.7	1.8	2.2	1.1
	N	223	223	223	223	223
	Std. Deviation	1.3	1.4	1.5	1.9	0.8
		<i>Note: 0 = Undisclosed age, 1 = 25 to 29 years, 2 = 30 to 35 years, 3 = 36 to 40 years, 4 = 41 to 45 years, 5 = 46 years and older</i>				

The summary of totals on the above table shows that all age groups shows a higher brand awareness with a Mean of 2.2 and a Standard Deviation of 1.9.

The ANOVA test result showed $F(5.217) = 8.820, p < .01$. Other results for Means were between 1.7 and 1.8 while those for Standard Deviation were between 1.3 and 1.5. A regression model of key variables and age is presented on table 19 below. These results make age a significant predictor to creating brand awareness when compared to all variables.

Table 19: A regression model of key variables and age

Model	R	R Square	Adjusted R Square	Std. Error of the Estimates
1	.411 ^a	0.169	0.150	1.545

a. Predictors: (Constant), Gender, Brand Awareness, User Experience, Online Consumer Engagement, Social Media Usage

5.2.2 Gender

From a gender perspective, the results showed a marginal split of 38.1 percent female to 34.1 percent male (Orchard, 2014). About 27.8 percent of the respondents did not disclose their gender when answering this demographic item. The split shows that there is a slight skew towards female domination (Schiffman, 2010). This can be ascribed to the fact that South Africa has a higher female population of females at 51.2 percent compared to 48.8 percent of males (StatsSA, 2018). A t-test was carried out to test the Means and Standard Deviations to establish if there were any difference between males and females for the key research variables. Table 20 below depicts the results of the test by presenting Means and Standard Deviations for key research variables based on gender.

**Table 20: Means and Standard Deviations for key research variables
based on gender**

Gender		User Experience	Social Media Usage	Online Consumer Engagement	Brand Awareness	Age
0	Mean	0.0	0.0	0.1	0.1	1.3
	N	62	62	62	62	62
	Std. Deviation	0.0	0.0	0.5	0.5	1.5
1	Mean	2.4	2.3	2.5	3.2	3.4
	N	76	76	76	76	76
	Std. Deviation	1.0	1.0	1.2	1.4	1.4
2	Mean	2.3	2.3	2.3	2.8	2.7
	N	85	85	85	85	85
	Std. Deviation	0.8	1.1	1.3	1.6	1.4
Total	Mean	1.7	1.7	1.8	2.2	2.6
	N	223	223	223	223	223
	Std. Deviation	1.3	1.4	1.5	1.9	1.7
<i>Note: 0 = Undisclosed gender, 1 = male, 2 = female</i>						

The summary of totals on the above table shows that all gender groups show a higher brand awareness with a Mean of 2.2 and a Standard Deviation of 1.9, similar to the figures seen on the age group analysis. The ANOVA test result showed $F(5.217) = 38.895$, $p < .01$. The remaining results for Means were between 1.7 and 1.8 while those for Standard Deviation were between 1.3 and 1.5, which mirrors the ones seen when analysing age. A regression model of key variables and age is presented on table 21 below. These results make age a significant predictor to creating brand awareness when compared to all variables.

Table 21: A regression model of key variables and gender

Model	R	R Square	Adjusted R Square	Std. Error of the Estimates
1	.687 ^a	0.473	0.460	0.593

a. Predictors: (Constant), Age, Social Media Usage, Online Consumer Engagement, Brand Awareness, User Experience

5.2.3 Race, education level and employment status

The racial dynamics of the sample were 42.2 percent Black, 22 percent White, 3.1 percent Coloured, 2.7 percent Indian and other groups made 1.3 percent. Respondents who chose not to disclose their race amounted to 28.7 percent. According to StatsSA (2018), the racial split of South Africa is constituted by 81 percent of Black Africans, 9 percent Coloureds, 8 percent Whites and the remaining 2 percent covers both Indians and Asians. The number of Black African respondents is lower compared to the nation's population. This can be ascribed to the fact that most of the Black Africans are relatively poor and reside in townships and rural areas which were not targeted for this study. There is an extreme skew towards the White population. This can be linked to the fact that there are more white people living in urban areas of Gauteng and most are employed and well resourced.

There are over 40.4 percent of the respondents who have indicated that they have a post graduate qualification, while 16.6 percent had bachelor's degree, 10.8 percent held diploma qualifications and 3.6 percent a Grade 12/Matric certificate. Respondents' employment status showed that over 63.2 percent were employed on a full-time basis, while 28.3 percent did not disclose their employment status. The province of Gauteng is the economic hub of South Africa and as such it is not a surprise that most of the respondents were economically active and possessed a higher education qualification.

5.2.4 Use of social networking sites

From the study, 83 percent of the respondents admitted to using social networking sites such as Facebook, Twitter, LinkedIn or YouTube at least once a month. About 4.5 percent indicated that they do not use social networking sites, with 12.6 percent not disclosing. The number of respondents who have indicated that they use social networking sites is supported by the literature review where it was reported that in South Africa, over 16 million people use Facebook, 8.74 million watched videos on YouTube, 8 million preferred to share tweets on Twitter, 6.1 million were on LinkedIn while 3.8 million used Instagram, while over 90 percent of the big brands are said to have presence in social networking sites, specifically Facebook and Twitter (World Wide Worx & Fuseware, 2015).

5.2.5 Motor vehicle insurance, type and company

The study showed that 70 percent of respondents have indicated that they have motor vehicle insurance, 17 percent did not have insurance, while 13 percent did not disclose. Of those respondents who are insured, it has emerged that 61.9 percent have comprehensive motor vehicle insurance while a small number of the sample have third-party insurance (2.7 percent) and the remaining 1.3 percent have personal liability insurance. It is assumed that those who have indicated that they have motor vehicle insurance own vehicles.

Table 22: Frequency of motor vehicle insurance in the research sample

(%) n=223	Have insurance	Comprehensive	Liability	Third-party
Yes	70.0	61.9	1.3	2.7
No	17.0	0.0	98.7	97.3
0 - Did not disclose	13.0	38.1	0.0	0.0
Total	100.0	100.0	100.0	100.0

The statistics mentioned above do not support what is contained in the literature review that over 70 percent of the country's motor vehicles were uninsured, with 4.2 million of those being in Gauteng province (Bubear, 2016; Insights, 2017). The skewness of this statistic can be based on the fact that the

researcher's sample primarily contained individuals who were mostly full-time employed, who had post-school qualifications, with a larger than average sample of the white community at 22 percent versus 8 percent national population (StatsSA, 2018). The black African population was recorded at 81 percent (StatsSA, 2018) but those who were part of the sample amounted to 42.2 percent. Interestingly, the study showed motor vehicle insurance companies used by respondents. It had emerged that both Outsurance and Discovery Insure were popular with MiWay, Santam, Hollard and King Price also showing significant presence. The rest of the insurance companies had a low number of respondents using them.

5.3 The influence of user experience on online consumer engagement on social networking sites

Hypothesis 1 of this study aimed at investigating the relationship between user experience and online consumer engagement on social networking sites. For hypothesis 1, a null hypothesis was developed to disprove the original hypothesis if the statistical results suggested so. The assumption made by the researcher was that user experience had an influence on online consumer engagement.

