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The Effect Of Social Media Advertising On Brand Image Of Motor Vehicles In South Africa

A research report submitted by

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Submitted in partial fulfillment of the requirements for the degree

MASTER OF MANAGEMENT IN STRATEGIC MARKETING

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the University of the Witwatersrand

Wits Business School, Johannesburg

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Abstract

The automotive industry has experienced immense pressure as a result of global factors - inflation, competition, technology and political factors. Changing trends in consumer expectations have put the automobile industry under increasing pressure with more choices available. The practise of using Social Media Advertising by organisations and clients has revolutionalised the advertising and business landscape as it might be the most cost-effective way that organisations can promote their goods and services in the future. The marketing environment has evolved and marketers need to keep up and find innovative, cost effective ways to build brands. The main aim of this research was to examine the effects of Social Media Advertising on Brand Image of motor cars in South Africa. The study was grounded using 2 theories , AIDA (**A**ttention, **I**nterest, **D**esire, **A**ction) and DAGMAR models. Social media involved the use of Facebook, Twitter, Instagram and Linkedin social media platforms. The study introduced the Keller Model of Brand Knowledge and investigated the relationship between Social Media Advertising, Brand Image, Types of Brand Associations, Benefits (Functional, Symbolic and Experiential) and Attitudes. The research design entails a quantitative approach and involves a cross sectional study design. The sample (N = 254) comprises owners and drivers of motor vehicles. A snowball sampling technique was used in selecting the final sample for the current study. This method was the most practical and feasible to arrive at the selected sample. The data involved a 2 phased approach. This study emphasises the use of Social Media Advertising in brand building strategies, particularly through social media platforms - Facebook, Twitter, Instagram and LinkedIn. The findings also suggest that through social media platforms consumers' attitudes are influenced towards advertising, brands and intentions in forwarding messages to other users.

The conclusions of this study have implications for brand managers. The study reveals practical value because it demonstrates that social media activities do have a positive effect on brands because they are supportive of the buying process.

Declaration

I, Rethabile Hoeane, declare and confirm with my signature that that this research report is my own work except where indicated in the references and acknowledgments. It is submitted in partial fulfillment of the requirements for the degree of Master of Management in Strategic Marketing at Wits Business School, Johannesburg. No part of the paper has been submitted before for any degree or examination at this or any other University.

R HOEANE . . . . . .

Rethabile Hoeane

Signed at: Parktown

On this: 11th day of March 2018

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I am greatly appreciative to a number of people for supporting me during the writing of this thesis. Most notably,

My supervisor Dr Yvonne Saini for the invaluable role she played to my research year. I sincerely appreciate the selfless help and guidance.

To all Wits Business School staff and Lecturers, thank you.

Dedication

I would like to dedicate this research to the people closest to my heart.

My father Dr Masitha Hoeane for teaching us the value of education from an early age, for being my bouncing board, and for always encouraging me.

My late mother Mamateu, you are my own guiding angel.

My brother Bafokeng for always giving me your “last Rolo” and to

My daughter Bohlale, for your patience and resilience.

I love you all unconditionally.

To the Almighty I am most thankful.

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CHAPTER 1 INTRODUCTION

1.1 Introduction

This study examines the effectiveness of Social Media Advertising (Facebook, Instagram, Twitter) on Brand Image of motor vehicle brands in South Africa. Research has proven that, digital advertising on both smart-phones and computers in South Africa will produce 52% of the total hike in advertising spend in the next five years (Mangold & Faulds, 2009; Hensel & Deis, 2010).

However, there is currently a deficiency of academic research dedicated to understanding how new age media such as social media advertising influences Brand Image of motor vehicles in South Africa. Moreover, existing literature shows that the few current studies conducted on Brand Image and social media respectively, have neither focused on Brand Image (Types of brand associations, Attitudes, Functional benefits, Symbolic benefits, Experiential benefits), nor on Social Media Advertising.

The study will therefore add value to the limited academic literature on Social Media Advertising and Brand Image in the context of the automotive sector in South Africa. The results obtained can also provide suggestions for organisations that want to develop Brand Image building content to be used in social media.

1.2 Context of the Study

Maxcy (2013) reported that the global automotive industry can be can be traced as far back as 1902 when the first foreign direct investment took place. Following the fall of apartheid South Africa in the early 1990s, Onyango (2000) explains that South Africa then became wholly integrated into the international economy.

A study by Humphrey & Memedovic (2003) revealed that the automotive sector is thought to be the most globalised due to its worldwide availability. It is an oligopoly industry due to the characteristic of it consisting of a small number of firms that have global presence. Sturgeon, Van Biesebroeck & Gereffial (2008) advised that as with

other industries, the world automotive industry is in the middle of an intense changeover. Mazur, Contestabile & Offer (2013) observed that the automotive industry is experiencing immense pressure as a result of global factors. Several issues, such as shifting trends in consumer expectations and conduct have put the automobile industry under pressure. The industry is experiencing difficulties with policies implemented by government to control air quality and climate change. Oil is also rumoured to be scarce and this is also viewed as a threat to the industry.

Due to its global nature the automotive industry was hit very hard by the recent econo

mic recession. NAAMSA (National Association of Automobile Manufacturers of SA) reported that in 2016 sales of brand new cars hit a record low for the 3rd year in a row. The year was recorded as very tough for the industry.

The difficulties were due to among other things, slow economic growth, increasing interest rates, low disposable income and consumer confidence as well as high levels of inflation on new cars. This resulted in a double digit decrease in domestic sales (11.4% decrease from 2015 to 2016).

Table 1: The Outlook For 2017 In Terms Of Industry Domestic Vehicle Sales By Sector

Sector	2015	2016	2017 projected
Cars	412 478	361 273	370 000
Light Commercials	374 701	159 128	163 000
Medium Commercial	10 394	8 447	9 000
Heavy, Extra Heavy, Commercials, Buses	20 075	18 594	19 000
Total vehicles	617 648	547 442	561 000

Furthermore, NAAMSA reported that new car sales continued to be under pressure despite motor vehicle companies introducing enticing sales incentives (trade assistance) and getting robust input from car rentals. The car rental sector was responsible for contributing about 16.3% to new automobile sales during that year. In spite of the harsh economic difficulties, Wesbank reported that applications for used vehicles were up 3.4%, an all-time record. However, it must be noted that by the last quarter of 2016, the average new car financed was 12.7% more expensive than the

previous year. Thus, collection and repossession of vehicles increased, but not to the disturbing levels seen in 2008/9.

National Association of Automobile Manufacturers of South Africa also stated that the decrease in new car sales is driven by mounting prices of new cars, which affects buyer affordability and results in the acceleration of the already strong demand for used cars. They report that there is also evidence of changing consumer mobility and spending patterns with motorists choosing to rather use other modes of transport such as Uber, Gautrain, car sharing etc. This has unsettled the need for car ownership and put a slump on new vehicle sales.

The struggling economy pushed companies from various sectors to respond to the slump by adopting standard tactics to be able to control the crisis. The tactics employed by companies included internal cost cutting measures i.e. Marketing budget, cutting output, reducing overtime and shifts, external cost cutting measures, e.g. exerting pressure on the value chain, both upstream and downstream. Organisations responded by changing their structures. The options available to them included liquidating, mergers and acquisitions, revising agreements, establishing partnerships and changing credit terms to name a few.

Marketers however, still need to compete and build brands amidst the decrease in car sales, so there is a need to look for alternative more cost-effective ways to build the brand, particularly the image of their brands. Social media makes the most sense for organisations to use during hard economic times because it has very low setup and maintenance costs relative to traditional advertising. The audience on a web page is acquired therefore organisations know with certainty that the audience is there because they own that brand of car, or they aspire to own it. This makes social media a very attractive medium for marketers to use because they know that the audience opted into their page making them the perfect target market. Social media is a good medium for marketers to use because the information posted by followers can be shared, and more over unlike other forms of traditional media it is much easier to segment customers because of access to their demographic details and a view of their interests and preferences.

The US vehicle market was the worst hit by the recession – and suppliers were predicted to make a loss of USD 25 billion in 2009. During the same period 200 seller organisations underwent liquidation and quietly sold resources to competitors and private equity firms (Just-auto, 2009). Humphrey & Memedovic (2003) wrote that in the USA, Western Europe, Japan and Canada, the car industry is developed and consequently faces low profitability, high stock levels and cost pressures.

The main trends and features experienced by the international automotive sector were identified by Sturgeon & Van Biesebroeck (2009) and Gastrow (2012) as:

- Higher international production and cross border trade, increased International direct investments (FDI) grew at a fast pace since the late 1980's.
- Countries such as Brazil, India and China that have excess low cost of labour and big emerging economies, offer massive, real potential markets.

The above features and trends stimulated inflows of foreign direct investment, with the goal of providing to home grown markets and exporting to 1st world countries. There was also increased outsourcing and value chain activities among supplier organisations. The global automotive industry operates in an environment where a handful of big firms have power over their global supply chains. Eleven core assemblers from the European Union, the United states and Japan are the major assemblers in the industry and producers of car parts are still located close to consumers because of price and political factors. Minimal production and customising of cars are said to be optimised when production is located close to suppliers.

1.3 South African Motor Industry

The wealthiest country in Africa is South Africa (Chen & Barnes, 2007). The country is responsible for approximately 25% of Africa's total GDP and is also responsible for over 40% of Africa's total manufacturing production. Canbolat, Gupta, Matera &

Chelst (2007) & Gastrow (2012) mention that there is limited research that is focused on the automotive sector of developing countries.
Past research shows that the first imported motor vehicle arrived in South Africa in the latter part of 1896. Black (2001) states that years later in the 1920's automotive companies Ford and General Motors were reportedly the first automotive companies to launch a production presence in South Africa.

According to Brand South Africa the South African automotive sector is one of most significant industries in the country, contributing a minimum of 6% to GDP. It is responsible for more or less 12% of industrial exports, which makes it a key component in the South African economy. In 2010 South Africa exported 271000 vehicles. The automotive manufacturing sector is significant and employs approximately 28 000 people directly and about 65 000 in component manufacturing industry. This sector is undoubtedly a major driver of the economy, thus the South African government has identified it as a key growth sector. For a lengthy period, South Africa's automotive sector received a considerable amount of government backing, and also received international admiration for the build quality of its cars. Vehicles produced in South Africa are traded to progressive markets such as the USA, the EU, Japan as well as to other African economies.

As observed by Börzel, Hönke & Thauer (2012) transportation in South Africa is a prime social issue, and the inability to move from place to place can be challenging for a person who needs to get to work from the remote townships to the industrial areas. Börzel et al. (2012) reported the auto industry in South Africa as dominated by seven global brands. These brands, Toyota, Nissan-Renault, VW, BMW, Ford, General Motors, and Mercedes Benz, operate manufacturing sites in the country. This goes to show that whilst the International car industry is significant in the global economy, the country plays a major role in supplying of cars to the international community. Notably, South Africa is a leading automotive manufacturer on the African continent.

Börzel et al. (2012) reported that manufacturers Toyota, BMW and Mercedes Benz appealed to the premium segment of the industry. They reported General Motors, Nissan-Renault, VW, Ford ,VW and Toyota to be targeting the middle class mass sector of the populace. The writer notes that Toyota is an unique because it dominates

all market segments (not taking into account recent glitches experienced with production) and is accordingly regarded as a producer of both mass and exclusive sectors (Börzel et al., 2012).

The South African vehicle industry propelled in the 1960s, but stagnated again in the 80's and 90's when demand for cars slowed down and vehicle sales dropped. 1995 saw the birth of a new policy, the Motor Industry Development Programme (MIDP). The MIDP forced the car industry to increase incorporation into worldwide value chains of global auto companies (Humphrey & Memedovic, 2003).

The South African vehicle market and vehicle production is reported to have grown tremendously between 1950 and the early 1980's Black (2001). With time however, the industry was met with challenges of stagnation, as the South African economy experienced a period of slow growth as a result of International sanctions brought on the country during the 1980's as well as constraints caused by political instability.

Börzel et al. (2012) made an observation that International organisations move factories to zones where there is limited statehood, as such places are believed to have little regulation and enforcement. They do this, to get away from tight national control. The authors stated that South Africa is fragile when it comes to implementing and enforcing regulations. The country is newly industrialising but it has fairly established legal standards in most policy areas.

Black (2001) reported that in 1999, makers of light automobiles in South Africa assembled 317000 units of cars and exported 18.5% of them. Preceding this, Sturgeon & Van Biesebroeck (2011) found that there was a growing trend towards using smaller sized countries like Turkey, Thailand and South Africa as final assembly centres for bigger markets. The reason for this move is due to a strong cluster of economies in the automotive sector, the existence of ultimate assembly facilities can afford prospects for natives who produce substantial, delicate parts like vehicle seats.

An automotive manufacturer like BMW has benefited from the relocation of final assembly centres. They used to produce less than 900 000 cars per year but have now increased their profits greatly (Maxcy, 2013). At present, BMW manufactures cars in excess of 1.6 million per annum, and they make a profit of more than €7 billion, with a

staff complement of over 100 000 employees (2011). BMW was formerly considered to be a minor producer of premium segment medium to large luxury and performance cars.

During the last 20 years, BMW has increased its output in vehicles from less than 900,000 per year and increased profits nearly tenfold (Maxcy, 2013). While it has been the smaller premium automobile manufacturer, its sales numbers overtook those of Daimler a few years ago. BMW's image is located around medium/large luxury and performance segment cars.

1.4 Social Media In South Africa

Social media is an exciting and intriguing new age medium because it is difficult to predict how it will evolve. With its introduction, marketing professionals are kept busy and ready to react to and bring results in this fast changing, fast moving industry.

It keeps marketers on their toes and always ready to adapt and deliver results in this rapidly changing industry. South Africa's social media landscape is unique in that relative to international trends, it is ahead in the adoption of some markets and behind in others. Compared to international movements, South Africa's social media view is different because the adoption of digital media is advanced in some markets and slow in others.

Brands in South Africa are not known to put focus on creating all-inclusive social media strategies. Social media as a marketing tool is usually used on an ad-hoc basis, although recently, it appears marketers are moving away from this notion as the medium is gaining favour with consumers.

Aaker (1997) define social media as a dyadic relational interactivity, which is its main discerning feature compared to other old-style disconnected, and connected media. A social medium needs to meet certain criteria to be classified as social, namely it must be multi-way, instantaneous, and contingent. Media such as Facebook are reported to have surprisingly only been developed in America 11 years ago. It has caught the eye of organisations and ordinary citizens alike because it made very quick advancements.

When initially introduced, the medium was popular and could have been mistaken for a fad but with time it has proven that it is here to stay. It grew so rampantly that it even caught the attention of the Law society of South Africa, and they found themselves having to create guiding principles on how law firms in the country should handle social media.

1.5 Problem Statement

To examine the effects of social media advertising on Brand Image (Types of brand associations, Attitudes, Functional benefits, Symbolic benefits, Experiential benefits), of motor cars in South Africa. The use of social media by organisations and consumers has revolutionalised the advertising and business landscape, as it might be the most cost effective way that organisations can promote their products and services in the future. Manyika & Chui (2012) state that social media offers marketers an innovative group of methods of interacting with consumers and integrating them into their brands through innovative ways. Social media has caught the eye of Marketers due to the low costs associated with it as well as the number of people that it can reach in a short space of time. The literature, however, shows that limited prior research has addressed the relationship between brand-related online group participation and Brand Image in the Automotive industry in South Africa.

According to Mangold & Faulds (2009) social media is an amalgamated part of the promotion mix because it makes it possible for businesses to talk to their customers. However academically and otherwise, little is known on its contribution to the image of brands. Keller (1993) concluded that that the marketing environment has evolved and Marketers need to keep up and find innovative, cost effective ways to build brands. Keller (1993) developed a model to help confront some of the new brand strategy development challenges that have come up in the marketing environment as a result of new methods that have arrived in the marketing environment. Keller (1993) forecasted alternative promotional and media alternatives being key for future marketers.

1.6 Justification For The Study

A thorough examination of the literature revealed that there is little research that is attentive on the effect of Social Media Advertising on Brand Image in the automotive sector in South Africa. Many studies have examined Social Media Advertising, Brand Image and the automotive sector respectively but very limited research has focused on these three elements together in the South African context. The current research delivers valued insights into the measurement of the impact of Social Media Advertising on Brand Image. The research contributes insights into the measurement of social media, Brand Image and the South African automotive sector.

Academic literature on social media is on the rise and to date literature has not focused on South Africa or the automotive industry (He, Li, & Harris, 2012; Kim & Ko, 2012; Zhang, Li, & Chen, 2011). As a result, addition of literature to the current accumulation of information on the subject matter is necessary. Previous research reports show that Brand Image has been examined against other forms of traditional media such as television (Woodside & Walser 2007) but very rarely against social media advertising. Other Marketing topics such as brand loyalty Laroche, Habibi & Richard (2013) have also been tested with social media advertising, but again very seldom against Brand Image. Solid brands are reported to result in advanced short and extended term revenue streams (Aaker, 1991, 1996; Kapferer, 2004; Keller, 2003).

1.7 Significance Of The Study

The study is important to academia as it brings new literature to the prevailing gap in the frame of information on the impact of Social Media Advertising on Brand Image of cars in the South African motor industry. The current study enhances the limited present facts on vehicles in the South African automotive industry (Gerber-Nel, 2004; Kayaman & Arasli, 2007; Maxcy, 2013). The research outcomes will likewise add to knowledge on social media.

Senior marketing professionals in the automotive industry will benefit from this study as it will arm them with material to rationalise approaches to employ when pursuing Social Media Advertising. Marketing practitioners will also benefit from the study because they will be able to identify the finest strategies to enhance Brand Image in the

automotive industry. The study will assist senior marketers and practitioners within the automotive industry explain marketing spend on social media advertising which is known to appeal more to younger people who are unlikely to be the target market for vehicles. It contributes with recognising whether there has been a change in either the target market for cars or the target market for social media.

1.8 Delimitations Of The Study

- The study concentrates on the automotive industry in South Africa only.
- The study focuses on respondents between ages18 and 70 who are customers of car dealerships, social media users and car wash customers.
- Social Media Advertising is relates only to Instagram, Twitter, and Facebook.
- The population and sample concentrates solely on Gauteng based consumers.
- Sample size and geographical coverage is limited by time constraints
- Automotive sector is limited to passenger cars only

1.9 Assumptions

- A sample size of 254 respondents is the illustration of the full population under study
- Respondents are owners or drivers of a car as demarcated for this study.

2.0 Outline Of The Study

This section outlines the framework of the study.6

Chapter 1 Introduction

Introduces the study and gives an overview of the topic. It covers various headings, such as the purpose of the research, the problem statement, research aims and research questions, justification and significance of the study.

Chapter 2 Literature review

Gives details on existing literature on social media advertising and Brand Image. The literature on the various components of Brand Image is likewise presented. The theoretical grounding for the study is established in this chapter.

Chapter 3 Research Methodology

Addresses and justifies the research methodology used for this study. It covers aspects of methodology, namely design, population and sample, research instrument, data collection, data analysis and interpretation, as well as reliability and validity.

Chapter 4 Results and Finding

A comprehensive report on the results of the study is presented and thereafter a discussion of the results is tabled.

Chapter 5 Interpretation and Analysis

This chapter's focus is on the analysis and interpretation of the hypotheses tested.

Chapter 6 Contributions, Implications, Limitations, and Future Research

This chapter presents future research opportunities, limitations and concluding remarks.

CHAPTER 2 LITERATURE REVIEW

2.1 Introduction

This chapter comprises of a literature review on the areas that this study examined. The current study attempts to determine whether Social Media Advertising influences Brand Image of motor vehicles in South Africa. It begins with the theoretical grounding, which is followed by the conceptual model which represents a vital part of the study. A review of existing literature on Brand Image (facebook, Twitter, Instagram, Linkedin), Types of Brand Associations (Attitudes, Benefits, Attributes) Favourability of Brand Associations, social media, and lastly the hypothesis is developed.

2.2 Theoretical Grounding

2.2.1 The AIDA Model

The AIDA model is a behavioural model that has as its function to make sure that an advertisement raises awareness, stimulates interest, and leads the customer to desire and eventually action (Hackley, 2005). The main use for this model is to ensure that an advertisement achieves bringing awareness, inspiring interest, directing the customer to desire the product/service, and ultimately acting on the desire (Hackley, 2005). True to its nature, it is observed that the AIDA model is very convincing and affects consumer thoughts (Butterfield, 1997).

Mackay (2005) reported that the theory behind the model submits that an effective advert has to meet the 4 criteria which are, it first has to call for the consumers attention, then gain the consumers interest, drive the consumer to desire to own the product / service and ultimately call the consumer to take action necessary to acquire the product

e.g. make a purchase. An advert is considered successful when it is structured to take the customer through the four stages. The steps are equally important to this process. Brierley (2002) indicates that advertising that is done according to the model should encourage unforgettable messages that will prompt clients to act in a specific manner.