5.3.1 Relationship between user experience and online consumer engagement

H1_a: *User experience has an influence on online consumer engagement*

H1₀: *User experience does not have an influence on online consumer engagement*

Results of this hypothesis as presented in Chapter 4 depicted that user experience had an influence on online consumer engagement. Through the analysis of correlation results between the two variables, it has emerged that correlation between the two variables was at .837. ($r = .837$, $p < .01$). A two-way analysis of variance was conducted to compare the influence that the constructs of user experience had on online consumer engagement. The outcome has

shown a significant influence of user experience on online consumer engagement at the $p < .01$ level [$F(1, 221) = 515.37, p = .000$]. Table 5 depicted the ANOVA Test results between the two variables showed a statistical significance result of the model being less than 5 percent ($p < .01$), where $\text{sig} = .000$, which proved a significant relationship between user experience and online consumer engagement.

When examining statistical results, Wright (1997) contends that the comparison of Beta values obtained from running the data on SPSS will enable one to observe standardised parameters. Beta values of this hypothesis are contained in Table 23 below.

Table 23: Coefficients for user experience and online consumer engagement

Model		Unstandardised Coefficients		Standardised Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.089	0.092		0.962	0.337
	User Experience	0.991	0.044	0.837	22.702	0.000

a. Dependent Variable: Online Consumer Engagement

From the coefficients table above, it can be observed that the user experience as a predictor variable of online consumer experience, had an influence on online consumer engagement where $\beta = .837, p < .01$ and the Sig value was .000 which is lower than the p value of less than 5 percent ($p < .01$). This then means that a significant positive relation between user experience and online consumer engagement was proved. The result supported hypothesis 1 therefore the null hypothesis was be rejected.

5.4 The influence of social media usage on online consumer engagement on social networking sites

Hypothesis 2 intended on investigating the relationship between social media usage and online consumer engagement on social networking sites. For hypothesis 2, a null hypothesis was developed to disprove the original hypotheses if the statistical results suggested so. The assumption made by the researcher was that social media usage had an influence on online consumer engagement.

5.4.1 Relationship between social media usage and online consumer engagement

H2_a: *Social media usage has an influence on online consumer engagement*

H2_o: *Social media usage does not have an influence on online consumer engagement*

Results of hypothesis 2 were also presented in the previous chapter. The assumption made by this hypothesis was that social media usage had an influence on online consumer engagement. Through the Pearson correlation results analysis, it became evident that correlation between the two variables was at .860. ($r = .855$, $p < .01$) making the relationship between the variables significant. A two-way analysis of variance conducted to compare the influence that the social media usage had on online consumer engagement, revealed a significant influence of social media usage on online consumer engagement at the $p < .01$ level [$F(1, 221) = 377.65$, $p = .000$]. The ANOVA Test results between the two variables showed a statistical significance result of the model being less than 5 percent ($p < .01$), where $sig = .000$, which proved a significant relationship between the second independent variable social media usage and the dependent variable online consumer engagement. Beta values of this hypothesis are contained in Table 24 below.

Table 24: Coefficients for social media usage and online consumer engagement

Model		Unstandardised Coefficients		Standardised Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.184	0.083		2.212	0.028
	Social Media Usage	0.937	0.038	0.855	24.483	0.000

a. Dependent Variable: Online Consumer Engagement

Another way of probing the influence of one variable on another is by studying the t values and their probabilities from the coefficients table as alluded by Wright (1997). The t test examine if the amount accounted for by each variable, after all others in the model have been taken into account, is significantly different from zero to reject the hypothesis that it is zero in the population (Wright, 1997). Since the value of a variable with Sig T should be below 5 percent to be significant (Wright, 1997), the results of the study on Table 24 above have showed that the t value was 24.483 and the sig values was .000, which showed a significant positive relation between social media usage and online consumer engagement. The result supported hypothesis 2, meaning that the researcher had to reject the null hypothesis 2.

5.5 The influence of online consumer engagement on brand awareness on social networking sites

Hypothesis 3 of this study aimed at examining the relationship between online consumer engagement and brand awareness. A null hypothesis was developed to disprove the original hypotheses if the statistical results suggested so. The assumption made by the researcher was that online consumer engagement has an influence on brand awareness.

5.5.1 Relationship between online consumer engagement and brand awareness

H3_a: *Online consumer engagement has an influence on brand awareness*

H3₀: *Online consumer engagement does not have an influence on brand awareness*

From the results presented in Chapter 4 it has occurred that online consumer engagement had a positive influence on brand awareness. The variable brand awareness was made a dependent or constant and online consumer engagement was an independent or predictor variable. The Pearson correlation analysis in Table 6 showed that there was correlation between the two variables. Correlation was recorded at .856 with the p value of 5 percent. The analysis of variance produced a statistically significant result to suggest a significant relationship between online consumer engagement and brand awareness. A two-way ANOVA test conducted to compare the influence that online consumer engagement had on brand awareness. The analysis showed a significant influence of online consumer engagement on brand awareness at the $p < .01$ level [$F(1, 221) = 557.245, p = .000$]. According to Wright (1997), t values help researchers to determine if one variable influences another.

Table 25: Coefficients for online consumer engagement on brand awareness

Model		Unstandardised Coefficients		Standardised Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.335	0.098		3.414	0.001
	Online Consumer Engagement	1.038	0.042	0.856	24.563	0.000

a. Dependent Variable: Brand Awareness

The coefficient table above list the *t* value as 24.563 and the *sig* value as .000. This means that with the significance value of the coefficients being less than 5 percent ($p < .01$), a significant positive relation between online consumer engagement and brand awareness was established. This result supported hypothesis 3, making the researcher to reject null hypothesis.

5.6 Relationship between key variables

Through factor analysis, all the four variables of user experience, social media usage, online consumer engagement and brand awareness were found to be correlating and a significant positive relation between the variables was observed at *Sig* of .000. Based on the factor analysis conducted, the scree plot below was observed.

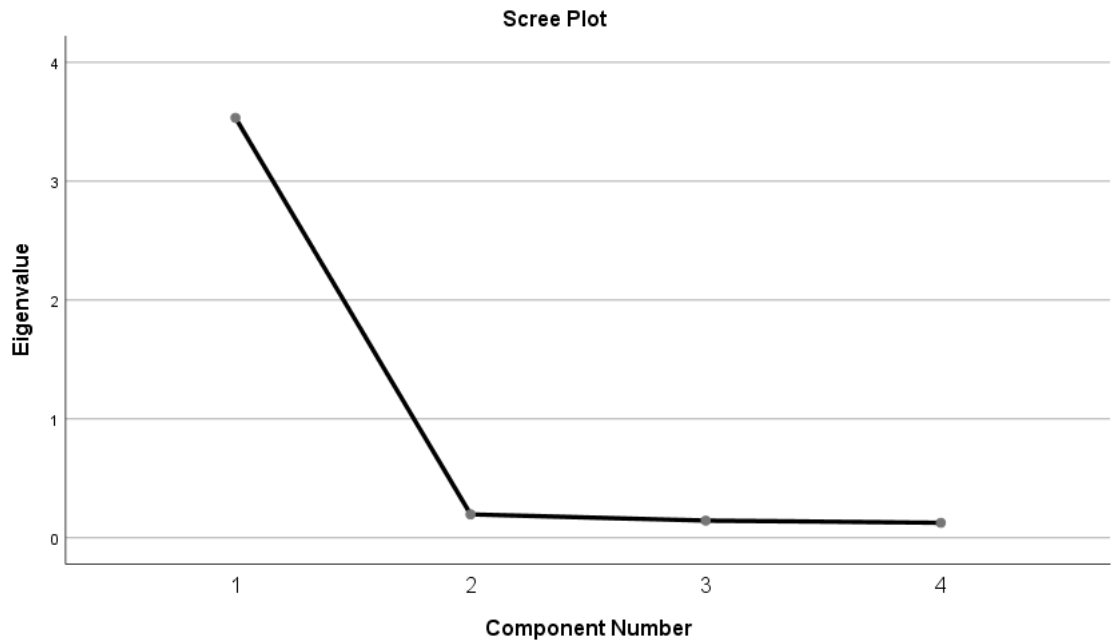


Figure 15: Scree plot

The scree plot above is a multivariate statistical calculation that presents a graphical representation of the eigenvalues in a line segment plot form. In its nature, it is used to determine what number of factors need to be retained when conducting exploratory factor analysis. The scree plot above shows that the slope of this curve levels after one factor at the elbow point of factor 2. As such, any factors that appear to the left of this point should not be retained.

5.7 Conclusion

This chapter presented the interpretation of the research results presented in Chapter 4. The demographic profile of the respondents was presented and interpreted to give meaning to results obtained from the study. Furthermore, each of the three hypotheses was presented and a comprehensive discussion on the interpretation of the results for those hypotheses was presented. All predictions made by the three hypotheses were confirmed as statistically significant and supported by the study, leading to the rejection of the corresponding null hypotheses. In the next chapter, final conclusions, implications and recommendations of this study are presented to conclude the overall report.

CHAPTER 6: CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS

6.1 Introduction

This chapter presents final conclusions, implications and recommendations of this study and conclude the overall report. Key findings of this study are summarised, and conclusions are drawn based on previous research conducted by other scholars. Thereafter, implications of this study are presented and recommendations are made. As a final part, limitations to this study are presented and suggestions for areas of future research based on the findings of this study are made.

6.2 Conclusions of the study

The aim of this study was to investigate if social media marketing was an antecedent of creating brand awareness by studying the influence of user experience on online consumer engagement, social media usage on online consumer engagement as well as the influence of online consumer engagement on brand awareness. The respondents' demographic information was studied and there were no major surprises on that construct. Of great interest was the imbalance that appeared in the race item. It should be noted that this demographic item presented a higher statistic of 22 percent of the white respondents who have completed the survey, which is not in line with the national population percentage of 8 percent. This statistic could be driven by the fact that most of the white people are well resourced and their economic activity is higher than that of other racial groups.

From the three hypotheses perspective, it was assumed that if all three relationships can be proven, then it can be deduced that social media marketing, through one of its elements namely online consumer engagement, which is made up of two constructs of user experience and social media usage, is an antecedent to creating brand awareness in South Africa. Both the

constructs of user experience and social media usage were proven to have a positive relationship with online consumer engagement, while online consumer engagement was proven to have a positive relationship with brand awareness (Hollebeek *et al*, 2014).

The study was based on testing brand awareness in the motor vehicle insurance sector and a sample was drawn in the province of Gauteng. Three advertisements of leading motor-insurance brands were linked to the study, where respondents had to watch each advertisement and answer brand awareness related questions. Upon proving the relationships on the variables studied, the researcher deduces that social media marketing is an antecedent of creating brand awareness, not only on motor vehicle insurance, but on other brands as well (Hollebeek, 2014). The study used motor vehicle insurance as an area of testing the hypothesis, but the researcher is confident that the study could produce similar results if applied in other sectors or by using other brands.

The findings of this study were consistent with the three predicted alternative hypotheses. The study proved that there were positive significant relationships between user experience and online consumer engagement, between social media usage and online consumer engagement, as well as between online consumer engagement and brand awareness. In analysing the linear regression data, the study revealed that user experience produced adjusted $R^2 = .700$ which amounted to 70 percent of the variance in online consumer engagement. Social media usage returned adjusted $R^2 = .731$ which totalled 73 percent of the variance in online consumer engagement. Lastly, the construct of online consumer engagement yielded adjusted $R^2 = .732$ which is equivalent to 73 percent of the variance in brand awareness.

The table below depicts a summary of the hypotheses results.

Table 26: Summary of the hypotheses results

Proposed relationship	Hypothesis	Standardised Coefficients	T Statistics	Sig	Rejected or Supported
User experience and Online Consumer Engagement	H1	.837	22.702	.000	Supported
Social Media Usage and Online Consumer Engagement	H2	.855	24.483	.000	Supported
Online Consumer Engagement and Brand Awareness	H3	.856	24.563	.000	Supported

From all the three hypotheses, correlations were proven to exist between variables that were investigated. Wright (1997) contends that when conducting a multiple linear regression analysis, researchers should note that if correlation between variables is proved, that does not mean that there is causality between those variables. This means that by proving correlation between user experience and online consumer engagement; and between social media usage and online consumer engagement, which does not mean that there is causality

between user experience and online consumer engagement or between social media usage and online consumer engagement. Similarly, it cannot be assumed that there is a causal relationship between online consumer engagement and brand awareness.

Through factor analysis, all four key variables of user experience, social media usage, online consumer engagement and brand awareness were proven to be correlating, suggesting that there is the relationship between the four variables. This finding suggests that user experience and social media usage both have an influence on brand awareness just as they do on online consumer engagement, however, given the argument by Wright (1997) that confirming correlation between variables does not mean that there is causation between variables, this finding would still need to be studied further and supported by empirical evidence in order for it to be scientifically accepted.

6.3 Implications and Recommendations

Given that the aim of this study was to investigate if social media marketing was an antecedent of creating brand awareness in South Africa, all hypotheses were proven to be statistically significant. As such it was deduced that social media marketing was an antecedent of creating brand awareness. This study is applied in the context of motor vehicle insurance, a sector which is competitive in South Africa due to the similarities and limitations of product offerings that the insurance companies have. It should also be noted that the pool of consumers is limited as such making not only brand awareness of these insurance companies of paramount importance, but also how best they can differentiate themselves from competition by building brand awareness using social networking sites which are popular with their consumers.

A research gap that emerged from this study was that not enough academic research has been conducted to study the influence of mobile marketing on brand awareness. Although research on mobile marketing including user experience, social media usage, online consumer engagement and brand awareness exist, most of that research is based in the developed countries and

not much is available in developing countries or emerging markets like South Africa, confirming what Hollebeek et al. (2014) referred to as a lack of empirical research in this area.

6.3.1 Theoretical implications

Theoretically, this study contributes to the body of knowledge by adding literature in the field of social media, specifically in the social media marketing space and brand awareness. A further contribution is made to the discipline of consumer engagement on social media and to an extent consumer behaviour on online platforms. Inter-relationships between user experience, social media engagement and online consumer engagement as well as association between online consumer engagement and brand awareness adds to recent understanding of social media marketing and brand awareness in emerging markets. The validation of social media marketing through studying user experience, social media usage and online consumer engagement that this research has uncovered authenticated the scales used in this research therefore making the findings empirical. This evidence suggests that the findings of this study can be generalised not only in other parts of South Africa but also in other emerging markets.