The AIDA model is a well-respected model in the Marketing fraternity, and is observed by most as one of the strongest leading advertising theories. Most advertising theories however focus on awareness and interest only. They suggest that the 2 stages carry the most weight and they don't have equal importance with desire and action (Brierley, 2002).

Whilst little research evaluating the relationship between social media and AIDA model exists, authors (Hassan, Nadzim & Shiratuddin 2015) were found to have investigated the Strategic use of social media for small business based on the AIDA model. Their findings revealed that the AIDA model can undeniably be useful in planning the use of social media for marketing purposes for small businesses because consumers have moved away from the usual promotional practises.

The AIDA model is suitable to be used to ground the current study because social media advertising is a form of advertising that is used by organisations. Organisations use it to generate awareness for what they are selling, creating interest for the items, create the desire to own the sale items and subsequently lead to a purchase.

2.2.2 The DAGMAR Model

Russel Colley initiated the DAGMAR model when he was tasked with creating a report for the Association of National advertisers. The title of the report was "Defining Advertising Goals for Measured Advertising Results", in short DAGMAR. The theory was created to back quantifiable goals made for every step of communication (Smith & Taylor, 2002) , and not only the message section (Mackay, 2005).

According to Belch & Belch (1995) DAGMAR is concentrated the phases of corporation comprehension that the consumer should have, and how advertising

campaign results will be measured. The main assumptions for the DAGMAR theory can be summarised as follows:

- The potential customer should firstly be aware of the presence of the brand or organisation.
- The consumer should understand what the product is about and how they can benefit from its use.
- The consumer has to make a mental decision to buy the item in question.
- And last but not least, the shopper must stimulate themselves to take "action" towards purchasing the item (Mackay, 2005).

The DAGMAR model is suited to ground this study because through the use of social media advertising, automotive companies promoting their products on the medium can use this model to create measurable goals to measure every step of communication (including social media activities). This will result in better quality control for the advertiser as they will be able to measure their campaigns against set goals.

2.3 Conceptual Model

This section introduces the conceptual model that is developed for the current study. The model was developed by adapting Keller's model of Brand Knowledge.

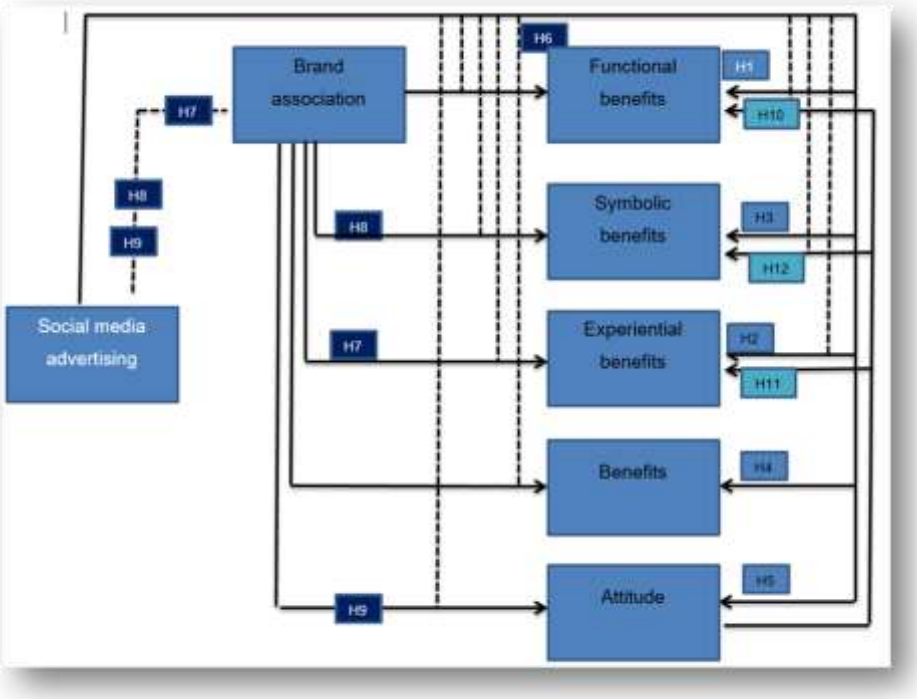


Figure 1: Model of Brand Knowledge

2.3.1 Brand Image

Research on branding continues to gain popularity and strength in marketing studies (e.g. Alden et al., 1999; Kirmani et al., 1999; Erdem 1998). A brand is the utmost treasured asset for a company and it is broadly recognised as an important reason for consumer choice (Aaker, 1991). Branding has become so tangled with consumption that today's customers repeatedly have intense special relationships with brands and their histories. Branding is an attempt to deliberately 'personify' goods and capture a balance among dissimilar economic values. (Power & Hauge, 2008).

Brand Image was initially presented into the marketing literature by Gardner & Levi (1955). Dobni & Zinkhan (1990) reported that since the early 1950s Brand Image has been regarded as a key area for research in consumer behaviour research. According to Dolich (1969) Brand Image is important for the reason that it contributes when the customer is making a decision on whether a brand suits them and it impacts the behaviour of the consumer (Fishbein, 1967; Johnson & Puto, 1987) Due to a lack of consensus on its meaning, various authors have defined the notion bestowing to their study emphasis (Reynolds & Gutman, 1984), Roy & Banerjee, 2007; Keller 1993 , and literature has shown that researchers are inclined to use Brand Image and other brand associated concepts in place of each other. The definitions of Brand Image have differed since its introduction. According to Keller (1993) explained that Brand Image encompasses the observation of a specified brand as it is mirrored by the brand relations held within the recall of the shopper. Brand Image is also defined as consumer's thoughts and feelings about the brand (Roy & Banerjee, 2007). Additionally, Martineau (1958) termed Brand Image as containing both practical and emotional attributes. Ruževičiūtė & Ruževičius (2010) maintained that Brand Image is regularly well-defined as a set of interpretations and relations which are prepared in the buyer's thoughts through the business's marketing communications and other added features of the organisation with which the shopper interacts. Bearden & Etzel (1982) and Park & Arinivasan (1994) emphasised that Brand Image is insistently connected to a product groups individuality. Brand Image is "how a brand is perceived by consumers" (Aaker, 1996).

Keller (1993) defines the image of a brand to be observations shown by the brand links in the consumer recollection. Additionally, he describes brand connotations as data nodes attached to brand meaning in the consumers memory. He states that there are elements that distinguish brand knowledge and perform a vital job in shaping the differential response that forms brand equity. He identifies the fundamental elements as strength of associations, favourability and uniqueness of associations.

Aaker (1996) observed that research personnel often misuse Brand Image by substituting it directly with other constructs related to the brand such as brand identity. He proved that image and identity of brands differ vastly apart from their link to

originating from the associative network theory. This error in definitions motivated the author to invent a new term “Brand Image trap” to describe the fault.

The present research follows the definition of Brand Image that is generally accepted in academia and by practitioners as the personification of intangible reality that customers purchase products or brands for other characteristics besides physical traits and functions (Dobni & Zinkhan, 1990). All things culminate in the direction of Brand Image: charges fixed by the corporation, promotions, administration approaches, even staff member outlook, since it adds towards the broad attitude about the business. A resistant Brand Image is a commanding asset, because it can end in a maintainable competitive value and lead to gains in market share (Park, Jaworski, & MacInnis, 1986).

Communicating a Brand Image has vast benefits such as assisting with establishing the positioning of the brand, shielding the brand from competitors, and enhancing the behaviour of the brand in the marketplace which together result in the construction of brand equity with a longer life span. (Aaker & Keller, 1990; Keller, 1993; Park et al., 1991; Feldwick, 1996; Park & Srinivasan, 1994).

One of the most commonly used brand models today in marketing is Keller’s model of brand equity (1993, 2003). Keller adapted his model from Aaker’s conceptual framework. Keller (1993) claims that Brand Image is derived from Brand Knowledge and together with brand awareness, the two components constitute brand Knowledge. Keller’s (1993) model has become one of the widely used models in modern times. Brand Image refers to a bundle of relations connected to the brand that clients have in recall. He suggests that knowledge could be the most valuable asset a firm has for improving marketing activity. Keller (1993) also deliberated that knowledge created about the brand in the consumer’s mind through previous investment in marketing programs could be the firms most valuable asset for improving marketing as well as productivity. Furthermore, he said marketers should evaluate their brands’ marketing activities and test the effect that those activities have on brand knowledge, together with the impact variations in brand knowledge have on sales. He also stated that marketing professionals should be aware that success of marketing programs in the

long run, is affected by knowledge created by short term marketing exertions, therefore it is very important for brands to focus on building brand knowledge.

When the image of the brand has been well communicated, the results are clarity on the positioning, protection and clear isolation from competitors and improved market performance of the brand. The authors strongly maintain that a brands image has a pivotal role in developing brand equity(Feldwick, 1996; Keller, 1993; Aaker & Keller, 1990; Park et al., 1991). Additionally, Jacoby et al. (1971) piloted test research and learnt that end user opinions of class and worth are hugely impacted by a brand's image.

Park et al., (1986) analysed and conveyed that forming a Brand Image is a crucial marketing duty as it is at times, connected with a purchase. Brand Image does not only show the big-heartedness of the brand to the patrons, but also underhandedly persuades them to purchase the goods for a second time. Past research in the marketing field has accepted Brand Image as a shopper's outlook and points of view vis-à-vis a brand, and as valuable because buyers' brand and merchandise selections are determined in relation to their judgements of Brand Image (Gardner & Levy, 1955; Keller, 2001; Dobni & Zinkhan, 1990).

Integrated marketing communications and word of mouth highly influence Brand Image, however, there is also a school of thought that says little is officially known about the methods by which advertisements produce Brand Image (Romamiuk & Sharp, 2003; Seric & Gil-Saura, 2012; Batra & Homer 2004). When the consumer is acquainted with the image of the brand, it helps organisations with launching new brands or increasing the sales of existing brands (Wu et al., 2011).

Dobni & Zinkhan (1990) 's analysis' found that Brand Image plays a significant part in consumer buying patterns because consumers consider the influence to be important. Other scholars (Pohlman & Mudd, 1973; Frazer, 1983; Gardner & Levy, 1955) have highlighted it's figurative profits, to improved self-confidence and community standing, that result from possession of the brand. Creating a positive Brand Image is important because it can end up in brand allegiance, which subsequently generates brand equity (Keller, 1993; Esch, Langer, Schmitt, & Geus, 2006).

Brand Image studies are complemented by some weaknesses. It is proposed that after a while and by overdoing, or exploitation, the importance of "Brand Image" has faded and lost a lot of its fullness and worth (Bullmore 1984). Authors such as Levy (1958) have similarly discussed such submissions as a degradation of the concept (Levy 1958). A measurement method that uses semantic variance objects produced for the appropriate product class has been recommended for the measurement of how the brand is perceived (Fry & Claxton, 1971; Dolich, 1969).

2.3.2 Types of Brand Associations

There are several viewpoints on the kinds of brand associations in current literature. Aaker posits that brand linkages can be divided into 11 categories; which include, things that cannot be touched, product attributes, purchaser benefits, comparative price, celebrity / person, use, user, product category, participants and geographic area and lifestyle / personality.

Keller (1993; 1998) describes Brand Image as insights about a product/service as replicated by the relations kept in the memory of the shopper. At a later date, Keller (1998) additionally describes brand connotations as information associated to the brand node in the recollection where the meaning of the brand is stored by customers. Marketers use brand associations to position their organisations, for brand extensions and to distinguish themselves from other brands, thus this is a very important tool for customers and marketers.

All this is done to generate constructive attitudes and emotions toward the brand, and also to propose attributes or benefits of acquiring or using an explicit brand. brand associations can be used by consumers to help them with processing, organising, and retrieving data that is in the memory of the consumer, and to support them in choosing what to buy (Aaker 1991).

The associations comprise observations of brand eminence and arrogances toward the brand. Likewise Aaker (1991, 1996a) suggests, brand associations are everything connected in recollection to a brand. Keller and Aaker support the view that shopper

views of brands are multi-dimensional, yet many of the facets they find seem to be very alike. There are diverse forms of brand associations that occur in the consumers' mind. Brand associations incorporate the meaning(s) aroused by the brand name to customers (Aaker, 1996; Keller, 1993). One way to understand the differentiation of brand associations is to evaluate them by their level of thought (Johnson 1980; Alba & Hutchinson 1987; Johnson 1984; Chattopadhyay & Alba 1988; Russo and). Brand Associations can be classified into 3 main types namely, attitudes, benefits and attributes (Keller 1993).

Different measurement scales have been developed to measure brand associations, though only partially. Park & Srinivasan (1994) developed items for a scale that measures associations for a product. A dimension of toothpaste brand association which consists of brands perceived capability to treat plaque was measured. Keller (1993) proposes measuring brand associations using a framework that has uses 3 dimensions to measure brand associations in the mind of the customer 1. Favourability 2. Uniqueness 3. Strength.

Low & Lamb (2000) argued that Brand Associations are made up of 3 possible dimensions, namely; the brands attitude which is a complete assessment of the brand; quality perceptions of the brand which refer to thoughts about the general brand dominance and symbolic as well as functional perceptions which are the Brand Image.

From the range of possible components of brand associations, the three mentioned above were selected because they 1) have recognised, steady, published views in Marketing works 2) are most regularly quoted and 3) are the 3 most repeatedly pondered topics in brand literature (Aaker, 1991; 1996; Keller, 1993; 1998).

2.3.3 Attributes

There are many methods available to categorise product attributes (Myers & shocker 1981). According to Keller (1993) attributes are the describing structures that depict a merchandise. He explains that attributes are strongly linked to the perceptions that the shopper has about the product, and the process followed when purchasing or

consuming it. The author identifies 2 different ways identified in literature to classify attributes and that they are generally grouped based on how they inspire product performance.

Firstly, there are attributes that are directly related to merchandise and they are explained as inputs essential for executing the product role that the consumer is looking for. They are therefore associated to a products physical configuration or the requirements of a service and they differ by product or service. The second classification are attributes that are not directly associated to the product (non-product related attributes). They are known as the outside factors of the product and they are separated into 4 key categories. The 4 categories are 1) Information on price 2) The way the packaging/product information appears 3) User imagery and 4) usage imagery.

2.3.4 Benefits

Evidence from research has proved that consumers buy products for the bundle of benefits they provide, and not for the features and benefits they provide (Lancaster 1966). Benefits are the individual advantages customers ascribe to the product or service attributes of their purchase, simply put it's what the user believes the product or service can do for them (Kotler, 1999; Puth et al., 1999). Benefits are classified into 3 categories according to the underlying inspirations they identify with. Firstly, there are functional benefits, secondly experiential benefits and thirdly symbolic benefits (Park et al., 1986). Various studies have demonstrated an optimistic relationship between perceived benefits and decisions made by consumers.

Functional benefits are benefits that push the customer to seek out products that will solve their consumption associated problems (Fennell 1978; Rossiter & Percy, 1987). They are product related and are related to uncomplicated incentives like safety or biological needs (Maslow, 1970). People receive experiential benefits from consuming products that provide sensory and emotional satisfaction, assortment or cognitive stimulation. They are usually attached to product related attributes (Solomon, 1983). Lastly there are symbolic attributes. They are commonly external advantages of

consumption. They are generally related to attributes that are non product related and match to underlying needs for societal endorsement or personal expression and outward aimed self -esteem. They are usually associated with things like exclusivity, prestige, and fashionability of brands due to how it relays to their self-image. They are particularly applicable for "swank" products which are mostly socially noticeable.

More recently, benefits have been linked to brand community initiatives and social media in contemporary marketing management. This has culminated in marketing practitioners including significant budgets towards social media as a result of anticipated benefits. These benefits have been scientifically measured and empirical studies exist that indicate how benefits influence customer perception and ultimately, consumer behaviour (Habibi, Laroche & Richard, 2016).

H_1: There is a positive relationship between Social Media Advertising and Functional Benefits

H_1 Null: There is no relationship between Social Media Advertising and Functional Benefits

H_2: There is a positive relationship between Social Media Advertising and Experiential Benefits

H_2 Null: There is no relationship between Social Media Advertising and Experiential Benefits

H_3: There is a positive relationship between Social Media Advertising and Symbolic Benefits

H_3 Null: There is no relationship between Social Media Advertising and Symbolic Benefits

H_4: There is a positive relationship between Social Media Advertising and Total Benefits

H_4 Null: There is no relationship between Social Media Advertising and Total Benefits

2.3.5 Attitudes

Attitude relating to a Brand is defined as a positive or negative general assessment of a brand by the customer (Mitchell & Olson, 1981; Wilkie 1986). Keller (1993) said

attitudes are what customers believe the product can do for them. They can also be defined as constructs that show biases in favour of an object, which could end up in overt actions (Lutz, 1991). Attitudes signify verdicts and the customers' overall assessment of a brand, which generally depend on views about attributes and benefits. They are key because they usually act as a basis for behaviour of consumers. E.g. when choosing a brand. Attitudes are usually measured by researchers using 3 dimensions: cognitive, affective and behavioural (Rosenberg & Hovland, 1960). Various models of brand attitude have been proposed but the most commonly used one is founded on a multiple attribute design where brand attitudes are a part of allied features and benefits that are prominent to the brand. Marketing literature usually shows semantic differential scales are used to measure brand attitude.

Perspectives about a brand can lead to brand attitudes about attributes related to the product, functional and experiential benefits as well as views on non-product related attributes and symbolic benefits (Zeithaml, 1998; Rossiter & Percy 1987). Due to difficulty with capturing all relevant attributes and benefits, researchers who develop consumer preference multivariate models incorporated a dimension of brand attitude that is not yet recognised by attribute and benefit values (Park, 1991; Srinivasan, 1979).

H_5: There is a positive relationship between Social Media Advertising and Attitudes
H_5 Null: There is no relationship between Social Media Advertising and Attitudes

2.3.6 Favourability of Brand Associations

Consumer psychology research submits that customers that have the most experience with a brand, will also come up with more constructs and dimensions deep down where their brain stores information. The authors suggest that patrons have more advanced brand association structures for brands that they are accustomed to, therefore it is to be expected that they are prone to have many more brand relatives for acquainted brands than unfamiliar brands (Keller, 1993). Attitudes are consumer's total assessment of the product and regularly depend on the strength and favourability of the features and benefits that the product delivers (Keller, 1993).

2.3.7 Brand Associations

A brand's links can also be viewed from a strength point of view. Their strength lies in how the data is received in the consumer's memory(encoding). Strength depends on how much the individual contemplates the data received, and the value of processing that is done with the data. (Lockhart et al., 1972; 1976 Craik & Tulving, 1975; Gillund & Shiffrin, 1984). Lockhart et al. (1976) found that the more attention is given to the meaning of information, the deeper the associations will be in memory that is why when a customer seriously ponders the importance of a product, the more solid the associations created in recall. This strength is what will increase the probability that the information will be recalled with ease when it is needed. Cognitive psychologists are of the belief that memory is durable to the extent that when material is kept in the mind, the strength of association deteriorates gradually (Loftus & Loftus, 1980). Information will not be retrieved with ease if there is no strong association (Tulving & Psotka, 1971), however, the more signals connected to the information, the bigger the chances of it being remembered (Islen, 1992).

Associations of Brand Image are typically specific to the product category and should be adapted to the exclusive features of specific brand categories when being measured (Park & Srinivasan, 1994; Bearden & Etzel, 1982). Brands within the same product category don't always necessarily have common Brand Image categories (Park et al., 1991). The authors also posit that brand ideas position goods in the consumers mind and differentiate chosen goods from other brands that fall within the same product category (Park et al., 1989).

H_6: There is a positive relationship between Social Media Advertising and Brand Association-Functional Benefits.

H_6 Null: There is no relationship between Social Media Advertising and Brand Association-Functional Benefits relationship.

H_7: There is a positive relationship between Social Media Advertising and Brand Association-Experiential Benefit.

H7 Null: There is a no relationship between Social Media Advertising and Brand Association-Experiential Benefit.

H_8: There is a positive relationship between Social Media Advertising and Brand Association-Symbolic Benefit.

H_8 Null: There is a no relationship between Social Media Advertising and Brand Association-Symbolic Benefit.

2.3.8 Social Media Advertising

Social media is frequently called social networking sites, or SNS (Pittman & Reich, 2016). According to Hughes et al. (2012) the last decade has seen the growth of social network sites grow tenfold. In 2016 the numbers of social network sites were estimated to be around 2.13 billion which is a massive growth compared to a 2012 report that said there were 1.4 billion users globally (Statista, 2015a). The mass media swing changes the way we know the world, and how we create and perceive this knowledge (Hochman & Manovich, 2013).