6.3.2 Managerial implications

Practical implications produced in this study alert marketing professionals about the importance of engaging consumers on social networking sites to create and maintain brand awareness. Marketing professional should consider maintaining online presence for their brands and engage consumers, especially those whom the company data and online analytics describe as high users of social networking sites and have a higher user experience of online platforms. As mentioned earlier that the study is applied in motor vehicle insurance context, the findings can be applied to different brands and business situations.

Marketing professionals from any sector should maintain a positive and strong brand awareness of their brands or companies to keep their brands on top of

consumers' minds. This exercise can benefit brands and companies by stimulating sales opportunities and by maintaining good brand reputation which can contribute positively to brand equity and brand loyalty. Marketers should continue to invest in their companies' brand awareness and dedicate enough resources to carry out that activity consistently. The notion of out of sight out of mind can be applied to many brands when consumers make purchasing decisions. It is upon marketers to make sure that their brands occupy a favourable space in the mind of the consumer.

The emergence of social networking sites had empowered consumers to become significant players in the marketing decisions on the ground. While marketers can devise strategies of going to market, through the use social networking sites, consumers no longer rely on marketers to tell them about the great features of their products. Consumers share their experiences about products and services online, as such becoming influencers or discouragers of a brand based on experience and to a degree, word-of-mouth. It is therefore important for marketers to develop a digital marketing strategy which focuses on creating online brand awareness and experience that shows synergies from the traditional marketing and communication functions and drive that in digital space to enhance other marketing and communication efforts.

The study supported the three hypothetical statements presented, making it relevant for marketers to consider its findings for implementation in their organisations. Marketers cannot succeed without engaging the consumers. As such, they should make sure that their companies' online presence remains intact and open for consumers to engage as this can create them a less expensive marketing tactic of creating brand awareness.

6.4 Suggestions for future research

This chapter presents limitations of this study and suggestions for future research that researchers should consider. It gives limitations emanating from the researcher's experience on this study and suggests possible future research that can be conducted to find out if similar findings can be arrived at if the same

study is conducted elsewhere and what other areas can be studied to improve or validate this study.

6.4.1 Limitations

For this study, it should be considered that the following limitations exist.

- From a research design point of view, the research instrument was a self-administered questionnaire which was distributed electronically where respondents had to complete at their convenience. It should be noted that some form of biasness from the method used may occur where parameters can be inflated by responses. Although the study has proven positive influences or relationships between variables, it should be noted that by proving correlation between the variables does not mean that there is causality between those variables (Wright, 1997).
- Another limiting factor for this study is that it was conducted in one the province of Gauteng in South Africa, focusing on one industry sector (motor vehicle insurance or), and sampling the working class under the assumption that they own vehicles and have insurance. The location of the study puts it in metropolitan areas. Rural areas which could potentially alter the findings of this study were not considered. Respondents who mentioned that they did not have motor vehicle insurance were disqualified from continuing with the questionnaire.
- The study has shown that 70 percent of the respondents have insurance. This is in contrast with the wider insurance industry statistics published by the Automobile Association (AA) of South Africa in 2016 claiming that there were 11.4 million registered motor vehicles in South Africa and about 70 percent of them were uninsured (Bubear, 2016).
- The use of convenience sampling means that there could be a limitation on generalising the results to all social media marketing situations given that most of the respondents have indicated that they were employed

and just a small percentage of them indicated that they were not employed.

6.4.2 Suggestions for future research

Suggestions for future research that the researcher would like to put forward include the following:

- Facebook, Twitter, LinkedIn, YouTube and Instagram are but a few and most popular social networking sites in South Africa. It would be of great interest to study the influence that other available social networking sites in emerging markets such as MySpace, WeChat, Tumblr, Google+, Snapchat, Pinterest, FourSquare and others, have on online consumer engagement and brand awareness (Hollebeek et al, 2014; Pfeil, Arjan, & Zaphiris, 2009).
- Researcher should study other available social networking sites in emerging markets such as MySpace, WeChat, Tumblr, etc. to observe online consumer engagement and brand awareness in those networking sites (Hollebeek et al, 2014; Pfeil, Arjan, & Zaphiris, 2009).
- Researcher to conduct qualitative research with social networking sites users to explore the perceptions of older age groups compared to younger ones based on online engagement and brand awareness/knowledge in emerging markets (Pfeil, Arjan, & Zaphiris, 2009)
- A similar study to be conducted in other province in South Africa as well as in other countries classified as emerging markets to establish if similar results can be achieved.
- Conduct a study to investigate if there is a causal relationship between the studied variables following comments made by Wright (1997) that confirming correlation between variables does not mean that there is causation between variables.

- Carry out research to probe if the variables of user experience and social media usage have positive influence on brand awareness directly. This comes after proving that the two variables had an influence on online consumer engagement which impacted brand awareness.

6.5 Conclusion

This chapter presented specific implications to be considered in academia and practical ones which marketing professionals should consider implementing in their day-to-day functions. It also gave limitations that the researcher wished to bring forward as well as suggestions for future research that can be conducted to expand on this study.

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APPENDIX A

Actual Research Instrument

ML-2018-MMSM-SURVEY

Start of Block: Section A

SECTION A

General Information

This section is asking you about your background information. Please indicate your answer by selecting the appropriate answer.

Q1 Please indicate your age group

- ☐ 25 - 29 years old (1)
- ☐ 30 - 35 years old (2)
- ☐ 36 - 40 years old (3)
- ☐ 41 – 45 years old (4)
- ☐ 46 and above (5)

Q2 Do you use any of the following social network sites such as Facebook, Twitter, LinkedIn or YouTube **at least once a month?**

- ☐ Yes (1)
- ☐ No (2)

Q3 Do you have motor vehicle insurance?

- ☐ Yes (1)
- ☐ No (2)

Skip To: End of Survey If Q3 = 2

Q4 What type of motor vehicle insurance product do you have, from which company?

☐ Comprehensive insurance (1)

☐ Third party insurance (2)

☐ Personal liability insurance (3)

Q5 Please indicate your gender

☐ Male (1)

☐ Female (2)

Q6 Please indicate your race

☐ Black (1)

☐ Coloured (2)

☐ Indian (3)

☐ White (4)

☐ Other (5)

Q7 Please indicate your level of education

☐ Grade 12/Matric (1)

☐ Diploma (2)

☐ B-Tech/Bachelor's Degree (3)

☐ Post-Graduate Degree (4)

Q8 Please indicate your employment status

- ☐ Full-time (1)
- ☐ Part-time (2)
- ☐ Contract (3)
- ☐ Unemployed (4)
- ☐ Student (5)

End of Block: Section A

Start of Block: Section B

SECTION B

User Experience

Below are statements about your experience on social media. Please indicate the extent to which you agree or disagree with the statement by selecting the corresponding number in the 5-point scale below: 1 = Strongly Disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly Agree

Your experiences on social media...

Q9 When I am on social media, I get a sense of contact with motor vehicle insurance brands that care for me

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q10 When I am on social media, I feel close connection with my motor vehicle insurance brand

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q11 When I am on social media, I get a strong sense of intimacy with my motor vehicle insurance brand

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q12 When I am on social media, I become who I really am

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q13 When I am on social media, I get a sense of deeper purpose

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q14 When I am on social media, I get a deeper understanding of myself

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q15 When I am on social media, I experience new sensation and activities

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q16 When I am on social media, I find new sources and type of stimulation

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q17 When I am on social media, I feel like I was completing a difficult task

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q18 When I am on social media, I feel like I was mastering hard challenges

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q19 When I am on social media, I feel my life is structured

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q20 When I am on social media, I am glad that I have comfortable set of routines and habits

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q21 When I am on social media, other users seek my advice and they follow it

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q22 When I am on social media, I am someone others take as a guidance

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

End of Block: Section B

Start of Block: Section C

SECTION C

Social Media Usage

Below are statements about your experience in using social media. Please indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5-point scale below: **1** = Strongly Disagree, **2** = Disagree, **3** = Neither agree nor disagree, **4** = Agree, **5** = Strongly Agree

Social media usage...

Q23 I have given up some of my social and leisure time, so I can spend more time on the social media

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q24 I have tried unsuccessfully to reduce my social media usage

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q25 When not online, I spend a lot of time doing other things related to the Internet

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q26 I have tried to stop using social media for prolonged periods

- ☐ Strongly disagree (1)
- ☐ Disagree (4)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q27 Social media has replaced some of my usual sleeping hours

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q28 Friends and family complain about my use of social media

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q29 I find myself connecting for longer periods than intended

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q30 I have used social media to make myself feel better when I was down

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q31 When not checking my social media, I find myself wondering what is happening

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q32 The information I get from social media is not enough

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q33 My productivity at work (or school) has decreased as a direct result of the time I spent on my social media

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q34 The time I spend online has increased over the last year

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

End of Block: Section C

Start of Block: Section D

SECTION D

Online Consumer Engagement

Below are statements about your experience in an online environment. Please indicate your answer by selecting the appropriate option. **1** = Strongly Disagree, **2** = Disagree, **3** = Neither agree nor disagree, **4** = Agree, **5** = Strongly Agree

When I am on social media (Facebook, LinkedIn, YouTube, Twitter and Instagram)...

Q35 I watch videos on companies' social media pages

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q36 I view pictures on companies' social media pages

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q37 I read companies' posts, user comments, or product reviews

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q38 I like/join a companies' social media pages (e.g., becoming a fan of or following)

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q39 I engage in conversations on companies' social media pages (e.g., commenting, asking, and answering questions)

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q40 I share companies' social media posts on my own social media pages (e.g., video, audio, pictures, texts)

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q41 I recommend companies' social media pages to my social media contacts

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q42 I upload product-related video, audio, pictures, or images

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

End of Block: Section D

Start of Block: Section E

Section E

Brand Awareness

Below are statements about brand awareness. Please indicate the extent to which you agree or disagree with the statement by selecting the corresponding number in the 5-point scale below: **1 = Strongly Disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, 5 = Strongly Agree**

Click on the advertisements below to watch and answer the questions that follows:

Advert 1 Click on the advertisement below to watch and answer the questions 43 to 48:



When watching this advertisement...

Q43 I know how the Santam brand look like

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q44 I can recognise the Santam brand among other competing brands

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q45 I am aware of the Santam brand

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q46 Some characteristics of the Santam brand come into mind quickly

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q47 I can quickly recall the logo of Santam

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q48 I have difficulty in imagining the Santam brand in my mind

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Advert 2 Click on the advertisement below to watch and answer the questions 49 to 54:



When watching this advertisement...

Q49 I know how the Old Mutual brand look like

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q50 I can recognise the Old Mutual brand among other competing brands

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q51 I am aware of the Old Mutual brand

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q52 Some characteristics of the Old Mutual brand come into mind quickly

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

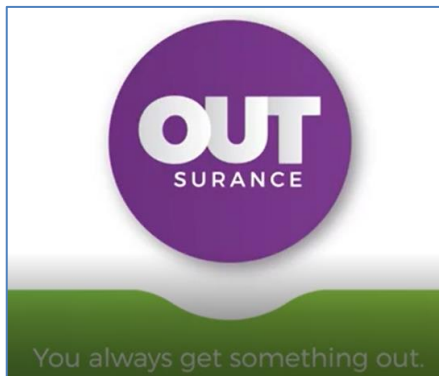
Q53 I can quickly recall the logo of Old Mutual

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q54 I have difficulty in imagining the Old Mutual brand in my mind

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Advert 3 Click on the advertisement below to watch and answer the questions 55 to 60:



When watching this advertisement...

Q55 I know how the Outsurance brand look like

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)

- ☐ Agree (4)
- ☐ Strongly agree (5)

Q56 I can recognise the Outsurance brand among other competing brands

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q57 I am aware of the Outsurance brand

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q58 Some characteristics of the Outsurance brand come into mind quickly

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q59 I can quickly recall the logo of Outsurance

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

Q60 I have difficulty in imagining the Outsurance brand in my mind

- ☐ Strongly disagree (1)
- ☐ Disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Agree (4)
- ☐ Strongly agree (5)

End of Block: Section E

END.

APPENDIX B

Covering Letter

University of the Witwatersrand - Wits Business School
Faculty of Commerce, Law and Management
Department of Marketing
11 June 2018

Dear Sir or Madam

RESEARCH QUESTIONNAIRE

My name is Medupi Lamola and I am a Masters' candidate at the University of the Witwatersrand's Wits Business School. I am studying towards a degree of Master of Management in the field of Strategic Marketing. I am currently conducting research for my thesis entitled: *Mobile marketing as an antecedent of creating brand awareness in South Africa*.

I kindly request you to complete this survey questionnaire by 31 October 2018. Please note that your participation is voluntary, and you can withdraw at any time. Your responses will be kept anonymous. The research is for academic purposes only and all the information obtained will be kept confidential.

Should you have any queries relating to this research, please email me at 1801609@students.wits.ac.za or my supervisor, Dr. Yvonne Saini at yvonne.saini@wits.ac.za.

The questionnaire takes approximately 15 minutes to complete.

Thank you for your assistance.

Yours Sincerely

Mr Medupi Lamola (Student)

APPENDIX C

Consistency matrix

What is the role played by mobile marketing as an antecedent of creating brand awareness in South Africa					
Sub-problem	Literature Review	Hypotheses or Propositions or Research questions	Source of data	Type of data	Analysis
The first sub-problem is to evaluate the relationship between user experience and social media usage on online consumer engagement on social networking sites (SNS).	Kaplan & Haenlein, 2010 Hollebeek, 2011 Hollebeek et al., 2014 Brodie et al., 2013 Di Gangi & Wasko, 2016 O'Brien & Toms, 2008 Ajzen & Fishbein, 1988 Dillard & Pfau, 2002 Saini, 2015 Glanz et al., 2008	H1: User experience has an influence on online consumer engagement H2: Social media usage has an influence on online consumer engagement	Survey questionnaire with questions that will provide statistical data.	Data will be ordinal. They will be derived from ratings based on a Likert scale.	Statistical analysis software SPSS will be used. A descriptive analysis will be applied.
The second sub-problem is to evaluate the relationship between online consumer engagement and brand awareness on social networking sites (SNS).	Keller, 1993, 2001 D. A. Aaker, 1992, 1996 Keller & Aaker 1998 D. A. Aaker & Joachimsthaler, 2000 Tariq et al., 2017 Di Gangi & Wasko, 2016 O'Brien & Toms, 2008 Dillard & Pfau, 2002 Saini, 2015	H3: Online consumer engagement has an influence on brand awareness	Survey questionnaire with questions that will provide statistical data.	Data will be ordinal. They will be derived from ratings based on a Likert scale.	Statistical analysis software SPSS will be used. A descriptive analysis will be applied.