Kaplan, Kietzmann, Silvestre & Haenlein (2011) describe social media as a "group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of User Generated Content." Marketing professionals are very keen to study, establish, and enable brand societies (e.g., Zhou et al., in press; Schau, Muniz, & Arnould, 2009; McAlexander, Schouten, & Koening, 2002), that comprise a sequence of contacts and associations between individuals that appreciate a certain product (Muniz & O'Guinn, 2001). The curiosity to study brand communities is motivated by the benefits that come with it such as gaining knowledge on purchaser observations of innovative products and the movements of competitors; making the best use of openings to attract and work together with faithful customers of the brand (McAlexander et al., 2002); Franke & Shah, 2003) speedily spreading information (Brown, Kozinets, & Sherry, 2003; Jin et al., 2009); obtaining a database of devoted clients (McAlexander et al., 2002), and persuading participants assessments and actions (Muniz & Schau, 2005). Social media's popularity, big reach, cost effectiveness and increased communication efficacy are wooing organisations to take part in social media (Kaplan et al, 2011). Enormous amounts of people all over the world visit social networking pages like Instagram, Facebook, Twitter and Linkedin to exchange information, for social interaction and for

entertainment (Hughes et al., 2012). Heionen (2011) reported that social network sites make it possible to keep a large crowd of people online. Ellison (2007) reported that social network sites have features such as allowing ordinary people to generate profiles within the boundaries of a system, making a list of users that can relate to it and allowing the users to look at and manoeuvre the list of people they connected with as well as the connections made by others.

Social network sites are more likely to be used by internet users that are below the age of 50, especially those aged 18 to 29 (Thayer & Ray, 2006; Duggan and Brenner 2013). It is reported that the usage patterns vary with Facebook having the highest share with 87%, Instagram second with 53%, and lastly 37% use Twitter (Ellison, Duggan, Madden, Lenhart, & Lampe, 2015). Social media websites such as Facebook, YouTube and Twitter through the internet have created new opportunities for companies attempting to promote their brands. This has resulted in emerging constructs - consumers' online brand-related activities (COBRAs) which have significant consequences for the way in which firm's approach branding strategies. To effectively anticipate and direct these consequences, understanding people's motivations to engage in brand-related social media use is imperative. This article makes a first effort to come to such an understanding. Instant messaging (IM) interviews were conducted with people engaged in COBRAs about their motivations to do so. Reporting motivations for the full spectrum of COBRA types (consuming, contributing and creating), the authors provide marketers and brand managers with valuable insights into consumer behaviour in a social media-dominated era (Mutinga, Moorman & Smit, 2011).

Age is a highly ranked determining factor of occurrence and superiority of a social network usage (Thayer & Ray, 2006). Urban dwellers use social networks more than rural internet users, and women more than men (Duggan & Brenner, 2013). In the past companies only had out-dated, non-specific, marketing methods like print and broadcast media (newspapers, magazines, radio, television, and direct mail) to connect with their audience. These media made reaching specified buyers with individualised messages problematic (Scott, 2010). Ruggiero (2000) states that relative to "above the line" media of the past century, some of the reasons why new age media is so appealing and engaging is because of its communication ability, demassification, and capacity to spread messages over time.

Social mass media as a Marketing tool is increasingly becoming a central part of an organisation's media mix and as a result the trend for companies treat them like old-style offline and digital media (e.g., Albuquerque et al., 2012; Hartmann, 2010; Zhang et al., 2012). Reports show that, clients generally dedicate about 33.3% of their time to using social media (Lang, 2010).

Virtual communities are becoming popular, and are able to appeal to different but similar thinking companies and individuals (see Hagel & Armstrong, 1997; Wellman & Gulia, 1999), as a result gurus and researchers in the industry advise organisations to be on social media and use it to their advantage in order to safe-guard their survival (Kaplan & Haenlein, 2011).

With their unique interactive and communicative capabilities, Online Social Networks (OSNs) allow destinations and companies to increase their brand awareness (Sigala, 2012; Yoon, Choi, & Sohn, 2008). According to Hutter, Hautz, Dennhardt, & Füller (2013) and Nusair, Bilgihan, Okumus, & Cobanoglu (2013) consumers rely more than ever, on online social networks when making decisions. This is further supported through blogging which has influence on customer perception and orientation. This is of particular importance for shaping customer purchase intentions (Hsu & Tsou, 2011). They also point out that the effects of OSN campaigns on consumers' perception of services and brands have yet to be better understood. The frustration in relying only on the media and expensive advertising to deliver the company's message is over. Traditional advertising is still important, but nowadays marketers generate interesting content and publish it directly on the web (Scott, 2013). Social media have become the driving force which transforms the web into an interactive information and communications technology device. Social media have a significant role in influencing customer's choice in selecting products and services based on the customers' feedback that appeared in the weblogs, web sites, online boards and other kinds of user-generated content (Raman, 2009). To this end, many organisations subsume social media metrics into their marketing dashboards as a reduced collection of key performance metrics (Pauwels et al., 2008).

This is further supported through blogging which has influence on customer perception and orientation. This is of importance for shaping customer purchase intentions (Hsu & Tsou, 2011).

The authors argued that whilst they appear to be more popular, the impact of Online Social Network advertising efforts on consumer views of services and brands. is yet to be understood fully. They maintain that the days of being dependent on the media and pricey advertising methods to deliver marketing messages are over. Literature indicates that older methods of creating publicity are still significant, and marketing professionals create thought provoking content and issue it straight on the web (Scott, 2013). Social Media has transformed the web into a communicative technological devise. It plays a major role in swaying consumers choice when choosing products and services. Consumers use reviews they find on websites, online boards, blogs and many other user generated platforms (Raman, 2009). To this end, many organisations incorporate social media measurements into their performance measurement panel (Pauwels et al., 2008).

Diverse types of social media exist, you can find conversation forums, blogs on the web, picture sharing, typed messages, social networking but the most talked about popular known forms are web based applications such as Wikipedia, YouTube, Twitter, Facebook and second life(Laroche, Habibi, & Richard, 2013).

Social Media has high adoption rates and branding is also known to be important topics, but there are few empirical studies in the fields (e.g., Hsu & Tsou, 2011). The studies that have been found on branding and social media comprise descriptions and definitions of social media, its features, and some guidance and strategies that can be used by professionals and business people. Some studies also offer direction on the opportunities social media offers and how can be actioned to the users advantage to overcome challenges (Kietzmann, Hermkens, Silvestre & McCarthy, 2011; Hanna, Rohm, & Crittenden, 2011).

Social Media Advertising has been associated with online branding activities. In this way new concepts have emerged (COBRAs) linking the understanding of people's motivations to social media (Mutinga, Moorman & Smit, 2011). Other studies found that social media like Instagram, Facebook, and Twitter have contributed significantly

to profit margins (Kaplan & Haenlein, 2010). However, very few empirical studies are available to provide greater insights into such phenomena. So there is an imperative necessity in literature to discover the bearing of marking on marketing components that are associated with social media.

Figure 2: Social media statistics for 2017



8 social Media statistics for 2017 (web log post) Retrieved January 25, 2018, from https://oursocialtimes.com/7-social-media-statistics-for-2017/

2.3.8.1 Facebook

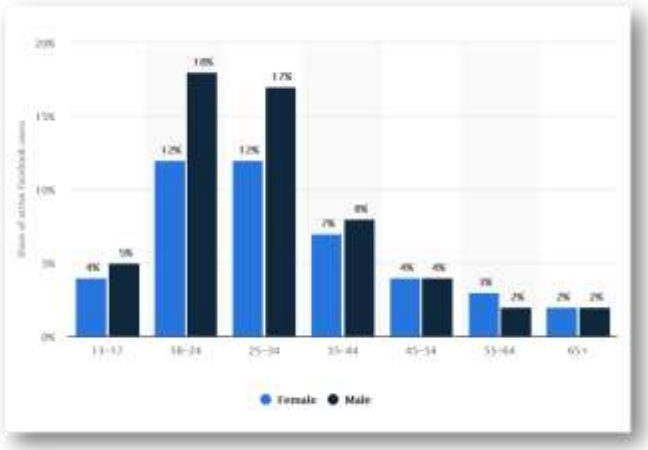
Ongoing debates take place on social media and branding. Facebook is considered the symbol of social media, with over 955 million users who are active who go on the site every month. 50% of functioning users log on daily (Lang 2010). Alexa (2015) reported that after google, Facebook holds the record with the highest number of visits.

Facebook was discovered by Mark Zuckerberg in 2004 and it is a free to use medium (Fakebook, 2015a). Facebook is used by individuals who want to keep up with "friends", to load photographs, share links and videos, send secluded messages and discover more about the "friends" they meet on Facebook (Facebook, 2015b). Rheingold (1993) reports that simulated societies are public masses that arise from the web when adequate persons engage in a community debate, with human emotions to

forms networks of personal relationships on the world-wide web. Facebook is considered as a new type of virtual community. It is seen to be relevant and credible which makes it simpler for members and groups of friends to share interests. marketing professionals from companies such as Target, Victoria's secret and Walmart vigorously use fakebook to transmit information and create interest in their brands (Facebook, 2011b).

Consumers are now turning to computer generated communities to express themselves and exchange information. In today's market place, this makes the online communities the perfect tool for marketers when building relationships with patrons (Hair, Clark, and Shapiro 2010).

Figure 3: Facebook-global-user-age-distribution



Distribution of Facebook users worldwide as of January 2018, by age and gender (web log post) Retrieved February 01, 2018, fromhttps://www.statista.com/statistics/376128/facebook-global-user-age-distribution/

One of the earliest empirical definitions of viral advertising is of Porter and Golan (2006). They called it honorary peer to peer exchange of information of stimulating content coming from an identifiable sponsor that uses the internet to convince and inspire fellow Facebook users to share content with others. In viral publicity campaigns, communications about brands are passed on to potential customers, who also rapidly pass on the message to other possible customers (Westoby & Page, 2010;

Dobele et al., 2007). Phelps and colleagues (2004) found that people who send viral notes have a habit of experiencing positive feelings such as satisfaction and excitement when they forward notes to their contacts. Dobele et al., (2007) maintain that there must be an emotional connection for a message to be forwarded. They also say there must be an element of surprise in order to influence forwarding behaviour. Eckler & Bolls (2011) emphasized that the emotive attitude of viral video material influences attitudes and willingness to forward a message. Positive tones result in a positive attitude towards an advert, the brand, and intentions about forwarding the message.

In 2016 Facebook added new features to the "like" button called reactions (Facebook 2016). The additions namely like, love, hahaha, wow, sad, angry give the user more ways to show their feelings towards a face book post through the use of emoji's which are animated icons(Stinson, 2016; Hern, 2015).

The icons benefit the consumer because they let users share their feelings quickly and easily especially on cellular devices which is a mostly used way to access Social network sites (Stinson, 2016; Facebook, 2016). They also have more youthful reactions and in places where a like is not appropriate, there are several other more apt options (Chowdry, 2016). From a marketing view, the adding of reactions, makes it possible for marketing professionals to get more accurate results to their Facebook posts (Greenberg, 2016).

2.3.8.2 Twitter

Twitter is a fast-budding micro blogging site with a reported 41 million plus users in July 2009. As per Java et al. (2007) microblogging is well-defined as "a method of blogging that lets one to inscribe short message updates (mostly fewer than two hundred letterings) about one's real time life and direct them to networks and attract spectators via text messaging, instantaneous messaging (IM), electronic mail or the web. Compared to normal blogging, microblogging satisfies the need for faster communication by inspiring shorter posts which saves users time and time to think imaginatively about what to write. One other feature is the incidence of updates; a

micro blogger will generally post several messages a day, while a blogger may post updates every few days.

Twitter is an unpaid for social networking interaction instrument developed in 2006 (Twitter, 2016). It boasts 41.7 million users, 1.47 billion interactions, 4. 262 trending issues, and 106 million tweets (Kwak, Lee, Park, & Moon, 2010). A person that uses twitter has a brief public profile that includes a full name and lists where they are located, their online page, a brief profile, the amount of tweets they have, the persons who track the user and the people who the user follows (Kwak, Lee, Park, & Moon, 2010). Relative to other SNS Twitter focusses on sharing beliefs and information with followers (Wu et al., 2011), instead reciprocal communication (Hugh et al., 2012). Lee & Ma (2012) discovered that users looking for fulfilment through information, socialising or status would probably share such news on podiums for instance Facebook and twitter and as such the study confirmed twitter as a good platform to communicate news and events (Bollen, Mao, & Zeng, 2011; Sandner, & Welpe, 2010; Hull & Lewis, 2014; Tumasian, Sprenger, Watson, 2015 Sakaki, Okazaki, & Matsuo, 2010). Chen (2011) particularly of television (Wood & Baughman, 2012) and sports fanatics (Lee, Han, Kim, & Kim, 2014). Chen (2011) confirmed that increased usage satisfies a twitter user's need for connection. Java et al. (2007) posited that Twitter themes cover day-to-day life to events, news, and other interests. Globally, it's the second largest social network site and its ranks 9th in the most visited sites on the internet (Alexa, 2015).

Huberman et al. (2008) debate that a tweet can be direct or indirect. Direct updates are when a user writes directly to a specified contact, but they can be read and seen by anyone. Over 25% of posts are said to be direct. An indirect tweet is an update that is meant to be read by any follower. Scholars and professionals alike perceive online social networks as an opening to study the spread of ideas, viral marketing and how social bonds are formed. The findings of the study revealed that a link between 2 people does not mean they interact. Although it is a relatively older social medium, Twitter has in the recent past added customised emojis to stay abreast of the competition. They were initially used around the 2010 soccer world cup with the use of national flags to show support for teams (Magdeleno, 2014). The first organisation to use customised emojis on twitter was Coca Cola as part of their marketing strategy initiative in 2015.

Figure 4: Top 10 countries with the largest number of twitter users



COUNTRY	% OF USERS
United States	50.99
United Kingdom	17.09
Australia	4.09
Brazil	3.44
Canada	2.92
India	2.87
France	1.76
Indonesia	1.43
Iran	0.88
Ireland	0.85

An Exhaustive Study of Twitter Users Across the World Retrieved February 01, 2018, from http://www.beevolve.com/twitter-statistics/#a1

2.3.8.3 Instagram

Instagram is a moderately new communication tool that people use to share information by capturing photos and fine tuning them using filters that are available on the platform (Hu & Kambhampatim, 2014). Salomon (2013) concurs on the definition and describes Instagram as a portable app (iOS and Android) that permits users to immediately transform their mobile photographs into visually pleasing imageries, that are shared with others on the web. The pictures can also be shared on other community links, such as Facebook, Flickr, Twitter, Foursquare and Tumblr. In comparison to Facebook and Twitter, a shortage of academic studies focusing on Instagram exists (Pittman & Reich, 2016).

Instagram is devoted to the portable experience, and some of its progress is owed to the speedy implementation of smart mobile phones that have super-functioning cameras. It now has a Web site where users can look at posts, however it is still not possible to post pictures from a Network interface that lacks a workaround (Salomon, 2013).

It was first launched in 2010 and the number of users has grown in leaps and bounds since then. It also takes credit for being the most prevalent photo taking and distribution application. According to Rainie, Brenner & Purcell (2012) snaps and videos have developed into fundamental social currencies. Instagram attracted over 150 million members with about 55 million daily picture uploads. Hu & Kambhampatim (2014) interrogated the characteristics of Instagram and reported that pictures can be grouped into 8 types depending on their content; friends, self-portraits, gadgets, fashion, activities, food, pets and photos with captions. They expanded further by reporting that based on the types of photos posted, they discovered 5 dissimilar kinds of users. To end it, the authors reported that they didn't find correlations between the kinds of users and their features. This meant that the size of a user's followers is not dependent on the photos shared on Instagram. Selfies and photos with friends appear to be the most loved posts (Hu, Manikonda, & Kambhampati, 2014) and photos that show faces have a 38% probability of being liked and 32% probability to receive a comment compared to those that don't show faces (Bakhshi, Shamma & Gilbert, 2014). Advertisers have been affording Instagram a lot of attention because it gives companies the opportunity to raise brand or product awareness by allowing them space to place sponsored posts on the platform (Wagner, 2015; Sloane, 2015).

A study at a university by Salomon (2013) revealed that Instagram reaches young diverse people from urban areas, and followers are usually inclined to be involved and pay attention to content. The study also uncovered that whilst it is difficult to detach from Facebook, Instagram has brought new inspirations to social media. Facebook is reported to have acquired Instagram for $1billion in October 2012.

Sundar's (2008) model uses an investigative method to comprehend how digital know-how has changed society's views of integrity. The model suggests that our brains tacitly trust images and videos more than text about the same issue because human beings believe what they see over what we read. Despite digital manipulation possibilities, human beings generally believe that photographs cannot lie and therefore

trust pictures over writing (Sundar, 2008). Due to costs and time, people are more likely to send photos as opposed to videos, aural or text (Ang, Chua, & Lee & Goh, 2009).

H_9: There is a positive relationship between Social Media Advertising and Brand Association-Attitude.
H_9 Null: There is no relationship between Social Media Advertising and Brand Association-Attitude.

H_{10}: There is a positive relationship between Social Media Advertising and Attitude-Functional Benefit.

H_{10} Null: There is no relationship between Social Media Advertising and Attitude-Functional Benefit.

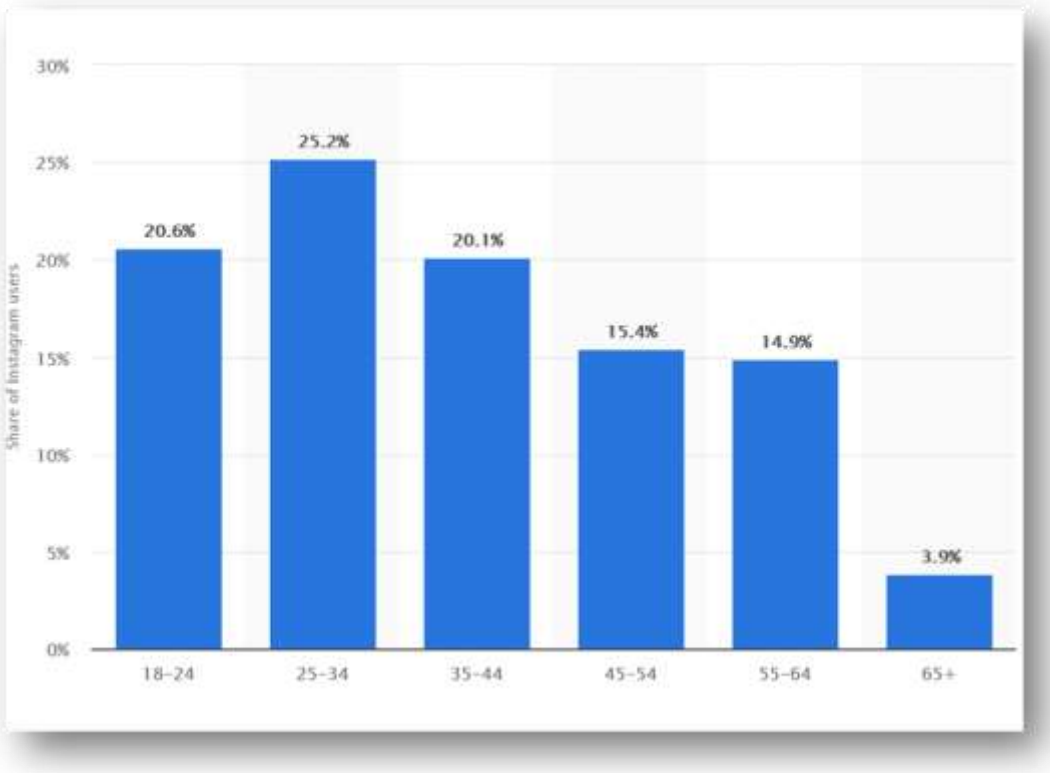
H_{11}: There is a positive relationship between Social Media Advertising and Attitude-Experiential Benefit.

H_{11} Null: There is no relationship between Social Media Advertising and Attitude-Experiential Benefit.

H_{12}: There is a positive relationship between Social Media Advertising and Attitude-Symbolic Benefit.

H_{12} Null: There is no relationship between Social Media Advertising and Attitude-Symbolic Benefit.

Figure 5: Instagram user age profile



Distribution of Instagram users by age group Retrieved December 01, 2016, from https://www.statista.com/statistics/398166/us-instagram-user-age-distribution/

2.4 Chapter Summary

The AIDA model used for this study is a model of behaviour whose function is to ensure that an advertisement raises the consumers awareness, stimulates their interest, and stimulates the consumer to long for and eventually take action on that longing;

The DAGMAR Model grounds the current study for businesses or auto industries that are planning and implementing a series of advertisements using various social media. They will use it to place their products in the attention of the patrons which will drive customers to procure their products;

Various studies have demonstrated an optimistic relationship between perceived benefits and decisions made by consumers;

Branding is proven to be important, and social media has high acceptance rates but minimal studies on the 2 concepts have been found.