APPENDIX D

Sources of Research Questionnaire Items

Section B - User Experience

User Experience was measured on 14 items scale adapted from **Hassenzahl et al. (2010)**. See the original questions below:

Table 2
Principal component analysis (varimax rotation) of the whole sample.

Scale/Item	Component					
	1	2	3	4	5	6
<i>I felt ...</i>						
<i>Relatedness</i>						
... a sense of contact with people who care for me, and whom I care for	.92					
... close and connected with other people who are important to me	.93					
... a strong sense of intimacy with the people I spent time with	.90					
<i>Meaning</i>						
... that I was "becoming who I really am"		.81				
... a sense of deeper purpose		.78				
... a deeper understanding of myself+		.81				
<i>Stimulation</i>						
... that I was experiencing new sensation and activities			.88			
... that I had found new sources and types of stimulation for myself			.87			
<i>Competence</i>						
... that I was successfully completing difficult tasks and projects				.86		
... that I was taking on and mastering hard challenges				.84		
<i>Security</i>						
... that my life was structured+					.85	
... glad that I have a comfortable set of routines and habits		.31			.83	
<i>Popularity</i>						
... that I was a person whose advice others seek out and follow	.32					.75
... that I'm someone, others take as a guidance+						.81
Eigenvalue	2.79	2.42	1.77	1.76	1.72	1.53
% variance explained	20	17	13	13	12	11

Source:

Hassenzahl, M., Diefenbach, S., & Göritz, A. (2010). Needs, affect, and interactive products—Facets of user experience. *Interacting with computers*, 22(5), 353-362.

Section C - Social Media Usage

Social media usage was measured on 12 items scale adapted from **Linnhoff and Smith (2017)**. See the original questions below:

Table 1. Modified IRPS: synopsis of constructs and survey items.					
Item #		α^a	Original scale items (Widyanto, Griffiths, & Brunsden, 2011)	Modified scale items	α
1	Negative effects	.9	I have given up some of my social and leisure time so I can spend more time on the net	I have given up some of my social & leisure time so I can spend more time on the mobile apps	.52
2			I have tried unsuccessfully to cut down my amount of internet use	[I've tried unsuccessfully to reduce my mobile app usage] Deleted – low inter-item correlation	
3			When not online, I spend a lot of time doing other things related to the Internet	n/a	
4	Mood modification	.86	I have received phone bills I couldn't afford	n/a	.84
5			I have tried to stop using the Internet for prolonged periods	I have tried to stop using my smart phone for prolonged periods	
6			My Internet use has replaced some of my usual sleeping hours	My smart phone use has replaced some of my usual sleeping hours	
7			Friends & family complain about my use of Internet	Friends & family complain about my use of mobile apps	
8			I find myself connecting for longer periods than intended.	I find myself connecting for longer periods than intended	
9			I am often late for appointments because I am online when I shouldn't be	I am often late for appointments because I am using my smart phone when I shouldn't be	
10			I am the kind of person who feels more comfortable with objects than people	I feel more comfortable communicating with people via text messaging, social networks & email than in person	
11			I feel anxious if I have not read my email or connected to the Internet for some time	I feel anxious if I have not checked on my favorite mobile apps for some time	
(Continued)					

Table 1. (Continued).					
Item #		α^a	Original scale items (Widyanto, Griffiths, & Brunsden, 2011)	Modified scale items	α
12	Loss of control (LOC)	.64	I have used the net to make myself feel better when I was down	I have used mobile apps to make myself feel better when I was down	.77
13			I have used the net to talk to others when I was feeling isolated	I have used my smart phone to contact others when I was feeling isolated	
14			I have frequent dreams about the Internet	n/a	
15			There are times when I would rather use the net than deal with other pressing issues	There are times when I would rather use mobile apps than deal with other pressing issues	
16			When not connected, I find myself wondering what is happening on the internet	When not checking my mobile apps, I find myself wondering what is happening	
17			The information I get from the internet is not enough	The information I get from mobile apps is not enough	
18			My productivity at work (or school) has de-creased as a direct result of the time I spent on the internet	My productivity at work (or school) has decreased as a direct result of the time I spent on my mobile apps	
19			Increased use	.6	
20			Time I spend online has increased over the last year	Time I spend online has increased over the last year	
		.88	9-point Semantic differential scale anchored at 'not true at all' and 'extremely true'	5-point Likert scale anchored at 'strongly disagree' and 'strongly agree'	.89
^a Cronbach's α internal consistency benchmarks (George & Mallery, 2003).					
.5 < α	Unacceptable	.9 > α $\geq$.8	Good		
.6 > α $\geq$.5	Poor	α $\geq$.9	Excellent		
.7 > α $\geq$.6	Questionable	α > .9	May indicate redundancy		
.8 > α $\geq$.7	Acceptable/Adequate				

Source:

Linnhoff, S., & Smith, K. T. (2017). An examination of mobile app usage and the user's life satisfaction. *Journal of Strategic Marketing*, 25(7), 581-617.

Section D - Online Consumer Engagement

Online consumer engagement was measured on eight items adapted from **Tsai and Men (2013)**. See the original questions below:

TABLE 1
Exploratory Factor Analysis for Measurement Items on Consumer Engagement

Items	Factor loadings		%	α
	1	2		
Viewing pictures on companies' Facebook pages	.83		30	.80
Reading companies' posts, user comments, or product reviews	.64			
Watching videos on companies' Facebook pages	.54			
Liking/joining a companies' Facebook pages (e.g., becoming a fan of or following)	.58			
Engaging in conversations on companies' Facebook pages (e.g., commenting, asking, and answering questions)		.63	27	.85
Sharing companies' Facebook posts on my own Facebook page (e.g., videos, audios, pictures, texts)		.78		
Recommending companies' Facebook pages to my Facebook contacts		.70		
Uploading product-related videos, audios, pictures, or images		.68		
Eigenvalues	4.41	1.01		
Total variance explained with overall α			57	.88

Note. Extraction method was principal axis factoring with Varimax rotation.

Source:

Tsai, W.-H. S., & Men, L. R. (2013). Motivations and antecedents of consumer engagement with brand pages on social networking sites. *Journal of interactive advertising*, 13(2), 76-87.

Section E - Brand Awareness

Brand awareness was measured on six items scale adapted from (Yoo et al., 2000). See the original questions below:

Brand associations with brand awareness ($\rho_C = .94$; $VE = .72$)		
AA1	I know what X looks like.	.92
AA2	I can recognize X among other competing brands.	.92
AA3	I am aware of X.	.90
AA4	Some characteristics of X come to my mind quickly.	.79
AA5	I can quickly recall the symbol or logo of X.	.85
AA6	I have difficulty in imagining X in my mind. (r)	.66
		30.96
		31.41
		30.01
		24.66
		27.28
		19.25

Source:

Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the academy of marketing science*, 28(2), 195-211.

APPENDIX E

Reliability results of main data collection

Table 27: Reliability analysis for user experience scale

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q9	21.95	282.186	0.887	0.873	0.974
Q10	22.04	285.169	0.870	0.913	0.974
Q11	22.13	287.753	0.860	0.896	0.974
Q12	21.71	276.728	0.834	0.738	0.975
Q13	21.95	282.993	0.863	0.777	0.974
Q14	21.98	282.270	0.866	0.777	0.974
Q15	21.28	268.465	0.898	0.867	0.974
Q16	21.14	267.862	0.878	0.847	0.974
Q17	22.22	291.841	0.803	0.779	0.975
Q18	22.23	291.060	0.852	0.846	0.975
Q19	22.05	286.294	0.843	0.799	0.974
Q20	21.75	278.907	0.861	0.797	0.974
Q21	21.64	276.312	0.890	0.876	0.973
Q22	21.55	276.321	0.849	0.851	0.974

Table 28: Reliability analysis for social media usage scale

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q23	18.69	241.406	0.821	0.713	0.969
Q24	18.45	235.294	0.868	0.768	0.968
Q25	18.30	233.319	0.863	0.765	0.968
Q26	18.28	234.265	0.821	0.764	0.969
Q27	18.57	237.525	0.847	0.761	0.968
Q28	18.72	241.321	0.823	0.698	0.969
Q29	18.12	225.977	0.911	0.859	0.967
Q30	18.36	233.133	0.863	0.779	0.968
Q31	18.35	231.587	0.880	0.790	0.967
Q32	18.25	236.027	0.771	0.628	0.970
Q33	18.83	244.758	0.817	0.688	0.969
Q34	18.13	227.408	0.885	0.821	0.967

Table 29: Reliability analysis for brand awareness scale

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q35	12.26	114.916	0.865	0.797	0.973
Q36	12.00	110.658	0.914	0.883	0.971
Q37	11.91	110.096	0.905	0.851	0.971
Q38	12.13	111.984	0.920	0.848	0.970
Q39	12.49	117.711	0.901	0.832	0.971
Q40	12.45	116.312	0.913	0.883	0.971
Q41	12.46	116.862	0.912	0.887	0.971
Q42	12.45	117.447	0.882	0.797	0.972

Table 30: Reliability analysis for brand awareness scale

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q43	36.61	988.472	0.937	0.909	0.991
Q44	36.56	985.239	0.955	0.949	0.991
Q45	36.51	982.945	0.972	0.969	0.991
Q46	36.84	1001.502	0.910	0.897	0.991
Q47	36.56	986.220	0.943	0.919	0.991
Q48	37.44	1037.861	0.806	0.788	0.992
Q49	36.38	978.030	0.974	0.969	0.991
Q50	36.35	976.246	0.980	0.982	0.991
Q51	36.36	976.413	0.973	0.966	0.991
Q52	36.57	988.237	0.953	0.924	0.991
Q53	36.51	984.774	0.926	0.907	0.991
Q54	37.47	1039.124	0.791	0.814	0.992
Q55	36.30	974.357	0.984	0.985	0.991
Q56	36.30	973.966	0.988	0.994	0.991
Q57	36.29	973.694	0.987	0.993	0.991
Q58	36.43	980.309	0.957	0.942	0.991
Q59	36.44	981.311	0.943	0.926	0.991
Q60	37.48	1040.620	0.774	0.789	0.993

APPENDIX F

Correlation analysis for measurement validity

Table 31: Inter-construct correlation matrix for user experience

	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22
Q9	1													
Q10	.907 **	1												
Q11	.881 **	.938 **	1											
Q12	.742 **	.738 **	.744 **	1										
Q13	.758 **	.750 **	.744 **	.791 **	1									
Q14	.765 **	.757 **	.745 **	.781 **	.818 **	1								
Q15	.809 **	.794 **	.789 **	.750 **	.790 **	.793 **	1							
Q16	.785 **	.765 **	.750 **	.737 **	.758 **	.799 **	.901 **	1						
Q17	.693 **	.687 **	.694 **	.653 **	.712 **	.702 **	.725 **	.707 **	1					
Q18	.771 **	.719 **	.718 **	.726 **	.734 **	.757 **	.763 **	.728 **	.856 **	1				
Q19	.753 **	.736 **	.726 **	.690 **	.748 **	.736 **	.734 **	.750 **	.712 **	.803 **	1			
Q20	.788 **	.752 **	.749 **	.709 **	.752 **	.737 **	.784 **	.771 **	.733 **	.756 **	.841 **	1		
Q21	.790 **	.757 **	.740 **	.770 **	.781 **	.776 **	.807 **	.795 **	.718 **	.756 **	.754 **	.785 **	1	
Q22	.731 **	.700 **	.671 **	.752 **	.753 **	.746 **	.785 **	.763 **	.702 **	.736 **	.725 **	.735 **	.912 **	1
**. Correlation is significant at the 0.01 level (2-tailed).														

Table 32: Inter-construct correlation matrix for social media usage

	Q23	Q24	Q25	Q26	Q27	Q28	Q29	Q30	Q31	Q32	Q33	Q34
Q23	1											
Q24	.747**	1										
Q25	.711**	.746**	1									
Q26	.624**	.738**	.756**	1								
Q27	.704**	.760**	.727**	.773**	1							
Q28	.710**	.760**	.755**	.708**	.717**	1						
Q29	.786**	.818**	.818**	.718**	.823**	.766**	1					
Q30	.756**	.742**	.765**	.763**	.743**	.687**	.819**	1				
Q31	.763**	.776**	.778**	.760**	.763**	.717**	.810**	.810**	1			
Q32	.629**	.704**	.700**	.708**	.642**	.661**	.715**	.676**	.683**	1		
Q33	.699**	.725**	.719**	.677**	.705**	.701**	.776**	.700**	.764**	.693**	1	
Q34	.785**	.810**	.799**	.693**	.781**	.752**	.861**	.804**	.810**	.665**	.719**	1
**. Correlation is significant at the 0.01 level (2-tailed).												

Table 33: Inter-construct correlation matrix for online consumer engagement

	Q35	Q36	Q37	Q38	Q39	Q40	Q41	Q42
Q35	1							
Q36	.877**	1						
Q37	.809**	.897**	1					
Q38	.830**	.867**	.856**	1				
Q39	.786**	.805**	.839**	.855**	1			
Q40	.787**	.825**	.820**	.860**	.866**	1		
Q41	.767**	.823**	.834**	.849**	.866**	.924**	1	
Q42	.766**	.806**	.801**	.833**	.836**	.848**	.862**	1
**. Correlation is significant at the 0.01 level (2-tailed).								

Table 34: Inter-construct correlation matrix for brand awareness

	Q43	Q44	Q45	Q46	Q47	Q48	Q49	Q50	Q51	Q52	Q53	Q54	Q55	Q56	Q57	Q58	Q59	Q60
Q43	1																	
Q44	.937**	1																
Q45	.937**	.966**	1															
Q46	.895**	.894**	.919**	1														
Q47	.904**	.924**	.941**	.891**	1													
Q48	.736**	.759**	.770**	.637**	.716**	1												
Q49	.910**	.929**	.941**	.883**	.915**	.784**	1											
Q50	.922**	.944**	.953**	.892**	.921**	.793**	.977**	1										
Q51	.916**	.939**	.948**	.887**	.912**	.793**	.967**	.976**	1									
Q52	.889**	.915**	.928**	.894**	.905**	.765**	.942**	.947**	.934**	1								
Q53	.864**	.868**	.880**	.859**	.889**	.752**	.926**	.934**	.917**	.907**	1							
Q54	.729**	.766**	.789**	.720**	.744**	.746**	.761**	.751**	.742**	.721**	.669**	1						
Q55	.922**	.931**	.953**	.899**	.931**	.798**	.973**	.970**	.963**	.944**	.922**	.780**	1					
Q56	.925**	.938**	.956**	.895**	.928**	.809**	.973**	.977**	.970**	.947**	.925**	.784**	.989**	1				
Q57	.922**	.936**	.957**	.897**	.928**	.815**	.968**	.972**	.970**	.944**	.927**	.777**	.986**	.995**	1			
Q58	.897**	.909**	.937**	.875**	.905**	.800**	.930**	.934**	.933**	.919**	.887**	.765**	.958**	.964**	.966**	1		
Q59	.880**	.895**	.915**	.857**	.915**	.772**	.921**	.914**	.920**	.907**	.882**	.756**	.951**	.950**	.947**	.920**	1	
Q60	.721**	.743**	.747**	.678**	.722**	.741**	.771**	.776**	.747**	.724**	.714**	.800**	.739**	.754**	.761**	.723**	.684**	1
**. Correlation is significant at the 0.01 level (2-tailed).																		

APPENDIX G

Scatterplots of relationships between user experience, social media usage, online consumer engagement and brand awareness

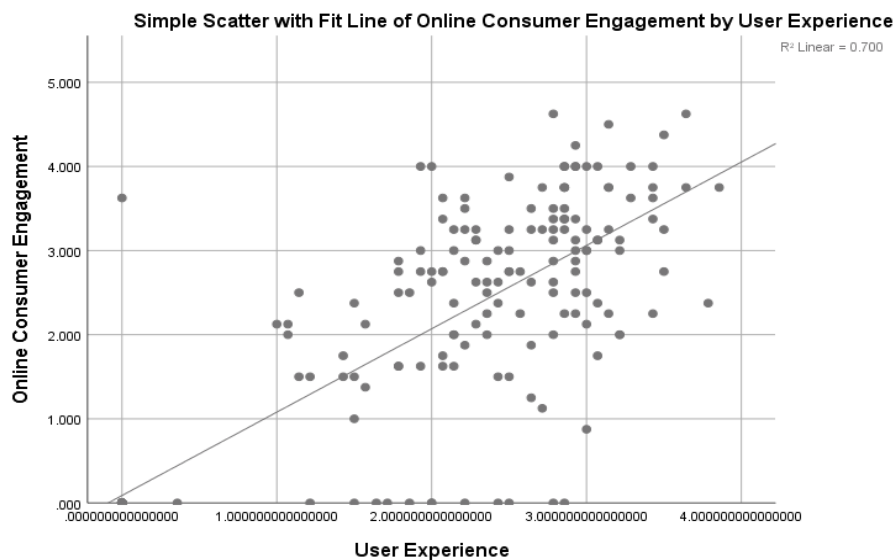


Figure 16: Scatterplot of user experience and online consumer engagement (Hypothesis 1)

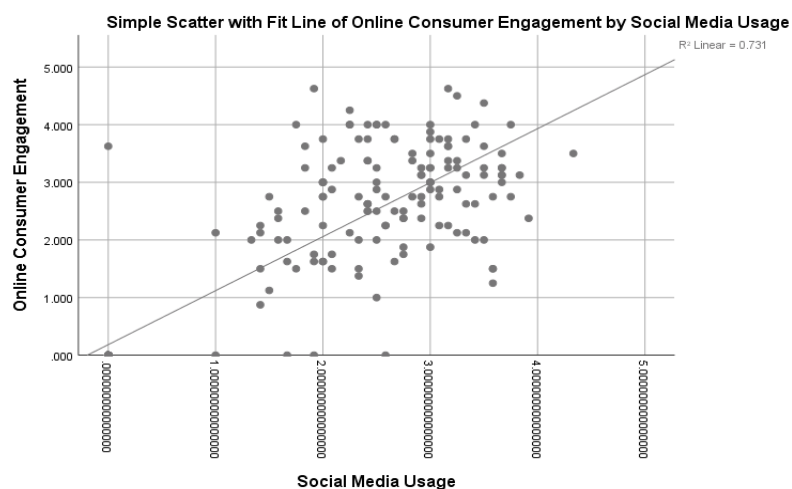


Figure 17: Scatterplot of social media usage and online consumer engagement (Hypothesis 2)

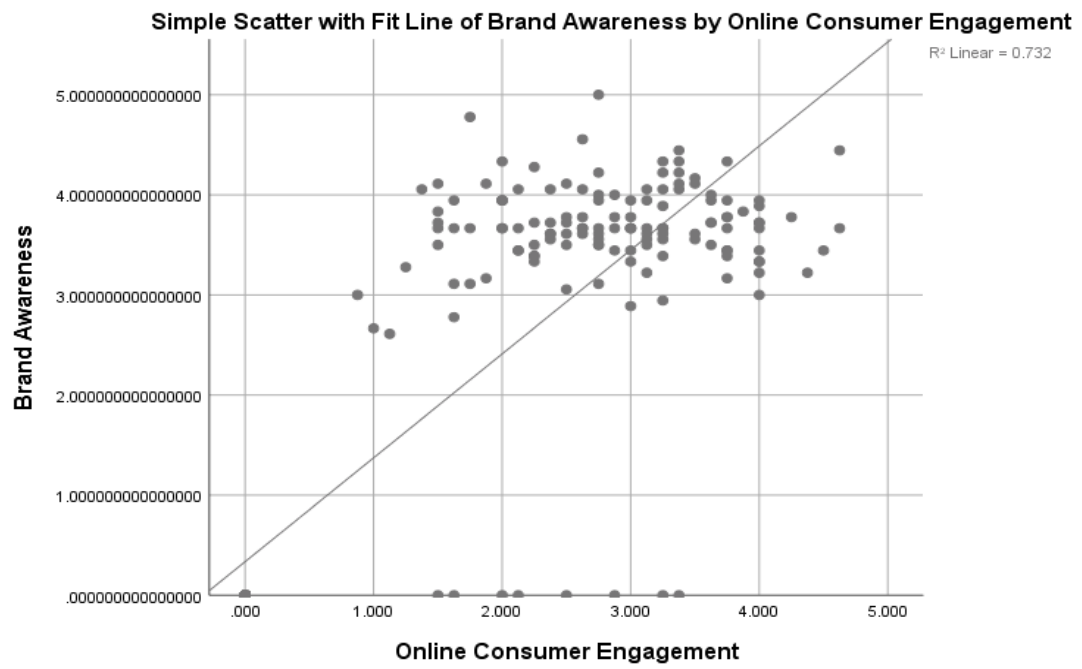


Figure 18: Scatterplot of online consumer engagement and brand awareness (Hypothesis 3)