The conceptual model presented in this study is adapted from Kellers model of brand knowledge. The model tests the effects Social media advertising has on brand image. Brand image is made up of Types of brand associations, and types of brand associations are divided into Benefits and attitudes. Benefits are broken into 3 types namely Functional, Experiential and symbolic benefits. The relationships between and amongst the different elements of brand image are tested for this study.

CHAPTER 3 RESEARCH METHODOLOGY

This chapter consists of different sections, starting with a discussion on the research paradigm and approach that is applied in this study. This is followed by the research design. The rationale for the research approach is discussed and an outline of the sampling design, target population, sampling frame, sample size, sampling method, data gathering technique and research strategy is described. A discussion on pilot testing of the instrument is made, and the steps followed to guarantee good validity and reliability and data analysis of the study are explained.

The chapter begins

3.1 Research Methodology/Paradigm

A research philosophy symbolises a researcher's mental representation of how knowledge is assembled (Saunders et al., 2007). A quantitative research strategy was used for the current study. The goal of using this research strategy is to understand the effects of social media advertising on brand image of vehicles in South Africa.

There are two primary research philosophies that deal with identifiable views on how knowledge is formed: positivism and interpretivism.

3.1.1 Positivism

Positivism maintains a perspective that reality exist externally to the researcher. Its attributes must be discovered objectively instead of being intuitively deduced through impressions, reflections or mental representations (Wheeler & Carter, 2011). It involves the submission of scientific reasoning in discerning distortion of the researcher’s reality. Positivism is always associated with quantitative research methodology.

3.1.2 Interpretivism

Interpretivism is a concept associated with divergent epistemology (Bryman & Bell, 2007). Interpretivism’s outlook is that the world and reality cannot be interpreted

through objective means but should instead be understood through collective constructivism. This paradigm attempts to observe how people conceive of and feel.

Bryman & Bell (2007) reported that interpretivism recognises that "…the subject matter of social sciences – people and their institutions – is fundamentally different from that of natural sciences." This emphasis of the philosophy is on understanding why people have different experiences.

This study applied the positivist approach as the research's philosophy because hypotheses were stated and the results of the study were expected to be compared with the stated hypotheses.

3.2 Research Design

A research design is a research approach that guides the researcher to achieve certain outcomes of a study (Aaker et al., 2004). It can also be an interpretation about empirical data that is linked to the research purpose which allows for conclusions to be derived (Yin, 2007). A descriptive research design approach was used for this study. The descriptive approach is frequently used in quantitative studies due to its suitability and practicality (Aaker et al., 2010).

3.3 Population and Sample

3.3.1 Population

A population is described in research as the total group being investigated as specified by the objectives of the investigation. According to Brassington & Pettitt (2000) a larger sample size implies greater confidence about the population of interest. The population concerned in this study involves general consumer groups in Gauteng and their perceptions about Brand Image about German branded vehicles.

3.3.2 Sample and Sampling Methods

3.3.2.1 Sampling Frame

A sampling frame comprises of a list of potential participants in the population from which the sample will be obtained (Bryman, 2012). The sample frame used for this research include car drivers and/or owners in Johannesburg who can be found at car washes, dealerships and on social media (Facebook, Instagram and LinkedIn). The sample is made up of males and females between the ages of 20 and 65.

3.3.2.2 Sampling Method

Berndt & Petzer (2011) describe the sampling method as a scientific process of choosing appropriate participants in a population in order for the researcher to draw certain conclusions about the population. According to Saunders *et al.* (2009) there are five main sampling techniques and these include:

- Quota
- Purposive
- Snowball
- Self-selection
- Convenience

A common sampling procedure is the snowball sampling technique. This method involves the identification of a few respondents that meet predetermined selection criteria for the study. The respondents are used to provide leads for additional participants that may be eligible to be included in the study (Battarcherjee, 2012). Due to the fact that this particular study involves a specific industry the researcher identified participants that own motor vehicles and live in Gauteng. In addition, these participants also make use of social media platforms such as Facebook, Twitter and Instagram. Respondents that are referred were contacted to participate in the study.

Other procedures can also be used for sampling and these are grouped into two categories: probability and non-probability sampling (Zikmund, 2003). Probability sampling means that every member of the population has an equal chance to become a member of the sample. Probability sampling methods include simple random sampling, systematic sampling, stratified sampling, cluster sampling and proportional sampling. Non-probability sampling includes convenience sampling, purposive sampling, snowball sampling and quota sampling (Zikmund, 2003). A snowball sampling technique was used in selecting the final sample for the current study. This method was the most practical and feasible to arrive at the selected sample.

3.3.2.3 Sample Size

The sample size influences the accuracy of estimation but, in general, a large sample size can help minimise sampling errors and improve generalisability of research findings (Yang et al., 2006).

A sample size of 254 respondents was used for the study. The respondents were drawn from car dealerships, car washes, service centres or car dealerships, email within the Gauteng province in South Africa.

Table 2: Targeted Profile Of Respondents

Gauteng drivers and owners of cars	254
• Respondent is a member of a social media website	
• Respondent owns or drives a motor vehicle	
• Respondent resides in the Gauteng Province	

3.4 The Research Instrument

A survey questionnaire is used for this study. According to Saunders, Lewis & Thornhill (2009) a survey is the most common quantitative technique used to collect

data. The questions are structured according to the various variables in the study namely: Brand Associations, Functional Benefits, Symbolic Benefits, Experiential Benefits, Attitiudes and Social Media Advertising. The questionnaire is grouped into five sections: A, B, C, D and E. Section A measured the demographic profile; section B C D is on Brand Image components and section E is on Social Media Advertising.

Research scales have been used on the basis on previous work and proper modifications have been made, in order to suit the current research. A five point Likert scale was used. It is anchored from 1= Strongly disagree to 5=Strongly agree.

3.4.1 Functional Benefits

Functional Benefits are defined as internal advantages derived from the use of product or service consumption. These internal advantages are frequently associated with product or service related attributes. These benefits are also associated with basic motivational factors such as physiological and safety needs (Maslow, 1970) and involve a tendency to fulfil such needs (Fennell, 1978; Rossiter & Percy 1987).

3.4.2 Experiential Benefits

Experiential Benefits relate to unique experiences that individuals obtain and more specifically, their feelings associated with product-related attributes. These benefits satisfy experiential needs such as sensory pleasure, variety and cognitive stimulation (Aaker, 1996).

3.4.3 Symbolic Benefits

Symbolic Benefits relate to external advantages associated with product or service usage. These include non product-related attributes and relate to inherent needs for

social approval or personal expression; and outer directed self-esteem. Hence, consumers may value the prestige, exclusivity, or fashionability of a brand (Solomon 1983). Symbolic Benefits should be especially relevant for socially visible, "badge" products (Chaudrey & Holbrook, 2001).

3.4.4 Brand Associations

Brand associations are regarded as attributes that characterise products and services. In effect this construct provides an indication about what the consumer thinks about the product or service and what is involved in the purchase of consumption as a result (Myers & Shocker, 1981). Brand Associations used a five-item scale measure that was adapted from Aaker (1995).

3.4.5 Attitudes

There are multiple variables that can be used to determine consumers' attitudes towards the quality of a product. The level of attitude displayed resides with the consumer ultimately. The level of attitude displayed by various consumers may vary from consumer to consumer. There is a general understanding that consumers use price as an indicator which ultimately influences attitude but other variables are also important such as value, convenience etc. (Kotler, 2001). This construct used a five-item scale measure adapted from Aaker (1995), Anchrol & Stern (1988), Mitchell & Olson (1981) and Holbrook & Batra (1987).

3.4.6 Social Media

For this study social media is comprised of three areas - social networking (social media tools such as Facebook, Twitter, Instagram, LinkedIn etc), social media (platforms allowing photos, presentations and videos) and social relevance (online

reputation of the brand). Social Media advertising was measured on a six-item scale measure adapted from (Lee, Xing & Hu 2012; Hernandez & Ortega 2011).

3.5 Procedure for Data Collection

The questionnaires were distributed to customers at car washes, via social media (Facebook) and at service centres or car dealerships as the customers prepared to leave their cars for service or a car wash. Questionnaires distributed on Facebook and Instagram were not locked to single responses, so that respondents could pass the questionnaire to other people. The survey was also distributed via survey monkey and the questionnaire was not locked to the recipient. This was done so that respondents can share the questionnaire with other people. The dealer car wash managers were contacted, and the researcher explained what the research was about and the procedure that will be follow.

The researcher arrived at the car washes in the morning when most people leave their cars and requested email addresses from the car owners or drivers. The questionnaires were then electronically distributed for the respondents to complete via Survey Monkey. The researcher sometimes physically helped the respondents to answer the questionnaire by asking the questions and filling out the questionnaires, but for those who are busy, they were given physical questionnaires to fill out and return later. The researcher also gave own devises to be used by respondents waiting at the car washes. The researcher gave additional questionnaires to respondents to issue to other people who met the requirements of being a driver in South Africa. This process was done over a period of two months.

3.6 The Data Analysis and Interpretation

This emphasis of this section is on the data analysis procedures and statistical approaches that have been used for this study. The data collected for this study was coded through SPSS and Excel. The primary data collected was captured into Excel. After this the data was exported into SPSS. In the variable view sheet, the variables

were coded in relation to the questionnaire. SPSS data files are organised in terms of cases (rows) and variables (columns). Descriptive analysis for demographics and the variables were performed using SPSS software version 14. Descriptive statistics include means, standard deviation, median etc and were to describe the basic features of the data in the study. Descriptive statistics were also used to determine any outliers in the data. The results of the descriptive statistics were put into a summary table.

3.7 Summary Of Hypotheses

Table 3: Summary Of Hypotheses

Hypothesis	Statement
H_1 H1Null	Social Media Advertising is positively correlated to Functional Benefits
H_2	Social Media Advertising is positively correlated to Experiential Benefits
H_3	Social Media Advertising is positively correlated to Symbolic Benefits
H_4	Social Media Advertising is positively correlated to Total Benefits
H_5	Social Media Advertising is positively correlated to Attitude's
H_6	Social Media Advertising has additive effects on Brand Association-Functional Benefit relationship.
H_7	Social Media Advertising has additive effects on Brand Association-Experiential Benefit relationship
H_8	Social Media Advertising has additive effects on Brand Association-Symbolic Benefit relationship

H_9	Social Media Advertising has additive effects on Brand Association-Attitude relationship
H_{10}	Social Media Advertising has positive effects on Attitude-Functional Benefit relationship
H_{11}	Social Media Advertising has positive effects on Attitude-Experiential Benefit relationship
H_{12}	Social Media Advertising has positive effects on Attitude-Symbolic Benefit relationship

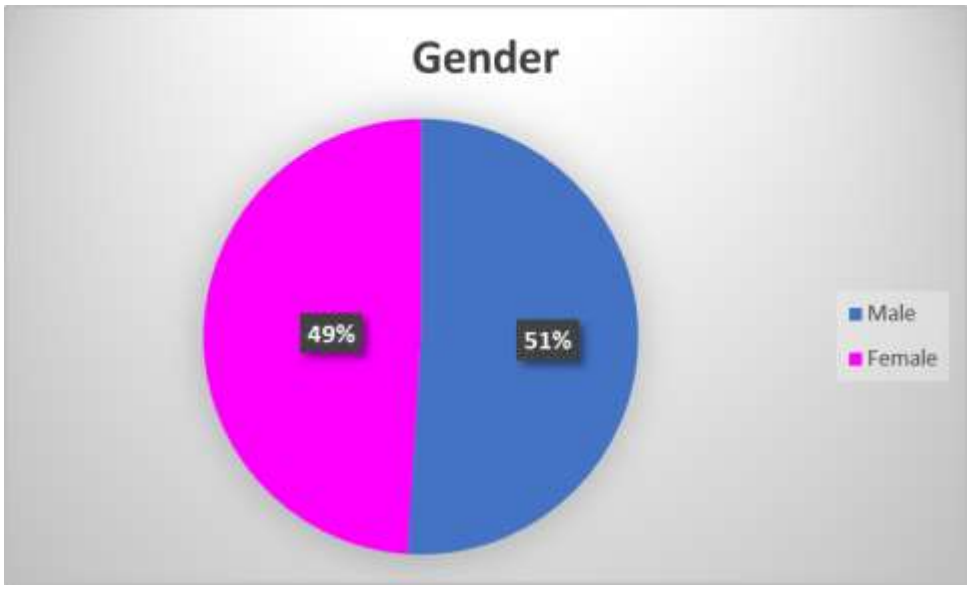
CHAPTER 4 RESULTS AND FINDINGS

4.1 INTRODUCTION

This chapter presents and illustrates the results derived from the survey. The respondents were drawn from car dealerships, car washes and service centres within the Gauteng Province in South Africa. A total of 254 responses were received from targeted 300 respondents which constitutes an 85% response rate for the survey. The responses collected from the survey have been analysed with SPSS version 17 software. Tables and graphs presented summarize the responses in relation to the key variables investigated in the study. This chapter describes the research process, research instrument, data collection, data analysis, validity and reliability.

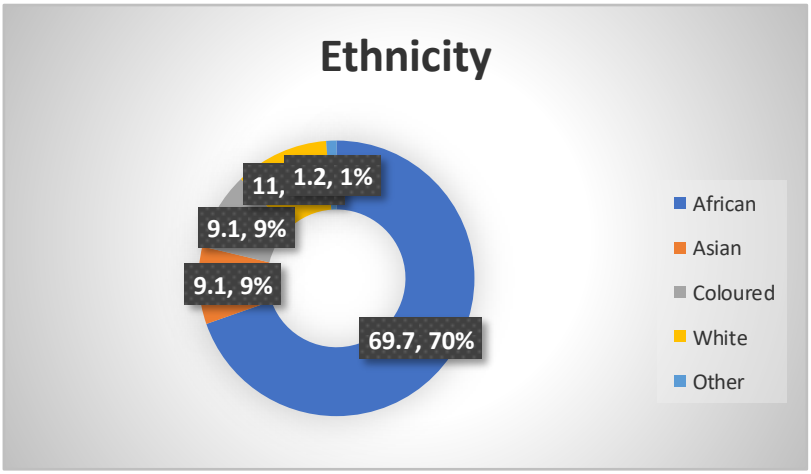
4.2 DEMOGRAPHIC DATA

Figure 6: Gender



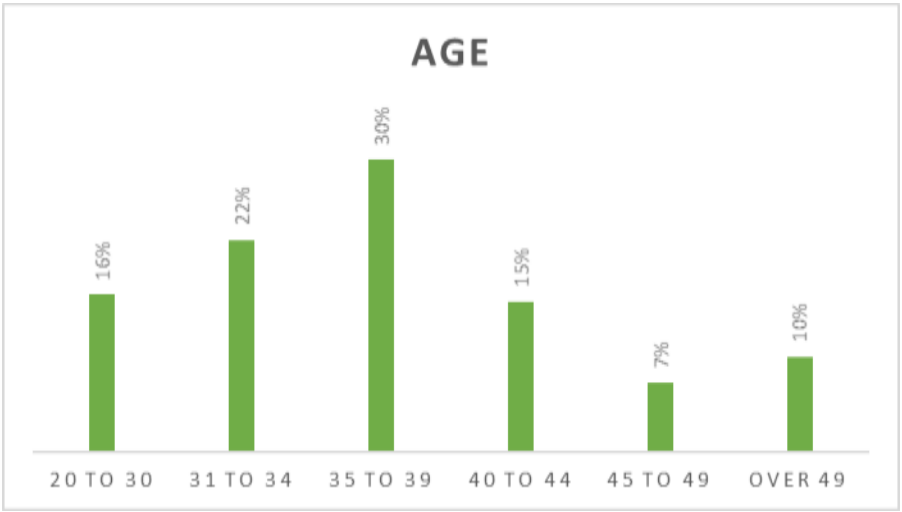
On the question regarding gender, the ages of the respondents are between 20 and above 49 years of age. The survey respondents are composed of 51% of males and 49% of females.

Figure 7: Ethnicity



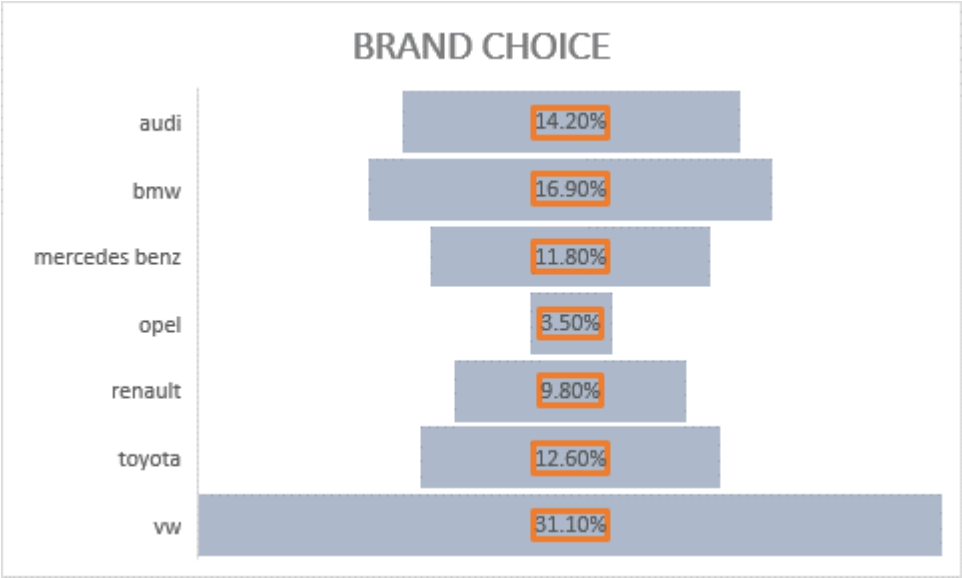
On the question of ethnicity 70% are comprised of Africans which is the majority of the respondents, the remaining respondents are comprised of White respondents (11%), Asian respondents (9,1%), Coloured respondents (9,1%) and other respondents (1,2%).

Figure 8: Age Category



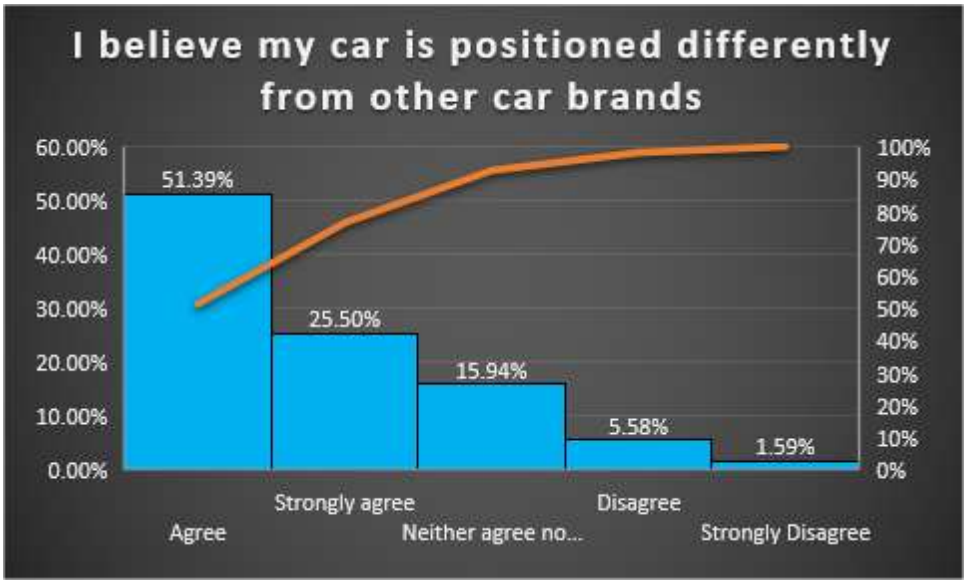
Regarding the classification of age 30% was made up by the 35 to 39 age category. This age group had the most respondents. This was followed by 21,7% and 16,1% which represented the 31 to 34 and 20 to 30 age categories. Ages 40 to 44 had 15% of the respondents, and the over 49's made up 10% of respondents. Lastly ages 45 to 49 had the least number respondents, at 7%.

Figure 9: Brand_Choice



Question four determined brand choice on either prior or future purchase decisions with respect to motor vehicles. The most popular choice was VW and this was comprised of 31%. The choice of other popular German vehicles was comprised of 43%. This includes Mercedes Benz, Audi and BMW motor vehicles as brand choices. The least popular was Opel and this was comprised of 3.5%.

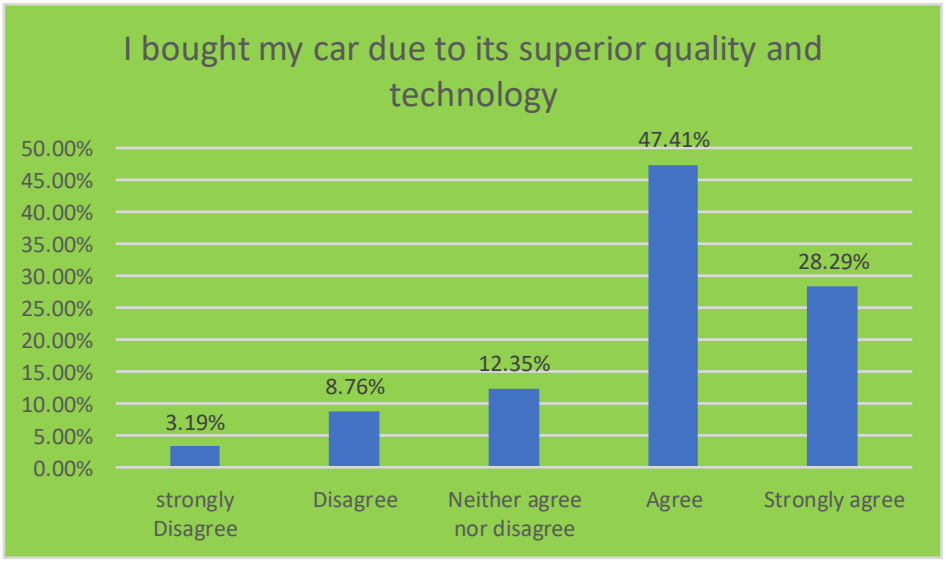
Figure 10: Positioning



The above graph relates to positioning of car brands. Most respondents (51.39%) believed that their car is positioned differently from other brands. The 2nd strongest

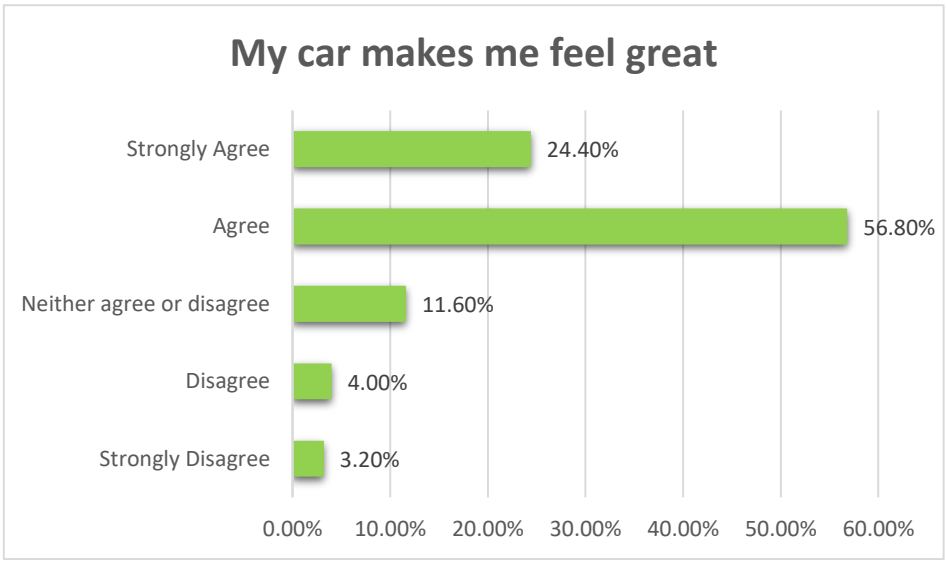
response was strongly agree. 25.50% of respondents strongly agreed that their car brand is positioned differently whilst 15.94% felt that they neither agreed or disagreed. 5.58% disagreed and 1.59% strongly disagreed that their car is positioned differently from other car brands.

Figure 11: Superior Quality



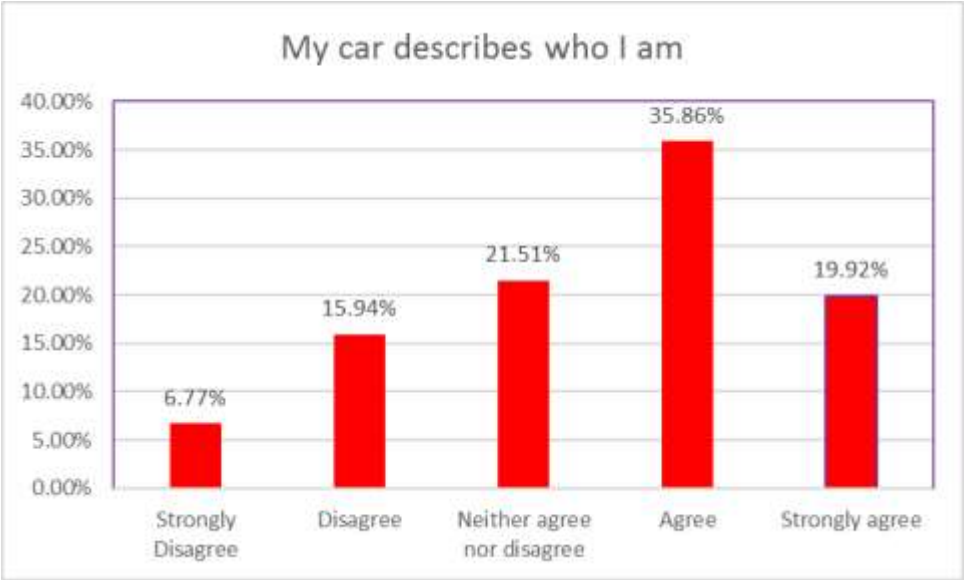
The graph above indicates that the majority of respondents agree that they bought their car due to its superior quality and technology. Second to agreeing, 28.29% of respondents strongly agreed with this statement. They are followed by 12.35% who were undecided and neither agreed or disagreed with this statement. 8.76% disagreed and 3.19% strongly disagreed with this statement.

Figure 12: Makes me feel great



The popular answer to this question at 56.8% is yes my car makes me feel great followed by 24.4% who strongly agree with this statement.11.6 of people are neutral as they neither agree or disagree with this statement. 4% disagree and 3.2% strongly disagree.

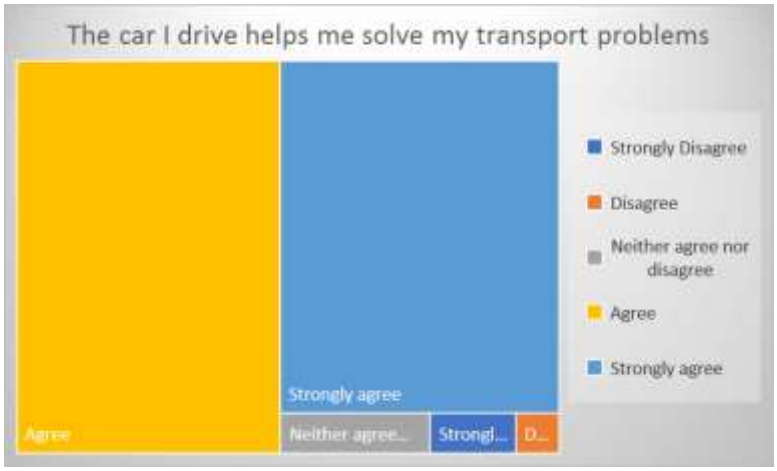
Figure 13: Describes who I am



Many respondents (35.86%) agreed their car describes who they are, and 19.92% of respondents strongly agreed with this statement. This is valuable insight for marketers as they can craft their messages to appeal to people who buy cars because they see

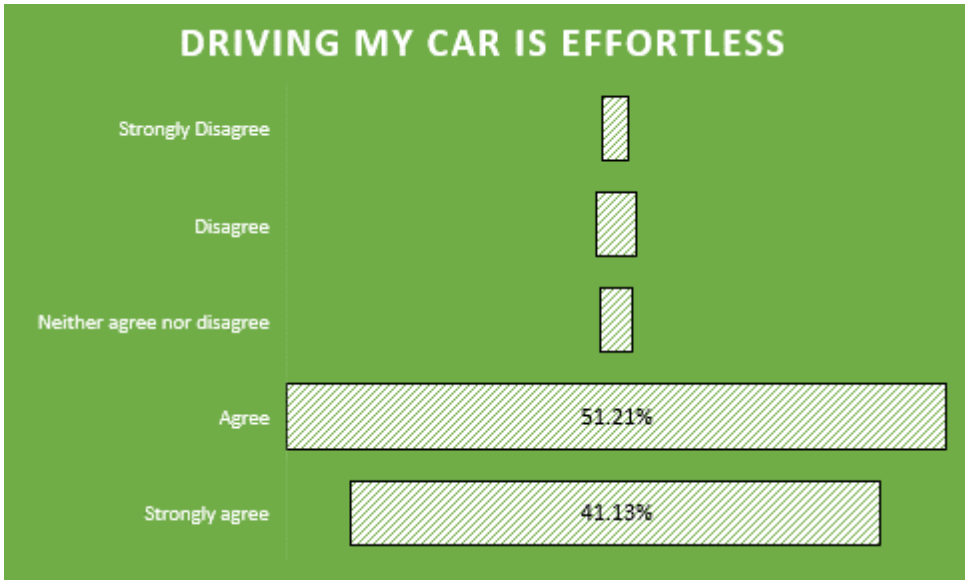
themselves in it. 21.51% neither agreed or disagreed. 15.94% disagree that their car describes them, and 6.77% strongly disagree and don't think their car describes them.

Figure 14: Solves my problems



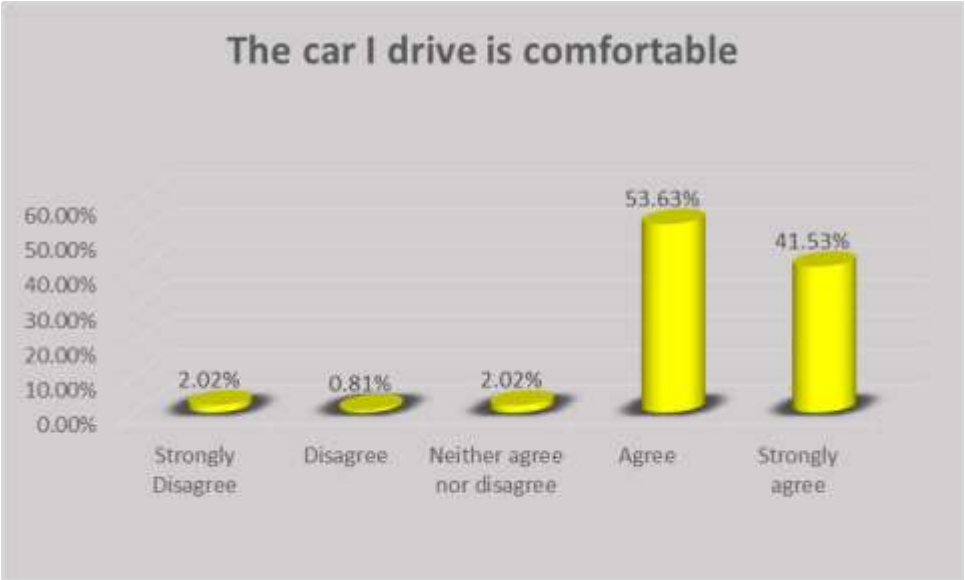
In Question 9, most people agreed that their car solves their transport problems (48.58%), and 48.58% agreed. This is followed by 2.83% neither agreed nor disagreed. 1.62% of respondents agreed and 0.81% disagreed with this statement.

Figure 15: Effortless use



The clear majority of respondents commented in favour of this question. 51.21% agreed with the statement and 41.13 agreed strongly. 2.42% were impartial, and 3.23% disagreed. Lastly 2.02% strongly disagreed.

Figure 16: Comfortable



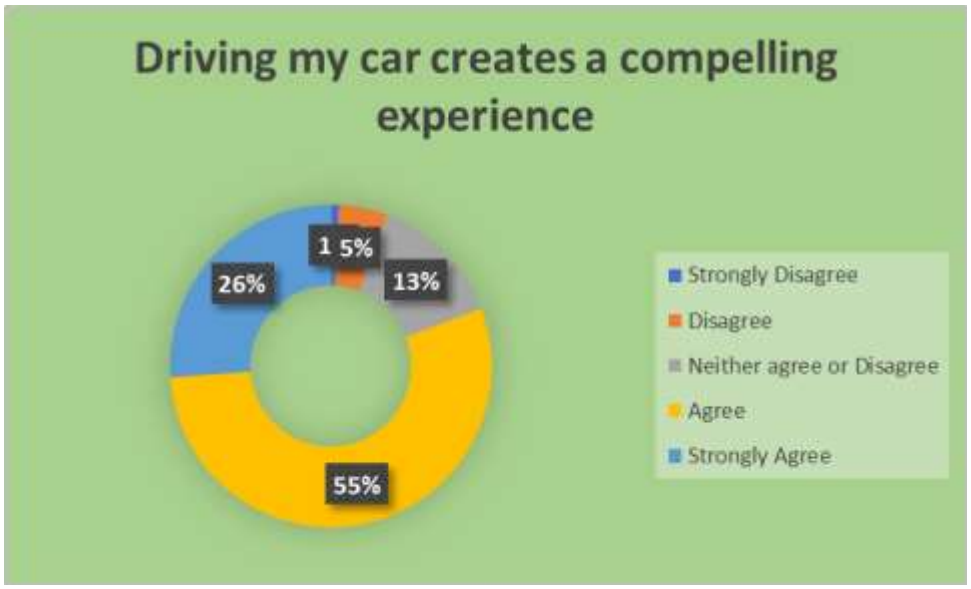
In terms of vehicle comfort 53.63% agreed that their cars are comfortable, tailed by 41.54% who strongly agreed. Those who neither agreed nor disagreed tied with those who strongly agree with this statement at 2.02% each. Those who disagreed made up 0.81%.

Figure 17: Speed



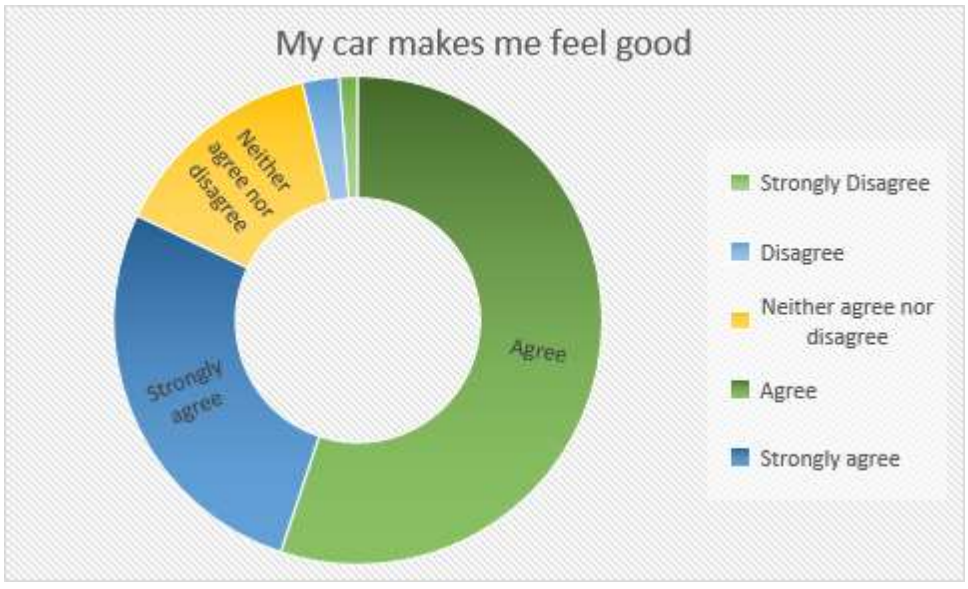
The chart above illustrates the views of respondents on the question "The car I drive is good on speed". 48.39% agreed, 36.29% strongly agreed. 6.85% neither agreed nor disagreed and 6.05% disagreed 2.42% strongly disagreed.

Figure 18: Experience



"Driving my car creates a compelling experience" had 54.69% of people who agreed with it, whilst 26.11% strongly agreed.13.47% of respondents had an impartial view. 4.90% disagreed and 0.82% disagreed strongly.

Figure 19: Makes me feel



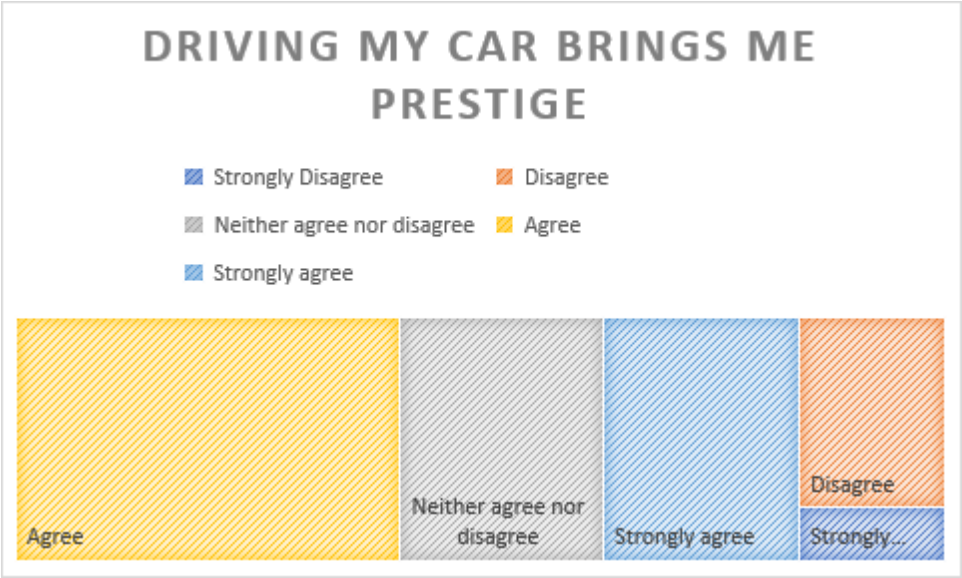
Above charts relates to "my car makes me feel good". Most people agreed with the statement (55.10%) and 26.94% felt strongly in favour of the statement. 14.29% did not agree or disagree with the statement. 2.45% disagreed, and a mere 1.22% strongly disagreed.

Figure 20: Driving Enjoyment



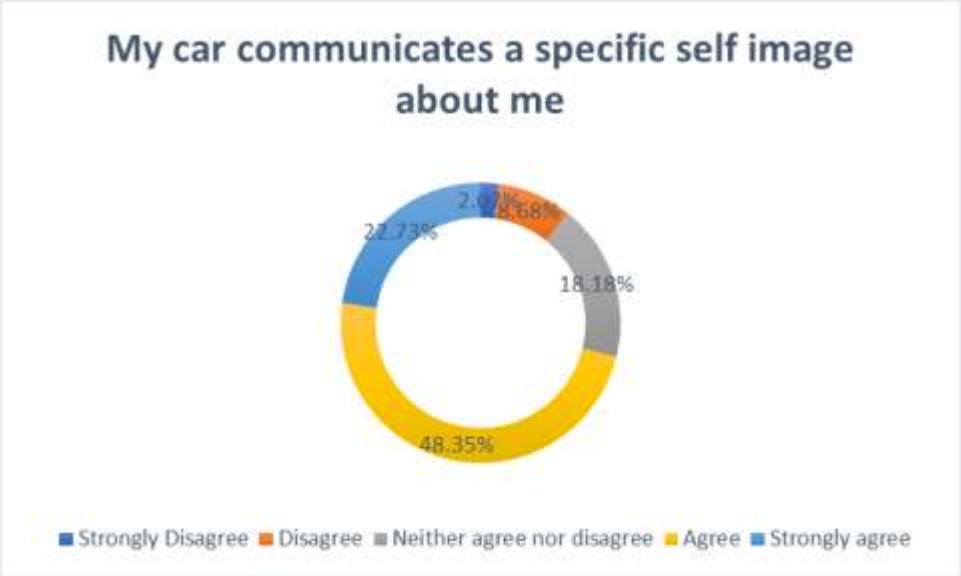
56.61% of the target market enjoy driving their cars. 36.36% strongly agree and 4.96% of respondents neither agreed nor disagreed. A small percentage of 1.65% disagreed and 0.41 strongly disagreed.

Figure 21: Brings me Prestige



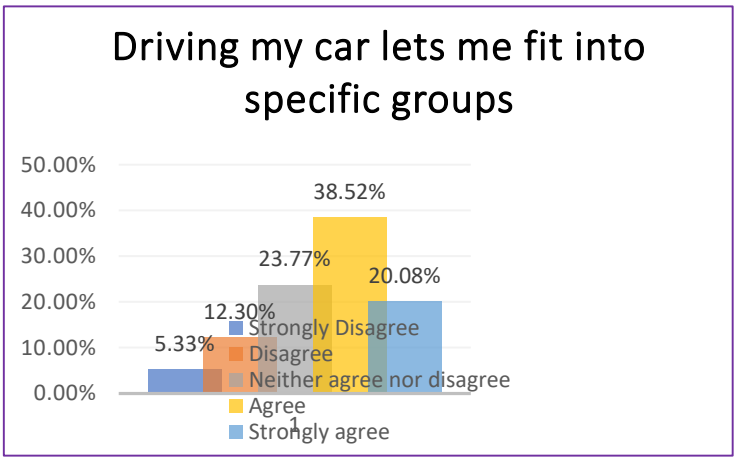
Consumers purchase cars for different reasons. The study revealed that of the total population surveyed, most people agreed(41.35%) that their car brings them prestige. 21.94% did not agree or disagree, and just over 21% (21.10%)strongly agreed that their cars bring them prestige.12.24% did not agree and 3.38% strongly disagreed.

Figure 22: Self image



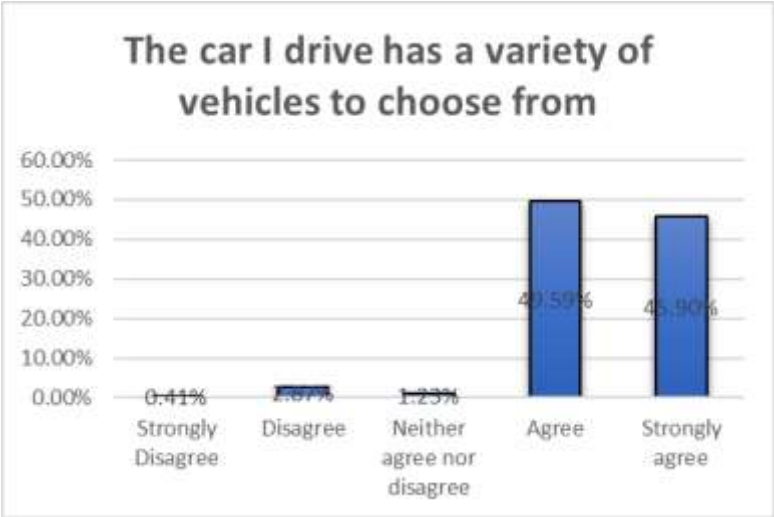
48.35% of consumers feel their car communicates a specific self image about them, and 22.73% feel strongly that their car communicates a specific self image about them. 18.18% neither agree nor disagree with this statement, and 8.68% disagree. 2.07% strongly disagree.

Figure 23: Lets me fit in



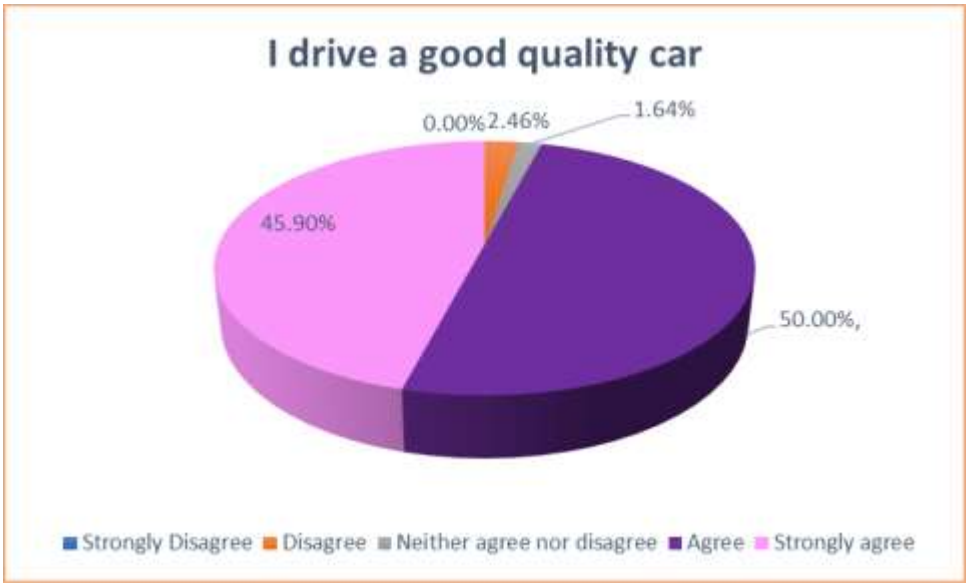
Most respondents (38.52%) agree that driving their car lets them fit into specific groups, and 20.8% strongly agree with this. 23.77% neither agree or disagree and 12.3% disagree with this statement.5.33% of respondents strongly disagree with the statement.

Figure 24: Variety of choice



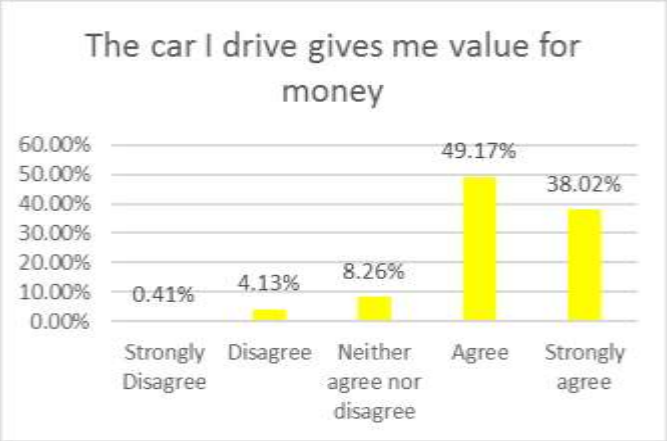
For this question, again most people agreed (49.59%) with the statement, whilst 45.90 strongly agreed that the car they drive has a variety of vehicles to choose from. Only 1.23% were neutral and 2.87% disagreed. A minimal 0.41% strongly disagreed.

Figure 25: Quality



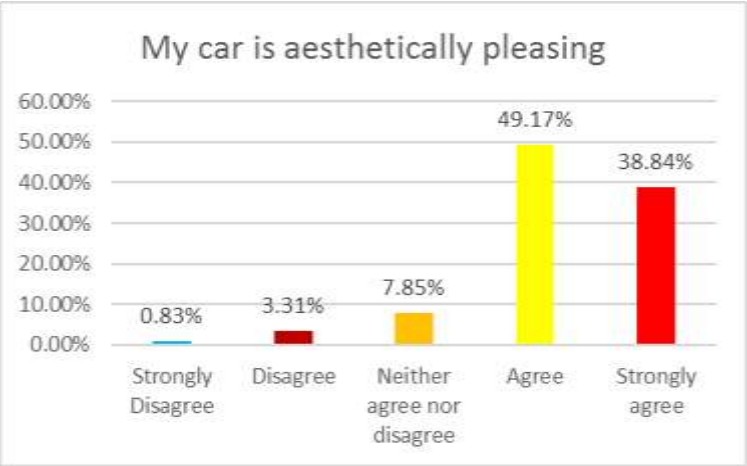
Most drivers agree they drive good quality cars (50%) and 46% of them strongly agree that they drive good quality cars. 1.64% are undecided and 2.46% disagree that they drive good quality cars.

Figure 26: Value for money



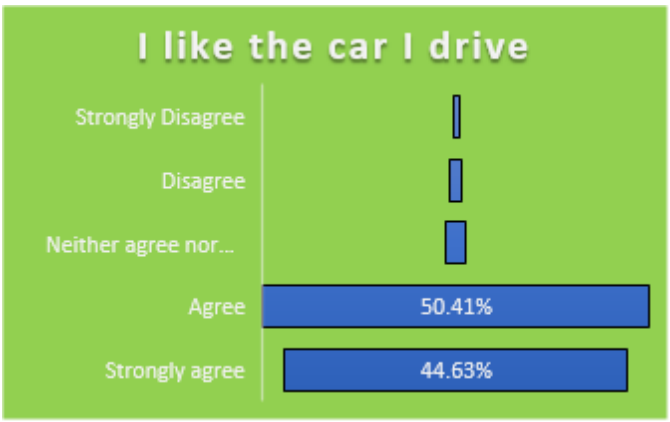
49.17% of respondents believe that the car get value for money from their cars. Those who strongly agree with this statement make up 38.02%. Respondents who neither agree nor disagree add upto 8.26%. 4.13% of people who responded to the questionnaire disagree that their car gives them value for money, and 0.41% strongly disagree.

Figure 27: Aesthetically Pleasing



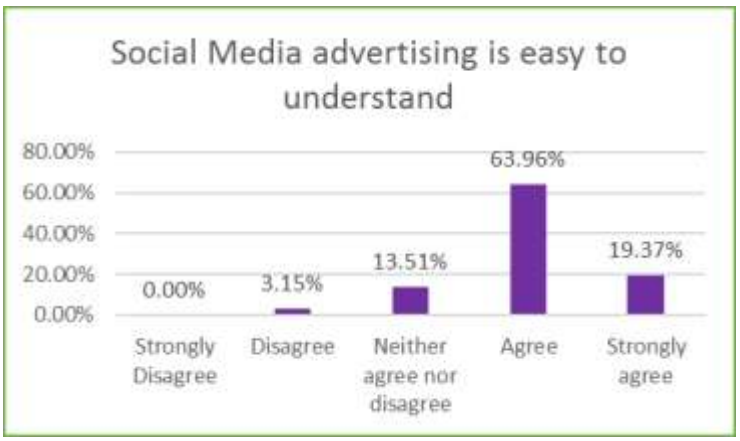
Results above show that the majority of respondents (49.17%) agree that their car is aesthetically pleasing, and 38.84% strongly agree.7.85% are neutral while 3.31% disagree. Less than 1% (0.83%) strongly disagree that their cars are aesthetically pleasing.

Figure 28: I like the car



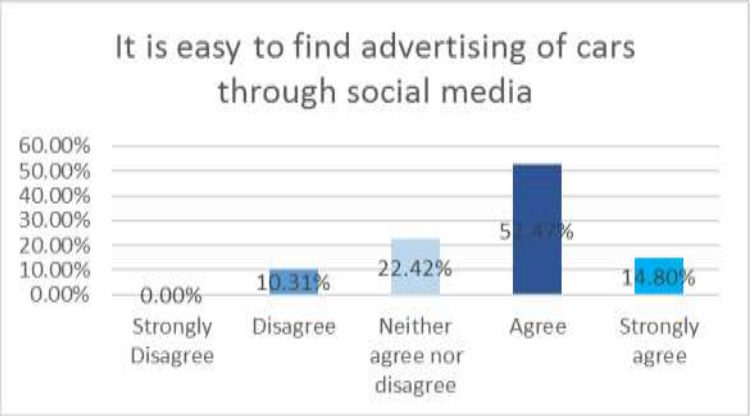
As can be seen in the graph above, 44.63% of respondents strongly agree that they like their cars. However, a bigger number of people (50.41%) agree with this statement, and 2.48% were neutral. 1.65 disagreed and 0.83 strongly disagreed.

Figure 29: Advertising is easy to understand



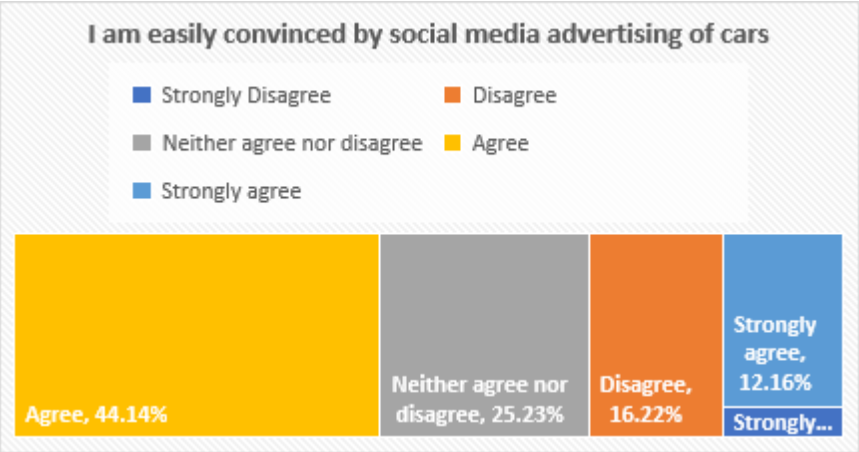
None of the respondents strongly disagreed that social media advertising is easy to understand and 3.15% disagreed with the statement. 13.51% were neutral. Most respondents (63.96%) agreed that social media advertising is easy to understand, and 19.37% strongly agreed.

Figure 30: Advertising is easy to find



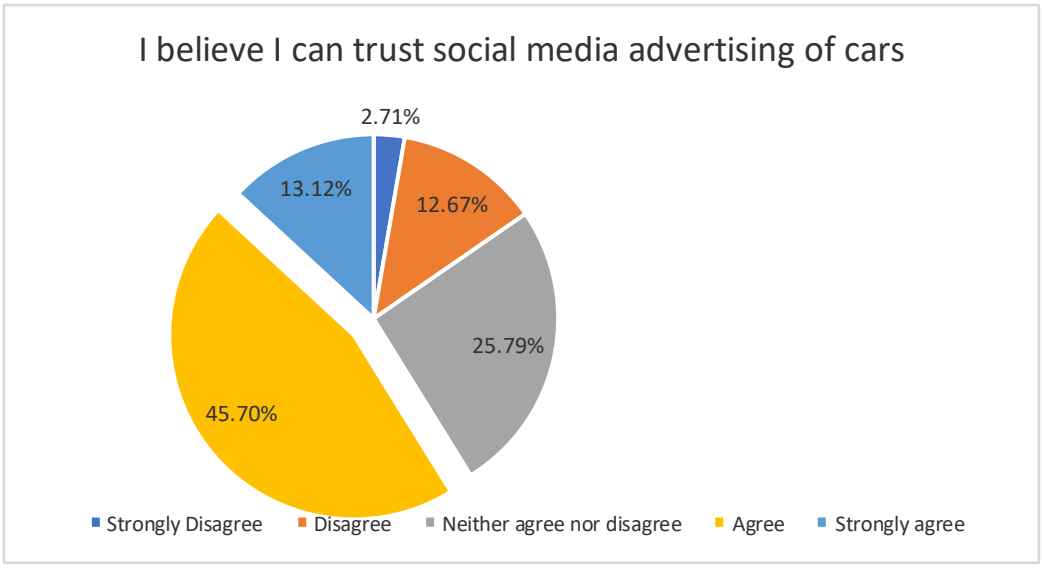
On the question "it is easy to find advertising of cars through social media", the majority of respondents (52.47%) agreed, 14.80% strongly agreed, 22.42% were neutral, 10.31% disagreed, and none of the respondents strongly agreed.

Figure 31: Easily convinced



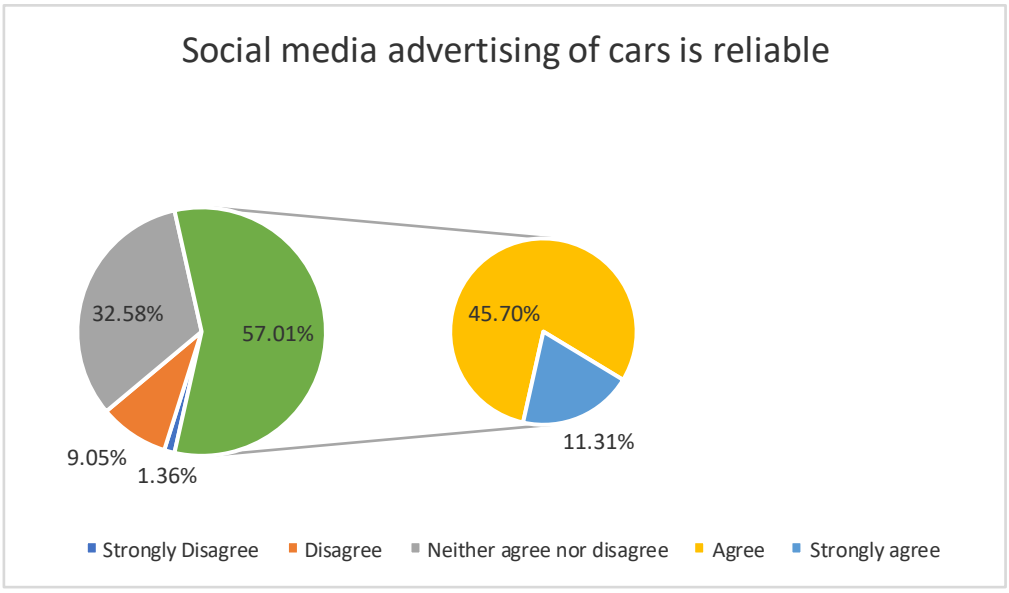
44.14% of respondents agree that they are easily convinced by social media advertising of cars. Further to that 25.23% neither agreed or disagreed with this statement. Another 16.22% disagreed with this statement and 12.16% strongly agreed. It is also noted that 2.25% of respondents strongly disagreed.

Figure 32: Trust



When it comes to trusting social media advertising of cars, a substantial proportion (45.70%) of respondents agreed that they trust the medium. This is followed by those who neither agreed or disagreed (25.79%). Those who strongly agreed made up 13.12% of the sample, and lastly 2.71% strongly disagreed.

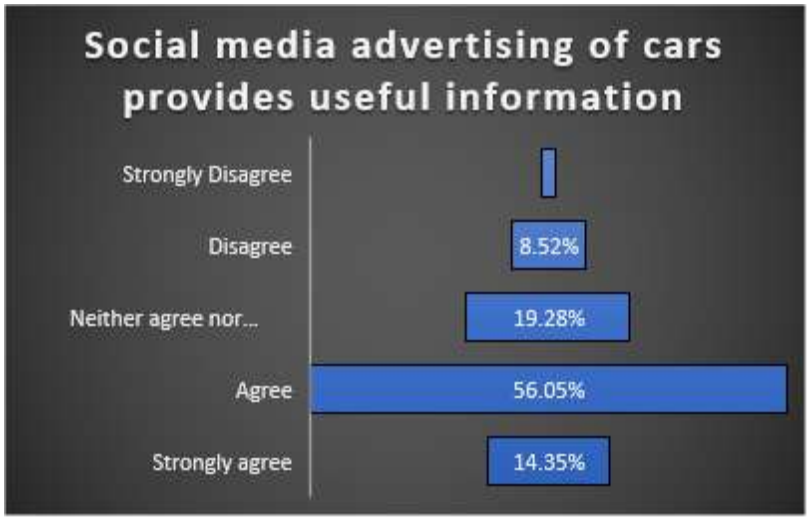
Figure 33: Reliability



A large share of interviewees responded positively to "social media advertising of cars is reliable. 45.7% agreed and 11.31% strongly agreed. 32% felt that they neither agreed

or disagreed with the reliability of social media advertising of cars. Adding to that 9.05% disagreed and1.36% strongly disagreed.

Figure 34: Provides useful information



1.79% of the individual who responded to the survey strongly disagreed that social media advertising of provides useful information. This is a big contrast to the 56.05% of respondents who agreed. 19.28% were undecided, and 14.35% strongly agreed. Finally 8.52% of respondents disagreed with the statement.

4.3 Validity And Reliability

4.3.1 Reliability Of The Measurement Instrument

Reliability refers to the resemblance of results provided by the independent but comparable measures of the same object or construct, or an index of consistency. It is generally accepted that a Cronbach value ranging between 0,60 to 0,80 is an acceptable value indicating a reliable scale (Kline, 1999). Contrary to this, values below 0,60 would be regarded as unreliable. Other views suggest that the general guidelines should be approached with caution as the value of Cronbach Alpha depends on the number of items on the scale (Cortina, 1993). The researcher made use of Item-total correlation values - item, scale and scale if item deleted statistical procedures in SPSS.

Table 4: Reliability Statistics - Brand Association

Cronbach's Alpha	N of Items
,643	4

Table 5: Item-Total Statistics - Brand Association

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q5 I believe my car brand is positioned differently from other car brands	13,31	7,236	,550	,522
Q6 I bought my car due to its superior quality and technology	13,36	6,643	,564	,492
Q7 My car makes me feel great	11,28	6,568	,220	,777
Q8 My car describes who I am	13,78	6,273	,509	,513

Four items (see question items 5, 6, 7 and 8) were used in the variable, Brand Association and the reliability coefficient is 0,64. Each question item was subjected to itemised reliability testing. Question 7 was the only item that could improve the overall scale if it was removed but the number of items making up the question are limited.

Table 6: Reliability Statistics - Functional Benefits

Cronbach's Alpha	N of Items
,834	4

Table 7: Item-Total Statistics - Functional Benefits

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q9 The car I drive helps me solve my transport problems	12,63	4,747	,567	,830
Q10 Driving my car is effortless	12,73	4,023	,723	,762
Q11 The car I drive is comfortable	12,68	4,155	,787	,739
Q12 The car I drive is good on speed	12,89	3,961	,609	,823

Functional Benefits (see question items 9, 10, 11 and 12) consisted of four items and the reliability coefficient was 0,83. In this case all question items were consistent and supported the overall measure.

Table 8: Reliability Statistics - Experiential Benefits

Cronbach's Alpha	N of Items
,854	3

Table 9: Item Total Statistics - Experiential Benefits

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q13 Driving my car creates a compelling experience	8,28	1,829	,712	,815
Q14 My car makes me feel good	8,24	1,812	,768	,755
Q15 I enjoy driving my car	8,02	2,193	,714	,815

Experiential Benefits (see question items 13, 14 and 15) consisted of three items and the reliability measure was 0,85. The question items were consistent and supported the overall measure.

Table 10: Reliability Statistics - Symbolic Benefits

Cronbach's Alpha	N of Items
,853	3

Table 11: Item-Total Statistics - Symbolic Benefits

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q16 Driving my car brings me prestige	7,34	3,545	,705	,811
Q17 My car communicates a specific self-image about me	7,20	3,673	,756	,768
Q18 Driving my car lets me fit into specific groups	7,44	3,307	,716	,805

Symbolic Benefits (see question items 16, 17 and 18) consisted of three items and the reliability measure was 0,85. The question items were consistent and supported the overall measure.

Table 12: Reliability Statistics - Social Media

Cronbach's Alpha	N of Items
,868	6

Table 13: Item-Total Statistics - Social Media

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q24 Social Media advertising of cars is easy to understand	18,04	12,678	,513	,869
Q25 It is easy to find advertising of cars through social media	18,26	12,642	,417	,885
Q26 I am easily convinced by social media advertising of cars	18,47	10,361	,740	,831
Q27 I believe I can trust social media advertising of cars	18,43	10,230	,773	,825
Q28 Social Media advertising of cars is reliable	18,39	10,508	,819	,818
Q29 I believe that social media advertising of cars provides useful information	18,28	10,706	,743	,831

Social Media Advertising (see question items 24, 25, 26, 27, 28 and 29) consisted of six items and had a reliability measure of 0,87. The question items were consistent and supported the overall measure.

4.3.2 Validity Of The Research Instrument

Validity refers to the extent to which differences in observed scale scores reflect true differences between objects on the characteristics being measured, rather than systematic or random errors. Validity testing is used to determine the level of validity of the instrument. The instrument is regarded as a valid instrument if it measures what is intended to be measured. The criteria used for validity testing are guided by the following conditions:

- Instrument is valid if correlation value is greater than 0,3
- Instrument is valid if correlation value is greater than the r table (r value - DF = n - 2)
- Level of significance is 0,05/0,1

Tables 14 to 20 provide the results relating to validity tests that were conducted.

Table 14: Validity Testing - Brand Association

		Q5 I believe my car brand is positioned differently from other car brands	Q6 I bought my car due to its superior quality and technology	Q7 My car makes me feel great	Q8 My car describes who I am
Q5 I believe my car brand is positioned differently from other car brands	Pearson Correlation	1	,603(**)	,175(**)	,515(**)
	Sig. (2-tailed)		,000	,005	,000
	N	254	254	254	254
Q6 I bought my car due to its superior quality and technology	Pearson Correlation	,603(**)	1	,194(**)	,536(**)
	Sig. (2-tailed)	,000		,002	,000
	N	254	254	254	254
Q7 My car makes me feel great	Pearson Correlation	,175(**)	,194(**)	1	,182(**)
	Sig. (2-tailed)	,005	,002		,004
	N	254	254	254	254
Q8 My car describes who I am	Pearson Correlation	,515(**)	,536(**)	,182(**)	1
	Sig. (2-tailed)	,000	,000	,004	
	N	254	254	254	254

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

Table 15: Validity Testing - Functional Benefits

		Q9 The car I drive helps me solve my transport problems	Q10 Driving my car is effortless	Q11 The car I drive is comfortable	Q12 The car I drive is good on speed
Q9 The car I drive helps me solve my transport problems	Pearson Correlation	1	,571(**)	,572(**)	,357(**)
	Sig. (2-tailed)		,000	,000	,000
	N	254	254	254	254
Q10 Driving my car is effortless	Pearson Correlation	,571(**)	1	,685(**)	,553(**)
	Sig. (2-tailed)	,000		,000	,000
	N	254	254	254	254
Q11 The car I drive is comfortable	Pearson Correlation	,572(**)	,685(**)	1	,657(**)
	Sig. (2-tailed)	,000	,000		,000
	N	254	254	254	254
Q12 The car I drive is good on speed	Pearson Correlation	,357(**)	,553(**)	,657(**)	1
	Sig. (2-tailed)	,000	,000	,000	
	N	254	254	254	254

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

Table 16: Validity Testing - Experiential Benefits

		Q13 Driving my car creates a compelling experience	Q14 My car makes me feel good	Q15 I enjoy driving my car
Q13 Driving my car creates a compelling experience	Pearson Correlation	1	,688(**)	,618(**)
	Sig. (2-tailed)		,000	,000
	N	254	254	254
Q14 My car makes me feel good	Pearson Correlation	,688(**)	1	,696(**)
	Sig. (2-tailed)	,000		,000
	N	254	254	254
Q15 I enjoy driving my car	Pearson Correlation	,618(**)	,696(**)	1
	Sig. (2-tailed)	,000	,000	
	N	254	254	254

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

Table 17: Validity Testing - Symbolic Testing

		Q16 Driving my car brings me prestige	Q17 My car communicates a specific self-image about me	Q18 Driving my car lets me fit into specific groups
Q16 Driving my car brings me prestige	Pearson Correlation	1	,675(**)	,625(**)
	Sig. (2-tailed)		,000	,000
	N	254	254	254
Q17 My car communicates a specific self-image about me	Pearson Correlation	,675(**)	1	,688(**)
	Sig. (2-tailed)	,000		,000
	N	254	254	254
Q18 Driving my car lets me fit into specific groups	Pearson Correlation	,625(**)	,688(**)	1
	Sig. (2-tailed)	,000	,000	
	N	254	254	254

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

Table 18: Validity Testing - Attitude

		Q19 The car brand I drive has a variety of vehicles to choose from	Q20 I drive a good quality car	Q21 The car I drive gives me value for money	Q22 My car is aesthetically pleasing	Q23 I like the car I drive
Q19 The car brand I drive has a variety of vehicles to choose from	Pearson Correlation	1	,644(**)	,563(**)	,515(**)	,614(**)
	Sig. (2-tailed)		,000	,000	,000	,000
	N	254	254	254	254	254
Q20 I drive a good quality car	Pearson Correlation	,644(**)	1	,520(**)	,615(**)	,651(**)
	Sig. (2-tailed)	,000		,000	,000	,000
	N	254	254	254	254	254
Q21 The car I drive gives me value for money	Pearson Correlation	,563(**)	,520(**)	1	,506(**)	,586(**)
	Sig. (2-tailed)	,000	,000		,000	,000
	N	254	254	254	254	254
Q22 My car is aesthetically pleasing	Pearson Correlation	,515(**)	,615(**)	,506(**)	1	,760(**)

	Sig. (2-tailed)	,000	,000	,000		,000
	N	254	254	254	254	254
Q23 I like the car I drive	Pearson Correlation	,614(**)	,651(**)	,586(**)	,760(**)	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	254	254	254	254	254

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

Table 19: Validity Testing - Social Media

		Q24 Social Media advertising of cars is easy to understand	Q25 It is easy to find advertising of cars through social media	Q26 I am easily convinced by social media advertising of cars	Q27 I believe I can trust social media advertising of cars	Q28 Social Media advertising of cars is reliable	Q29 I believe that social media advertising of cars provides useful information
Q24 Social Media advertising of cars is easy to understand	Pearson Correlation	1	,452(**)	,399(**)	,369(**)	,411(**)	,457(**)
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	254	254	254	254	254	254
Q25 It is easy to	Pearson	,452(**)	1	,292(**)	,307(**)	,346(**)	,366(**)

find advertising of cars through social media	Correlation						
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	254	254	254	254	254	254
Q26 I am easily convinced by social media advertising of cars	Pearson Correlation	,399(**)	,292(**)	1	,788(**)	,729(**)	,599(**)
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	254	254	254	254	254	254
Q27 I believe I can trust social media advertising of cars	Pearson Correlation	,369(**)	,307(**)	,788(**)	1	,789(**)	,650(**)
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	254	254	254	254	254	254
Q28 Social Media advertising of cars is reliable	Pearson Correlation	,411(**)	,346(**)	,729(**)	,789(**)	1	,773(**)
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	254	254	254	254	254	254
Q29 I believe that social media advertising of cars provides useful information	Pearson Correlation	,457(**)	,366(**)	,599(**)	,650(**)	,773(**)	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	254	254	254	254	254	254

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

4.2 Scale Characteristics

Table 20: Scale Characteristics Statistics

		FBENEFIT_T	EBENEFIT_T	SBENEFIT_T	ATTITUDE_T	SOCIAL_MEDT	BRAND_ASSOCT
N	Valid	254	254	254	254	254	254
	Missing	0	0	0	0	0	0
Mean		16,98	12,27	10,99	21,41	21,97	17,25
Median		17,00	12,00	11,00	21,00	23,00	18,00
Std. Deviation		2,667	2,019	2,711	3,060	3,962	3,258
Variance		7,110	4,078	7,352	9,365	15,695	10,614

The table above represents the descriptive statistics of the key variables used in the study. These variables included the demographic variables comprising of age category, gender, ethnicity and brand choice. The second section was comprised of Brand Association and included four items. The four items were combined to form a summative variable, Brand Association. The third section was comprised of Functional Benefits and this included four items. These were combined to form a summative variable, Functional Benefits. The third section was comprised of Symbolic Benefits and included three items. These were combined to form a summative variable, Symbolic Benefits. The fourth section comprised of Experiential Benefits and this

included 3 items. These were combined to form a summative variable, Experiential Benefits. The fifth section comprised of Attitude and included five items. These were combined to form a summative variable, Attitude. The sixth section comprised of Social Media and this included six items. These were combined to form a summative variable, Social Media. All key variables in the study used a 5 point Likert scale. The parameters included the number of items, mean, median, standard deviation, range, sample size and reliability items.

4.3 Correlation Statistical Testing

Correlation testing was used to determine strength of the relationship between key variables. The first round testing included correlation between Social Media Advertising, Functional Benefits (FBenefit_T), Experiential Benefits (EBenefit_T), Symbolic Benefits (SBenefits_T), Total Benefits (Benefit_T) and Attitude (Attitude_T) respectively. Correlation testing was used in the case of H1 to H4 because it is used to study the strength of a relationship between 2 variables.

H_1 - Social Media Advertising is positively correlated to Functional Benefits

Table 21: Correlation of Social Media Advertising and Functional Benefits

		SOCIAL_MEDT	FBENEFIT_T
SOCIAL_MEDT	Pearson Correlation	1	,140(*)
	Sig. (2-tailed)		,026
	N	254	254
FBENEFIT_T	Pearson Correlation	,140(*)	1
	Sig. (2-tailed)	,026	

* Correlation is significant at the 0.05 level (2-tailed).

According to table 25 Social Media Advertising is positively and significantly correlated to Functional Benefits (r = 0,14, p<0,05).

H_2 - Social Media Advertising is positively correlated to Experiential Benefits

Table 22: Correlation of Social Media Advertising to Experiential Benefits

		SOCIAL_MEDT	EBENEFIT_T
SOCIAL_MEDT	Pearson Correlation	1	,304(**)
	Sig. (2-tailed)		,000
	N	254	254
EBENEFIT_T	Pearson Correlation	,304(**)	1
	Sig. (2-tailed)	,000	

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

According to table 26 Social Media Advertising is positively and significantly correlated to Functional Benefits (r = 0,30, p<0,00).

H_3 - Social Media Advertising is positively correlated to Symbolic Benefits

Table 23: Correlation of Social Media Advertising and Symbolic Benefits

		SOCIAL_MEDT	SBENEFIT_T
SOCIAL_MEDT	Pearson Correlation	1	,404(**)
	Sig. (2-tailed)		,000

	N	254	254
SBENEFIT_T	Pearson Correlation	,404(**)	1
	Sig. (2-tailed)	,000	

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

According to table 27 Social Media Advertising is positively and significantly correlated to Symbolic Benefits (r = 0,40, p<0,00).

H_4 - Social Media Advertising is positively correlated to Total Benefits (combined variable)

Table 24: Correlation between Social Media Advertising and Total Benefits

		SOCIAL_MEDT	benefit_t
SOCIAL_MEDT	Pearson Correlation	1	,345(**)
	Sig. (2-tailed)		,000
	N	254	254
benefit_t	Pearson Correlation	,345(**)	1
	Sig. (2-tailed)	,000	

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

According to table 28 Social Media Advertising is positively and significantly correlated to Total Benefits (r = 0,35, p<0,00).

H_5 - Social Media Advertising is positively correlated to Attitudes

Table 25: Correlation between Social Media Advertising and Attitude

		SOCIAL_MEDT	ATTITUDE_T
SOCIAL_MEDT	Pearson Correlation	1	,329(**)
	Sig. (2-tailed)		,000
	N	254	254
ATTITUDE_T	Pearson Correlation	,329(**)	1
	Sig. (2-tailed)	,000	

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

According to table 29 Social Media Advertising is positively and significantly correlated to Attitude (r = 0,33, p<0,00).

4.4 Regression

In the statistical procedures employed in this section forward stepwise regression was used as a means of determining best fit regression models in which the choice of predictive variables is carried out by an automatic procedure. In each step, a variable is considered for addition to or subtraction from the set of explanatory variables based on some prespecified criterion. Regression analysis was used to measure H5 to H12 because regression analysis is applied to when the study comprises analysing quite a few variables.

H_6 - Social Media Advertising has additive effects on Brand Association-Functional Benefit relationship

H_6 was used to test additive effects of Social Media Advertising on the Brand Association-Functional Benefits relationship. Functional Benefits was entered into the regression model as the dependent variable while Brand Association and Social Media Advertising were entered as predictors. Social Media Advertising and Functional Benefit explained a 25% of the variance in the dependent variable, Attitude ($r = 0,24; P<0,00$). The relationship is significant and therefore, H_6 is accepted.

H_7 - Social Media Advertising has additive effects on Brand Association-Experiential Benefit relationship

H_7 was used to test additive effects of Social Media Advertising on the Brand Association-Experiential Benefits relationship. Experiential Benefit was entered into the regression model as the dependent variable while Brand Association and Experiential Benefits were entered as predictors. Social Media Advertising and Brand Association explained 32% of the variance in the dependent variable, Attitude ($r = 0,32; P<0,00$). The relationship is significant and therefore, H_7 is accepted.

H_8 - Social Media Advertising has additive effects on Brand Association-Symbolic Benefit relationship

H_8 was used to test additive effects of Social Media Advertising on the Brand Association-Symbolic Benefits relationship. Symbolic Benefit was entered into the regression model as the dependent variable while Social Media Advertising and Brand Association were entered as predictors. Social Media Advertising and Brand Association explained 30% of the variance in the dependent variable, Attitude ($r = 0,30; P<0,00$). The relationship is significant and therefore, H_8 is accepted.

H_9 - Social Media Advertising has additive effects on Brand Association-Attitude relationship

H_9 tested for additive effects of Social Media on Brand Association-Attitude relationship. Social Media Advertising and Brand Association was entered into the

regression model as the predictors while Attitude was entered as the dependent variable. In model a Brand Association explains 18% of the variance of the dependent variable ($r = 0,18$; $p<0,00$). In model b Brand Association and Social Media Advertising account for 24% of the variance of the dependent variable ($r = 0,24\%$; $p<0,00$). The relationship is significant and therefore H_9 is accepted.

H_{10} - Social Media Advertising has positive effects on Attitude-Functional Benefit relationship

H_{10} tested for additive effects of Social Media Advertising on Functional Benefit-Attitude relationship. Social Media Advertising and Attitude were entered into the regression model as the predictors while Functional Benefit was entered as the dependent variable. In model a Attitude 33% of the variance of the dependent variable, Functional Benefit while Social Media Advertising has no effect. The relationship is not significant and therefore H_{10} is rejected.

H_{11} - Social Media Advertising has positive effects on Attitude-Experiential Benefit relationship

H_{11} tested for additive effects of Social Media Advertising on Experiential Benefit-Attitude relationship. Social Media Advertising and Attitude were entered into the regression model as the predictors while Experiential Benefit was entered as the dependent variable. In model a Attitude 35% of the variance of the dependent variable ($r = 0,35$, $p<0,00$). In model b Attitude and Social Media Advertising explain 41% of the variance in the dependent variable ($r = 0,41$; $p<0,00$). The relationship is significant and therefore H_{11} is accepted.

H_{12} - Social Media Advertising has positive effects on Attitude-Symbolic Benefit relationship

H_{12} tested for additive effects of Social Media Advertising on Symbolic Benefit-Attitude relationship. Social Media Advertising and Attitude were entered into the regression model as the predictors while Symbolic Benefit was entered as the dependent variable. In model a Attitude 27% of the variance of the dependent variable

(r = 0,27, p<0,00). In model b Attitude and Social Media Advertising explain 33% of the variance in the dependent variable (r = 0,33; p<0,00). The relationship is significant and therefore H_{12} is accepted.

4.5 Chapter Highlights

Table 26: Hypotheses Accept/Reject Table

Hypothesis	Statement	Accept/Reject
H_1	Social Media Advertising is positively correlated to Functional Benefits	Accepted
H_2	Social Media Advertising is positively correlated to Experiential Benefits	Accepted
H_3	Social Media Advertising is positively correlated to Symbolic Benefits	Accepted
H_4	Social Media Advertising is positively correlated to Total Benefits	Accepted
H_5	Social Media Advertising is positively correlated to Attitudes	Accepted
H_6	Social Media Advertising has additive effects on Brand Association-Functional Benefit relationship.	Accepted
H_7	Social Media Advertising has additive effects on Brand Association-Experiential Benefit relationship	Accepted
H_8	Social Media Advertising has additive effects on Brand Association-Symbolic Benefit relationship	Accepted
H_9	Social Media Advertising has additive effects on Brand Association-Attitude relationship	Accepted
H_{10}	Social Media Advertising has positive effects on Attitude-Functional Benefit relationship	Rejected

H_{11}	Social Media Advertising has positive effects on Attitude-Experiential Benefit relationship	Accepted
H_{12}	Social Media Advertising has positive effects on Attitude-Symbolic Benefit relationship	Accepted

CHAPTER 5 INTERPRETATION AND ANALYSIS

5.1 Introduction

This section builds onto the previous chapter and provides detailed analysis and interpretation of the results and findings. The main purpose of this chapter is to use the hypotheses and to link the findings to the literature.

5.2 Main Effects And Analysis

Hypotheses 1 to 4 tested the correlation of Social Media Advertising on all elements of Benefits associated within a context of brand building. At the heart of this analysis is the emerging influence of Social Media Advertising as a means of reaching greater audiences. As indicated in the literature social media is commonly referred to as social networking sites, or SNS (Pittman and Reich, 2016). SNS has gained significant popularity over the past decade leading to significant growth in consumer purchases Hughes et al., (2012). The growth in SNS resulted in an increase from 1,4 billion users In 2012 to over 2 billion users in 2016 (Statista, 2015a). Mass media has dramatically changed the way in which we create and perceive knowledge (Hochman & Manovich 2013).

Considering the rapid development of SNS and Social Media Advertising what then is the link to Benefits in a branding context? This debate provides mixed perspectives, particularly relating to the activities of brand building by companies in social media. Some perspectives suggest that social media provides a unique opportunity for brands

to develop customer relationships while others believe the contrary (Laroche et al, 2016). This study introduced Benefits as a key construct. What therefore comprises Benefits? As mentioned in the literature Benefits are classified into 3 categories according to the underlying inspirations they identify with. Firstly, there are functional benefits, secondly experiential benefits and thirdly symbolic benefits (Park et al., 1986). Various studies have demonstrated an optimistic relationship between perceived benefits and decisions made by consumers (Park et al, 1986; Laroche et al, 2016).

Hypothesis 1 to 4 specifically tested the relationship between Social Media Advertising and Functional Benefits, Experiential Benefits and Symbolic Benefits. In this context Functional Benefits are benefits that drives the customer to purchase products that will address specific needs (Fennell, 1978; Rossiter & Percy, 1987). These could be product related and are linked to motivational theories such as safety or physiological needs (Maslow, 1970). People receive experiential benefits from consuming products that provide sensory and emotional satisfaction or cognitive stimulation. They are usually attached to product related attributes (Solomon, 1983). Lastly, there are symbolic attributes. They are commonly extrinsic advantages of consumption. They usually relate to non-product related attributes and correspond to underlying needs for social endorsement or personal expression and outward aimed self -esteem. They are usually associated with things like exclusivity, prestige, and fashionability of brands due to how it relays to their self-image. They are particularly applicable for "swank" products which are mostly socially noticeable.

It is therefore imperative for marketers to take into account the full spectrum of Benefits when planning Social Media Advertising campaigns. This is demonstrated by Muntinga, Moorman & Smit's (2015) study who investigated the influence of Benefits on social media websites such as Facebook, YouTube and Twitter. Mutinga et al's (2015) study emphasises the unlimited means for internet users to interact, express, share and create content about anything, including brand Benefits. Mutinga et al (2015) introduced a new construct, consumers' online brand-related activities (COBRAs). They suggest that to optimise the impact of Social Media Advertising it is imperative to not only understand people's motivations but also Benefits associated with brands. This publication marks a new approach in contemporary marketing

studies. Muntinga et al's (2015) study used instant messaging (IM) interviews with respondents engaged in COBRAs about their understanding of Benefits.

Taking the perspective of brand building with Benefits literature these hypotheses support the notion that Social Media Advertising influences the relationship between focal customer and brands. This is therefore in line with similar findings (see Laroche et al, 2016) supporting new the developments of elements of a customer centric model in marketing. The Laroche et al (2016) study involved a larger sample size (N=441). The emergence of a customer centric model in contemporary studies builds onto historic evidence suggesting that customers buy products for the bundle of benefits they provide and not for the features they provide (Lancaster, 1966). The construct of Benefits are the personal advantages customers attach to the product or service attributes. Another way of understanding Benefits relates to the consumers' beliefs about what the product or service can do for them (Kotler 1999; Puth et al., 1999).

Hypothesis 5 determined the strength of the relationship between Social Media Advertising and Attitude. To reiterate from the literature Attitude is defined as a positive or negative general assessment of a brand by the customer (Mitchell and Olson, 1981; Wilkie 1986). In addition, Keller (1993) suggests that Attitudes are what customers believe the product can do for them. They can also be defined as constructs that show biases in favour of an object, which could end up in overt actions (Lutz, 1991). Contemporary studies suggest that Benefits may influence Attitudes (Laroche et al, 2016). This is also further supported in other contemporary studies suggesting that once a customer makes a purchase decision on a product or service, they are willing to share their experiences online and frequently engage with the brand in an on-going manner (Farhangi, Abaspour, Farahani & Ghasemi, 2013).

The relationship between Attitudes and Social Media Advertising represents a key strand in emerging studies involving Social Media Advertising as demonstrated in the literature. As a result of wide scale access to information and in turn knowledge about brands Social Media Advertising has significant influence on Attitudes and in turn drive purchase decisions (Farhangi et al, 2013). Farhangi et al's (2013) study found significance between Attitude and Social Media Advertising ($r=0,79$; $p<0,00$); and between Attitude and Purchasing Decision ($r=1,03$; $p<0,00$). Farhangi et al's (2013)

study included a sample size of 401 respondents.The importance of this finding is that traditional advertising and Social Media Advertising may change consumers' attitudes toward brands.Therefore, the acceptance of H_5 is in line with contemporary findings and contributes toward an emerging body of knowledge.

Hypotheses 6 to 8 tested additive effects of Social Media Advertising on Brand Association-Functional Benefit (not significant), Brand Association-Experiential Benefit (r=0,32; p<0,00) and Brand Association-Symbolic Benefit (r=0,30; p<0,00). Only H7 and H8 were accepted.This finding demonstrated that the key predictor variables, Social Media Advertising and Brand Association has additive effects on Experiential and Symbolic benefits. It is a well supported fact in the literature that Benefits support Brand Associations. In turn the marketing communications campaign attempt to bring about an influence in customer perceptions - the link between Brand Association and Benefits. These findings also builds onto the DAGMAR theory suggesting that marketing communication through social media is important in identifying how consumers interpret Benefits and in turn Brand Association (Smith & Taylor, 2002; Mackay, 2005).

Hypothesis 9 tested additive effects of Social Media Advertising on Brand Association-Attitude relationship. This relationship was significant (r = 0,24; p<0,00). This finding supports previous work of Farhangi et al (2013). In Farhangi et al's (2013) study regression was used to determine additive effects of Social Media on the dependent variable, Brand Association-Attitude-Purchasing. Social Media Advertising influences Brand Association-Attitude-Purchasing (r = 0,88; p<0,00). When the variable, Traditional Advertising was included in the model to test for additive effects on Brand Association-Attitude-Purchasing the relationship was significant (r = 0,47; p<0,00) albeit a weaker relationship when compared to Social Media Advertising. These findings support an emerging body of literature suggesting that Social Media Advertising has revolutionised the manner in which marketing influences purchasing. Contemporary studies suggest that more people rely on social media when making decisions and this has a profound impact on contemporary advertising campaigns (Sigala, 2012; Yoon, Choi, & Sohn, 2008; Hutter, Hautz, Dennhardt & Füller, 2013; Nusair, Bilgihan, Okumus & Cobanoglu, 2013).

Hypotheses 10, 11 and 12 tested for additive effects of Social Media Advertising on Functional Benefits-Attitude (r = 0,39; p<0,00)/Experiential Benefits-Attitude (r = 0,42; p<0,00) and Symbolic Benefits-Attitude (r = 0,28; p,0,00) relationships. All these relationships were significant.The significance of these findings support the work of Mutinga et al (2015) that marks an emerging body of knowledge. Although Mutinga et al's (2015) study emphasised the relationship between Benefits and Social Media Advertising. As indicated in literature there are limited empirical studies focussing on Social Media Advertising and Benefits-Attitude (Hsu & Tsou, 2011). Most studies focus on descriptive narratives of Social Media Advertising (Hanna, Rohm & Crittenden, 2011; Kaplan & Haenlein, 2010; Hermkens, Kietzmann, Silvestre & McCarthy, 2011).

5.3 Chapter Highlights

It is imperative for marketers to take into account the full spectrum of Benefits when planning Social Media Advertising campaigns;

To optimise the impact of Social Media Advertising it is imperative to not only understand people's motivations but also Benefits associated with brands;

Taking the perspective of brand building with Benefits literature these hypotheses support the notion that Social Media Advertising influences the relationship between focal customer and brands;

The relationship between Attitudes and Social Media Advertising represents a key strand in emerging studies involving Social Media Advertising as demonstrated in the literature;

These findings also builds onto the DAGMAR theory suggesting that marketing communication through social media is important in identifying how consumers interpret Benefits and in turn Brand Association;

There are limited empirical studies focussing on Social Media Advertising and Benefits-Attitude.

CHAPTER 6 CONTRIBUTIONS, IMPLICATIONS, LIMITATIONS AND FUTURE RESEARCH

6.1 Introduction

To reiterate the problem statement as set out in Chapter 1 the primary purpose of this study is to investigate the effects of social media advertising on Brand Image of motor vehicles in South Africa. Over the past few decades it has been demonstrated that marketing science has evolved significantly. The sales of new cars increasingly came under pressure and logged a year on year decline for the third year in a row. The difficulties were due to amongst other things, increases in interest rates, slowdown in the economy, above average new vehicle inflationary pressures, pressure on consumers' and household disposable income and low levels of consumer confidence. This resulted in a double digit decrease in domestic sales -11.4% decrease from 2015 to 2016 (Mazur et al, 2013). It has therefore become more imperative for companies to investigate new ways of brand development through social media.

6.2 Key Contributions Of The Study

This study has demonstrated that the use of Social Media Advertising has a significant effect on Brand Association, Functional Benefits, Experiential Benefits, Symbolic Benefits and Attitude. Firstly, theoretical contributions have been made through hypotheses 1 to 4 to studies involving SNS and Social Media Advertising. The use of SNS in emerging studies marks a new development in marketing studies (see Pittman & Reich, 2016). This study emphasises the use of Social Media Advertising to brand building (see Laroche et al, 2013; Park et al, 1986).

In particular, this study has focused on the linkage between the construct, Benefits and Attitude/Social Media Advertising, Benefits and Brand Association/Social Media Advertising. Therefore, this study emphasises the importance of understanding a wider impact of Benefits when developing Social Media Advertising campaigns. The study in this regard also builds onto Moorman & Smit's (2015) research who demonstrated the linkage between Benefits and social media websites - Facebook, YouTube and Twitter.

Secondly, this study contributes to the literature pertaining to the relationship between Social Media Advertising and Attitude (H5). This relationship was significant and marks a contribution to emerging studies in Social Media Advertising. The study emphasised that with such wide array of knowledge sources available brand developers need to incorporate Social Media Advertising techniques as a key component of the marketing strategy (see Farhangi et al, 2013).

Hypotheses 7 and 8 builds onto the H5 incorporating Brand Association and Benefits. Although the study only supports H7 and H8 the findings build onto the DAGMAR theory suggesting that marketing communication through social media is important in identifying how consumers interpret Benefits and in turn Brand Association (Smith & Taylor, 2002; Mackay, 2005).

Hypotheses 9 to 12 provide further support to H5 suggesting that Social Media Advertising has revolutionised the manner in which marketing influences Attitude and in turn purchasing decision making as found in other studies (Sigala, 2012; Yoon, Choi & Sohn, 2008). Findings in this study therefore support current research suggesting that social media has revolutionised advertising (Hutter, Hautz, Dennhardt & Füller, 2013; Nusair, Bilgihan, Okumus & Cobanoglu, 2013).

6.3 Practical Implications and Recommendations

6.3.1 Implications

The manner in which advertising is changing as a result of social media is widely acknowledged. The findings in this study has direct practical implications as a consequence. Facebook has over 1 billion users that log onto the platform at least once in a 30 day period. Content used in advertising and branding are easily exchanged amongst consumers. This is referred to as peer to peer exchange of information. In this way marketing and branding strategies must include in depth knowledge of social media platforms. The findings in this study also suggest that through social media platforms consumers' attitudes are influenced towards advertising, brands and intentions in forwarding messages to other users. From a marketing view, the adding of reactions, makes it possible for marketing professionals to get more accurate results to their Facebook posts (Greenberg, 2016).

Twitter has close to 100 million users. On this platform individuals can post very short messages. Direct posts are when a user writes directly to a specific person, but they can be read and seen by anyone. Over 25% of posts are said to be direct. An indirect tweet is an update that is meant to be read by any follower. Scholars and professionals alike perceive online social networks as an opening to study the spread of ideas, viral marketing and how social bonds are formed. For the South African context this platform is important with wide variance in literacy rates - it may be an easier medium for people to communicate and interact with. Large corporate organisations are already making extensive use of Twitter in their Social Media Advertising campaigns. The first organisation to use customised emojis on twitter was coca cola as part of their #shareacoke Marketing drive in 2015.

Thirdly, Instagram represents one of the newer platforms with already over 150 million users. As indicated through Salomon's (2013) study Instagram reaches young diverse people from urban areas and followers are usually inclined to be involved and pay attention to content. The study also uncovered that whilst it is difficult to detach

from Facebook, Instagram has brought new inspirations to social media. The findings in my study contributes to studies involving heuristics and suggests that digital know-how has changed our view of credibility. The model suggests that our brains tacitly trust images and videos more than text about the same issue because human beings believe what they see over what they read.

Social media platforms raise new challenges and opportunities for modern organisations due to the volume of information available to the consumer through social media. Consumers are becoming increasingly dependent on social media to influence decision making when making a purchase. Notwithstanding the extent of technological innovation, the benefits of social media are disputed. There are limited empirical studies that have been conducted regarding the effects of social media campaigns on consumers' perception of products and brands as well as the effects on purchase decisions.

This study therefore investigates how social media activities, in particular, affect the perception of brands and finally, influence the purchase decision process of consumers. The findings of this study make a theoretical contribution to the understanding of the value of social media campaigns and demonstrate how the perception of brands is influenced through this new communication channel. For brand managers this study can have practical value as it shows that social media activities do have a positive influence on brands as they support their management of the purchase process.

6.3.2 Recommendations

From the evidence in this research, a few practical suggestions can be made for Marketing and Brand professionals. Evidence has shown that social media advertising does have an impact on brand image of motor vehicles in South Africa. This is to say Marketing professionals, especially those in the automotive sector should ensure that their organisation has social media presence.

Organisations that have social media presence in consumer vehicle sales can now use more targeted strategies to improve their brand image with consumers. Research has proven that most consumers believe that social media as a medium for advertising, is

reliable, provides useful information, is easy to find, understand and trust, therefore it only makes sense that marketers should use these results to their advantage. To improve their social media standing, marketers should concentrate on bringing out functional benefits, experiential benefits, symbolic benefits, total benefits, and attitude in their social media messages. This applies to organisations that have existing social media presence, and those that would like to pursue it. It also happens to be a medium that is affordable (Nakara et al., 2012) which makes it easier to get organisational approvals. It is also recommended that corporations that do not use social media advertising should start doing so, especially those in the automotive sector. They should start by first employing people that will be dedicated to social Media Marketing. The employees should then develop a social media strategy which includes Facebook, Instagram, LinkedIn and Twitter. These strategies should be linked to the organisational and Marketing goals. Following that, an activity plan should be drawn up and for effective implementation, the organisation can also employ a social media agency to assist with rolling out of the activity plan. Competition is rife and marketing professionals want to stand out from competitors. This can be accomplished by paying attention to bringing out certain dimensions namely functional benefits, experiential benefits, symbolic benefits, total benefits, and attitude in their social media messages in order to achieve good brand image. It is however important for them to consider that social Media Advertising does not have positive effects on Attitude-Functional Benefit relationship.

6.4 Future Research, Limitations And Conclusion

6.4.1 Future Research

1. Future studies can research aspects relating to consumer behaviour - firstly, the number of times the advertisement was viewed, secondly the consumer perceptions of the advert and lastly, the aesthetics of the advertisement.

2. Future studies should look at the competitive situation as it relates to a brand. This should involve a review of competitive advertisements and sales promotion materials. From the competitor analysis it would be a good area for future research to understand how the effective advertisements on Facebook correlate to competitor analysis.

3. With regard to advertisements on Facebook, Twitter and Instagram it can be interesting research to understand if the advertisement plays a role in supplementing the brand reputation of a product/service.

6.4.2 Limitations

1. The study has a cross sectional design and therefore the results/findings are not generalisable.

2. The research instrument was limited to the independent variables tested in the study due to practical challenges.

3. The sample was limited to the Gauteng Province.

4. The study was limited to time and budgetary constraints.

6.4.3 Conclusion

The purpose of the study was to examine the effectiveness of Social Media Advertising, in particular, the platforms involving Facebook, Instagram, LinkedIn and Twitter. The study provides empirical evidence suggesting that these platforms play a key role in influencing the interrelationships between independent variables, Brand Associations, Benefits and Attitude in the context of Brand Image of motor vehicle brands in South Africa. The future will drive increasing importance of Social Media Advertising and brand development as key components in influencing purchasing decisions. Already studies have shown that, digital advertising on smart-phones and computers in South Africa will comprise more than 50% of the total increase in advertising spending over the next decade (Mangold & Faulds 2009; Hensel & Deis, 2010).

Notwithstanding the issues mentioned before there is currently a deficiency of academic research dedicated to understanding how new age media such as Social Media Advertising Influences Brand Image of motor vehicles in South Africa. I have raised future research angles that should be considered in this regard.

The study has added value to the limited academic literature on Social Media Advertising and Brand Image in the context of the automotive sector in South Africa. The findings obtained provide a start for the inclusion in related discourses involving Brand Image building.

6.5 Chapter Highlights

This study has demonstrated that the use of Social Media Advertising has a significant effect on Brand Association, Functional Benefits, Experiential Benefits, Symbolic Benefits and Attitude;

The findings in this study also suggest that through social media platforms consumers' attitudes are influenced towards advertising, brands and intentions in forwarding messages to other users;

With regard to advertisements on Facebook, Twitter and Instagram it can be interesting research to understand if the advertisement plays a role in supplementing the brand reputation of a product/service;

The purpose of the study was to examine the effectiveness of Social Media Advertising, in particular, the platforms involving Facebook, Instagram, LinkedIn and Twitter.

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Appendix A

Table A1: Regression Model - (Social Media Advertising And Functional Benefits As Predictors, Brand Association As Dependent Variable)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,473(a)	,224	,221	2,876	,224	72,744	1	252	,000
2	,498(b)	,248	,242	2,836	,024	8,032	1	251	,005

a Predictors: (Constant), FBENEFIT_T

b Predictors: (Constant), FBENEFIT_T, SOCIAL_MEDT

Table A2: Regression Model - (Experiential Benefit As Dependent Variable, Social Media Advertising And Brand Association As Predictors)

Model	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Sig. F Change
1	,293	,290	1,701	,293	104,474	1	252	,000

2	,329	,324	1,661	,036	13,496	1	251	,000

a Predictors: (Constant), BRAND_ASSOCT

b Predictors: (Constant), BRAND_ASSOCT, SOCIAL_MEDT

Table A3: Regression Model - (Symbolic Benefit As Dependent Variable, Social Media Advertising And Brand Association As Predictors)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,450(a)	,202	,199	2,426	,202	63,955	1	252	,000
2	,548(b)	,300	,295	2,277	,098	35,088	1	251	,000

a Predictors: (Constant), BRAND_ASSOCT

b Predictors: (Constant), BRAND_ASSOCT, SOCIAL_MEDT

Table A4: Regression Model - (Attitude As Dependent Variable, Social Media Advertising And Brand Association As Predictors)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,428(a)	,183	,180	2,772	,183	56,372	1	252	,000
2	,491(b)	,241	,235	2,677	,058	19,232	1	251	,000

a Predictors: (Constant), BRAND_ASSOCT

b Predictors: (Constant), BRAND_ASSOCT, SOCIAL_MEDT

Table A5: Regression Model - (Functional Benefit As Dependent Variable, Social Media Advertising And Attitude As Predictors)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,574(a)	,329	,326	2,189	,329	123,522	1	252	,45

a Predictors: (Constant), ATTITUDE_T

Table A6: Regression Model - (Experiential Benefit As Dependent Variable, Social Media Advertising And Attitude As Predictors)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,639(a)	,341	,352	1,557	,354	173,520	1	252	,000
2	,646(b)	,418	,413	1,547	,010	4,274	1	251	,040

a Predictors: (Constant), ATTITUDE_T

b Predictors: (Constant), ATTITUDE_T, SOCIAL_MEDT

Table A7: Regression Model - (Symbolic Benefit As Dependent Variable, Social Media Advertising And Attitude As Predictors)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,520(a)	,271	,268	2,320	,271	93,445	1	252	,000
2	,576(b)	,331	,326	2,226	,061	22,809	1	251	,000

a Predictors: (Constant), ATTITUDE_T

b Predictors: (Constant), ATTITUDE_T, SOCIAL_MEDT

Appendix B

INSTRUMENT

Q1 Please indicate your gender

- Female
- Male

Q2 Please indicate your ethnic group

- African
- Asian
- Coloured
- White
- Other

Q3 Please indicate your age group

- 20 - 30 years old
- 31 - 34 years old
- 35 - 39 years old
- 40 – 44 years old
- 45 – 49 years old
- Above 49 years old

Q4 Please indicate the car brand you drive

- Audi
- BMW
- Mercedes Benz
- Opel
- Renault
- Toyota
- VW
- Other

Section B Brand Association

Q5 I believe my car brand is positioned differently from other car brands

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q6 I bought my car due to its superior quality and technology

- strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree

- Strongly agree

Q7 My car makes me feel great

- Strongly Disagree
- Disagree
- Neither agree or disagree
- Agree
- Strongly Agree

Q8 My car describes who I am

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Section C Benefits

Q9 The car I drive helps me solve my transport problems

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q10 Driving my car is effortless

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q11 The car I drive is comfortable

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q12 The car I drive is good on speed

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q13 Driving my car creates a compelling experience

- Strongly Disagree
- Disagree
- Neither agree or Disagree
- Agree
- Strongly Agree

Q14 My car makes me feel good

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q15 I enjoy driving my car

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q16 Driving my car brings me prestige

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q17 My car communicates a specific self-image about me

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q18 Driving my car lets me fit into specific groups

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Section D Attitudes

Q19 The car brand I drive has a variety of vehicles to choose from

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q20 I drive a good quality car

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q21 The car I drive gives me value for money

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q22 My car is aesthetically pleasing

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q23 I like the car I drive

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Section E Social Media Advertising

Please view video links below and answer the last 6 questions

http://www.youtube.com/watch?v=PAlqelMXJ6U

http://www.youtube.com/watch?v=dObM9-rxO8Y

Q24 Social Media advertising of cars is easy to understand

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q25 It is easy to find advertising of cars through social media

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q26 I am easily convinced by social media advertising of cars

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q27 I believe I can trust social media advertising of cars

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q28 Social Media advertising of cars is reliable

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Q29 I believe that social media advertising of cars provides useful information

- Strongly Disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree