# Cape Peninsula University of Technology

# SOCIAL MEDIA AS A MARKETING COMMUNICATION CHANNEL AMONGST GENERATION Y: A NEW PARADIGM FOR HIERARCHY RESPONSE MODELS

by

## RODNEY GRAEME DUFFETT

Thesis by
Article

Submitted in fulfilment of the requirements for the degree

**Doctor Technologiae: Marketing**

in the

**Faculty of Business and Management Sciences**

at the

**CAPE PENINSULA UNIVERSITY OF TECHNOLOGY**

Supervisor: Dr Myles Wakeham

Cape Town

August 2015

**DECLARATION**

I, Rodney Graeme Duffett, declare that the contents of this thesis represent my own unaided work, and that the thesis has not previously been submitted for academic examination towards any qualification. Furthermore, it represents my own opinions and not necessarily those of the Cape Peninsula University of Technology.

August 2015

| | |
|---|---|
| **Signed** | **Date** |

# ABSTRACT

The rapid growth of social media has resulted in digital information and communications technology (ICT) channels for individuals to connect with each other and the rest of their world. Consequently, social network sites (SNS) and other mobile applications have become an integral part of life, as well as a daily destination for billions of individuals, offering them novel and an instant means of communication in this interactive ICT space. Internet, social media and smartphone usage are also expanding prolifically in developing countries such as South Africa (SA). This incremental expansion of social media usage is directly related to the progression of Internet usage across the globe, primarily as a result of the irrevocable dissemination of smartphones. The use of social media has become the most common activity among modern adolescents and young adults (referred to as Generation Y or Millennials). SNS such as Facebook, Mxit, YouTube, Twitter, LinkedIn, Google+ and numerous others have grown exponentially in recent years, enabling Generation Y with a portal for entertainment and communication. The increase of social media adoption has captured the attention of marketers and consumers alike on a global scale, and with the quickly changing communication environments, marketers now confront new challenges in terms of understanding consumer behaviour, attitudinal responses and consumption patterns in the new millennium. Social media brings with it powerful opportunities for brands to engage with young consumers; create real time conversations; and provide immediate feedback via interactive marketing communications at a fraction of the cost compared to traditional media advertising. Internet and social media usage, as well as access, grown has prolifically in SA, while minimal research has been conducted regarding attitudes towards social network advertising (SNA). Millennials are sophisticated and technology savvy, therefore, social media is important to them to maintain contact with their friends, and to continually interact in the digital environment. Hence, it is important for organisations to strategically market their brands in a way that would appeal to this market, which is notoriously difficult to reach. Furthermore, Generation Y consumers have huge buying power and also exert a major influence on their household purchase behaviour, so their social media usage and attitudes towards various ICT platforms media are important to marketers. A complete knowledge base of this generation will enable brands to increase their marketing communication effectiveness when targeting this cohort. Yet, many organisations have used SNA without truly discerning the real attitudinal effect that it has on their young consumers.

Hence, the primary research objective of this study investigated the influence of social media marketing communication on each of the hierarchy response model stages (awareness, knowledge, liking, preference, intention-to-purchase and purchase) among Generation Y in SA via seven journal articles. Furthermore, the inquiry ascertained the online usage (access, length of usage, log-on frequency, log-on duration and profile update frequency) and demographic (gender, age and population group) characteristics effect on the hierarchy-of-effects model

stages in terms of South African Millennials' attitudinal responses (cognitive, affective and behavioural). The research examined most frequently used social medium in SA, namely the leading global SNS, Facebook, and a locally founded instant messaging (IM) platform, namely Mxit, which are used as marketing communication platforms to target the Generation Y cohort in order to develop a new paradigm (in other words, from a SNA perspective instead of via traditional above-the-line advertising) for hierarchy response models. A quantitative approach was adopted and the descriptive research design employed the survey method to collect data via six different self-administered questionnaires, which were distributed on a face-to-face basis by fieldworkers at education institutions, businesses and community organisations in the Western Cape during 2013. The research population comprised Generation Y (students, working and unemployed young adults who were 18 – 30 years old) who had observed advertising on the selected social media (Facebook and Mxit) and resided in SA. A total of over 15 000 questionnaires were completed and analysed via SPSS. Permission was obtained from the Cape Peninsula University of Technology's (CPUT) Business Faculty's Ethics Committee, the Western Cape Education Department (WCED) and participating organisations to conduct the research. Informed consent was also obtained from all participating respondents. A total of seven journal articles were written, one for each of the three attitudinal responses for Facebook and Mxit, respectively, and the seventh article collectively analysed all of the data to represent social media marketing communication attitudinal responses in SA.

The investigation established that social media, Facebook and Mxit marketing communications had a significant effect on every stage of the hierarchy response model, but the mean value declined with each successive stage. These findings correspond with the sales funnel principles that were developed via traditional advertising and verified that SNA resulted in analogous attitudes. Furthermore, several usage and demographic characteristics had a significant effect on the attitudinal responses of Generation Y in terms of the different hierarchy response model stages. The most noteworthy elements of these findings ascertained that Millennials who utilised social media, Facebook and Mxit for protracted periods of time (more than 2 hours), updated their profiles on a regular basis (daily and/or weekly) and were of the Black ethnic group, and exhibited the greatest positive attitudinal responses across most of the hierarchy response model stages towards marketing communications on these interactive ICT channels. This study has aided to reduce the academic-practitioner gap regarding the attitude-to-advertising ($A_{ad}$), hierarchy response model and cohort theories by making a noteworthy contribution to social media research from both a global and African viewpoint, which should serve as a platform and catalyst for future inquiry. Lastly, this investigation has presented valuable insights about a reasonably new concept from an African perspective, and provides palpable proof that the large budgets allocated to SNA have a significant influence on the attitudes of Millennials. Therefore, organisations that use or have intentions of using social media such as Facebook and Mxit in emerging countries, have a more complete understanding of the real value of interactive ICT channels as communication and advertising tactics to reach the notoriously indecisive Generation Y cohort.

# ACKNOWLEDGEMENTS

# PREFACE

**Chapter 1: Introduction and research background**

A summary of a background of the research problem is discussed; followed by a summary of research questions and objectives for each of the seven journal articles; and a comprehensive research methodology section (used for the articles) is provided. Please note that repetitions of comparative research methodology do occur in each of the seven journal articles (Chapters 3 – 9), but these were limited by the editorial and length restrictions of each publication. However, the researcher endeavoured to utilise a broad range of different sources to reduce the replication by in essence providing equivalent information, albeit in a different way. The chapter concludes with the delineation of the research and significance of the research. All in-text references in Chapter 1 form part of the thesis reference list.

**Chapter 2: Literature review**

The literature review provides a comprehensive summary of Internet access and e-commerce in SA; social media; Facebook marketing communication; Mxit marketing communication; Generation Y; and hierarchy response models and attitudes, which was discussed in each article. However, each of the seven journal articles (Chapters 3 – 9) has a literature review that was tailored to the specific articles, research questions and/or objectives; and each was restricted in terms of editorial specifications and length. Please note that duplications of literature were unavoidable, but the researcher attempted to use a variety of sources to minimise the repetition by essentially providing analogous information in a different manner. Furthermore, some of the figures / statistics may vary between the articles and/or Chapter 2's literature review owing to the different sources that were used to compile these chapters. All in-text references in Chapter 2 form part of the thesis reference list.

**Chapter 3 (journal article 1): The influence of Facebook advertising on cognitive attitudes amid Generation Y**

This journal article was published (30 January 2015) in an internationally accredited journal, namely *Electronic Commerce Research* (a Springer publication), but has been formatted to comply with the stylistic requirements of this thesis. All tables in Chapter 3 form part of the sequential thesis list of tables and have been renumbered accordingly, but the language (US English) and reference style relate to this journal only. Refer to **Appendix A** for the first two pages of the actual publication. The primary objective of this article was to examine the influence of Generation Y's awareness and knowledge perceptions (cognitive attitudinal responses) towards Facebook advertising in SA.

**Chapter 4 (journal article 2): Effect of Gen Y's affective attitudes towards Facebook marketing communications in South Africa**

This journal article was published (1 February 2015) in an internationally accredited journal, namely *Electronic Journal of Information Systems in Developing Countries*, but has been formatted to comply with the stylistic requirements of this thesis. All tables in Chapter 4 form part of the sequential thesis list of tables and have been renumbered accordingly, but the language (US English) and reference style relate to this journal only. Refer to **Appendix B** for the first page of the actual publication. The primary objective of this article was to determine the influence of Gen Y's liking and preference perceptions (affective attitudinal responses) towards Facebook advertising in SA.

**Chapter 5 (journal article 3): Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials**

This journal article was published (20 July 2015) in an internationally accredited journal, namely *Internet Research* (an Emerald publication), but has been formatted to comply with the stylistic requirements of this thesis. All tables in Chapter 5 form part of the sequential thesis list of tables and have been renumbered accordingly, but the reference style relates to this journal only. Refer to **Appendix C** for the first page of the actual publication. The primary objective of this article was to determine whether advertising on Facebook has an influence on the behavioural attitudinal component (intention-to-purchase and purchase perceptions) of Millennials in SA.

**Chapter 6 (journal article 4): Mxit advertising's influence on cognitive attitudes amongst Millennials in the Western Cape**

This journal article was accepted (29 September 2015) by a South African accredited journal, *Southern African Business Review*, and will be published in 2016, but has been formatted to comply with the stylistic requirements of this thesis. All tables in Chapter 6 form part of the sequential thesis list of tables and have been renumbered accordingly, but the reference style relates to this journal only. Refer to **Appendix D** for the acceptance e-mail from the editor. The primary objective of this article was to ascertain the impact of Millennials' cognitive attitudes (awareness and knowledge perceptions) towards Mxit advertising.

**Chapter 7 (journal article 5): Mxit marketing communications' influence on liking and preference among Gen Y**

This journal article was published (1 July 2015) in a South African accredited journal, namely *The Retail and Marketing Review*, but has been formatted to comply with the stylistic requirements of this thesis. All tables in Chapter 7 form part of the sequential thesis list of tables and have been renumbered accordingly, but the reference style relates to this journal only. Refer to **Appendix E** for the first page of the actual publication. The primary objective of this article was to determine whether Mxit marketing communication has an effect on the "liking" and "preference" hierarchy response levels (affective attitudinal responses) of Gen Y.

**Chapter 8 (journal article 6): The influence of Mxit advertising on purchase intentions and purchase amid Generation Y**

This journal article was published (1 August 2015) in a South African accredited journal, namely *Journal of Contemporary Management*, but has been formatted to comply with the stylistic requirements of this thesis. All tables in Chapter 8 form part of the sequential thesis list of tables and have been renumbered accordingly, but the reference style relates to this journal only. Refer to **Appendix F** for the first page of the actual publication. The primary objective of this article was to ascertain if Mxit advertising has an effect on purchase intentions and purchase (intention-to-purchase and purchase perceptions) among Generation Y in SA.

**Chapter 9 (journal article 7): Social media marketing communications' effect on attitudes among Millennials in South Africa**

This journal article was accepted (21 October 2015) by an internationally accredited journal, namely *The African Journal of Information Systems*, and will be published in 2016, but has been formatted to comply with the stylistic requirements of this thesis. All figures and tables in Chapter 9 form part of the sequential thesis list of tables and have been renumbered accordingly, but the language (US English) and reference style relate to this journal only. Refer to **Appendix G** for the acceptance e-mail from the editor. The primary objective of this article was to determine whether advertising on Facebook has an influence on the behavioural attitudinal component (intention-to-purchase and purchase perceptions) of Millennials in SA.

**Chapter 10: Discussion, limitations and directions for future research and conclusions**

A concise summary of the seven journal articles (Chapters 3 – 9) is provided in this chapter to combine the content into one complete unit, as well as additional discussion, limitations and conclusions, which were not included in the articles owing to editorial and length considerations. However, the seventh journal article (Chapter 9) has already largely summarised the study, so without needless repetition, this chapter attempted to fill potential gaps of the research. All in-text references in Chapter 10 form part of the thesis reference list.

**References**

The list of references in the thesis is only applicable to Chapters 1, 2 and 10, whereas each journal article (Chapters 3 – 9) has its own list of references within the respective chapters.

**Appendices**

Supporting documents include the following: journal articles' first publication pages and e-mails of acceptance or revision; questionnaires; respondents' consent form; WCED research approval letter; and CPUT's ethics clearance certificate.

Table P.1 provides an overview that substantiates the credentials of the journals that have published the articles included in this thesis.

**Table P.1: Journal credentials**

| Journal article | DHET subsidy & impact factor | Metrics | Indexing and/or abstracting |
|---|---|---|---|
| One (Ch. 3): Duffett RG. 2015. The influence of Facebook advertising on cognitive attitudes amid Generation Y. *Electronic Commerce Research*, 15(2):243-267, January. ISSN 1389-5753 (Springer). | Social Sciences Citation Index 2014: 1.773 | Mendeley: 35 reads<br><br>Research Gate: 55 reads | Social Science Citation Index, Journal Citation Reports/Social Sciences Edition, SCOPUS, INSPEC, Zentralblatt Math, EBSCO, CSA, ProQuest, Academic OneFile, ACM Digital Library, Computer and Communication Security Abstracts, CSA Environmental Sciences, Current Contents / Social & Behavioral Sciences, DBLP, ECONIS, Gale, Highbeam, io-port.net, OCLC, SCImago, STMA-Z, Summon by ProQuest. |
| Two (Ch. 4): Duffett RG. 2015. Effect of Gen Y's affective attitudes towards Facebook marketing communications in South Africa. *Electronic Journal of Information Systems in Developing Countries*, 68(2):1-27, February. ISSN 1681-4835. | International Bibliography of Social Science | Journal website downloads: 706<br><br>Research Gate: 29 reads | EBSCOHost, Directory of Open Access Journal, Proquest, SCOPUS. |
| Three (Ch. 5): Duffett RG. 2015. Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials. *Internet Research*, 25(4):498-526, July. ISSN 1066-2243 (Emerald). | Social Sciences Citation Index 2014: 1.661 | Journal website downloads: 6 967<br><br>Research Gate: 67 reads | ABI/INFORM Complete, ABI/INFORM Global, Academic Research Library, Academic Search: Alumni Edition/ Complete/Premier, BUBL Information Service, Cabell's Directory of Publishing Opportunities in Management and Marketing, CompuMath Citation Index, Computer Literature Index, Current Awareness Abstracts, Computers and Applied Sciences Complete, Current Abstracts, Current Contents/Engineering Computing & Technology, dblp Computer Science Bibliography, Discovery, Emerald Management Reviews, ERIC®, ERIC Clearinghouse on Information Technology, IEE INSPEC database, Information Science Abstracts and Fulltext Sources Online, The Informed Librarian, Library and Information Science Abstracts (LISA), Library, Information Science and Technhology Abstracts (LISTA), Library Literature, PAIS indexes, Polish Ministry of Science and Higher Education, Professional ABI/INFORM Complete, Professional ProQuest Central, ProQuest Advanced Technologies & Aerospace Journals, ProQuest Central, ProQuest Computer Science Journals, ProQuest Curriculum Essentials, ProQuest Education Journals, ProQuest Library Science, ProQuest SciTech Journals, ProQuest Technology Journals, Research Alert, Research Library, Science Citation Index Expanded ®, SciSearch ®, SCOPUS, Social Sciences Citation Index ®. |
| Four (Ch. 6): Duffett RG. 2016. Mxit advertising's influence on cognitive attitudes amongst Millennials in the Western Cape. *Southern African Business Review*, ISSN 1561 896 X (accepted and to be published in 2016). | DHET Approved SA Journals | | Directory of Open Access Journals, EBSCO Open Access Journals, Sabinet African Journal Archive, SA ePublications, Sabinet Reference |
| Five (Ch. 7): Duffett RG. 2015. Mxit marketing communications' influence on liking and preference among Gen Y. *The Retail and Marketing Review*, 11(1):1-22, July. ISSN 1817-4428. | DHET Approved SA Journals | Research Gate: 15 reads | SA ePublications, Sabinet Reference. |
| Six (Ch. 8): Duffett RG. 2015. The influence of Mxit advertising on purchase intentions and purchase amid Generation Y. *Journal of Contemporary Management*, 12:336-359, August. ISSN 1815-7440. | DHET Approved SA Journals | Research Gate: 5 reads | SA ePublications, Sabinet Reference. |
| Seven (Ch. 9): Duffett RG. 2016. Social media marketing communications' effect on attitudes among Millennials in South Africa. *The African Journal of Information Systems*, ISSN 1936-0282 (accepted and to be published in 2016). | International Bibliography of Social Science | | Database of Computer Science Journals, Docstoc Database/Indexing, EBSCOHost, Directory of Open Access Journals, Information Systems Publication Index, ScienceCentral, SCRIBD Research Database. |

# TABLE OF CONTENTS

**LIST OF FIGURES**

**LIST OF TABLES**

**APPENDICES**

# CLARIFICATION OF BASIC TERMS AND CONCEPTS

This section provides descriptions and/or definitions of the fundamental terms and concepts, which are used in the dissertation. The primary function of this section is to explain any possible nebulousness of terms used in the manuscript, and simultaneously allows for the free flow of text, as it refrains from repeatedly clarifying the meaning of the concepts elucidated below.

| Term/Concept | Definition/Explanation |
| --- | --- |
| **Advertising** | Any paid form of non-personal controlled outward communication, through various media, pertaining to ideas, products, services and organisations by an identified sponsor directed at a specific target audience or market with the objectives of informing, reminding, influencing and persuading the target group to take a particular course of action (Duffett, 2014:2). |
| **Attitudes** | Botha *et al.* (1997:94) propose that attitudes, from a marketing perspective, are a lasting learned orientation to evaluate and behave in a consistently favourable or unfavourable manner towards a product. Attitudes are relatively enduring, consistent and constant over time and comprise of three components: cognitive, affective and conative or behavioural (Hamidizadeh *et al.*, 2012:132). |
| **Attitudes towards advertising ($A_{ad}$)** | A frequently postulated theory that states positive attitudes towards advertising results in analogous attitudes toward the brands, which in turn have a favourable influence on purchase intention (MacKenzie *et al.*, 1986:130-143; Bruner & Kumar, 2000:35-42). Although, many other variables have been found to have an influence on the $A_{ad}$, such as the media usage, age, gender, ethnicity and even mood (MacKenzie & Lutz, 1989:48-65). Furthermore, $A_{ad}$ have been considered to be an effective measure of advertising effectiveness (Yoo *et al.*, 2010:51). |
| **Blog** | A blog (short for Weblog) is a personal online journal or diary that is intended for public access. Blogs are frequently updated and entries include topics (many of which contain company and brand information), which are displayed in a reverse chronological order (O'Guinn *et al.*, 2009:47-48). |
| **Click-through rate (CTR)** | The percentage of advertisement views that result in an *ad click* (Stokes, 2009:336). |
| **Cohort analysis** | Cohort (or generation) analysis is defined as a group of people who have distinctive characteristics with common needs, values, lifestyles (attitudes, interests and opinions) and consumption patterns owing to similar events, technology, developments and experiences, which transpired over the specific time span when they were born. Therefore, each generational age cohort is of particular interest to marketers, since they represent a significant opportunity to target them with unequivocal market offerings that are tailored to appeal to their exact characteristics and desires. Examples of the previous three cohorts are Generations X, Y and Z (McCrindle & Wolfinger, 2009:1-2; Hoyer & MacInnis, 2010:301; Puybaraud, 2010:3). |

**E-commerce**                     E-commerce (short for electronic commerce) involves the purchasing and selling of goods or services via the Internet, usually through websites, but more recently via social media sites (Chaffey, 2006:18; Miller, 2011:45).

**Facebook**                       Facebook is the largest social network platform in the world that facilitates group discussions and event promotions. Facebook profiles allow users to select the information (interests, hobbies, photographs) that they want to share, and permits users to organise their most important activities and events. Facebook began as a mechanism to connect with family and friends, but company and group pages have driven growth and are conducive to establishing and nurturing consumer and business relationships. A recent feature, known as *messenger*, has added an instant messaging dimension and has contributed to this social medium's rapid growth (Golden, 2011:57, Facebook, 2015a).

**Generation Y / Millennials**     Generation Y members are aged eighteen to early thirties and they are the first generation or cohort that grew up with computers, have Internet access, download music, movies and videos, use mobile communication, instant messaging, and social media, and utilise an array of interactive mobile devices (iPods, tablets and smartphones) in the digital era. Consequently, this omnipresent environment and their interaction with it has led Generation Y to process information and to think differently in comparison to prior generations (Prensky, 2001:1-6; Bolton *et al.*, 2013:245-253).

**Google+**                        Google+ integrates all of the information and functionality of Google's products (Picasa, Gmail, Google Maps and YouTube), making them socially compatible so that users do not need to join a number of different services to share photos and let friends know what they are doing. A stream is the news feed that provides information and updates from friends and allows individuals to share stories with their circles (different groups of contacts/friends); get involved in discussions; post photos; and participate in video conference calls (known as hangouts, which allow more than two individuals to chat, as well as companies to engage with fans, and customers via video conference calls) (Plummer, 2011; Stokes, 2013:374-375).

**Hierarchy response models**      These models postulate that consumers pass through a series of attitudinal stages in response to marketing communication. The first stages usually commence with awareness, attention and interest, then progresses through other stages such as knowledge, liking, preference, conviction, and intention-to-buy, and ultimately culminates in action, purchase and satisfaction. These attitudinal stages frequently serve as marketing communication objectives for organisations and their brands (Belch & Belch, 2012:156-159).

**Instagram**

Instagram is a rapidly growing images-sharing social medium that allow users to share photographs and short videos. The images can be altered by means of a filter that transforms the feel and look of the pictures (Instagram, 2015).

**Instant messaging (IM)**

IM is a type of electronic communication that allow two or more to hold real-time conversations online or via mobile devices. Instant messaging enables individuals to send text messages to each other in real time and is much cheaper than a text message or short message service (SMS), since the messages are sent via the Internet instead of the cellular network operator (Stokes, 2013:471).

**Information and communications technology (ICT)**

ICT refers to the integration, convergence or application of telecommunications, computers, broadcast media, audio-visual processing, network hardware and software, satellite systems, wireless and cellular networks and data systems that store, support and transmit unified communication technologies between the systems. Numerous ICT channels have recently been developed that have provide a vast range of innovative and powerful new communication capabilities, which enable people to communicate via voice over Internet Protocol (VoIP), instant messaging, video-conferencing and social media in real-time (Giles, 2009; Murray, 2011; Janssen, 2015).

**Internet**

The Internet (also referred to as cyberspace or the Net) is the largest information and communications technology system that has ever been developed and is not a single entity, but rather comprises of a global collection of networks, which link computer and mobile systems. The Internet is a worldwide means of exchanging information and communicating to billions of interconnected online computers and users (Belch & Belch, 2015:499; O'Guinn *et al.*, 2009:47-48).

**LinkedIn**

LinkedIn is the largest global professional social network and is used to exchange information, ideas and opportunities amongst connections (a list of contact details of people), and receives advice from industry experts. LinkedIn also permits users to seek people that are required to achieve their objectives, especially in terms of employment and/or business opportunities (Carlson, 2011, LinkedIn, 2015).

**Marketing communication**

The promotional mix elements that companies use to communicate with prospective and current customers, which includes above-the-line (ATL) advertising and below-the-line (BTL) sales promotions, public relations, publicity, direct marketing and interactive media to achieve marketers' goals (Copley, 2004:8; Arens, 2006:6). However, since the terms "advertising" and "marketing communication" are interrelated, they are, therefore, often referred to synonymously, as in this study.

| | |
|---|---|
| **Medium** | The conduit or channel that is used to disseminate advertising messages to the target audiences. Non-personal conduits are used to transmit messages without any interpersonal or direct contact to a number of consumers at any one time, and are referred to as mass media, which includes: Print media (newspapers and magazines), broadcast media (radio and television) and, more recently, interactive media (Internet, mobile and social media). However, social media can also be used as a personal conduit, since messages can be disseminated directly to individuals (Belch & Belch, 2015:147-148; Duffett, 2014:6). |
| **Micro-blog** | Micro-blogging is equivalent to a much more summarised version of a blog, which consists of short messages (often 140 characters) that are frequently sent via mobile devices and computers. Twitter is a dominant micro-blogging platform, which is utilised today (Evans, 2010:19). |
| **Mxit** | Mxit (or "Message xchange it") is a locally established social medium in South Africa (SA) that offers users a low cost, text-based communication application (app), which allows users to exchange greeting cards, pictures and audio clips. The app is downloaded to the user's cell phone at no charge and text messages (up to 1 000 characters) can be sent and received by using both mobile devices and computers (Mxit, 2015a). |
| **Pinterest** | Pinterest is an image-sharing application that allows users to create and share virtual pin-boards of their preferred pictures and photographs. These pin-boards are typically organised by themes and/or topics, and can be "re-pinned" to other users' pin-boards or commented on (Stokes, 2013:376). |
| **Social media** | "Social" refers to the inherent need of people to interact and connect with other humans, especially amongst like-minded people who share a similar background, ideas, thoughts and experiences and with whom they feel comfortable. "Media" is the technology that people use to make connections with others, for example, via the written or spoken word, mobile devices, text messaging, instant messaging, e-mail, online communities, websites, social media sites, blogs, images, audio, video and other media. Therefore, "social media" can be considered as new digital technology that can be used to effectively connect and share with others to build and maintain relationships and trust (Safko, 2010:4). The term social media is often used interchangeably with social network sites, as in this investigation. |
| **Social networking** | Social networking is not new phenomenon, as it has always been human nature to communicate and socialise with one another. However, social networking became popular with the arrival of the |

Internet that gave rise to interactive communication channels, dubbed Web 2.0 and/or social media. The relatively passive website was converted into an active dialogue between individuals, whilst creating new ways to share and explore common opinions, interests and activities within their personal networks via large virtual online communities. However, organisations are also able to share content, and communicate and advertise online, which has also enabled the previously passive consumer a way to voice their opinions, positive or negative, about companies and their brands (Alemán & Wartman, 2009; Uitz, 2012:1).

**Social network advertising (SNA)**     Most social network sites (SNS) make use of online advertising, which could simply be defined as advertising on the Internet, but is the general term, which is used to denote all of the above forms of advertising that are disseminated via SNS. SNA initially comprises of highly targeted hyperlinked graphical images, video and audio displayed on SNS, but have evolved into many different forms such as likes, apps, post engagements, sponsored stories and events. These types are referred to as "paid" media; the actual SNS is known as "owned" media; whereas exposure as a result of consumer word-of-mouth, engagement, likes, comment and other interaction is called "earned" media (Stokes, 2009:26; Thomas, 2011:5-6; Davis & Rosenstein, 2012b:4; Patterson, 2014).

**Social network sites (SNS)**     SNS integrate technology, social interaction and the construction of text, graphics, videos and audio via online and mobile platforms, with the express purpose of being shared. SNS are online platforms that have emerged with the prevalence of Web 2.0, in other words, user-generated content, collaboration and sharing (Stokes, 2009:124; Barreto, 2013:8-9). Boyd and Ellison (2008:211) state that people often use the terms "social network site" and "social networking sites" synonymously, which is not incorrect, "network" should be used in place of "networking"; since "networking" implies an initiation of relationship between strangers, which is possible on these social sites, but users usually interact with their friends and immediate affiliations.

**Twitter**     Twitter is the largest micro-blog in the world. It can be described as a forum that comprises of up to 140 character messages, which are called "tweets" that originate from people, groups and companies, and can be followed by other users who choose to "follow". Twitter is really about sharing information, in spite of the significant volume of meaningless information; this conduit is able to provide breaking news instantly (Golden, 2011:55; Twitter, 2015).

**Web 2.0**     The Internet was known as Web 1.0, which consisted of a group of static, interlinked websites that were primarily a source of information,

but accompanied by interaction channels such e-mail and instant messaging. Web 2.0 can be described as the interactive open-source, interconnected, user-controlled online apps that facilitate and promote the dissemination of user-generated content, experiences and market information as contributors of social and commercial processes. Web 2.0, which is synonymous with social media, advocates the formation of informal groups and individuals that contribute to the flow of information and notions by enabling the effective creation, propagation, sharing and modification of content (O'Reilly, 2005; Constantinides & Fountain, 2007:232-233).

**WeChat**              WeChat is an instant messaging mobile communication channel that enables users to send text, voice, image and video messages, and facilitates group chats and finds new acquaintances in nearby locations to exchange dialogue (Vermeulen, 2015; WeChat, 2015).

**WhatsApp**            WhatsApp is one of the largest instant messaging platforms in the world, which facilitates the transmission of text messages, videos, images and audio messages via the Internet. However, this social medium only permits a personal or private messenger system that allows users to communicate with acquaintances and does not have a marketing communication component (Ralph, 2015; Thomas, 2015).

**Word-of-mouth (WOM)**  Information that is passed between social channels of communication (for example, friends, family, colleagues and acquaintances), which include both positive and negative information about companies and brands. Social media has made the dissemination of such information much easier and, consequently, marketers should interact with consumers on these channels in order to avoid negative repercussions online (Maseko, 2011).

**World Wide Web (WWW)**  The World Wide Web (also known as the Web or simply "WWW") is often used synonymously with the Internet, but is only one component thereof. The Internet allows people to access an immense Web of information in a graphical and multimedia interface, which combines sound, images and videos through website pages. Therefore, in simple terms, the Web is a method of electronically linking documents (website pages) in order to exchange information across Internet networks (Coupey, 2001:12; Shimp, 2010:307-398).

**YouTube**             YouTube is the largest video-sharing website in the world and the second largest search engine, only behind Google. This interactive ICT platform allows users to upload, view, share and comment on video clips via websites, social media sites, mobile devices, e-mail and blogs. Every minute, 300 hours of video are uploaded and over 1 billion videos are downloaded per month (YouTube, 2015).

# CHAPTER 1

# INTRODUCTION AND RESEARCH BACKGROUND

## 1.1 Introduction

The phenomenal growth of interactive digital technology has impacted on almost every aspect of peoples' daily lives over the past two decades. This new interactive revolution has resulted from noteworthy achievements in the information superhighway (Arens, 2004:546-548), known as the Internet, which recently exceeded 3.2 billion users (Davidson, 2015). Social networking became much quicker with the arrival of the Internet and the globalisation that accompanied it, and this gave rise to innovative information communication technology (ICT) channels, which were dubbed social media and/or Web 2.0. But social networking is not a new phenomenon, as it has always been within human nature to communicate and socialise with one another, as well as to recommend, comment and alert each other about commercial content (Uitz, 2012:1). Hence, a majority of Internet users also make use of one or more forms of online social media (Barenblatt, 2015). Social media has become an indispensable part of life in the modern-day era, especially among young adults known as Generation Y (also referred to as Millennials) who have enthusiastically adopted this new online ICT platform (Logan, 2014:60; Lukka & James, 2014:2).

Social media, in the form of social network sites (SNS) such as Facebook, Mxit, Twitter, Google+, LinkedIn and YouTube, permit users to create personalised online pages, communicate and interact with friends, as well as exchange content that they have created themselves (user-generated content) and/or information from other brand-related sources (Matthee, 2011:71). Social media is a marketing communication channel that has become as natural to use as e-mail and the telephone, and allows organisations to reach consumers in an easy, convenient and transparent manner. Furthermore, with the rapid adoption of smartphones, tablets and a host of other mobile devices, social media also plays a more important role in the lives of consumers (Charton, 2012; Jaffit, 2015). Though Africa has been reported to have the lowest Internet access in the world, Internet usage has increased exponentially in the last decade as a result of mobile technology advancement (Internet World Stats, 2015). The abovementioned phenomenon has resulted in an exponential increase of social media usage in South Africa (SA) and, consequently, allows brands to engage with Generation Y consumers in this country.

Marketing communication is essential for the continued existence of companies and their brands in this period of global economic volatility, which has resulted in a rapid transition from traditional media to new interactive mobile and digital media, as means to stay relevant among young modern consumers (Nhlapo, 2015). However, it is imperative that the primary users accept social network advertising (SNA) for the survival of the sites themselves and the organisations that commission the advertising, since the advertising revenue allows these digital ICT channels to host their sites at no cost to consumers. Circumstantial evidence reveals that SNA can be successful when users accept it, but may abandon SNS if they believe that there is over-commercialisation of these interactive ICT sites (Taylor *et al.*, 2011:258). Therefore, it is important to establish the predispositions of predominant users of social media (Generation Y) towards marketing communication on these online interactive conduits. Chapter 1 provides a comprehensive summary of the research background of the journal articles in Chapters 3 – 9.

## 1.2    Statement of the research problem

Bolton *et al.* (2013:256-257) assert that a majority of research on Generation Y and social media has resulted in more questions than answers. These investigations have mainly focussed on developed economies, and largely ignored developing countries, which have large Generation Y populations and the fastest growing social media adoption rates. Wang *et al.* (2012:206) agree with the aforementioned sentiments and recommend that additional research should be conducted on consumer attitudes towards social media in other countries owing to different cultural contexts. Therefore, this study investigates the most commonly used international social medium in SA, namely Facebook, and a local instant messaging (IM) platform, namely Mxit (Goldstruck & Wronski, 2015:2-3), which are utilised as marketing communication channels that are directed at Generation Y, and ultimately aims to develop a new paradigm in terms of hierarchy response models. Refer to the Facebook (Articles 1 – 3: Chapters 3 – 5), Mxit (Articles 4 – 6: Chapters 6 – 8) and social media (Article 7: Chapter 9) articles for greater depth of discussion on the research problem.

Okazaki and Taylor (2013:58) report that there was a paucity of definitive theoretical viewpoints in terms of social media as a marketing communication channel, since it took time and was a cumulative process to develop theoretical foundations. Furthermore, attitudes towards social media marketing communication have not been suitably measured in SA in terms of hierarchy response model stages. Peters *et al.* (2013:296) suggest that a more holistic approach was required to effectively assess multiple elements of social media to make informed marketing

communication decisions. Hence, this study aims to narrow the gap between theory and practice by verifying whether the hierarchy response model stages, which were developed by traditional advertising, result in analogous attitudes owing to social media marketing communication (thereby forming a new paradigm), which are directed at Generation Y in SA.

Furthermore, little is known about the extent that social media usage and demographic characteristics of Generation Y have on attitudes towards social media marketing communication, specifically in terms of hierarchy response model stages, both in SA and abroad. Bolton *et al.* (2013:256-257) confirm that few inquiries considered whether there were significant differences within the Generation Y cohort. Hoffman and Novak (2012:69) also advise that a solid theoretical underpinning of social media is necessary on which organisations can base their marketing strategies, especially in terms of usage factors such as access via mobile devices. This investigation has heeded the call for additional research by examining the effect of a number of additional variables (social media usage characteristics such as access, length of usage, log-on frequency, log-on duration and profile update incidence, and demographic characteristics that include gender, age and population group) on consumer attitudes towards social media marketing communication in terms of each of the hierarchy response model stages. Hence, this inquiry will establish a comprehensive overview to foster a deeper understanding of social media marketing communication, which will assist practitioners with their strategic decisions and contribute to attitude theory development by developing a new paradigm for hierarchy response models via seven journal articles (Chapter 3 – 9), which will each examine a different stage of Generation Y's attitudinal responses towards Facebook and Mxit advertising.

## 1.3 Background to the research problem

According to Prag (2010), "social media is more like a noisy dinner party where everyone's allowed to have and voice their opinion; while traditional media is more like a lecture by an expert, usually the brand, which supposedly has all the answers so there's no room for anything that you - as a consumer - might want to say."

### 1.3.1 Social media advertising growth

Social behaviour and how consumers think have conventionally been disseminated by media such as television, radio, newspapers and magazines, but in the 21st century social media has begun to replace traditional media's enduring and influential role. This change in behaviour

represents both an opportunity and a challenge from an organisation's viewpoint (Uitz, 2012:1). Marketers progressively depend more on social and mobile ICT channels to market and promote their brands. Additionally, the notion of implementing content that is both entertaining and current would entice consumers to interact and disseminate the information to their affiliates. This significant feature, which is also referred to as word-of-mouth (WOM), can be considered as the future of social media marketing communication (Yaakop *et al.*, 2013:154-155). Maxwell (2013:3-5) and Annalect (2015b) confirm that online shoppers use social media to conduct research about products and spread digital content about brands. Marketers have experienced a major increase in engagement with their marketing communication via SNS, but social media research has not yet caught up to the enormous growth. E-commerce is predicted to reach $1.9 trillion in 2016, which equates to 7.4% of total retail global sales (eMarketer, 2014b). Social media advertising global spending is forecasted to grow by over 33% to nearly $24 billion in 2015 and increase by 26.5%, a little under $30 billion in 2016 (eMarketer, 2015b). However, a large amount of this marketing communication expenditure on social media is incorrectly spent owing to a knowledge deficiency and the lack of research on consumers' attitudes towards these online ICT channels (Yaakop *et al.*, 2013:154-155).

## 1.3.2  Social media milieu

SNS are still relatively new marketing communication channels, which have a significant impact on the way that companies communicate with consumers. Most social media facilitate the use of online marketing communication, which could simply be defined as advertising on the Internet, but is not the same, as mentioned above, owing to the embedded Web 2.0 component that promotes consumer-generated content as a result of information WOM sharing on these platforms (Meyerson, 2010:328). Online advertising, in its simplest form, refers to hyperlinked graphical images that are displayed on a website, and, in recent years, may also include video, audio and a number of other innovative technologies. The primary objectives of online advertising usually include creating brand awareness; generating consumer demand; providing information; stimulating traffic; building relationships; promoting two-way communication; giving customer service; establishing brand loyalty; creating WOM; generating leads; and increasing sales (Thomas, 2011:5-6; Stokes, 2013:407-413). Several of these objectives signify stages in hierarchy response models. The expansion of different online marketing communication formats, in particular the swift growth of SNA, suggests that organisations should be concerned about the attitudes of social media subscribers (Cox, 2010:8).

### 1.3.3 Social media advertising effectiveness

There is still some deliberation concerning how to gauge social media advertising effectiveness. Many researchers have focussed on SNS click-through rates (CTR) or other online metric measurement tools (Davis & Rosenstein, 2012b:7; De Vries *et al.*, 2012:83-91; Liu-Thompkins & Rogerson, 2012:71-82; Tucker, 2012:12; Haenlein, 2013:236-248; Hennig-Thurau *et al.*, 2013:237-241; Kapp *et al.*, 2013:135-136; Kumar *et al.*, 2013:194-212; Peters *et al.*, 2013:284) instead of attitudinal studies. Metrics do play an important role, but it is important to understand what transpires following the click. The effectiveness of interactive ICT platforms should also be examined by means of a more comprehensive viewpoint, since online marketing communication have a major influence on attitudes that cannot be reflected only via CTR (Williamson, 2012; Jimmy, 2015). Furthermore, a solitary measure cannot provide a clear picture of the complexity of measuring online advertising effectiveness. The marketing communication objectives and the marketing context should also be taken into consideration in the deliberation of advertising effectiveness. If the marketing communication objective should raise brand awareness levels, then CTR may be inconsequential, but if the objective should appeal to online users to visit a site, then the ability of the advertisement to create the desired behavioural responses may be measured accordingly. Factors that are inherent to users such as their personal inclinations, attitudes, perceptions and motivation, therefore, also have a major impact on online advertising effectiveness (Davidavičienė, 2012; Jimmy, 2015).

### 1.3.4 Social media attitude inquiry

Numerous empirical studies have established the significant influence that attitudes have on online advertising (Davidavičienė & Tolvaišas, 2011:723-729; Pi *et al.*, 2011:7120-7129; Tsai *et al.*, 2011:1091-1104; Scarpi, 2012:53-67; Mina, 2012:209-222; De Haan *et al.*, 2013:13-104; Blasco-Arcas *et al.*, 2014:211-242), where a company may seek cognitive, affective and/or behavioural responses from consumers, depending on the marketing communication objective. These investigations concur that the main objective of marketing communication is to create positive attitudes towards organisations and their brands, which will increase purchase intentions and, therefore, it can be surmised that a positive affective reaction to marketing communication is the best measure of effectiveness. Though, as mentioned in prior text, existing research on online marketing communication cannot be simply equated to the social media owing to its

interactive nature (Bond *et al.*, 2010). A number of recent international studies have considered various attitudinal responses towards social media marketing communication (Gensler *et al.*, 2013:242-256; Malthouse *et al.*, 2013:270-280; Maxwell, 2013:3-35; Puzakova *et al.*, 2013:81-100; Tan *et al.*, 2013:88-98; Tham *et al.*, 2013:144-155; Thompson & Malaviya; 2013:33-47; Weinberg *et al.*, 2013:299-310; Hardwick *et al.*, 2014:28-31; Labrecque, 2014:134-148; Lukka & James, 2014:1-26; Murphy, 2014; Liu *et al.*, 2015:300-316), which will be discussed in the literature review. However, these enquires predominantly occurred in developed economies that have access to good infrastructure, fast broadband Internet speeds, high access level and sound information technology. Consequently, their online usage characteristics and differing cultural influences may result in significantly different attitudes in comparison to developing countries such as SA.

### 1.3.5 Generation Y's social media adoption

Developing countries are categorised by large young populations, and SA is no different with 25% classified as Generation Y (Statistics SA, 2012a:28-31), which is the largest cohort since Generation X. This cohort has more information available at their fingertips than any of the prior generations. Generation Y has grown up in the epoch of computers, the Internet, IM (Mxit, WhatsApp), mobile devices (cell phones, personalised digital assistants, smartphones, tablets, iPods, iPads, iPhones), interactive TV, wireless (Bluetooth), SNS (Facebook, Google+, LinkedIn), micro-blogs (Twitter), video sharing (YouTube) and many other interactive ICT platforms that enable them to socialise online, and assist them with the purchase decision process. Hence, this cohort's e-commerce activities will continue to increase along with their discretionary income, thereby making them a lucrative target market owing to their sheer purchasing power. Generation Y has been described as a driving force of making purchases online and have the greatest social media penetration in comparison to all other previous generations (Nikirk 2009:20-23; Puybaraud, 2010:7; Molnár, 2011:25-31; Immordino-Yang 2012:352-364; Smith, 2012:86). Generation Y is able to multitask owing to their busy everyday life; show high degrees of creativity; expressiveness and individuality; desire immediacy without long waiting periods for consumption; and is generally continually connected via mobile devices and other interactive ICT conduits. However, these young consumers are able to quickly filter out boring and irrelevant messages and rather focus their attention on more creative brand messages. This generation is brand savvy and can rapidly discern unreliable brands (Molnár,

2011:25-31; Bevan-Dye & Dondolo, 2014; Barenblatt, 2015). Generation Y will constitute of 50% of the global workforce in five years' time and is forecasted to be the largest cohort in comparison to any prior generation (Saunders, 2014; Jaffit, 2015). Therefore, it is imperative to acquire a more complete understanding of this generation's attitudes in response to social marketing communication.

## 1.3.6  Social media research in SA

Several studies in SA have considered various aspects of social media usage and marketing communication among Generation Y respondents. Shambare *et al.* (2012:581-584) reveal that Facebook, Mxit, Twitter and YouTube were the most popular SNS among 256 students in Pretoria, who spent up to 6 hours a day online. The study also determined that the growth of cheaper smartphones would increase Internet access and accelerate the adoption of social media among young adults in developing nations such as SA. Mulero and Adeyeye (2013:6-14) surveyed 286 students in the Western Cape and concluded that acceptance of online social network marketing (OSNM) was positively influenced by its perceived credibility and usefulness. Ramnarain and Govender (2013:1888) reported that over 90% of Generation Y (a survey of 150 students in KwaZulu Natal) spent several hours a day using social media to search for information, which had a noteworthy effect on their purchase decisions. Wiese *et al.* (2014:1-7) determined that females spent more time on Facebook, but had a greater concern for privacy in a survey of 200 students in Pretoria. Dlodlo and Dhurup (2013:335) ascertained that Generation Y's (a survey of 376 students in Gauteng) social media usage was mainly grounded on the user-friendliness, utilitarian, enjoyment and community availability of these online ICT platforms. A majority of these SA studies used relatively small convenience samples, which comprised solely of students. Bolton *et al.* (2013:256-257) emphasised that social media inquiries should not only use students as respondents, since their consumer behaviour patterns would change as they progressed through lifecycle phases. This inquiry surveyed a broader spectrum of Generation Y in terms of numbers, social circumstances and demographic variables, and provided a more comprehensive analysis of South African Generation Y's attitudes in terms of the six hierarchy response model stages towards marketing communication on social media platforms. Furthermore, few investigations have considered the impact of social media usage and demographic characteristics' influence on the attitudes of Generation Y.

### 1.3.7 Social media research significance

This investigation is significant for both local and international researchers, since there is a lack of inquiries, which examine consumers' attitudes towards SNA in developing nations (Okazaki & Taylor, 2013:57-58). Peters *et al.* (2013:296) propose that considerably more research is necessary to expand the knowledge base of social media, especially since effective measurement is a proviso to manage social media successfully. Yadav *et al.* (2013:311-313) agrees that more research should be conducted among a plethora of social media conduits and that academics should provide convincing proof that social media marketing communication has an impact on the different stages of the consumer decision-making process. Weinberg *et al.* (2013:308) also identified a number of broad social media research issues that still needed to be addressed. Kaushik (2009) noted that "social media is like teen sex. Everyone wants to do it. Nobody knows how. When it's finally done there is surprise it's not better". The same sentiments are applicable to marketing communication on this ICT medium, with a significant quantity of research still necessary to fully understand the implications of social media effects on consumer attitudes. In summary, this pioneering research was the first to assess the influence of social media marketing communication in order to formulate a new paradigm for hierarchy response model attitude stages among the Generation Y cohort in SA.

## 1.4 Research questions and objectives

The primary research question of this study, in support of the extenuation of the research problem, is as follows: "What influence does social media marketing communication have on each of the hierarchy response model attitude stages among Generation Y in SA?" The research also investigates the following research questions: "Do South African Generation Y's online usage characteristics have an effect on the hierarchy response model attitude stages regarding social media marketing communication?" and "Do South African Generation Y's demographical characteristics have an impact on the hierarchy response model attitude stages concerning social media marketing communication?" The primary objective of the inquiry considers the most commonly utilised social media in SA, namely the internationally acclaimed Facebook and the locally established Mxit, which are used as marketing communication channels to primarily target Generation Y in order to develop a new paradigm for hierarchy response models. The research questions and objectives for each of the articles submitted; accepted; and/or published in accredited journals are summarised in Table 1.1 (a majority of the journals only required the research questions or objectives, but both have been included in the table to be complete).

**Table 1.1: Research questions and objectives summary**

| Article | Research questions | Research objectives |
|---|---|---|
| One (Ch. 3, App. A) | What effect does Facebook advertising have on the cognitive attitudinal component of Generation Y in SA? How do various Facebook usage variables and demographic factors influence Generation Y's awareness and knowledge perceptions of advertising on Facebook? | To examine the influence of Generation Y's awareness and knowledge perceptions towards Facebook advertising in SA. To establish if Facebook usage variables' characteristics and demographic factors affect Generation Y's awareness and knowledge sentiments towards Facebook advertising. |
| Two (Ch. 4, App. B) | Does Facebook advertising have an effect on the affective attitudes of Gen Y in SA? Do usage characteristics of Gen Y in SA have an influence on affective attitudes as a result of Facebook advertising? Do demographic factors have an impact on affective attitudes of Gen Y in SA because of Facebook advertising? | To determine the influence of Gen Y's liking and preference perceptions towards Facebook advertising in SA. To ascertain whether Gen Y's usage characteristics have an effect on liking and preference sentiments towards Facebook advertising in SA. To explore if demographic factors affect Gen Y's liking and preference perceptions towards Facebook advertising in SA. |
| Three (Ch. 5, App. C) | Does Facebook advertising have an effect on intention-to-purchase and purchase among South African Millennials? What influence do South African Millennial usage variables have on intention-to-purchase and purchase owing to Facebook advertising? Do demographic factors have an effect on intention-to-purchase and purchase among South African Millennials owing to Facebook advertising? | To determine whether advertising on Facebook has an influence on the behavioural attitudinal component of Millennials in SA. To establish if usage factors have an influence on Millennials' intention-to-purchase and purchase perceptions of advertising on Facebook. To determine if demographic factors have an impact on Millennials' intention-to-purchase and purchase perceptions of Facebook advertising. |
| Four (Ch. 6, App. D) | What influence does Mxit advertising have on the awareness and knowledge perceptions of Millennials? Do usage characteristics affect Millennials' awareness and knowledge sentiments towards advertising on Mxit? What impact do demographic variables have on awareness and knowledge perceptions as a result of advertising on Mxit among Millennials? | To ascertain the impact of Millennials' cognitive attitudes towards Mxit advertising. To determine if usage characteristics affect Millennials' cognitive attitudes regarding Mxit advertising. To establish whether Millennials' demographic variables have an effect on cognitive attitudes towards Mxit advertising. |
| Five (Ch. 7, App. E) | What effect does Mxit marketing communication have on the affective attitudinal component of Gen Y? Do various usage characteristics influence Gen Y's affective attitudes towards Mxit marketing communication? Do demographic variables have an effect on affective attitudes among Gen Y as a result of marketing communication on Mxit? | To determine whether Mxit marketing communication have an effect on the "liking" and "preference" hierarchy response levels of Gen Y. To ascertain Gen Y's usage characteristics impact on the "liking" and "preference" hierarchy response levels owing to Mxit marketing communication. To explore if demographic variables have an influence on the "liking" and "preference" hierarchy response levels among Gen Y as a result of Mxit marketing communication. |
| Six (Ch. 8, App. F) | What impact does Mxit advertising have on the behavioural attitudinal component amid Generation Y in SA? Do usage characteristics of Generation Y have an influence on behavioural attitudes as a result of Mxit advertising? What effect do demographic variables have on behavioural attitudes that are attributable to advertising on Mxit amongst Generation Y? | To ascertain if Mxit advertising has an effect on purchase intentions and purchase among Generation Y in SA. To determine if usage elements had an influence on Generation Y's purchase intentions and purchase as a result of advertising on Mxit. To examine if demographic variables had an impact on Generation Y's purchase intentions and purchase sentiments owing to Mxit advertising. |
| Seven (Ch. 9) | What influence do social media marketing communications have on each of the hierarchy response model attitude stages among Millennials in SA? Do South African Millennials' online usage characteristics have an effect on the hierarchy response model attitude stages regarding social media marketing communications? Do South African Millennials' demographical characteristics have an impact on the hierarchy response model attitude stages concerning social media marketing communication? | To investigate if social media marketing communication have an impact on cognitive, affective and behavioural attitudes among Millennials in SA. To determine whether Millennials' usage characteristics affect cognitive, affective and behavioural attitudes regarding social media marketing communication in SA. To establish the influence of demographic characteristics on cognitive, affective and behavioural attitudes towards social media marketing communication amongst South African Millennials. |

## 1.5     Research methodology

This section provides a comprehensive summary of the research methodology, which was used in the seven journal articles in Chapters 3 – 9.

### 1.5.1    Paradigmatic perspective and research approach

Positivism implies that the social world can be viewed through a collection of unbiased facts, and comprises of simple elements that can be reduced to fundamental laws in order to investigate the research problem (Blumberg *et al.*, 2008:20; Blumberg *et al.*, 2011:18). Positivism also aims to find the causes for behaviour and conducts empirical research studies (surveys were used in this study) that can be generalised to larger populations with the focus on quantitative analysis (Schiffman & Kanuk 2008:12). This research is based on the positivist paradigm that aimed to evaluate the social world objectively, and to understand observable human behaviour (Welman & Kruger, 1991:7).

The research was empirical in nature, which essentially means that it was supported by the collection of data, which was gained by experience, measurement, experiments (as opposed to theoretical reasoning), and/or observation of relevant consumer behaviour. Researchers collect large samples of quantifiable data that can be measured and the results are evaluated via statistical analysis to test a theory or to develop a new idea, which is examined against reality in order to solve practical research problems (Wright, 2006:93; Zikmund & Babin, 2007:64; Gratton & Jones, 2010:7). This study research was empirical, since it focussed on testing theoretical notions and associations to establish if they replicated the interpretations of the research population, and thereby resulted in the construction of improved theories (Bhattacherjee, 2012:3). The study used survey data to attain the objectives (outlined in Table 1.1) to develop a new paradigm for hierarchy response models, which allowed for clearer distinctions from more traditional approaches, as mandated by Hoffman and Novak (2012:69); Bolton *et al.* (2013:256-257); Okazaki and Taylor (2013:58) and Peters *et al.* (2013:296), which was discussed in prior text.

The quantitative approach was used in this study to suitably address research questions and objectives through empirical assessments, which involved the collection, analysis and interpretation of data that entailed a numerical calculation of results in order to test the association or relationship between variables (Parasuraman *et al.*, 2007:178; Zikmund & Babin, 2007:130). Quantitative research makes use of structured questions and predetermined response options in questionnaires (as in this inquiry), which are generally administered to a

large number of individuals that constitute a representative sample of the research population. Furthermore, quantitative research is generally objective, controlled and based on facts, since the research is classified by numerical values, percentages and descriptive statistics. Therefore, it does not allow for subjective opinions of the researcher, as in qualitative research (Callingham, 2004:80; Hair *et al.*, 2009:154; Wiid & Diggines, 2009:86; Burns & Bush, 2012:115; Haydam & Mostert, 2013:59).

## 1.5.2 Research design

Research design is the manner in which research is conceived, implemented and how the findings are ultimately compiled (Mouton, 2001:55). Stated differently, a research design is a master plan or blueprint, which moves from underlying philosophical assumptions to specifying a selection of respondents, data gathering techniques, measurement and data analysis that will be implemented (Martins *et al.*, 1996:87; Maree, 2007:70; Cooper & Schindler, 2008:141; Lamb *et al.*, 2008:135). The research design is a procedural approach, which ensures that the applicable research problem, question or objective is addressed in the most accurate, effective, economic, objective and valid manner (Aaker *et al.*, 2004:73; McDaniel & Gates, 2004:28; Kumar, 2011:94). The design of research in this inquiry was descriptive in nature, and used the survey method.

Descriptive research is used to describe the research problem, data and characteristics of the objects, groups, people or situations that are being researched, as well as variables such as the attitudes of individuals towards an object (Generation Y's attitudes towards social media marketing communication in investigation) and their demographics by taking a cross sectional segment of the research population to provide a more detailed understanding of the marketing environment (Churchill & Lacobucci, 2004:91; Zikmund & Babin, 2007:42-43; Cant *et al.*, 2008:33-35). Descriptive research is concerned with the description of a certain topic or construct of interest, which is usually based on a theoretical model within a given population. The research is usually based on a hypothesis or research question (Blumberg *et al.*, 2008:207-208; Blumberg *et al.*, 2011:153-154; Bhattacherjee, 2012:6). This type of research observes and describes the behaviour of the research population without influencing it in any way and is also concerned with determining the frequency with which something occurs and/or the relationship between two or more variables (Chisnall, 2005:37; Zikmund & Babin, 2007:51-52; Churchill & Lacobucci, 2010:59). The effect of usage and demographic variables on Generation Y's attitudes towards social media marketing communication was investigated in this study. This type of research is typically conducted when the knowledge of study object is vague or unclear (Wiid &

Diggines, 2009:55) – little is known about attitudes towards social media marketing communication in SA.

Descriptive research can be classified into longitudinal and cross-sectional research. Longitudinal designs take repeated measurements from a sample over an extended period of time, whereas cross-sectional studies, which were adopted by this inquiry, involve the collection of information from a sample of the research population elements at a single point in time to provide a snapshot of the variables (Malhotra, 1993:111; Churchill, 1994:180-181; Zikmund, 2003:186). Cross-sectional designs allow for the reliable measurement of independent variables, such as social media usage and demographic characteristics, and their influence on the dependant variable, for example the hierarchy response model attitude stages, and time and are usually executed by means of a survey (Cant *et al.*, 2008:35; Du Plooy, 2009:91).

Survey methods are usually associated with descriptive and causal research and comprise large samples (Hair *et al.*, 2009:235), and are the most common means of data collection from carefully selected individuals, through written or verbal communication, who are known as respondents (Wiid & Diggines, 2009:106-107). The survey method was desirable for this study owing to the nature of the research problem and the feasibility of market information, but it is important to note that survey research is only successful if it is applied correctly (Birn 2004:221; Smith & Albaum 2005:52). Therefore, self-administered questionnaires were disseminated on a face-to-face basis to gather data for this investigation. The questionnaires could be completed without the assistance of fieldworkers, since all of the questions were highly structured and self-explanatory, but fieldworkers were on hand to assist with any queries. The chief advantages of self-administered questionnaires are that response rates are usually high when administered on a face-to-face basis (the fieldworkers waited for the respondents to complete the questionnaires and were on hand to provide clarification for any questions) and extensive research populations can be surveyed by a comparatively small number of fieldworkers over a brief time period in a cost-effective manner (Zikmund 2000:272; Du Plooy, 2009:189; Hair *et al.*, 2009:235; Wiid & Diggines 2009:126-127).

### 1.5.3  Sampling

A sample can be described as the process where a subset or subgroup (segment) of the population is selected to participate in the research, and represents the entire population's behaviour; activities, attitudes, opinions and interests for the purpose of being able to draw conclusions (Kent, 1993:38; Cant *et al.*, 2008:183).

### 1.5.3.1 Research population

A population refers to any complete group of individuals that shares a common set of characteristics and serves as the total collection of elements from which the information is gathered in order to solve the research problem (Malhotra, 1993:349; Zickmund & Babin, 2007:403; Cant *et al.*, 2008:164). Alternatively, Welman and Kruger (2001:46); Tustin *et al.* (2005:96); Frankfort-Nachmias and Leon-Guerrero (2006:344); and Cant *et al.* (2008:162) refer to the research population as the entire group of individuals, organisations, products and/or objects that the researcher is interested in and whose activities, opinions, behaviour, preferences and attitudes will yield information to answer the research problem and question. For this study, the research population comprised of 18 - 30 years olds (Generation Y) who used and have been exposed to marketing communication on prescribed social media (Facebook and Mxit).

### 1.5.3.2 Sample frame

A sample frame is a subset, or part of an entire population (Zickmund & Babin, 2007:403). It is the list of sample elements (for example, a group of people) from which the units to be sampled can be selected for research purposes (Churchill & Lacobucci, 2004:451; McDaniel & Gates, 2008:332; Churchill, 2010:284), and eases the task of generalising the findings (Hair *et al.*, 2009:53). The sample frame was limited to Generation Y who resides in the Western Cape. The Western Cape constitutes over 11% of SA's population (Statistics SA, 2012a:29-30) and was selected as the geographic data collection site. Different geographic clusters were identified via municipal census data (and visualised on a regional map), which included suburban lower (townships); middle; and upper (suburbs) class areas in rural and urban areas. Subsequently, a number of tertiary education institutions, several large companies, many small businesses and numerous community organisations (in the form of religious groups, sports clubs, youth groups and other local groups) agreed to participate in the study. Refer to Table 1.2 for a comprehensive list of the respondents in terms of organisations and geographic areas (suburbs, towns, regions and districts) in the Western Cape. The list of the large companies and tertiary education institutions were included in Table 1.2, but the numerous small businesses and community organisations were not recorded owing to the huge number surveyed (further discussion will follow subsequent sampling sections).

**Table 1.2: Respondents' geographic areas**

| Organisation/suburb or town | Region | District | Number |
|---|---|---|---|
| AAA School of Advertising (Cape Town) | City Bowl | City of Cape Town | 150 |
| Abbotts College (Claremont) | Southern Suburbs | City of Cape Town | 151 |
| Abbotts College (Milnerton) | West Coast | City of Cape Town | 153 |
| Beaufort West (young working adults & community groups) | West Coast | Central Karoo | 204 |
| Bellville Technical College | Northern Suburbs | City of Cape Town | 148 |
| Boland College (Paarl) | Drakenstein | Cape Winelands | 159 |
| Boland College (Stellenbosch) | Stellenbosch | Cape Winelands | 162 |
| Ceres (young working adults & community groups) | Witzenberg | Cape Winelands | 152 |
| College of Cape Town (Athlone) | Cape Flats | City of Cape Town | 149 |
| College of Cape Town (Cape Town) | City Bowl | City of Cape Town | 150 |
| College of Cape Town (Crawford) | Cape Flats | City of Cape Town | 137 |
| College of Cape Town (Gardens) | City Bowl | City of Cape Town | 150 |
| College of Cape Town (Gugulethu) | Cape Flats | City of Cape Town | 150 |
| College of Cape Town (Pinelands) | Southern Suburbs | City of Cape Town | 148 |
| College of Cape Town (Wynberg) | Southern Suburbs | City of Cape Town | 149 |
| CPUT (Athlone) | Cape Flats | City of Cape Town | 165 |
| CPUT (Bellville) | Northern Suburbs | City of Cape Town | 464 |
| CPUT (Cape Town) | City Bowl | City of Cape Town | 482 |
| CPUT (Granger Bay) | Atlantic Seaboard | City of Cape Town | 62 |
| CPUT (Wellington) | Drakenstein | Cape Winelands | 606 |
| Crawford (young working adults & community groups) | Cape Flats | City of Cape Town | 149 |
| Damelin (Cape Town) | City Bowl | City of Cape Town | 162 |
| Damelin (Mowbray) | Southern Suburbs | City of Cape Town | 151 |
| Design Academy of Fashion (Mowbray) | Southern Suburbs | City of Cape Town | 100 |
| Durbanville Catholic Church | Northern Suburbs | City of Cape Town | 150 |
| False Bay College (Good Hope) | Cape Flats | City of Cape Town | 160 |
| False Bay College (Muizenberg) | South Peninsula | City of Cape Town | 153 |
| False Bay College (Westlake) | South Peninsula | City of Cape Town | 151 |
| Foschini Call Centre (Parow East) | Northern Suburbs | City of Cape Town | 148 |
| Foschini Head Office (Parow) | Northern Suburbs | City of Cape Town | 128 |
| George (young working adults & community groups) | George | Eden | 325 |
| Grabouw (young working adults & community groups) | Theewaterskloof | Overberg | 150 |
| Gugelethu (young working adults & community groups) | Cape Flats | City of Cape Town | 178 |
| Hermanus (young working adults & community groups) | Overstrand | Overberg | 153 |
| Islamic College (Lansdowne) | Cape Flats | City of Cape Town | 164 |
| Khayelitsha (young working adults & community groups) | Cape Flats | City of Cape Town | 456 |
| Knysna (young working adults & community groups) | Knysna | Eden | 164 |
| Kraaifontein (young working adults & community groups) | Northern Suburbs | City of Cape Town | 149 |
| Malmesbury (young working adults & community groups) | Swartland | West Coast | 164 |
| Manenberg (young working adults & community groups) | Cape Flats | City of Cape Town | 150 |
| Media24 (Cape Town) | City Bowl | City of Cape Town | 152 |
| Milnerton (young working adults & community groups) | West Coast | City of Cape Town | 162 |
| Mitchell's Plain (young working adults & community groups) | Cape Flats | City of Cape Town | 438 |
| Mossel Bay (young working adults & community groups) | Mossel Bay | Eden | 144 |
| Northlink (Tygerberg) | Northern Suburbs | City of Cape Town | 163 |
| Northlink College (Belhar) | Cape Flats | City of Cape Town | 150 |
| Northlink College (Bellville) | Northern Suburbs | City of Cape Town | 150 |
| Northlink College (Goodwood) | Northern Suburbs | City of Cape Town | 149 |
| Northlink College (Parow) | Northern Suburbs | City of Cape Town | 154 |
| Old Mutual (Pinelands) | Southern Suburbs | City of Cape Town | 302 |
| Ottery (young working adults & community groups) | Cape Flats | City of Cape Town | 184 |
| Oudtshoorn (young working adults & community groups) | Oudtshoorn | Eden | 150 |
| Parow (young working adults & community groups) | Northern Suburbs | City of Cape Town | 150 |
| Prestige Academy (Bellville) | Northern Suburbs | City of Cape Town | 296 |
| Riversdale (young working adults & community groups) | Hessequa | Eden | 185 |
| Rondebosch East (young working adults & community groups) | Southern Suburbs | City of Cape Town | 150 |
| Rosebank Progress College | Southern Suburbs | City of Cape Town | 333 |
| Saldanha (young working adults & community groups) | Saldanha | West Coast | 154 |
| Spar Distribution Centre (Philippi) | Cape Flats | City of Cape Town | 154 |
| Stellenbosch Slow Market | Stellenbosch | Cape Winelands | 112 |
| Strand (young working adults & community groups) | Helderberg | City of Cape Town | 154 |
| Telkom Head Office (Milnerton) | West Coast | City of Cape Town | 150 |
| University of Cape Town (Rondebosch) | Southern Suburbs | City of Cape Town | 605 |
| University of Stellenbosch (Bellville) | Northern Suburbs | City of Cape Town | 158 |
| University of Stellenbosch (Stellenbosch) | Stellenbosch | Cape Winelands | 600 |
| University of Stellenbosch (Tygerberg) | Northern Suburbs | City of Cape Town | 152 |

| University of the Western Cape (Bellville) | Northern Suburbs | City of Cape Town | 625 |
|---|---|---|---|
| Varsity College (Cape Town) | City Bowl | City of Cape Town | 158 |
| Varsity College (Rondebosch) | Southern Suburbs | City of Cape Town | 142 |
| Vega School of Advertising (Cape Town) | City Bowl | City of Cape Town | 98 |
| Woolworths Call Centre (Cape Town) | City Bowl | City of Cape Town | 150 |
| Woolworths Head Office (Cape Town) | City Bowl | City of Cape Town | 149 |
| Worcester (young working adults & community groups) | Breede Valley | Cape Winelands | 308 |
| Wynberg (young working adults & community groups) | Southern Suburbs | City of Cape Town | 150 |

## 1.5.3.3 Sample unit

Sample units are the specified elements or individuals who will be studied (Aaker *et al.*, 2004:375; Wiid & Diggens, 2009:194). Stated differently, the single units or groups that qualify to be sampled and are available during the sampling process to be selected, are referred to as sample units (Cant *et al.*, 2005:164; Zikmund & Babin, 2010:307). Generation Y, which makes use of social media (Facebook and/or MXit), and have noticed marketing communication whilst using these mediums, constitute the sample unit for this research. Young adults (Generation Y) were identified as the main users of interactive ICT channels (such as SNS) by a number of studies (Du Chenne, 2011:50; Taylor *et al.*, 2011:258; Hadija *et al.*, 2012:28; Moore, 2012:436; Logan *et al.*, 2013:165; Andrews, 2014; Azzie, 2014; Wiese *et al.*, 2014:1-2; Jaffit, 2015; Nhlapo, 2015; Pombo, 2015) and, consequently, are the target market of astute marketers, including this inquiry.

## 1.5.3.4 Sample element

Sample elements refer to those groups and/or individuals (the most common sampling elements are human respondents) from whom information for the survey is required and can be seen as a subset of the sample unit (Cant *et al.*, 2005:166; Nargundkar, 2008:90). A number of studies (Orpana & Tera, 2011:79-80; Jordaan *et al.*, 2011:10; Hadija *et al.*, 2012:25; Smith, 2012:86-87; Kim *et al.*, 2013:114; Yaakop *et al.*, 2013:156-157; Bevan-Dye & Dondolo, 2014; Hautz *et al.*, 2014:6) have used students as sample elements in order to conduct research on various digital ICT conduits (especially social media). However, students generally have homogeneous demographics and other segmentation variables and, therefore, this study sought to obtain a more representative sample of the Generation Y cohort. Hence, in addition to students, the sample also included young working adults and unemployed Millennials that use social media (Facebook and/or Mxit), and who perceive marketing communication on this online ICT platform.

**1.5.3.5 Sampling technique**

The study utilised a quasi-probability sampling technique in the form of a multi-stage sampling technique (also known as sequential or double sampling), which consists of a number of different steps or stages to draw a sample (Birn, 2004:31-46; Du Plooy, 2009:118-119). The researcher first divided the population into various groups and/or clusters of elements; in this instance the Western Cape was selected to represent SA. Cluster sampling has the advantage of reducing costs to collect data, especially in terms of travelling costs. Thereafter, a smaller number of geographic areas were identified by utilising municipal census data (and viewed on a regional map) in order to include a representative cross-section of young adults from different social classes (townships and more affluent suburban areas were targeted) and in both urban and rural areas (Blumberg *et al.*, 2008:248-250; Blumberg *et al.*, 2011:192). All six municipal districts from the Western Cape, namely the City of Cape Town (accounting for 64.2% of the Western Cape population), Cape Winelands (13.5%), Eden Central (9.9%), West Coast (6.7%), Overberg (4.4%) and Central Karoo (1.2%) (Statistics SA, 2012b) were included in the study, which used a non-proportional quota sampling to ensure that the largest districts accounted for a majority of the respondents (Maree, 2007:177). Next, a broad range of education institutions and hundreds of large commercial organisations in a number of different regions in the Municipal districts (refer to Table 1.2) were contacted telephonically to secure permission to conduct the survey. A majority of the tertiary education institutions agreed to participate in the study (refer to Table 1.2), since permission and ethics clearance was secured from the Western Cape Education Department (WCED) to conduct research at schools, including Technical Vocational Education and Training (TVET) colleges, as well as a result of the enduring relationship with other universities in the province. Furthermore, ethics clearance was also sought and received from CPUT. Several large commercial organisations (refer to Table 1.2) were willing to participate in the study (hundreds refused to grant permission), especially those that had employed CPUT students on a permanent or temporary (in-service training) basis. There are tens of thousands of small businesses and community organisations (religious groups, sports clubs, youth groups and other local groups) in the Western Cape, which would have been costly and time consuming to contact, as well as taken an extended period time, only to yield a couple of respondents per organisation. Hence, fieldworkers who resided in certain geographic regions were given consent to use their expert knowledge of these areas to "cold-call" on a large number of small businesses (for example, the main road of a small town) and community organisations (for example the local church, youth group and running club) concentrated in small geographic areas, especially in towns outside of the City of Cape Town district (but also included a number

of difficult to reach suburbs within the City of Cape Town district, for example, Manenberg, Gugulethu and Khayelitsha). These small businesses and community organisations were not recorded owing to the huge numbers that were surveyed. In the final stage of the quasi-probability sampling technique, students at the tertiary education institutions were selected by using the systematic sampling, with every third respondent in a classroom or on-campus (in heavily populated areas such as residences, cafeterias, libraries and administrative-related queues) being voluntarily invited to participate in the survey by a fieldworker, but only after they had been qualified by the two filter questions (in other words, they had used Facebook or Mxit, and had been exposed to advertising on the applicable social mediums) (Gupta, 2010:206; Bhattacherjee, 2012:68). However, all Millennial employees of the large companies and small businesses, and community organisation members (since there were usually only a couple per office or small business) were invited to participate in the survey. This enabled the research to acquire a more proportionate representation of employed and unemployed Generation Y members versus students (who still accounted for 60% of the sample).

### 1.5.3.6 Sample size

Over 25% of the South African population are classified as members of the Generation cohort (aged 18 – 30 years), with 1.5 million residing in the Western Cape (Statistics SA, 2012a:28). Furthermore, a vast majority of South Africans use social media and, consequently, have been exposed to marketing communication on these online ICT conduits (Mendelsohn, 2014; Wronski & Goldstruck, 2014; Barenblatt, 2015). If the sample size was calculated by using a 95% confidence level, a 5% margin of error and response distribution of 50%, a minimum sample size of 384 would be required for the research study to be statistically valid in terms of a simple random sample. However, as mentioned in the abovementioned text, a quasi-probability sampling method was used, hence the aim of the study was to increase the minimum sample size to 1 000 Millennial respondents for each of the hierarchy response model attitude stages and for each social medium (Facebook and Mxit). The larger sample sizes also ensured that the cross-analysis between the dependant (hierarchy response model attitude stages) and independent (usage and demographic factors) variables was statistically valid and yielded meaningful findings. The researcher had one hundred fieldworkers at his disposal who were allocated certain geographical areas (refer to Table 1.2) in order to conduct the research (refer to the "Sampling technique" and "Data collection and questionnaire design" sections for a more detailed discussion of the fieldworkers and how the data was collected), and they were set quotas of 150 questionnaires each. However, the fieldworkers were advised to complete at least 10% above the targets in the event of some of the questionnaires being incomplete or spoilt

owing to errors. The survey was conducted from February – October 2013, and the number of usable questionnaires for the hierarchy response model attitude stages and social media is displayed in Table 1.3.

**Table 1.3: Millennial respondent numbers**

| ICT channel | Cognitive | Affective | Behavioural | Total |
|---|---|---|---|---|
| Facebook | 3 634 | 3 601 | 3 521 | 10 756 |
| Mxit | 1 858 | 1 185 | 1 228 | 4 271 |
| Social media | 5 492 | 4 786 | 4 749 | 15 027 |

Hence, the study exceeded the aforementioned objective of 1 000 Millennial respondents for each of the hierarchy response model attitude stages and for each social medium. Ultimately, over 15 000 useable questionnaires (Table 1.3) were collected, which constituted a demographic representative sample of the Western Cape's population (Statistics SA, 2012a:19-28).

**1.5.3.7 Sample errors**

Sample errors occur owing to the difference between the population and sample values and are caused by the size of the sample, as well as the sampling method that is used. Errors can be reduced by making use of a larger sample, as in this study, and by selecting a more appropriate sampling method (Hair *et al.*, 2009:237).

Systematic errors can occur during the collection of survey data that bring about over or under representation of the different variables in the sample or in the research sample design that can be divided into sample design error and measurement errors. Sample design errors transpire when the sample has been erroneously established, but can be avoided by carefully planning and selecting the sample. There are four types of measurement errors (Kent, 1993:41-43; Wiid & Diggens, 2009:110-111), which are described below.

Firstly, a response error can occur when the respondent does not know the answer and simply makes it up owing to dishonesty or misunderstanding of the question that is asked. The questionnaires only included multiple choice and scale-type questions (with no open-ended questions) to measure attitudes, for which there were no incorrect answers, which assisted to circumvent this potential error. Furthermore, the fieldworkers were on hand to answer any queries in event that the respondents did not understand any of the questions.

Secondly, non-response errors occur when individuals decide not to participate in a study, or when they omit sections in the questionnaire, leaving it incomplete. The respondents were asked if they were willing to voluntarily participate, but if not, then a suitable replacement was systematically selected. Although the questionnaire was self-administered, the fieldworkers were also on hand to immediately check that the respondent had completed all sections, since the survey was administered on a face-to-face basis.

Thirdly, interview errors can occur when a fieldworker influences respondents' answers or records them incorrectly, but this error was largely avoided, since only the dual filter question was asked by the fieldworker to establish if the respondent qualified to participate. Thereafter, the respondent completed the self-administered questionnaire without assistance, unless they had a specific query about a question that required further explanation.

Fourthly, administrative errors, whilst processing the data owing to inaccurate coding and capturing of the completed questionnaires, can occur. However, a twofold check process (manual and computer) took place to minimise such errors in this study. The questionnaires were numbered and coded, which allowed for errors to be easily rectified once an error (for example, missing variables or incorrect codes) had been detected during the checking process via the Statistical Package for Social Sciences (SPSS) software.

Errors can also occur whilst processing the data that one has collected from the questionnaires by entering the wrong answers for questions; typing the answer in twice; or entering the data in the wrong column. This was minimised by thoroughly checking data that was entered – some research companies have a software system whereby they enter the data in twice and the systems validate these entries' by making sure that both entries values are the same (Kent, 1993:42). The researcher and the research assistant independently double checked to ensure that the data was captured accurately, which replicated the aforementioned software.

### 1.5.4 Data collection and questionnaire design

Stewart (1999:39-42) notes that there is no irrefutable measures of advertising effectiveness, but that attitudes towards the brand and advertising recall are generally recognised by practitioners and academics as advertising effectiveness indicators. Schoen (2013:528-543) posits that online surveys could be used for social media related research, but it was uncertain if this quantitative method was appropriate to predict behavioural outcomes. The main barrier against accurate predictions was the self-selection inclination of social media users, which could result in a bias of forecasted behavioural outcomes. Hence, it was advised that the sampling and timing to

implement of surveys should be carefully planned. Beerli and Santana (1999:11-30) reviewed a number of models to evaluate advertising effectiveness and concluded that cognitive, affective and behavioural attitudinal responses were the best assessment criteria. Recall (and recognition) was deemed to be one of the most popular measures to assess cognitive responses, whereas Likert scale constructs were considered as effective techniques to assess affective and behavioural responses.

Moore and Hutchinson (1983:526-531) found that immediate exposure to advertising resulted in higher recall and recognition, but as time passed, the memory of the advertising deteriorated quicker than the brand owing to the "sleeper effect" (in other words the connection between the advertising and brand is forgotten over time). Hence, the study suggests that cognitive and affective attitudinal responses became more favourable towards advertised brands as a result of the sleeper effect; therefore, respondents will have positive attitudes towards brands that can be remembered. Chatterjee (2008:51-61) disclosed that there is usually a delay between advertising exposure and the consumer decision-making process (which starts with need recognition and climaxes in purchase; therefore, advertising induced memory outcomes and attitudes must last for a period of time if they are to effect behaviour). The research confirmed that recall and recognition were higher for immediate exposure to Internet advertising; but the immediate versus delayed attitudinal responses did not significantly change for online display advertising. Hence, the investigation indicates that recall and recognition, after an elapsed time period, can be used to determine attitudes towards online ICT platforms.

Schlosser *et al.* (1999:34-54) inferred that surveys were commonly used to determine respondents' favourable or unfavourable predispositions to advertising. Furthermore, a majority of academics and practitioners' research (many published in accredited journals with high impact factors) considered in this study, employed questionnaires via surveys (which are completed based on recall) to investigate one of more attitudinal responses, marketing communication (advertising), and/or various other usage variables regarding social media and/or other online ICT platforms around the world (Chi, 2011:44-61; Chu, 2011:30-43; Jordaan *et al.*, 2011:1-20; Jothi *et al.*, 2011:234-242; Naidoo, 2011; Punj, 2011:134-144; Taylor *et al.*, 2011:258-275; Chandra *et al.*, 2012:1-14; Davidavičienė, 2012; Hamidizadeh *et al.*, 2012:130-149; Mir, 2012:265-288; Moore, 2012:436-444; Shambare *et al.*, 2012:578-586; Smith, 2012:86-92; Van Noort *et al.*, 2012:223-234; Wang *et al.*, 2012:198-208; Agrawal & Jaliwala, 2013:131-136; Bannister *et al.*, 2013:1-20; Dlodlo & Dhurup, 2013:329-338; Hansson *et al.*, 2013:112-126; Hassan *et al.*, 2013:319-330; Kapp *et al.*, 2013:134-137; Kim *et al.*, 2013:108-125; Kodjamanis & Angelopoulos, 2013; Laroche *et al.*, 2013:76-82; Logan *et al.*, 2013:164-179; Mulero &

Adeyeye, 2013:6-14; Ramnarain & Govender, 2013:1885-1893; Sago, 2013:1-14; Saxena & Khanna, 2013:17-25; Schivinski & Dabrowski, 2013:1-20; Tan *et al.*, 2013:88-98; Yaakop *et al.*, 2013:154-163; Kabadayi & Price, 2014:203-223; Labrecque, 2014:134-148; Logan, 2014:60-72; Lukka & James, 2014:1-26; Soares & Pinho, 2014:245-263; Wiese *et al.*, 2014:1-7; Kananukul *et al.*, 2015:148-166; Leung *et al.*, 2015:147-169; Liu *et al.*, 2015:300-316; Schivinski & Dabrowski, 2015:31-53).

Structured (all of the questions were standardised) self-administered research instruments were utilised, which allowed the respondents to complete the questionnaires on their own without human assistance, thereby eliminating interviewer bias, as discussed above (Cant *et al.*, 2008:100; Du Plooy, 2009:152; Haydam & Mostert, 2013:88). De Vos *et al.* (2011:188-189) state that self-administered questionnaires are given to the respondents to immediately complete by themselves, which allows for more accurate answers, since respondents were able to request assistance if they did not fully understand any of the questions, and completeness, as the fieldworker was able to quickly scan the questionnaire once it was returned. Self-administered surveys permitted the researcher to acquire a substantial amount of complex data from respondents in a direct and efficient manner. Furthermore, the survey was cost-effective and reached a large population, and also facilitated the rapid collection of data and a high response rate (Blumberg *et al.*, 2008:297-299; Blumberg *et al.*, 2011:221-222; Bhattacherjee, 2012:73-74). The data that was collected from the questionnaires had to be easy to quantify, and had to be accurate, especially since the respondents were generally more prepared to reveal sensitive information such as their population group (Du Plessis & Rousseau, 2007:21; Kardes *et al.*, 2008:25).

A total of six questionnaires (Appendices G – L) were used to evaluate the three hierarchy response model attitudinal levels for each of the two social mediums, namely Facebook and Mxit. The research instruments, namely the questionnaires, did not ask the Generation Y respondents to identify or list any products or brands, but focussed on determining their attitudes towards social media advertising. An introduction, as well as instructions were given at the beginning of the questionnaires, where the purpose of the research was explained; the fact that their participation was voluntary; and that the survey would not take longer than ten minutes to complete. The fieldworker also assured respondents that their responses were confidential, and that their identities would be completely anonymous, especially owing to the fact that no personal or contact particulars were requested. Consent was then obtained by the fieldworker once the respondent agreed to participate in the study (Appendix M) and once it was established that they were a member of the Generation Y cohort. The design of the questionnaires ensured

that questions were asked in a strategic order, which resulted in more accurate information and facilitated easier data processing. A double dichotomous filter (pre-screening) question was asked to establish if respondents had used the social media (Facebook and/or Mxit) and, secondly, if they had noticed any marketing communication on the applicable social medium. The respondents' answers needed to be affirmative for both of these questions in order to ascertain their eligibility to participle in the study, and before they were invited to complete the questionnaire. If their answer was "no" to either question, then a suitable replacement (another member of the Generation Y cohort) was systematically located and approached to participate in the survey.

All of the questionnaires were one page in length, and only consisted of closed-ended questions in the form of multiple-choice and Likert scales, which significantly increased the response rate, especially owing to the short time that these research instruments took to complete, and allowed for the information to be grouped into logical categories, which made analysis of the data easier (De Vos *et al.*, 2011:199). The research instruments consisted of three sections. The first section gathered information relating to the respondents' social media (Facebook and/or Mxit) usage characteristics (independent or predictor variables) by means of five multiple-choice questions. The questions determined how the social medium was accessed; the length that was used; log-on frequency; number of hours spent on the online ICT platform; and how often their status was updated.

The Likert scale is probably the most prevalent measurement tool to assess attitudes, whereby respondents are requested to indicate their level of agreement and disagreement to a series of statements (De Vos *et al.*, 2011:212; Bhattacherjee, 2012:47). Therefore, the second section of each questionnaire consisted of two nine-item scales to determine the different stages of the hierarchy response model (either awareness and knowledge; or liking and preference; or intention-to-purchase and purchase – all dependant variables) for each of the three attitudinal responses (either cognitive; or affective; or behavioural) via five-point symmetric Likert scale statements that ranged from "strongly disagree" (1) to "strongly agree" (5). The scale also offered the respondents a neutral response, which intended to limit the "skewedness" of the research results, and the construct statements were positively and negatively phrased to avoid response bias (Widd & Diggines, 2010:167). The summated average was calculated to indicate the respondents' predispositions, where lower mean scores indicated less favourable attitudinal responses, and the converse was true (Burns & Bush, 2012:184). This study used existing scales that measured respondents' attitudes in terms of the different hierarchy response model

stages. Three of these inquiries constructs assessed attitudes towards an ATL advertising medium (print or broadcast), whereas a majority of the studies considered different attitude stages (mainly via surveys) towards various Internet activities and/or some form of online marketing communications. The awareness and knowledge scales, which determined cognitive attitudinal responses were borrowed from Ducoffe (1996:28) and Duncan and Nelson (1985:40-41). Refer to Tables 1.4, 3.2 and 3.3 for examples of these constructs. The liking and preference scales, which assessed affective attitudinal responses were taken from Duncan and Nelson (1985:40-41); Ducoffe (1996:28); and Lin *et al.* (2008:56); and Martin *et al.* (2002:474); and Wang and Sun (2010:338). Refer to Tables 1.4, 4.2 and 4.3 for examples of these constructs. The intention-to-purchase and purchase scales, which evaluated behavioural attitudinal responses were adopted from Putrevu and Lord (1994:83); Taylor and Hunter (2002:473-474); Wu *et al.* (2008:226-227); and Martinez-Lopez *et al.* (2005:333-334); and Patwardhan and Ramaprasad (2005:12-13) and Hamidizadeh *et al.* (2012:146-149). Refer to Tables 1.4, 5.3 and 5.4 for examples of these constructs. The constructs were amended by altering certain key words, for example, "Advertising on the World Wide Web" was changed to "Advertisements on Facebook (or Mxit)"; coalescing constructs (measuring the same hierarchy response attitude level) to increase reliability (Van Schalkwyk, 2012); and several statements were negatively phrased to decrease response bias (which were reversed and recoded for the statistical analysis), as displayed in the aforementioned tables. The constructs were rigorously tested several times (via pre-tests and post-tests, which are copiously discussed in subsequent text) regarding reliability and validity, which are fully elaborated on in later discourse (refer to the "reliability and validity" section).

The third section of the questionnaire gathered data pertaining to respondents' demographic characteristics (independent or predictor variables) by means of three multiple-choice questions. The questions determined the Generation Y respondents' gender, age and population group. This section was strategically placed at the end of the questionnaires, especially since several of the respondents may have perceived the question concerning their ethnic orientation as offensive, especially owing to the historical sensitivity around anything relating to race in SA. Although, a majority of Generation Y were not born (dubbed as the "Born Frees"), or were too young to have directly experienced Apartheid themselves. This assumption was proved to be correct, since a majority of respondents did not have a problem answering the aforementioned question. This phenomenon was also confirmed by research, which was conducted by TNS SA on Born Frees, which established that this group (representing 40% of SA's population) was largely positive about their future and optimistic about the country's future (Mwaba, 2014).

Pre-tests are important to examine the research instrument's questions' correctness; focus on wording and question order; determine the ability of respondents to understand the meaning of the questions; identify if certain questions should be reworded, replaced or eliminated; and establish if the instructions for the respondents are adequate. The pre-tests are distributed to a small subset of the intended research population, but who are not available for selection for the main study, to ensure whether the method data collection method is relevant, reliable and valid (Grinnell & Unrau, 2008:336; Du Plooy, 2009:135-136; Blumberg *et al.*, 2011:498-499; Bhattacherjee, 2012:23). Pre-tests were conducted for each of the questionnaires (one hundred for Facebook and fifty for Mxit) to identify potential problem areas. Consequently, several multiple-choice questions were reworded and a few Likert scale statements were fine-tuned after reliable and validity statistical tests were applied via SPSS. The pre-tests also confirmed that all of the response options were adequately covered, while other areas of the research process were tweaked. Thereafter, pilot studies (one hundred for Facebook and fifty for Mxit) were conducted for each research instrument to ensure that the aforementioned adjustments had been adequately addressed, and to double-check the efficient operation of other elements (such as sampling, statistical analysis and methodology) in the research process (Bless *et al.*, 2007:184; Du Plooy, 2009:99; De Vos *et al.*, 2011:237).

A total of one hundred fieldworkers (Marketing students who were reading for the Baccalaureus Technologiae degree at CPUT) underwent six months of comprehensive training in terms of the entire research process, as well as practical fieldwork, from the Marketing Department research head. The fieldworkers were assigned to certain geographic areas and were responsible for telephonically contacting the institutions and/or organisations (refer to Table 1.2) in order to obtain permission and to make an appointment to conduct the research. However, some fieldworkers were granted permission to use their expert knowledge of the region (in which they resided) to literally cold-call on a large number of small businesses and community organisations to increase the number of employed and unemployed Millennials, especially in rural and/or small regions outside of the City of Cape Town district (but also including a number of difficult to reach suburbs within the City of Cape Town district, for example Manenberg, Gugulethu and Khayelitsha) to achieve a more representative sample of the population, as discussed in prior text. The fieldworkers then approached, qualified, disseminated and assisted the Millennial respondents, if necessary, to complete the self-administered questionnaires on a face-to-face basis, which contributed to the high response rate. A total of 15 027 useable questionnaires were completed over a two-year period and these were used for the data analysis of this study.

## 1.5.5 Data analysis

Data analysis usually involves reducing accumulated data into manageable portions; developing summaries; looking for patterns, trends and relationships; and applying statistical tests, which facilitate interpretation and provide insights into the data that will ultimately answer the applicable research questions and/or objectives (Aaker *et al.*, 2004:76; Cooper & Schindler, 2006:90; Blumberg *et al.*, 2011:490, Bhattacherjee, 2012:119-120). The questionnaires were first thoroughly inspected to ensure that they were complete and correct before they were numbered, coded, captured and analysed by means of the statistical program known as SPSS (versions 21 and 22). Firstly, simple descriptive statistical techniques were applied to establish means, standard deviations, and frequencies in order to provide a simple overview of the findings. Secondly, Pearson's correlation analysis was then utilised to determine the strength of the relationship between the dependant variables, in other words the hierarchy response model levels (Field, 2009:177-178). Thirdly, a generalised linear model (GLM) was used to examine the relationship between the independent variables (usage and demographic characteristics) and dependent variables. The GLM is a powerful statistical technique, which is based on multiple ranges of statistical methods and can be used for complex analysis with varying numbers of independent variables and a single dependent variable (Bhattacherjee, 2012:130-131). Analysis of variance (ANOVA) was employed to compare the number of different means via Wald's Chi-square statistic, and was applied as the GLM to establish if there were statistically significant outcomes between the predictor variables and dependent measures (Maree, 2007:229; Pallant, 2010:239-255). However, ANOVA only reveals that the groups differ, but not where they differ, therefore, post hoc tests were used for this purpose, and involve pairwise comparisons that consider all of the different combinations of the groups. A frequently used method, known as the Bonferroni pairwise comparison, was implemented to locate where the differences were between the abovementioned variables (Cohen *et al.*, 2007:525; Field, 2009:372-374).

## 1.5.6 Reliability and validity

Reliability refers to the degree to which the scale or construct measure is internally consistent. This reveals the extent to which different items, which measure the same variable, provide similar outcomes (Du Plooy, 2009:134; Bhattacherjee, 2012:56). Stated in an another way, reliability is concerned with the consistency of results, in other words, the research instrument

scale or construct should constantly yield analogous results (Du Plessis & Rousseau, 2007:223; Blumberg *et al.*, 2008:455; Blumberg *et al.*, 2011:30). The notion is that all the statements that are used to assess a single construct should be answered in a similar manner by the respondents (Urdan, 2005:116; Tavakol & Dennick, 2011:53). The most frequently used reliability measure is known as Cronbach's Alpha coefficient. The reliability coefficient ranges from 0 to 1, with a greater value indicating a greater degree of internal consistency or reliability (Cohen *et al.*, 2007:506; Gravetter & Forzano, 2009:461; Vogt & Johnson, 2011:86). Cronbach's Alpha should preferably yield scores of 0.7, which indicate acceptable levels of internal consistency, but any score above 0.8 is considered good. However, if the scale contains negatively phrased items/statements, which is important for decreasing response bias, the scores first need to be reversed before proceeding with the test for internal consistency, as was the case in this study (Maree, 2007:216; Field, 2009:673-675; Pallant, 2010:97-100). A reliability assessment of the nine Likert scale statements, representing each hierarchy response level, was undertaken by utilising Cronbach's Alpha coefficient for Facebook, Mxit and social media (both Facebook and Mxit). The score ranges from 0.742 – 0.857 for Facebook, 0.700 – 0.833 for Mxit, and 0.743 – 0.851 for social media (refer to chapters 3 – 9, articles 1 – 7, for the individual measures), which reflected acceptable and good levels of internal consistency.

Validity is another important element in the assessment of a research instrument. A measurement is said to possess validity if there is evidence that the questionnaire and scales, which are used to measure the concept, provide a true reflection of the intended concept (Kent, 1993:31; Tavakol & Dennick, 2011:53). Stated in simple terms, data will be seen as valid when the research instrument and constructs have accurately measured what it was intended to measure, while the data must also be reliable, accurate and reflect reality (McDaniel & Gates, 2004:125; Maree, 2007:216; Zikmund & Babin, 2012:276). A principle component factor analysis was performed to ascertain the validity of each of hierarchy response levels for Facebook, Mxit and social media (both Facebook and Mxit). The first principle component scales ranged between 48.249% – 62.905% for social media; 46.976% – 64.853% of the variance for Facebook; and 43.674% – 61.090% for Mxit. The second principle components of the scales ranged between 19.976% – 28.568% for social media; 19.387% – 30.654% for Facebook; and 19.630% – 28.181% for Mxit. The third principle components of the scales ranged between 7.674% – 11.037% for social media; 7.719% – 13.198% for Facebook; and 8.099% – 15.293% for Mxit. Hence, 82.509% – 93.089% of the social media scales; 87.643% – 93.610% of the data variance was explained for the Facebook scales; and 78.402% – 91.809% of the Mxit scales,

**Table 1.4: Summary of social media (SM), Facebook (FB) and Mxit hierarchy response model levels' validity (principle component factor analysis)**

| | Initial eigenvalues | | | | | | | | | Extraction sums of squared loadings (principle components) | | | | | | | | |
| | Total | | | % of Variance | | | Cumulative % | | | Total | | | % of Variance | | | Cumulative % | | |
| **Awareness** | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Advertisements on SM / FB / Mxit are effective in creating awareness of brands | 5.546 | 5.837 | 4.674 | 61.622 | 64.853 | 51.936 | 61.622 | 64.853 | 51.936 | 5.546 | 5.837 | 4.674 | 61.622 | 64.853 | 51.936 | 61.622 | 64.853 | 51.936 |
| Advertising on SM / FB / Mxit alerts me to new company offerings | 1.798 | 1.745 | 2.018 | 19.976 | 19.387 | 22.427 | 81.598 | 84.239 | 74.363 | 1.798 | 1.745 | 2.018 | 19.976 | 19.387 | 22.427 | 81.598 | 84.239 | 74.363 |
| I have not become aware of new advertisements on SM / FB / Mxit* | 0.958 | 0.801 | 1.376 | 10.642 | 8.905 | 15.293 | 92.240 | 93.144 | 89.656 | 0.958 | 0.801 | 1.376 | 10.642 | 8.905 | 15.293 | 92.240 | 93.144 | 89.656 |
| Advertisements on SM / FB / Mxit attract my attention to certain brands | 0.180 | 0.156 | 0.264 | 2.000 | 1.734 | 2.936 | 94.240 | 94.878 | 92.592 | | | | | | | | | |
| I notice new advertisements on SM / FB / Mxit | 0.130 | 0.112 | 0.174 | 1.439 | 1.247 | 1.933 | 95.680 | 96.125 | 94.525 | | | | | | | | | |
| I cannot recall any advertisements on SM / FB / Mxit* | 0.115 | 0.108 | 0.156 | 1.274 | 1.206 | 1.738 | 96.953 | 97.331 | 96.263 | | | | | | | | | |
| I view/click on advertisements on SM / FB / Mxit since they attract my attention | 0.108 | 0.093 | 0.139 | 1.201 | 1.034 | 1.540 | 98.154 | 98.365 | 97.802 | | | | | | | | | |
| I can remember several advertisements that I see on SM / FB / Mxit | 0.091 | 0.083 | 0.120 | 1.014 | 0.918 | 1.337 | 99.168 | 99.283 | 99.140 | | | | | | | | | |
| Advertising on SM / FB / Mxit does not alert me to new products* | 0.075 | 0.065 | 0.077 | 0.832 | 0.717 | 0.860 | 100.000 | 100.000 | 100.000 | | | | | | | | | |
| **Knowledge** | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit |
| Advertisements on SM / FB / Mxit do not inform me about a company's offerings* | 5.270 | 5.554 | 4.571 | 58.560 | 61.716 | 50.787 | 58.560 | 61.716 | 50.787 | 5.270 | 5.554 | 4.571 | 58.560 | 61.716 | 50.787 | 58.560 | 61.716 | 50.787 |
| Advertising on SM / FB / Mxit is a convenient source of information | 2.124 | 2.061 | 2.323 | 23.598 | 22.902 | 25.816 | 82.158 | 84.618 | 76.603 | 2.124 | 2.061 | 2.323 | 23.598 | 22.902 | 25.816 | 82.158 | 84.618 | 76.603 |
| Advertisements on SM / FB / Mxit provide me with new product knowledge | 0.984 | 0.809 | 1.369 | 10.931 | 8.992 | 15.206 | 93.089 | 93.610 | 91.809 | 0.984 | 0.809 | 1.369 | 10.931 | 8.992 | 15.206 | 93.089 | 93.610 | 91.809 |
| Advertisements on SM / FB / Mxit do not provide much information on brands* | 0.139 | 0.145 | 0.164 | 1.540 | 1.616 | 1.821 | 94.629 | 95.226 | 93.630 | | | | | | | | | |
| Advertisements on SM / FB / Mxit provide useful data about company offerings | 0.120 | 0.110 | 0.151 | 1.328 | 1.224 | 1.679 | 95.957 | 96.450 | 95.309 | | | | | | | | | |
| Advertisements on SM / FB / Mxit are effective in providing information on brands | 0.108 | 0.102 | 0.129 | 1.203 | 1.137 | 1.432 | 97.159 | 97.587 | 96.741 | | | | | | | | | |
| Advertisements on SM / FB / Mxit are a poor source of knowledge* | 0.092 | 0.084 | 0.111 | 1.023 | 0.928 | 1.237 | 98.183 | 98.515 | 97.978 | | | | | | | | | |
| I use advertisements on SM / FB / Mxit to find new information about products | 0.087 | 0.079 | 0.097 | 0.969 | 0.877 | 1.079 | 99.151 | 99.392 | 99.057 | | | | | | | | | |
| Advertisements on SM / FB / Mxit provide me with valuable product knowledge | 0.076 | 0.055 | 0.085 | 0.849 | 0.608 | 0.943 | 100.000 | 100.000 | 100.000 | | | | | | | | | |
| **Liking** | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit |
| Advertising on SM / FB / Mxit has made me like the brands more | 4.342 | 4.228 | 3.931 | 48.249 | 46.976 | 43.674 | 48.249 | 46.976 | 43.674 | 4.342 | 4.228 | 3.931 | 48.249 | 46.976 | 43.674 | 48.249 | 46.976 | 43.674 |
| Advertising on SM / FB / Mxit adds to the enjoyment of using SM / FB / Mxit | 2.259 | 2.759 | 2.286 | 25.105 | 30.654 | 25.405 | 73.354 | 77.630 | 69.080 | 2.259 | 2.759 | 2.286 | 25.105 | 30.654 | 25.405 | 73.354 | 77.630 | 69.080 |
| Advertisements on SM / FB / Mxit are irritating and annoying* | 0.824 | 1.188 | 0.839 | 9.155 | 13.198 | 9.322 | 82.509 | 90.828 | 78.402 | 0.824 | 1.188 | 0.839 | 9.155 | 13.198 | 9.322 | 82.509 | 90.828 | 78.402 |
| Advertisements on SM / FB / Mxit are entertaining and fun | 0.514 | 0.241 | 0.807 | 5.708 | 2.675 | 8.962 | 88.217 | 93.503 | 87.364 | | | | | | | | | |
| SM / FB / Mxit has a positive influence on me liking advertised products | 0.304 | 0.149 | 0.342 | 3.377 | 1.660 | 3.797 | 91.594 | 95.163 | 91.161 | | | | | | | | | |
| Advertising on SM / FB / Mxit has made me like the products less* | 0.249 | 0.137 | 0.264 | 2.770 | 1.524 | 2.930 | 94.364 | 96.687 | 94.091 | | | | | | | | | |
| I have positive feelings for brands that are advertised on SM / FB / Mxit | 0.199 | 0.123 | 0.248 | 2.213 | 1.365 | 2.753 | 96.577 | 98.052 | 96.843 | | | | | | | | | |
| There are too few advertisements on SM / FB / Mxit | 0.169 | 0.103 | 0.183 | 1.881 | 1.144 | 2.037 | 98.458 | 99.196 | 98.880 | | | | | | | | | |
| SM / FB / Mxit has a negative effect on me liking advertised brands* | 0.139 | 0.072 | 0.101 | 1.542 | 0.804 | 1.120 | 100.000 | 100.000 | 100.000 | | | | | | | | | |

| | Initial eigenvalues | | | | | | | | | Extraction sums of squared loadings (principle components) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | | | % of Variance | | | Cumulative % | | | Total | | | % of Variance | | | Cumulative % | | |
| **Preference** | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit |
| I have no interest in brands that are advertised on SM / FB / Mxit* | 4.586 | 4.749 | 4.342 | 50.958 | 52.766 | 48.249 | 50.958 | 52.766 | 48.249 | 4.586 | 4.749 | 4.342 | 50.958 | 52.766 | 48.249 | 50.958 | 52.766 | 48.249 |
| Advertisements on SM / FB / Mxit have increased my preference for specific products | 2.571 | 2.598 | 2.259 | 28.568 | 28.863 | 25.105 | 79.525 | 81.629 | 73.354 | 2.571 | 2.598 | 2.259 | 28.568 | 28.863 | 25.105 | 79.525 | 81.629 | 73.354 |
| Advertising on SM / FB / Mxit improves the image of companies | 0.829 | 0.827 | 0.824 | 9.213 | 9.188 | 9.155 | 88.739 | 90.817 | 82.509 | 0.829 | 0.827 | 0.824 | 9.213 | 9.188 | 9.155 | 88.739 | 90.817 | 82.509 |
| I avoid products that are advertised on SM / FB / Mxit* | 0.282 | 0.206 | 0.514 | 3.135 | 2.288 | 5.708 | 91.874 | 93.104 | 88.217 | | | | | | | | | |
| Advertisements on SM / FB / Mxit are relevant to me and my interests | 0.191 | 0.158 | 0.304 | 2.118 | 1.758 | 3.377 | 93.992 | 94.862 | 91.594 | | | | | | | | | |
| Advertisements on SM / FB / Mxit are effective in stimulating my preference in brands | 0.174 | 0.145 | 0.249 | 1.929 | 1.614 | 2.770 | 95.921 | 96.476 | 94.364 | | | | | | | | | |
| Advertisements on SM / FB / Mxit are ineffective in gaining my interest in products* | 0.138 | 0.122 | 0.199 | 1.532 | 1.355 | 2.213 | 97.453 | 97.831 | 96.577 | | | | | | | | | |
| I prefer brands that are promoted on SM / FB / Mxit | 0.127 | 0.114 | 0.169 | 1.409 | 1.265 | 1.881 | 98.862 | 99.097 | 98.458 | | | | | | | | | |
| Advertisements on SM / FB / Mxit have a positive effect on my preference for brands | 0.102 | 0.081 | 0.139 | 1.138 | 0.903 | 1.542 | 100.000 | 100.000 | 100.000 | | | | | | | | | |
| **Intention-to-purchase** | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit |
| I will buy products that are advertised on SM / FB / Mxit in the near future | 5.661 | 5.659 | 5.498 | 62.905 | 62.882 | 61.090 | 62.905 | 62.882 | 61.090 | 5.661 | 5.659 | 5.498 | 62.905 | 62.882 | 61.090 | 62.905 | 62.882 | 61.090 |
| I desire to buy products that are promoted on SM / FB / Mxit | 1.893 | 1.987 | 1.767 | 21.037 | 22.075 | 19.630 | 83.942 | 84.957 | 80.720 | 1.893 | 1.987 | 1.767 | 21.037 | 22.075 | 19.630 | 83.942 | 84.957 | 80.720 |
| Advertisements on SM / FB / Mxit do not increase purchase intent of featured brands* | 0.691 | 0.695 | 0.729 | 7.674 | 7.719 | 8.099 | 91.616 | 92.675 | 88.818 | 0.691 | 0.695 | 0.729 | 7.674 | 7.719 | 8.099 | 91.616 | 92.675 | 88.818 |
| Advertisements on SM / FB / Mxit have a positive influence on my purchase decisions | 0.204 | 0.192 | 0.256 | 2.271 | 2.136 | 2.844 | 93.887 | 94.812 | 91.663 | | | | | | | | | |
| I would buy the products that are advertised on SM / FB / Mxit if I had the money | 0.154 | 0.155 | 0.218 | 1.709 | 1.727 | 2.426 | 95.596 | 96.539 | 94.088 | | | | | | | | | |
| I do not intend to acquire products that are promoted on SM / FB / Mxit* | 0.133 | 0.101 | 0.208 | 1.481 | 1.119 | 2.309 | 97.077 | 97.657 | 96.397 | | | | | | | | | |
| I am likely to buy some of the products that are promoted on SM / FB / Mxit | 0.119 | 0.096 | 0.139 | 1.326 | 1.070 | 1.550 | 98.403 | 98.728 | 97.947 | | | | | | | | | |
| I plan to purchase the products that are advertised on SM / FB / Mxit | 0.084 | 0.066 | 0.105 | 0.933 | 0.734 | 1.170 | 99.337 | 99.461 | 99.116 | | | | | | | | | |
| Advertisements on SM / FB / Mxit have a negative influence on buying decisions* | 0.060 | 0.048 | 0.080 | 0.663 | 0.539 | 0.884 | 100.000 | 100.000 | 100.000 | | | | | | | | | |
| **Purchase** | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit | SM | FB | Mxit |
| Advertisements on SM / FB / Mxit make me less loyal to brands* | 4.460 | 4.344 | 4.662 | 49.556 | 48.269 | 51.795 | 49.556 | 48.269 | 51.795 | 4.460 | 4.344 | 4.662 | 49.556 | 48.269 | 51.795 | 49.556 | 48.269 | 51.795 |
| I buy products that are advertised on SM / FB / Mxit | 2.468 | 2.448 | 2.536 | 27.422 | 27.205 | 28.181 | 76.978 | 75.473 | 79.976 | 2.468 | 2.448 | 2.536 | 27.422 | 27.205 | 28.181 | 76.978 | 75.473 | 79.976 |
| I use many of the products that are promoted on SM / FB / Mxit | 0.993 | 1.095 | 0.802 | 11.037 | 12.170 | 8.913 | 88.015 | 87.643 | 88.889 | 0.993 | 1.095 | 0.802 | 11.037 | 12.170 | 8.913 | 88.015 | 87.643 | 88.889 |
| I do not purchase products that are featured on SM / FB / Mxit* | 0.306 | 0.338 | 0.241 | 3.405 | 3.758 | 2.682 | 91.420 | 91.401 | 91.571 | | | | | | | | | |
| Advertisements on SM / FB / Mxit affect my purchase behaviour positively | 0.230 | 0.240 | 0.235 | 2.557 | 2.664 | 2.613 | 93.978 | 94.065 | 94.184 | | | | | | | | | |
| Advertisements on SM / FB / Mxit help make me loyal to the promoted products | 0.171 | 0.170 | 0.186 | 1.902 | 1.890 | 2.070 | 95.880 | 95.954 | 96.254 | | | | | | | | | |
| Advertisements on SM / FB / Mxit affect my purchase behaviour negatively* | 0.141 | 0.153 | 0.139 | 1.572 | 1.701 | 1.542 | 97.452 | 97.655 | 97.797 | | | | | | | | | |
| I purchase products that are promoted on SM / FB / Mxit | 0.132 | 0.118 | 0.112 | 1.464 | 1.311 | 1.242 | 98.915 | 98.966 | 99.039 | | | | | | | | | |
| Advertisements on SM / FB / Mxit affect my buying actions positively | 0.098 | 0.093 | 0.087 | 1.085 | 1.034 | 0.961 | 100.000 | 100.000 | 100.000 | | | | | | | | | |

Extraction method: Principal component factor analysis

* Negatively phrased statement scores were recoded

which revealed that there was a reasonably low divergence between the scale items (which is indicative of validity for all of the hierarchy response level scales used for social media, Facebook and Mxit). Refer to Table 1.4 for a comprehensive summary of social media (SM), Facebook (FB) and Mxit hierarchy response model levels' validity in terms of the principle component factor analysis.

## 1.5.7  Ethical considerations

Research should be founded on acceptance, mutual trust, cooperation and agreement between all the stakeholders of a study. Ethical considerations are of vital importance for all research projects and ethics can be defined as the moral distinction or beliefs about what is right or wrong (Saunders *et al.*, 2009:117; Bhattacherjee, 2012:137). Permission was sought from the WCED to conduct research at schools (including TVET colleges), and after a lengthy administrative process and rigorous application stipulations, approval and ethics clearance was received from the WCED to conduct the study over a four year period (Appendix N). Ethics clearance was received from the Cape Peninsula University of Technology's (CPUT) Business Faculty Ethics Committee, which was also used as a credibility mechanism to assist in obtaining approval from commercial and non-profit organisations to conduct the surveys among their Millennial employees and members.

The organisations and respondents were informed why the research was being conducted, the procedures for their participation; and what their rights were. Their rights included the following (De Vos *et al.*, 2011:115-122; Bhattacherjee, 2012:137-140):

- The *right to privacy and harmlessness* includes the right to refuse participation; to refuse to answer any question; and the right not to be interviewed for a long period. All of the respondents were informed that participation was voluntary (that they would not gain any direct benefit) and could withdraw at any time without any undesirable consequences, nor were they at risk of any harm by participating in the study. The questionnaires contained no opened-ended questions and, hence, did not take longer than 10 minutes to complete. Furthermore, there were no questions of an extremely sensitive nature (for example, human rights issues, religion, drugs, income and so forth) other than the respondents' population group, but this demographic factor did not lead to any problems among the South African Generation Y cohort once the survey was implemented.
- The *right to anonymity and confidentiality* implies that the identity of respondents would be kept confidential and the information that was gathered would be treated as

confidential. No personal details, in other words, no name and/or contact particulars were requested in this study, hence all responses and questionnaires were completely anonymous.

- The *right to full disclosure about the research* proposes that information and the purpose of the study should be communicated to the respondents to help them to decide if they wanted to participate in the research. The main purpose of the inquiry was explained to the participants, as well as the fact that the data would only be used for academic purposes. The participating respondents and organisations were also advised that they could request the outcomes of the final study.

Informed consent was then obtained by the fieldworkers once the respondents agreed to participate in the surveys before they completed the questionnaires (Appendix M).

## 1.6    Delineation of the research

The largest international social medium used in SA, namely Facebook, and a locally-established IM platform, namely Mxit, were included in the study. Other popular social media adopted by South Africans include: Twitter, YouTube, LinkedIn, Google+, Instagram, Pinterest, and Tumblrand, but were not incorporated in this research (Schmidt, 2014). Furthermore, only Facebook and Mxit users who had perceived some type of advertising on these two interactive ICT channels were eligible to participate in the inquiry. Generational age cohorts are generally based on values that are determined by experiences and events of the world that the generations experienced. Generation Y is also the largest cohort in the world and SA, and are the principal users of social media (Moore, 2012:443). Hence, only South African Millennials were included in this investigation, while other cohorts such as Silent, Baby Boomers, Generation X and Generation Z were not considered. SA has both local and global influences that have shaped the different generation value systems of Generation Y while growing up. Hence, Generation Y generally has similar behaviour patterns and attitudes (Codrington & Marshall, 2011; Moore, 2012:436); therefore, the results of the study should be similar when compared to other regions; although, the research was limited to one geographic region in SA, namely the Western Cape. Only one hierarchy response model was used, namely the hierarchy-of-effects model, to assess the respondents' perceptions and attitudes towards social media in order to develop a new paradigm for hierarchy response models. Other popular models such as: attention, interest, desire and action (AIDA); innovation adoption; and communication models were not included in this study.

## 1.7    Significance of the research

This research is a pioneering academic study, which investigated the effect of social media marketing communication on Generation Y's attitudinal responses in SA. A search on the academic databases revealed no scholarly research on hierarchy response models in terms of social media marketing communication in SA, and there was also a dearth of academic research across the globe. This was the first inquiry to consider the influence of SNA on the complete hierarchy-of-effects response model; therefore, it has made a significant contribution to the limited body of knowledge in this genre by developing a new paradigm that was previously developed through traditional ATL advertising. Bolton *et al*. (2013:256) reveal that a majority of SNS research has occurred in developed nations, whereas little inquiry has taken place in emerging nations. Hence, this investigation has made an important contribution towards understanding the effects of social media marketing communication in emerging markets on a global basis. While the study is limited to the Western Cape in SA and Generation Y, it has provided a sound platform for future national and international research in this field.

This investigation is also important for both academics and organisations, as it has contributed valuable information regarding Generation Y's social media usage tendencies, and also in relation to their usage patterns influence on their attitude responses, which has offered a greater understanding into these fickle young adults' consumer behaviour. Furthermore, there has not been prior research, which replicates the influence of all of the usage characteristics considered as a result of SNA on Millennials' attitudes, which was further aided by the realisation of a new paradigm for hierarchy response model development. SA exudes immense cultural diversity and has seen a steady rise of the Black middle class, who has seen rapid growth regarding access to mobile and digital ICT platforms (Petzer & Meyer 2013:382-386). Hence, this inquiry is also important for academics and organisations owing to the limited inquiry on ethnic orientation regarding social media marketing communication. Other demographic characteristics that displayed a lack of attitudinal research such as age variance and gender differences within a specific cohort (Bolton *et al*. 2013:257) also exhibited significant results, which have made a noteworthy contribution to academic discourse.

Marketers have begun to acknowledge the irrevocable change of consumer behaviour owing to the rapid and widespread use of interactive ICT media, in particular social media marketing communication, throughout the world. However, new models of social media marketing

communication theory and practice have not been forthcoming, which has a limited impact on the suitable social media usage strategies, especially in terms of young adults who have become primary targets (Hill & Moran, 2011:815). Hence, a multitude of organisations have spent significant portions of their advertising budgets on SNS such as Facebook and Mxit, but without actually knowing the true attitudinal effect that it has on their consumers. The final outcome, namely purchase of social media marketing communication, is easily measurable in terms of online metrics, but not the stages that occur leading up to the purchase and not young consumers' attitude responses towards marketing communication on social media. Consequently, this study has taken the first step towards bridging the gap regarding the attitude stages that transpire before purchase, which is of vital importance to organisations.

## 1.8    Summary

Today's young adults pay less attention to traditional marketing communication owing to the massive fragmentation of media and the thousands of options available to them. Social media has attracted huge numbers, literally millions of users across the globe, many of whom comprise the unpredictable, but lucrative Generation Y target market. A majority of SA's population are under 30 years old and have enormous spending power and influence, making them a powerful target for marketers to take into consideration. The escalation of social media has transformed the way that companies market themselves, as these platforms enable the procurement and retention of young consumers online. Hence, increasingly, organisations use SNS to market their brands and to maintain a social presence to connect and interact with young consumers online. Social media has become the buzz word amongst marketers, with large sums of marketing communication being directed at the increasingly popular SNS (such as Facebook and Mxit) in SA, irrespective of the lack of research. No scholarly inquiry currently exists on social media marketing communication regarding hierarchy response model attitude stages in SA. This study was empirical in nature and followed a positivist paradigm in order to quantitatively investigate the attitudes of Generation Y towards SNA. The research design was descriptive and the survey method was employed to analyse the cognitive, affective and behavioural components of the hierarchy-of-effects model. The influence of social media usage (access, period of usage, frequency of usage, hours spent per log-in and profile incidence update frequency) and demographic (gender, age and ethnicity) characteristics were analysed to add previously unconsidered dimensions to the development of a new paradigm for hierarchy response models as a result of the effects of social media marketing communication.

# CHAPTER 2
# LITERATURE REVIEW

## 2.1    Introduction

Technology and the Internet have fundamentally altered the way in which the world interacts and communicates. First world countries have been online for many years and, therefore, have become a commodity item that most consumers take for granted. Traditionally, Africa has a low Internet penetration rate owing to infrastructure challenges that are connected to the continent's poverty, vast geographic areas and large young populations (Petzer & Meyer 2013:382-388). However, an increase in mobile phone (especially smartphones) availability has led to a rapid increase in Internet penetration and, consequently, the growth of social media adoption (Stork *et al.*, 2013:34-51; Karanja, 2014; Swanepoel, 2015). The fast online growth in emerging markets has altered how consumers develop, interact and live. SNS such as Facebook, LinkedIn, Twitter, YouTube, Google+ and Mxit have become daily destinations for millions of young Africans, offering them interactive and stimulating ways to connect with one another and marketers' brands (Walker, 2013; Schmidt, 2014). South African organisations are starting to see the benefits of marketing communication on these interactive ICT platforms; accordingly, social media has become a valuable marketing conduit for businesses to stimulate conversations with Generation Y; share content; and encourage engagement (Wronski & Goldstruck, 2013:4-16; Stewart, 2014).

Generation Y has become largely resistant to traditional marketing, hence advertising revenues for many ATL media have slowed in growth or even declined in recent years, whereas several forms of digital interactive advertising (in particular mobile and social media) have proved to be resilient to the fickleness of this younger generation, as well the overall economic conditions of the market, and so has seen steady growth over the past decade (Lazarevic, 2012:50-52; Jaffit, 2015; Pombo, 2015). The emergence of interactive social media has made it possible for marketers to communicate to millions of young people about their products; consequently, the impact of consumer-to-consumer communication has been greatly magnified in the marketplace. Therefore, coupled with its cost effectiveness, social media has become the latest communication model to be favoured by consumers and advertisers (Bretenbach, 2013). Generation Y, collectively, spend billions of hours on social media every day, and thus this cohort has become the main target of SNA (Wronski & Goldstruck, 2014; Shezi, 2015). Chapter 2 provides a comprehensive summary of the literature reviews, which were discussed in each of the seven journal articles in Chapters 3 – 9.

## 2.2    Internet access and e-commerce in SA

Statistics SA (2012a:101-102) established that 35.2% of South Africans had access to the Internet and 16.3% had cell phones to access the Internet. This figure is relatively low in comparison to developed nations, where Internet penetration ranges from 70% - 88%, and the world average is 42.3%, but high in terms of the African continent's Internet penetration of 26.5% (Internet World Stats, 2015). A little a third (34%) of the population in SA used the Internet, which mainly comprised of the younger generations: 15-24 years old (40%) and 24-34 years old (33%), who are also the primary target of this study (De Lanerolle, 2012:6). However, De Lanerolle (2012:11) found a much higher incidence (88%) of Internet access via mobile devices. The South African Audience Research Foundation's (SAARF) latest (2014) All Media and Products Survey (AMPS) statistics showed that Internet access (for users aged 15 and older) had increased to 38.6%, and cell phone penetration was 89% in SA (Brewer, 2015). StatCounter disclosed that 68% of South African users utilised mobile devices (mobile phones, tablets and other devices) to access the Internet versus 32% who used computers (desktop and laptops) (Shezi, 2015). eMarketer (2015c) forecasts that nearly 12 million South Africans will own smartphones by then end of 2015. Consequently, Nhlapo (2015) found that 91% of Internet users in SA owned a smartphone, with over 80% using these mobile devices to access the Internet and social media. Barenblatt (2015) confirms that 93% of Millennials owned a smartphone, and 75% used it to access social media, whereas Student Brands (2015) African surveyed 2 300 students across tertiary education institutions in SA, and established that 97% of these students (Generation Y) were members of at least one social medium in SA. Therefore, it can be concluded that Internet access and social media usage will continue to increase, especially as a result of the irrevocable growth of mobile penetration in SA among the Generation Y cohort.

E-commerce is still in its infancy in SA, but is beginning to grow in momentum and size, particularly as a result of the growing number of consumers who use mobile devices to frequent and purchase online on shopping sites. The use of mobile devices to shop online doubled to 46.5% in 2014, in comparison to the previous year (23%); whereas the use of computers decreased from 94.7% to 63.6% (Harding, 2015). SA's e-commerce was R59 billion in 2011, which constituted 2% of the GDP, but was expected to grow to about R70 billion in 2015 (Phakathi, 2013). There are reported to be approximately 8 million online buyers in South Africa (Effective Measure & IAB, 2014). Global Web Index disclosed that 23% had purchased something online via a computer in the past month, whereas 11% had bought something via a

mobile device, with the amount spent ranging from R200 - R500 per South African online per month (Effective Measure & IAB, 2014; Shezi, 2015). Furthermore, 74% of SA mobile users conducted online research while in a shop, to search for product reviews, prices, or cheaper product versions before making a purchase (Andrews, 2014). Internet advertising spending was R1.27 billion in 2014, which only represents 3.3% of total advertising expenditure in SA, but has grown by 300% in less than 5 years (Dovey, 2014:73). This makes Internet the fastest growing advertising medium in SA and is set to increase, as Internet access continually expands, along with new marketing communication opportunities in social media.

## 2.3    Social media

### 2.3.1    Overview

The Internet has become a social location that allows users to communicate and network on a global scale. Social media has become an extremely prevalent online conduit of computer-mediated communication (CMC) and, more recently, mobile communication, which is constructed upon the conceptual and technological fundamentals of Web 2.0, which facilitates the creation and exchange of user-generated content (Kaplan & Haenlein, 2010:61; Whiting & Williams, 2013:363). Web 2.0 is typically interrelated to network-based conduits upon which social media platforms function. Social media can also be described as a sequence of digital development with regard to both hardware and software that enable low-cost content generation, interaction and operability by communities of online users. Social media diverges from traditional CMC, since there is a change in the mode of activity from the PC to the Internet, which results in increased accessibility, especially with the proliferation of mobile platforms. Furthermore, there is a shift in the value and information production from the organisations to the consumers, who actively partake in content development and appearance (Web 2.0), as well as a change in power away from the organisation to the consumer (Berthon *et al.*, 2012:261-263; Uitz, 2012:1-2). Social media comprises of a mutual exchange of content (text, pictures and videos), experiences and opinions, which is circulated via interactions between both individuals and organisations, thereby transforming monologues into social dialogues and establishing relationships. Furthermore, users can actively comment, rate or endorse the content that enables social relationships and social networks to develop and evolve. Social media incorporates a substantial number for online communication of channels such as SNS, wikis, blogs, instant messaging and content communities (Kietzman, 2011:241-243; Uitz, 2012:2-3).

## 2.3.2 Types of social media

The earliest form of social media was a blog (or weblog in full), which is a type of a website that allows bloggers (users) to make information available on any topic and permits other Internet users to comment on the blog (Stokes, 2009:124-125). However, social media has evolved into literally thousands of different social ICT platforms making it easier to share personal and commercial content online via text, audio, video and images. Social media can be broadly grouped into blogs; micro-blogs (Twitter), SNS (Facebook, Google+, LinkedIn); video-sharing (YouTube, Vimeo, Vine); image-sharing (Instagram, Flickr, Pinterst); instant messaging (WhatsApp, WeChat, Mxit, Facebook Messenger); bookmarking (Delicious, Digg, Stumbleupon); virtual game worlds (EverQuest; World of Warcraft); and virtual social worlds (Second Life). Although, as mentioned in aforementioned text, these social media classifications are frequently collectively referred to as social networking (Kaplan & Haenlein, 2010:59-68; Safko, 2010:9; Berthon *et al.*, 2012:263; Okazaki & Taylor, 2013:57; Stokes, 2013:369-389). Most of the SNS were initially only accessible via computers, but now all of them are also available via mobile devices, which have further served to stimulate their prolific growth, especially in Africa. A majority of the abovementioned digital ICT conduits have seen tremendous growth in SA over the last year, and an overview of the largest social media platforms and usage statistics are described below.

### 2.3.2.1 Facebook

Facebook is the largest SNS in SA and grew by 25% in 2014 to 11.8 million members, with 87% accessing this digital ICT platform via mobile devices, although the previous year's (2013) growth was 84% owing to the inclusion of mobile social networkers. Facebook will continue to climb as the number of smartphone users on the African continent is forecasted to grow exponentially (Wronski & Goldstruck, 2013:86; World Wide Worx & Fuseware, 2014). Furthermore, Facebook has 1.44 billion monthly users worldwide, with 1.25 billion (87%) accessing this SNS via mobile devices, and 65% use the online social medium on a daily basis (Facebook, 2015a). Mendelsohn (2014) discloses that over half of the 200 million Internet users in Africa utilise Facebook monthly and more than 80% use mobile devices to access this SNS. James and Levin (2015:16) and Student Brands (2015) reveal that nearly all South African students who use social media (97%) are Facebook members; 82% of the Generation Y cohort uses SNS daily; and 70% engage with brands in some way on this interactive ICT channel. A majority (95%) of the largest brands use Facebook as a marketing communication conduit in SA (Wronski & Goldstruck, 2014); hence, Facebook was the rational choice to select as one of the social mediums that was investigated in this study.

**2.3.2.2 WhatsApp**

WhatsApp is the second most popular social media channel in SA with over 10.6 million users, and this popular instant messaging platform has over 800 million active monthly users across the globe. WhatsApp allows users to send text, video, image and audio messages via the Internet virtually free; only minimal data costs are applicable, but these have been waivered by the cellular network operator, Cell C, in SA (Vermeulen, 2015; Ralph, 2015; Thomas, 2015). James and Levin (2015:16) report that 93% of the Generation Y cohort has access to WhatsApp and 38% use instant messaging platforms every 5 minutes. However, in spite of the high usage of this mobile conduit, it does not carry any form of advertising; therefore, it is of little interest in terms of academic discourse from a marketing communication investigation perspective, nor to organisations and their brands.

**2.3.2.3 YouTube**

YouTube is the third largest social media platform in SA with 7.2 million users and has displayed the second highest growth rate of 53% over the past year (Wronski & Goldstruck, 2014). YouTube is the leading online video-sharing website that allows users to upload, view, share and comment on video clips via websites, mobile devices, email and blogs. YouTube videos are watched by over 1 billion viewers per month across the globe; over 6 billion hours of video are viewed monthly; 300 hours of video are uploaded to this video sharing conduit every minute; and over 50% of YouTube views occur via mobile devices. Furthermore, there are 1 million that advertisers use YouTube and other Google marketing communication channels, a majority of which are small businesses (YouTube, 2015). YouTube was not investigated in this study, but will be considered for future research, especially owing to this video-sharing platform's rapid growth in SA.

**2.3.2.4 Twitter**

Twitter is the fourth most popular social media platform in SA with 6.6 million users and has maintained a growth rate of 20%, although the preceding year (2013) saw a substantial growth rate of 129% (Wronski & Goldstruck, 2013:65; World Wide Worx & Fuseware, 2014). Twitter is the most popular micro-blog-on the planet with 302 million active monthly users; half a billion tweets are sent daily; and 80% of users access this interactive ICT channel via mobile devices (Twitter, 2015). Twitter is used by 65% of South Africa's Generation Y and 67% of students (James & Levin, 2015:16; Student Brands, 2015). Twitter has improved its marketing communication model for business enhancements in conversion tracking and on the interface,

which has resulted in rapid growth in this social medium's advertising revenue (Schmidt, 2014). Hence, Twitter was found to have more intensive engagement in comparison to Facebook and a majority (92%) of the largest brands use this micro-blog as a marketing communication conduit in SA (Wronski & Goldstruck, 2014). Twitter was not examined in this investigation, but will certainly be taken into consideration for future inquiry regarding social media marketing communication in SA.

### 2.3.2.5 Mxit

Previously, Mxit was the largest social medium in Africa and reported to have 40 million users in 2011, with nearly 10 million in SA alone (Du Toit, 2011; Berthon *et al.*, 2012:268-269; Wronski & Goldstruck, 2012:1-2) and, therefore, was selected as one of the two social mediums used in this study (which commenced in 2011). However, Facebook overtook Mxit as the largest social media channel in SA in 2013 (when the primary research of this investigation was conducted) with 9.6 million users versus Mxit's 6.3 million users, which still retained the second largest social medium position (Wronski & Goldstruck, 2013:4). In recent times, Mxit has experienced a steady decline in members owing to the onset of other instant messaging (IM) channels (WhatsApp, WeChat and Facebook Messenger) and the prolific growth of smartphones with increased IM functionality in comparison to feature phones. Mxit claimed to have 4.9 million active users in 2014 (still making this IM platform the largest locally established social medium in SA), but experienced a large decrease in membership in comparison to the previous year's 6.3 million users. Although, Mxit membership numbers continue to see a decline, this IM platform's users are among the most engaged when compared to other SNS in SA; they log-on five times a day; and spend an average of 105 minutes a day on this predominantly mobile interactive ICT conduit (World Wide Worx & Fuseware, 2014; Thomas, 2015). As mentioned above, WhatsApp has taken market share away from Mxit, which is solely a private messenger that facilitates chat only amongst people who are known to each other (but has no marketing communication component), whereas Mxit permits organisations to engage with online communities in real-time, and two-thirds of Mxit's users are Millennials, which facilitated easy data collection from this cohort (Mxit, 2015a; Thomas, 2015).

### 2.3.2.6 LinkedIn

LinkedIn has 3.8 million members in SA and has displayed the third fastest growth rate of 40% in 2014 and 42% in 2013 (Wronski & Goldstruck, 2013:107; Wronski & Goldstruck, 2014). LinkedIn is the largest global professional SNS with 300 million members with over 2 million companies; 1.3 million small business owners; and 12 million small business professionals use this

professional SNS (LinkedIn, 2015). LinkedIn allows users to seek employers/people who are required to achieve their professional aspirations, objectives and goals, especially in terms of job or business opportunities; hence 36% of South African students are members of this social medium (Student Brands, 2015). LinkedIn also facilitates extremely targeted marketing communication, and hence, is also a prospective consideration for future academic research in SA, especially among young professional Millennials.

### 2.3.2.7 Instagram

Instagram is the fastest growing social medium is SA that has seen a growth rate of 65% over the last year (2014) to 1.1 million users (World Wide Worx & Fuseware, 2014), but grew astronomically by 580% in 2013, largely owing to the rapid adoption of smartphones. Instagram has over 300 million monthly active users around the world and has also recently provided marketing communication platforms, including video advertising towards the end of 2014 (Fiegerman, 2014). This image-sharing platform allows users to select a filter to transform photographs' look and feel, and then share these pictures (and short videos) on this digital ICT channel (Instagram, 2015). Instagram provides organisations with an avenue to share something with a visual application, or the creative appeal of their brand offering, which has become known as the "Instagram effect" (Barenblatt, 2015). Furthermore, Levin (2015) notes that brands need to provide Millennials with experiences worth sharing on social media owing to the "If I can't Instagram it, did it really happen?" syndrome. Student Brands (2015) found that 40% of students in SA use this image-sharing channel, as it has become synonymous with the recent phenomenon of "selfies". Instagram was not investigated in this inquiry, but will also be considered for future research as a result of the prolific growth and marketing communication opportunities of this image-sharing platform in SA.

### 2.3.2.8 WeChat

WeChat had 1 million users at the end of 2013 in SA, but this mobile ICT conduit purportedly experienced tremendous growth during 2014 (estimates place the number of users at 5 million, but the number of active users would be considerably lower), but there were no verified 2014 usage statistics available (Vermeulen, 2015). WeChat is an instant messaging conduit that was developed exclusively for smartphones. This social media platform allows users to chat to communicate with familiar contacts and also allows organisations to engage with communities in real-time (Thomas, 2015). Student Brands (2015) disclose that 22% of South Africans have already adopted this new social medium entrant. Hence, WeChat can also be considered as a prospect for future research once the latest usage statistics are officially released.

### 2.3.2.9 Pinterest

Pinterest decreased in numbers by 7.7% from the previous year to 840 000 amongst South African users in 2014, largely owing to the rapid growth of another image-sharing site, namely Instagram (Wronski & Goldstruck, 2014). Pinterest is an online and mobile image-sharing social medium that allows users to fashion, share and comment on pin-boards, which depicts photographs and images. Organisations can also create pin-boards displaying their brands and products, but there are no direct advertising on this digital ICT platform (Pinterest, 2015). Student Brands (2015) established that 17% of students use this image-sharing network in SA.

### 2.3.2.10 Google+

Google+ saw little growth (1%) from 2012 to 2013 with 466 000 active users in SA. Google has attempted to integrate all of its products via Google+, but the main problem is that a majority of this SNS's users do not realise that when they interact via circles, streams, hangouts and local information, they are actually using Google+, so the actual number of users may be much higher than stated in usage reports. There are no official SA usage statistics available for 2014 (Meier, 2013; Wronski & Goldstruck, 2013:101). Statista (2015) discloses that Google+ has 300 million users around the globe, but Barrie (2015), in an article entitled "Nobody is using Google+", reports that as few as 9% of these SNS users had posted public content. Furthermore, over a third of the aforementioned Google+ users posted comments on YouTube videos, thereby less than 6% of users were found to be active on this interactive ICT channel. Nevertheless, organisations can create business pages to develop relationships and grow their following on multiple levels. Consumers can also add a brand to a specific Google+ circle, share a Google+ page with their network, and interact with the content that is posted by that company (Angeles, 2014). Therefore, Google+ marketing communication could also be a prospective topic for future inquiry once recent usage figures are published.

### 2.3.3   Social media marketing communication

Social media are sought after places that bring billions of users together from across the globe, but are not essentially mass media, since most of the information that is shared via SNS is fundamentally personal in nature. Although the type of information that is shared can be similar to commercial content, for example, it can have high cognitive worth, entertainment value and influence on purchases. However, consumer acceptance of social media marketing communication is of vital importance for both marketers and SNS owners to ensure their

feasibility and sustainability. If SNS are perceived as being overly subscribed with marketing content, it risks dire consequences. This negative sentiment was alleged to be a major contributor to the decline of MySpace that was reduced from a hundred million users in 2008 at its peak to tens of millions today (Taylor *et al.*, 2011:258-260; Smith, 2015). Hence, SNS users were predicted to circumvent anything that is not linked to their main objective, which may also include social media marketing communication (Barreto 2013:132). Conversely, many users accept SNA as necessary content to keep the applications (apps) free, which is analogous to the broadcast media model, whereby the media content is funded by advertising income. However, the important question is whether users notice the social media marketing communication and whether they have any impact on awareness, knowledge, liking preference, purchase intent and purchasing attitudes among consumers (Hadija *et al.*, 2012:20-21).

Despite the abovementioned concerns, social media has become a popular marketing communication channel, with a majority of organisations adopting these interactive ICT platforms as part of their integrated marketing communication (IMC) mix (Mangold & Faulds, 2009:357-365). Social media marketing communication enables companies to a broad reach of consumers, particularly the notorious vacillating Generation Y, as well as highly targeted and specific lifestyle groups; to engage with online communities who support their brands; and is frequently inexpensive to implement (Minton *et al.*, 2012:71; Stokes, 2013:394-395). Furthermore, SNA provides consumers with a dynamic environment to interact with marketing communication; pass on commercial content to friends; allows companies to initiate, maintain and build strong relationships with their consumers; provides enhanced customer service; and allows for the promotion of brand-related special offers. However, organisations should continually monitor what consumers are saying on their social media marketing communication platforms, since negative sentiment spreads faster than positive comments, and it is important for companies to respond quickly to dispel unfavourable content (Mangold & Faulds, 2009:357-365; Tuten & Solomon, 2012:14; Logan *et al.*, 2013:165; Stokes, 2013:394-395),

There are three levels that are used to distinguish between social media marketing communication strategies:

- *Owned media* comprises of information and messages that are sent form organisations to consumers via channels that the brand fully or partially controls, for example, Facebook pages and apps (games, virtual gifting, contests, photo uploaders and other interactive tactics). The role of owned social media is to build relationships and social customer relationship management (CRM) platforms.

- *Paid media* messages refer to the purchase of advertising space on a social media platform and are disseminated in a similar manner as owned media, except that the conduit is not brand-controlled, for example, a consumer interacts with a Facebook advertisement (ad). The role of paid media is to reach and divert consumers' actions to owned and earned media.
- *Earned media* occurs when consumers become part of the conduit by passing messages on as a result of an encounter with a brand on social media, for example, Facebook likes, comments and sponsored stories. Marketers need to ensure that is well implemented and executed so that efficient owned and paid social media can successfully gain earned social media (Davis & Rosenstein, 2012b:4, Powers *et al.*, 2012:481; Stokes, 2013:372; IAB, 2015).

However, from a consumer's viewpoint, the differentiation between owned, paid and earned social media is often indistinct. Marketers should endeavour to provide brand information as indistinctively as possible, as consumers are likely to consume it, as opposed to pushing for artificial separation (Powers *et al.*, 2012:479-481). This inquiry primarily investigated the influence of paid media, and owned media to a limited extent, on attitudes towards social media (Facebook and Mxit) marketing communication in order to gain an understanding of how young consumers respond to advertising in a developing country, but does not consider the earned media level.

## 2.4   Facebook marketing communication

Organisations have recognised that Facebook has vast potential as an advertising channel, which allows them to reach and engage with literally hundreds of millions of consumers by establishing Facebook pages and/or using a number of marketing communication opportunities, which are available via Facebook. Facebook is driving the growth in social media marketing communication; with $11.35 billion spent in 2014 on this SNS, which equated to 64% of total spending on global social media marketing communication (eMarketer, 2015a; eMarketer, 2015b). Wronski and Goldstruck (2013:4) disclose that 93% of South African organisations that were surveyed use Facebook marketing communication. Facebook was rated as the most effective SNS by over half of the brands in SA and a majority also planned to increase their social media budgets. Two-thirds of SA brands that were surveyed stated that social media (Facebook) was a core part of their marketing campaigns and nearly half of them revealed that these interactive ICT channels were used to facilitate customer lead generation (Wronski & Goldstruck, 2013:18-22).

### 2.4.1 Facebook pages

The creation of a Facebook page allows businesses to share their organisation, products and brand content (such as information, podcasts, videos, photos and hyperlinks) with millions of Facebook users. A basic company Facebook page allows "fans" (other users that have joined the brand's Facebook page) to interact and share company content with their "friends" via news feeds (the stream of content that users view when they log in to Facebook, but is essentially WOM) that further increases exposure for the business (Stokes, 2013:370-375; Facebook, 2015c). Organisations can also regularly send their fans messages each time their Facebook page is updated with useful content about sales, promotions, events and other useful information. Furthermore, when a user "likes" (a button, which they can click to indicate that they liked the Facebook page) a business's page, a story will appear in their news feed, where their "friends" will also be exposed to the business (Facebook, 2015c). This does not necessarily mean personal interaction with the product and brands, but does mean that it has attracted attention, which is enough to endorse it in full view of their "friends" who are all potential customers.

The largest brand of Facebook pages around the world are Coca-Cola (90.1 million), McDonald's (57.3 million), Red Bull (43.2 million), Nike Football (42.1 million) and Oreo (40.3 million); whereas in SA the largest brand of Facebook pages are Pick n Pay (1 million), Gumtree SA (0.9 million), whatsfordinner? (0.76 million), OLX SA (0.74 million) and Samsung Mobile SA (0.73 million). Companies should ensure that they provide fans with meaningful value such as offer online incentives and entertainment. Coca-Cola used a social media campaign entitled Expedition 206, which allowed for its Facebook page to be continually updated with brand ambassadors, whereas Oreo's launched a game. Essentially, engagement, interest and constant connection will keep fans returning to a company's Facebook fan pages (Wedbush, 2011; Socialbakers, 2015a; Socialbakers, 2015b). This study did not differentiate between Facebook pages that are used as a marketing communication channel versus advertising that may have transpired on the particular Facebook pages of the brands or users, but simply sought to establish Generation Y's attitudes towards social media marketing communication collectively. Future research could contemplate if there is a significant difference in attitudes as a result of Facebook pages' marketing communication versus traditional Facebook advertising that is discussed in subsequent text.

**2.4.2 Facebook segmentation variables**

Facebook is an alluring advertising platform for organisations and their brands, not only owing to its enormous popularity and large number of young adult (Generation Y) users, but this SNS also provides marketers with a wide range of extremely targeted marketing communication options that can increase website traffic or promote Facebook pages, apps and events (Golden, 2011:227; Logan *et al.*, 2013:166). Facebook is unsurpassed as an effective advertising platform largely owing to the abundance of rich information that they have amassed about their users; there are few search or contextual advertising channels than can provide the same degree of precision targeting (Curran *et al.*, 2011:33). Facebook provides powerful segmentation capabilities about potential target markets, which includes the following:

- *Demographical information*: Age, gender, education level, language, relationship status, job role and household size;
- *Geographic location*: Where potential consumers live;
- *Psychographic variables*: Interests, work history, lifestyle and political views;
- *Usage characteristics*: How often users log into Facebook and the device they use to log in.
- *Behavioural factors*: Past purchase activity and methods, for example online versus in-store purchases; and
- *Likes*: The top pages, events, apps and advertisement likes for different product genres, for example men's sportswear (Patterson, 2014; IAB, 2015).

Consumers can search, identify and connect to brands, which have facilitated a dialogue between consumers and brands by sharing news, content and feedback. Furthermore, Facebook has provided a conduit for consumers to share information and experiences, which can generate a significant amount of free brand awareness for brands if they effectively engage with consumers. Facebook not only encourages consumers to share their opinions and experiences with brands, but increases the pace and reach of these messages (Curran *et al.*, 2011:33; Lipsman *et al.*, 2012:41). This research did not investigate specific brands that may have been targeting Generation Y via social media, but assessed SNA, in general.

**2.4.3 Facebook types of advertising**

Organisations should decide where to place their marketing communication on Facebook to effectively reach the desired target audience once they have decided on the abovementioned

segmentation variables. The advertisements can be placed in Facebook's news feed on desktop computers and/or mobile, as well as in the right column for desktop computers (Patterson, 2014; Yu, 2015; Facebook, 2015b, IAB, 2015). Facebook has created some unique marketing communication options for organisations to promote their brands, depending on their desired objectives, which include the following:

- *Domain ads*: The most basic type of Facebook ads, which includes a brief title, description and website address (url), and appears in the right column of users' Facebook page. These advertisements focus on the desired target market's demographic information and particular interests;

- *Page post engagement (text, photo and video) ads*: The most prevalent type of Facebook ads typically feature text, an image, videos and links are posted to promote an organisation or brand's external website. The organisation or brand website gains increased exposure each time a user interacts with the advertisement post by liking, sharing or commenting on it;

- *Apps install (desktop computers and mobile) ads*: This advertisement is only featured on the desktop computer and/or mobile news feed, and once users click on the "Install" call to action, the App Store immediately appears, which results in high download and conversion rates. App engagement ads encourage users to utilise the brand's desktop computer or mobile app;

- *Event ads*: These advertisements appear in the right column news feed and are effective to attract more visitors to an event, especially if the geographical location is restricted to people in close proximity to the event;

- *Offer ads*: Users who click on these advertisements to redeem a special offer receive an email or notification of the terms and details of the offer. This type of advertisement works for retailers with physical premises who want to attract more traffic by enticing consumers to come and redeem the offer in store;

- *Sponsored stories*: The posts are generated whenever a user interacts with a particular component of an organisation and/or brand's Facebook page or post (for example, liking, commenting and/or sharing), then these actions are displayed in their friends or connections news feeds, which provides increased credibility; and

- *Promoted posts*: Organisations can promote existing posts that they have made on their Facebook page, but must have a minimum of 400 likes before this option becomes available (Stokes, 2013:305; Mallett, 2014; Patterson, 2014; Yu, 2014; Chieruzzi, 2015; Facebook, 2015b, IAB, 2015).

However, this study did not distinguish between types of Facebook advertisements when determining Generation Y's attitudes towards SNA; hence, future research could consider if there is a significant difference in attitudes as a result of different types of Facebook advertising.

## 2.4.4   Facebook likes

Marketers generate Facebook pages for their brands and then enthuse Facebook users to become "fans" by "liking" these pages. After a user has liked a brand's page, they receive brand updates and comments from other brand fans in their news feeds. Furthermore, the like serves as a recommendation for their friends (social circle) who might also enjoy the same content. The number of fans is usually used as an important metric for engaging the success of Facebook marketing communication efforts. This interactive component can now be featured in all of an organisation brand's placements, which includes a prominent call to action not only to like a page, but also for posts, images, apps, events, offers, advertisements and content. Several industry studies have suggested that brand fans spend more than non-fans, probably owing to the constant information that they receive in their news feed from the brand. Therefore, it is important to encourage users to "like" their brand pages (Lipsman *et al.*, 2012:42; Logan *et al.*, 2013:166; Stokes, 2013:374; Mallett, 2014; IAB, 2015). Alhabash *et al.* (2013:175-182) acknowledge that Facebook likes were an effective measure of the affective altitudinal response; therefore, this study also deemed the act of liking as a component of the affective attitude.

## 2.4.5   Facebook marketing communication research

In recent times, a number of international studies have investigated various Facebook marketing communication elements such as Facebook pages, likes, comments and shares; customer engagement; commercial content effectiveness; brand trustworthiness; consumer decision making process; types of Facebook advertisements; and/or several hierarchical attitudinal responses towards a variety of other Facebook marketing communication components in different industries, organisational contexts and generational cohorts.

Gerlitz and Helmond (2013:1348-1365) suggest that likes, comments and shares were a sufficient means to assess consumer-brand interaction on Facebook. Rohm *et al.* (2013:95-311) established different motives that determine consumer interaction with brands through Facebook, which include brand engagement, content, customer service and promotions. Bruhn *et al.* (2013:164-176) found that peer interactions on Facebook brand fan pages had a

46

favourable influence on functional, symbolic and experiential brand communities, which result in brand loyalty. Chu, 2011 (30-43) revealed that Facebook users, who belonged to at least one Facebook brand page, displayed more favourable attitudes than those who did not belong to any brand pages on this social medium. However, no significant differences were revealed between both groups in terms of viral Facebook advertising sharing. Ruane and Wallace (2013:315-335) established that Facebook pages were used as an information sources and offered endorsed brand choices, which ultimately increased consumption among Generation Y females. A number of other inquiries analysed the content, in terms of likes, comments and shares, of organisations and brand Facebook pages to establish the effectiveness of different types of commercial content (narratives, videos, pictures, links, comments and other content) to stimulate consumer engagement and various attitudinal responses (De Vries *et al.*, 2012; Gummerus *et al.*, 2012:857-877; Naylor *et al.*, 2012:105-120; Sashi, 2012:253-272; Smith *et al.*, 2012:102-113; Wallace *et al.*, 2012:128-146; Cvijikj & Michahelles, 2013; Malhotra *et al.*, 2013:18-20; Smith, 2013:21; Swani *et al.*, 2013; Hollebeek *et al.*, 2014:149-165).

Hudson and Hudson (2013:206-223) indicated that Facebook was used to engage with consumers throughout the consumer decision journey (consider; evaluate; buy, enjoy, advocate; and bond) in music festivals. Haigh *et al.* (2013:52-69) conclude that Facebook pages could enhance stakeholders' sentiments of corporate social responsibility, public-organisational relationships, intention-to-purchase and general attitudes. Laroche *et al.* (2013:76-82) suggest that Facebook brand communities favourably influenced customer product, brand, company and relationships, which positively affected brand trust and loyalty. Persaud (2013:46-55) argues that interactivity, product involvement or intention-to-purchase did not have an influence on attitudes toward Facebook brand pages. However, the study revealed that high levels of interactivity on Facebook were positively correlated to brand attitudes, which indicated that consumer engagement may play a role in intention-to-purchase and brand reputation. Kananukul *et al.* (2015:148-166) state that brand trustworthiness was fashioned via consumers' trust towards brands' Facebook pages, which increased brand loyalty and purchases.

Hutter *et al.* (2013:342-351) revealed that there was a positive relationship between engagement with a Facebook brand page regarding awareness, WOM and intention-to-purchase. Kodjamanis and Angelopoulos (2013:53-58) disclose that Facebook advertising did not have an impact on over half of university students' purchase intentions or buying habits, whereas this percentage decreased by 10% when influenced by friends via WOM on Facebook. Kabadayi and Price (2014:203-223) found that different types of interaction (individual versus mass communication)

on Facebook had an effect on liking and commenting, as well as different personality traits of Generation Y. Soares and Pinho (2014:245-263) confirm that perceived enjoyment reinforced group dynamics and moulded group intentions towards Facebook advertising, which increased the value of the advertising and responses. Schivinski and Dabrowski (2015:31-53) ascertain that organisations generated brand marketing communication on Facebook favourably, which influenced awareness, whereas user-generated brand communication had a positive impact on brand awareness, loyalty and quality.

Tucker (2012:1-28) indicates that online social advertising (user interactions that the consumer has affirmed are shared and displayed on Facebook) worked efficiently for targeted and untargeted populations on Facebook. Yang (2012:50-59) revealed that advertising-related messages provided by friends on Facebook positively influenced consumer attitudes, whereas commercial Facebook advertising affected brands' attitudes and intention-to-purchase. Hassan *et al.* (2013:319-330) report that university students considered Facebook advertising to be informative, credible and not irritating, and favoured promotions and personalised content. Schivinski and Dabrowski (2013:1-20) determined that user-generated Facebook communication had a favourable impact on brand attitudes and equity. Yaakop *et al.* (2013:154-163) found that online factors such as advertising avoidance, privacy and interactivity, had a significant influence on consumers' sentiments towards Facebook advertising. Logan (2014:60-72) concludes that peer pressure and ease of use were significant in the decisions to follow brands on Facebook. Barnes and Coatney (2014:16) confirm that both organic and paid advertising on Facebook were effective in increasing a page's likes, but that mobile advertising has a greater impact.

Davis and Rosenstein (2012b:7) and Pitta (2013:1-3) disclose that Facebook post advertisements and sponsored stories were most effective, since they were essentially created by users, and were hence relevant and credible. Bannister *et al.* (2013:14) found that overall sentiment towards Facebook advertising was indifferent or negative, with low CTR, since the SNA was perceived as irrelevant and uninformative. Barreto (2013:1-28) concludes that indirect promotion of brands via Facebook users' recommendations (WOM) increased the interest and views, which was more effective than direct banner advertisements. Kapp *et al.* (2013:135-136) received a relatively low CTR when using Facebook advertising as a recruitment platform, but nevertheless surpassed their expectations in terms of the overall response. Hennig-Thurau *et al.* (2013:37-41) argue that attempts to execute social commerce via Facebook were not effective, but certain Facebook innovations had the potential to be successful if correctly implemented.

Kim *et al.* (2015:4-30) revealed that organisations and brands generally used photos and content orientation to successfully stimulate consumer engagement.

Chan (2012:479-489) found that Facebook advertising was a cost-effective marketing communication conduit for the promotion of academic libraries. Logan *et al.* (2013:164-179) compared the value of advertising on Facebook and television. The study found that entertainment and information were important determinants of Facebook and television advertising value, but that entertainment was more important for Facebook and information for television. Leung *et al.* (2015:147-169) investigated the effectiveness of Facebook pages in terms of the $A_{ad}$ in the hotel industry. The study showed that customers' Facebook experiences affected their attitudes towards the Facebook page and impacted their attitudes toward the hotel, as well as their booking intentions and WOM. Swani *et al.* (2013:269-294) reveal that emotional-related message posts were effective in generating likes for business-to-business and business-to-consumer Facebook accounts of 193 Fortune 500 companies. Hansson *et al.* (2013:112-126) assessed how organisations could effectively use Facebook as a marketing platform and found that over a third of consumers had a favourable attitude towards marketing on Facebook, whereas a majority maintained that Facebook advertising was important for the marketing of any organisation. McCarthy *et al.* (2014:43-75) disclose that football clubs have begun to recognise the importance of Facebook engagement to develop their brands in terms of interaction, content, community and income.

Several South African inquiries have also explored various Facebook marketing communications factors. Malibo (2011) considered the perceptions of university students in terms of brand on Facebook to ascertain the reputation management implications. Jones (2011) examined two telecommunication companies in terms of befriending brands in SA. Naidoo (2011) found that car brands needed to have a sound reputation in order to increase advertising effectiveness on Facebook among 189 consumers in Gauteng. Cloete (2012) established that marketing communication principles could be strategically implemented within a single organisation's (Acer Africa) social media (Facebook) strategy and may have resulted in increased strategic alignment. Puffett (2012) examined ten South African organisations in terms of the use of Facebook as a social customer relationship marketing channel and revealed that this social medium was effective at generated brand engagement, if managed efficiently via daily interaction. Dhawraj (2012) investigated the Democratic Alliance (DA) election campaign to ascertain how Facebook assisted to increase the political party's share of votes in the 2009 elections. Ballapragada (2013) analysed the use of Facebook as a communication platform between students and their prospective university. Pince (2014) considered Generation Y's experiences of Facebook usage in SA.

Though, no previous academic inquiry has explored the influence that Facebook advertising has on Generation Y's hierarchy attitudinal responses in spite of the widespread popularity of this interactive ICT conduit platform as a marketing communication channel among adolescents and young adults in SA. Therefore, this empirical study aims to evaluate Generation Y's complete range of hierarchy attitudinal responses towards Facebook's (Chapters 3 – 5 / Articles 1 – 3) marketing communication in SA.

## 2.5    Mxit marketing communication

Mxit has huge potential for organisations and their brands, since it is multimedia enabled that permits multi-group communication, and have a strong word-of-mouth (WOM) component. Mxit permits users' profiles to have their own e-commerce, consequently the Mxit service, which is known as "tradepost", informs users about competitions, gadgets, downloads (for example, music, news, movie information, gossip), chat rooms and other organisation promotions. Downloads, chat rooms and other services are paid for by using Moola - Mxit's currency (Mashego, 2011:3; Mxit, 2015a). Moola is Mxit's currency that is purchased by means of prepaid airtime and allows users to spend it on images, games, music downloads, apps and so forth via Mxit's tradepost system (Stokes, 2013:475). Mxit advertising facilitates the achievement of a number of brand objectives such as building community engagement, educating consumers, creating brand awareness and driving behavioural actions (Mxit, 2015b).

### 2.5.1    Mxit advertising types

This mobile ICT conduit also allows organisations to communicate with consumers and to position advertising according to their budgets by providing marketers with a number of marketing communication options, which include:

- *Broadcast messages*: Comparable to a short message service (SMS) or text message, which can be delivered to a mass audience or a specific target market. The broadcast message can be personalised and hyperlinked in order to direct consumers to the organisation's brand apps, and include content links, music and movie clips, as well as downloadable podcasts;
- *Brand apps*: These are similar to a mobile (mobi) site or SNS brand page, which allows brands to place information, promotions and offers, engage and interact with consumers, and build a social community;
- *Splash screen advertisements (interstitials)*: This type of advertisement is displayed on the screen for 5 - 8 seconds when users log in to Mxit. These advertisements are in full

colour, face no clutter-free space and can be used to divert potential consumers to the organisation's brand apps;

- *Banner advertisements*: These advertisements are full-colour and static, and are displayed in third party apps on Mxit, which have high traffic and serve well as direct-response marketing communication channels; and

- *Sponsorships*: An organisation to associate well-known apps or games, with the brand and/or logo appearing on top, and app messages, which include the organisation's brand sponsorship message (Stokes, 2009:272-273; Mxit, 2015b).

Mxit also constructs a monthly brand index that ranks the number of users who have subscribed to an organisation's/brand's app or page with some of the larger brand participants (Wronski & Goldstruck 2013:115-116). Mxit also provides organisations with an opportunity to promote and sell multi-media downloads, as well as establish branded chat rooms for promotions. However, this inquiry did not differentiate between the types of Mxit marketing communication in establishing Generation Y's attitudes towards SNA; therefore, future investigation might consider if there is a noteworthy difference in attitudes as a result of the different Mxit advertising types.

### 2.5.2  Mxit marketing communication benefits

Mxit marketing communication is highly segmented and makes social profiling available for organisations  so that advertising can be used to target specific demographic groups, such as gender and age, but prospective markets can also be targeted according to mobile device, cellular network operator, operating system and/or location (Stokes, 2009:272-273; Mxit, 2015b). Other major benefits for organisations and their brands is that Mxit reaches the lower Living Standard Measures (LSM) groups (since it costs little to use) in SA, is simple to use and is compatible with most mobile devices (over 8 000). This is an advantage in emerging markets, since a majority of users in developing countries still do not own smartphones and Mxit is the first Internet experience for a number of users (Britten, 2010:18, Mxit, 2015a). Du Toit (2009) believes that companies could profit from Mxit's marketing strategy if they were able to grow a strong community that was interested in the organisation/brand to start with, and then create a campaign that was of value to that community such as provide frequent updated content that was visually appealing. However, the target market is primarily teenagers and young adults, therefore, marketers should promote themselves in a youth-centric manner that is relevant to the market. This study will establish if Mxit advertising was effective in creating a favourable predisposition among young adults, namely Generation Y.

51

### 2.5.3 Mxit research

Research has predominantly focused on Mxit as an education conduit or sought to describe a range of usage characteristics and/or themes of this social medium, but a few studies have also considered various marketing communication elements.

Nicholson (2011:1-22) outlined the advantages of mobile platforms such as Mxit in terms of disseminating information and education in SA. Butgereit (2009) reflected on how learners could improve their mathematics learning by playing games and competitions on Mxit via the Dr Math program. Roberts and Vänskä (2011:243-259) examined how Mxit was utilised to support mathematics at South African schools. Butgereit *et al.* (2010) assessed how learners could improve skills and learning in mathematics and science via games hosted on Mxit. Butgereit and Botha (2011) examined the formation of a Lucene stemmer for Mxit jargon to improve the effectiveness of the Dr Math program. Kaufman (2011:5) examined peer support by using Mxit as a platform, which influenced the learning experiences of Grade 12 learners. Makoe (2010:251-257) considered the educational appropriateness of using mobile devices to augment distance education collaborative learning. Van Rooyen (2010:52-64) investigated Mxit as a platform for distance education among students and found positive perceptions regarding Mxit usage. Kahn (2013) discussed the development of Mxit from a basic instant messaging system into a multimedia conduit that is now an education conduit, community support platform, and financial service entity.

Francke and Weideman (2008:81-94) assessed the usage characteristics and impact of Mxit on South African adolescents and determined that there were no major differences in usage between genders. Chigona *et al.* (2008), in a study, which focussed on gratification and uses of mobile Internet among South African university students, found that chatting was the main incentive for utilising mobile Internet channels such as Mxit. Chigona *et al.* (2009:1-16) considered the perceptions and usage of mobile among teenagers in SA and found that Mxit played an important role as a social network channel. Van der Linde (2011) examined Mxit's role in identity formation among teenagers and established that usage of mobile ICT media usage resulted in comparative results to international studies, since youth's identity formation was governed by notions of exclusion and inclusion. Kramper (2012) analysed the use of Mxit's H360° HIV/AIDS education portal to establish what type of discussion emerged regarding

HIV/AIDS from questions that were submitted to this interactive ICT application. Swanepoel (2012:117-132) investigated the prospect and dangers of the addictive behaviour regarding the usage of mobile-based ICT applications such as Mxit among teenagers in SA.

Du Plessis (2010) described how marketing communication transpired on mobile ICT platforms such as Mxit by examining two companies. Griffiths (2012) considered brand interaction and communication among teenagers and found that this social media channel served as a communication platform among one another and their favourite brands, especially owing to narrative-based interactive competitions.

Hence, only two studies have previously considered any marketing communication-related aspects of Mxit in SA. However, no empirical investigations have evaluated the impact that Mxit advertising has on attitudes in spite of the widespread usage of this interactive ICT platform as a marketing communication channel among adolescents and young adults in SA. Therefore, this academic inquiry aims to assess Generation Y's full series of hierarchy attitudinal responses towards Mxit marketing communication (Chapters 6 – 8 / Articles 4 – 6).

## 2.6    Generation Y

Generation Y or Millilenials are also known as the Facebook Generation, Peter Pan Generation, Generation M, Gen Y, Echo Boomers, Internet Generation; Net Generation, Nintendo Generation, Generation Next, Kwaito, Hip-hop and Digital Natives, and are the offspring of the Baby Boomers or Generation X (Howe & Strauss, 1992:13; Prensky, 2001:1; Dotson & Hyatt, 2005:35; Berndt, 2007:4; McCrindle & Wolfinger, 2009:18-19; Rose, 2009:8; Schroer, 2010; SEM, 2011; Bolton *et al.*, 2013:252; Khuon, 2014, McDonald, 2014). Age generations or cohort people groups live in a certain time epoch, which has been fashioned by distinguishable traits and physiognomies within each generation, with mutual values; needs; desires; psychographic attributes; purchase and media consumption trends; and ICT usage (Hoyer & MacInnis, 2010:301). Hence, organisations and their brands should carefully design their segmentation and positioning tactics according to each cohort, since they all represent important prospects to target, but require specific marketing mixes to appeal to their particular needs and wants. However, it is important to note that not every member of each generation shares exactly in analogous values, attitudes and behaviours, but rather a majority share similar characteristics and tendencies (Kennedy *et al.*, 2008:108-109; Skene *et al.*, 2007; SEM, 2011; Madikane, 2015).

Approximately a third (2.5 billion) of the world's population is classified as Millennials (Barenblatt, 2015; Internet World Stats, 2015). Developing countries are characterised by young populations, with over half of the African continent under the age of 20 years old. SA is no different, with over 60% of the population younger than 34 years old, and a quarter of the South African population are deemed to be members of the Generation Y cohort (Statistics SA, 2012a:28-33; Utermark, 2015). African Millennials account for 65% of consumer spending on this continent, partly in terms of direct spending, but mostly in terms of influencing household purchase decisions (Utermark, 2015). The youth (younger than 24 years old) spend over R111 billion per annum in SA and influence a further 60% of household income spend regarding major household purchase decisions such as cars, financial institutions, leisure and holiday destinations, technological devices and many other categories (Levin, 2015). Generation Y will comprise of half of the workforce worldwide in 2020 and three-quarters in the next decade (McDonald, 2014; Jaffit, 2015). Furthermore, Millennials will predominantly control Africa's R180 trillion consumer spending by 2020 (Utermark, 2015). Hence, astute organisations and their brands should thoroughly analyse Generation Y in order to gain an understanding of their consumer behaviour tendencies and attitudes towards various forms of marketing communication, especially in terms of interactive ICT channels such as mobile and social media to ensure that they are able to target this lucrative cohort effectively.

## 2.6.1 Generation Y period

The years in which each generation transpired differ according to authors, country and culture, but what unifies Generation Y is its high confidence with the latest digital and mobile technologies; social media; and a host of other interactive ICT channels (Immordino-Yang *et al.*, 2012:352-354; Park & Gursoy, 2012:1195-1196; Bolton *et al.*, 2013:247).

There are no exact dates for when Generation Y commences and ends, but the dates generally range from the late 1970s to the early 2000s. Several authors assert that Generation Y were born in 1980 or before (Schiffman *et al.*, 2008:471; McCrindle & Wolfinger, 2009:6-7; Ennis & Gambrell, 2010:116; Schroer, 2010; Shipman, 2010:48; Bevan-Dye *et al.*, 2012:5578), but a commonly cited start year for Generation Y is 1982 (Howe & Straus, 2000:4-13; Hershatter & Epstein, 2006; Pickels, 2007; Crealock, 2008:10-11; Wilson & Gerber, 2008:29; Noble *et al.* 2009:617-628; Wessels & Steenkamp, 2009:1040; Codrington & Marshall, 2011; Morrissey *et al.*, 2011; Moore, 2012:437). A popular end date for Generation Y is placed at 1994 by a number of researchers (Morton, 2002:46; Berndt, 2007:1-2; Schiffman *et al.*, 2008:471; McCrindle &

Wolfinger, 2009:6-7; Noble *et al.* 2009:617-628; Schroer, 2010; Shipman, 2010:48; Bevan-Dye *et al.*, 2012:5578), while others stipulate that the last year is 2000 or later (Howe & Straus, 2000:4-13; Hershatter & Epstein, 2006; Crealock, 2008; Wilson & Gerber, 2008:29; Wessels & Steenkamp, 2009:1040; Black, 2010:92; Ennis & Gambrell, 2010:116; Smith, 2010; Codrington & Marshall, 2011; Morrissey *et al.*, 2011; SEM, 2011; Moore, 2012:437), but is most likely somewhere in between.

The abovementioned assumption is confirmed by the most recent inquiries (Bolton *et al.*, 2013:248; Azzie, 2014; eMarketer, 2014a; Mitek & Zogby Analytics, 2014; Annalect, 2015a; Barenblatt, 2015; Jaffit, 2015; Nhlapo, 2015), which are in consensus that Generation Y are aged from 18 years old (born around 1997) to their early thirties (born 1980-1982), which is essentially the age category that was adopted by this study in targeting those aged 18 – 30 years old. However, Madikane (2015) discloses that differences may exist within the aforementioned age category owing to the different life stages in which Millennials may find themselves, since a majority of the younger cohort members would either be students, unemployed or starting to work; whereas a number of the older members probably already have a decade of work experience and more discretionary income. The abovementioned phenomenon may have an influence on Generation Y's attitudes to social media advertising; therefore, this study will seek to establish if differences exist within this cohort in terms of age.

## 2.6.2   Generation Y and technology

Generation Y is more technologically advanced and highly sophisticated in comparison to all previous generations, since they have spent their whole lives in a digital environment and with online technology such as computers, mobile devices, Internet, social media and a vast array of other digital ICT platforms in the era of ceaseless connectivity and a multimedia-rich environment (Bevan-Dye & Dondolo, 2014; Barenblatt, 2015; Pombo, 2015). Generation Y is the most well-educated, ethnically diverse, and socially connected generation that has ever lived, since they live not only in their own country, but in the entire world via the highway of interactive ICT conduits. This tech-savvy cohort considers behaviour such as tweeting, texting, instant messaging and online social networking not as major innovations, but as a fundamental part of their everyday life, and as natural as eating, sleeping and breathing (Barenblatt, 2015; Jaffit, 2015). Communication is a key motive for the use of digital technology and social media, so anything that translates into reduced costs to communicate such as social media, appeals to Millennials (Bolton *et al.*, 2013:248; Student Brands, 2015). Accordingly, this ubiquitous setting

has granted access to instant information and communication accessibility, therefore, Generation Y's cognitive and processing functions are different to their predecessors, as they show a preference for diversity as opposed to undeviating tasks; have sharper, shorter and different attention spans; scan detailed messages as they would SNS; use social media and mobile platforms to scan the environment for trends instead of traditional media; and have extremely advanced information filtering systems (Dede 2004:3; Nikirk, 2009:20; Bevan-Dye & Dondolo, 2014; Barenblatt, 2015; Pombo, 2015).

Generation Y has a desire to be constantly connected, so online connectivity is no longer deemed to be a luxury, but a necessity. Furthermore, this cohort yearns for increased speed all the time, which equates to effective interactive ICT in order to amplify convenience and efficiency in their lives via apps (Barenblatt, 2015). Millennials want information instantly available in video format, sound bytes and easily perusable text segments on digital delivery sites. Therefore, it is important for organisations and their brands to ensure that all of their marketing communication information sites are accessible on mobile platforms, which is how many Millennials access information (Barenblatt, 2015). Expectedly, this cohort continuously checks their mobile devices (smartphones) over forty times a day and a majority (nearly two-thirds) have been found to be more contented with advertising on their mobile devices than television in SA (Azzie, 2014). A survey of Millennials in the United States (US) revealed that only one in five considered television to be the main entertainment medium, whereas half felt that they could not live without their smartphones. This same trend is already discernable in SA, with Generation Y shifting away from traditional entertainment channels, and looking to their smartphones, social media, apps and other ICT platforms for entertainment and content (Nhlapo, 2015). Generation Y is able to stream information by surfing the Internet and social media highways via smartphones and other mobile devices, making the latest news continuously and virtually instantly available 24 hours a day, so they are no longer dependant on radio, television, magazines, newspapers and other traditional media. Furthermore, with the push of a button, they can receive the latest updates about brands that they hold in high esteem (Jaffit, 2015; Nhlapo, 2015; Utermark, 2015). Nhlapo (2015) also revealed that mobile phones had already become the most prevalent South African mass media in 2009. The proliferation of apps, social media, smartphones and other mobile apps has altered the manner in which Millennials engage with and expect organisations to behave, which need to adjust the way that they interact and communicate as a result of these ICT developments to effectively connect with these young consumers (Student Brands, 2015). Therefore, this study has also considered whether the independent variable, namely how Generation Y accesses (mobile devices versus computers) social media, has an influence on their attitudinal responses.

### 2.6.3  Other characteristics of Generation Y

Generation Y is able to multitask, which allows them to surf the Internet, watch television, SMS friends, listen to music, play video games, instant message (Mxit) and chat on Facebook concurrently (Goodstein, 2008:42; Rose, 2009:9-10; Du Chenne, 2011:50). Instant gratification is an important aspect of the digital world, as there are no closing times and everything is always available (Du Chenne, 2011:50). They have been shaped by the Internet and technology, and hence are seen as active information seekers who are able to discern among competing opinions, and are considered as more confident, ambitious, curious, self-reliant, independent, individualistic, self-reliant, idealistic, entrepreneurial, innovative, tech savvy and intellectually open than previous generations (Dede 2004:3, Martin, 2005:39-40; McDonald, 2014; Madikane, 2015). Generation Y consumers are adaptable; process information swiftly; early adopters of new technology; are enthusiastic to embrace change; continually seek the next challenge; and enjoy being stimulated and entertained (Lower, 2008:80). This young cohort is also heavily dependent on interactive ICT platforms, not only to engage with others, but also for entertainment and for the emotional regulation of their well-being (Immordino-Yang *et al.*, 2012:352-354). Generation Y is confident, ambitious, achievement-orientated and have high expectations, but at the same time desire to make a difference in the world at their place of work. This cohort is also environmentally and socially conscious, and favour organisations and their brands that portray and reflect a similar ethos via involvement in environmental and social action projects (Azzie, 2014; Barenblatt, 2015). This cohort will become the largest cohort to have ever existed and who are beginning to start their own businesses or are becoming business leaders, executives, managers and directors who generate effective and innovative solutions for important decisions that are influenced by an unequivocal acceptance of social media, mobile and data-driven technology (McDonald, 2014; Saunders, 2014).

### 2.6.4  South African Generation Y

South African Millennials have been influenced by both global and local factors that have formed this cohort's characteristic demeanour. This cohort is also known as "born frees" in SA, since a number of Black South Africans were either not yet born or were too young to understand the significance of political transition (end of Apartheid) with the unbanning of the African National Congress (ANC) and the release of Mr Nelson Mandela in 1990; the signing of the National Peace Accord in 1991; and the first democratic elections in 1994. Many born frees have been

raised in a free and democratic country, where they have been beneficiaries of Employment Equity, Affirmative Action and Broad-Based Black Economic Empowerment, which are restitution mechanisms that are employed as part of the political transformation process. Despite the notion that the Generation Y cohort is a homogenous group, there are not only divergent characteristics between first-world and developing nations, which are affected by large education disparities; differing employment opportunities; broad ranges of disposable income; rural versus urban areas; varied quality of neighbourhood levels (informal settlements and townships versus the middle class suburbs); and a large digital divide (everyone does not have the same access to interactive ICT owing to the lack of income) (Bevan-Dye *et al.*, 2012:5578-5582; Bolton *et al.*, 2013:250-251; Radebe, 2013). SA is an emerging economy, where a large proportion of Millennials either live in rural regions and/or have low income, therefore, may have little exposure to interactive ICT channels; hence they may process and engage with information in a different way (Wessels & Steenkamp, 2009:1040). Nearly one in four of the South African population still live in relative poverty, but still have ambitions for the future, which has produced demand for brands and products that are not customarily linked to low income consumers. A majority of these consumers' first encounter with social media was via Mxit, which was accessed via a mobile device (Petzer & Meyer, 2013:382-386).

However, the Internet's demographics in SA have transformed over the past decade with 67% of users being Black (De Lanerolle, 2012:8-9) as a result of an extensive Black middle class (comprises of 16% of the population and also referred to as "Black Diamonds") that has developed since SA became a democracy. The Black Diamonds' purchasing power has surpassed their White counterparts, with a cumulative household income of over R400 billion per year. Three-quarters of Black Diamonds' children attend former "model C" schools or private schools, and the number of tertiary education degrees has increased twofold amongst this group. The South African Black middle class frequently connects to the Internet with a majority using their mobile devices. Accordingly, the number of Black social media users has shown incremental growth over the last ten years, particularly in terms of Millennials, as has their exposure to SNS and SNA, which is a potentially profitable prospect for organisations and their brands in SA (Radebe, 2013; Shevel, 2013). However, this cohort is also still profoundly influenced by global trends and internationalisation (Smith, 2010; Du Chenne, 2011:48-51). Generation Y generally has a greater sense of entitlement than prior generations, but is generally optimistic about the future, in spite of high levels of unemployment rates in SA and Africa (Bolton *et al.* 2013:252; Utermark, 2015). Hence, this inquiry aimed to establish if ethnic orientation resulted in divergent attitudes towards social media marketing communications.

Cosmopolitan SA conducted a survey among 3 500 members of the Generation Y cohort and found that over nine out of ten own a smartphone and 75% use these mobile devices to access the Internet and social media (Barenblatt, 2015). Nhlapo (2015) established that over 90% of Internet users in SA have a smartphone and 93% of Generation Y uses their smartphones to access social media. Bevan-Dye and Dondolo (2014) ascertained that nearly nine out of ten Millennials access Facebook via their mobile phones. A majority of Millennials in SA confessed to be at least a little addicted to SNS, and this percentage marginally increased in terms of instant messaging, but one in five admitted to be "very addicted". Additionally, 20% disclosed that they were emotionally influenced by what they viewed and shared on social media, while a further 25% noted that SNS and their smartphones were more important than studying for exams, with the same percentage using these during lectures. However, nearly nine out of ten revealed that the Internet, social media and smartphones assisted them in conducting better-quality research; two-thirds felt that the aforementioned ICT channels helped them to grow their subject knowledge whilst studying; and six out of ten maintained that these ICT platforms assisted with information sharing. Ultimately, these ICT channels were found to improve Millennials' lifestyles, in general, as well as their social and academic lives (Student Brands, 2015), hence this study will ascertain whether members of this cohort have positive attitudinal hierarchical responses to social interactive ICT channels.

### 2.6.5 Marketing to Generation Y

Generation Y in SA is difficult to classify and represents a multifaceted challenge to organisations and their brands. They constitute both the current and prospective consumer market, but have their own distinguishing characteristics and experiences that mould the way in which they interact with others and the global environment. They are different in comparison to all previous generations, but it is posited that Millennials are analogous to members of this cohort in different nations and ethnic groups owing to the global impact of digital ICT that has made the world a smaller place (Smith, 2010). Generation Y is the product of the global environment that they were raised in, where there is a substantially greater variety owing to the proliferation of the interactive digital media milieu, broad diversity of brands, and varied choices on offer, consequently, these progressive expectations have been incorporated to every facet of their lives (Shipman, 2010:48). Organisations and brands must consider a number of factors when using social media as a marketing communication conduit to reach Generation Y. SNA should be credible, entertaining and offer value via the use of apps, audio and video, enhanced customer services, money-back guarantees and seals of approval. The information must be

original, consistent, recent, unexpected, purpose-driven, complete, authentic, accurate, unpredictable and timely in order to minimise the time that Millennials need to search brands to reduce doubt, instil trust, and offer reassurance (trust) in order to aid the consumer decision-making process and promote purchase decisions (Bevan-Dye & Dondolo, 2014; Pombo, 2015). However, it is as important to listen to what Millennial consumers are saying, and hence organisations should engage with them, since, ultimately, they are the custodians of the brand (Barenblatt, 2015; Jaffit, 2015; Pombo, 2015).

Generation Y is essential for the marketing of organisations, since they will become the greatest advocates of brands that they favour, but they will also be sure to inform organisations and all of their followers, with the same fervour, why they do not like their brands. The average South African Millennial Facebook user disclosed that they have an average of 201 and 250 friends, and will be sure to share both positive and negative brand experiences on this SNS.  Generation Y has no hesitation to complain publicly via social media when their expectations have not been adequately fulfilled, but will just as swiftly generate massive favourable sentiment among their social connections, and in person, if a brand suitably impresses them (Bevan-Dye & Dondolo, 2014; Barenblatt, 2015; Levin, 2015). Generation Y chooses to associate with brands that can be shared; define and extend their personality; have transparent practices and values; make their lives better and easier; provide genuine experiences; and offer real engagement. However, organisations and their brands that are technologically apt, and have a social media and mobile presence, also need to create cross-channel, cross-device and  multi-conduit experiences that acknowledge and converse with individuals to completely capture this cohort's attention and support (Saunders, 2014; Jaffit, 2015; Levin, 2015; Pombo, 2015).

Generation Y demands instant gratification owing to the proliferation of mobile technology and, therefore, are impulse-driven in terms of responses and solutions that need to be built into brands' marketing communication (Jaffit, 2015). Organisations also need to take the "Instagram effect" into consideration when attempting to target Millennials. Brands need to give this cohort something to share regarding the visual creative execution and appeal of the product on offer (Barenblatt, 2015; Levin, 2015). Organisations should not attempt to disguise marketing communication messages as content, as young consumers will identify and admonish ostentatious brands. Brands that tell a story, create mystery and/or promote something original about their unique selling proposition (USP) via SNA are usually effective, since these messages facilitate emotional connections with young consumers (Jaffit, 2015; Pombo, 2015). Generation Y is sometimes referred to as being promiscuous in terms of their brand loyalty; hence,

organisations should attempt to engage with this cohort via clever and humorous content that engages their curiosity sufficiently to attract their interest and share the information with their connections, as they place a great value on approval from friends (Azzie, 2014).

The fact that young adults are spending increasing periods of time on an array of social media and interactive mobile devices fallaciously dupes organisations and their brands into thinking that the world is experiencing a digital revolution, but the reality is that it is actually experiencing a consumer revolution, since the power has been transferred from marketers to young consumers. Millennials are not as trusting in comparison to prior cohorts and tend to scorn marketing sensationalism, but are passionate about interactive ICT channels and are inseparable from the ubiquitous mobile phones (Pombo, 2015). Generation Y is generally sceptical of large organisations' marketing communication, but when their brands use creative original ideas and engage with this cohort in a genuine manner, there is potential significant interaction and brand loyalty (Azzie, 2014). Annalect (2015b) disclosed that over half of Generation Y in the US learned about brands via social media as a result of information on social media owing to a like, tweet and/or post that they viewed on their smartphones. Furthermore, a majority use SNS to conduct research when they are about to acquire information about new products for future potential purchases, and over 40% referred to SNA. Generation Y are heavy Facebook users and have been found to display a preference for interacting with brands on SNS pages; therefore, organisations and their brands could use Facebook pages and other marketing communications on this interactive ICT conduit as a feasible method of targeting this enigmatic segment (Bevan-Dye & Dondolo, 2014; Barenblatt, 2015). Hence, this investigation sought to verify if organisations and their brands were getting their interactive marketing communications right by assessing if Millennials have favourable attitudes towards social media advertising in SA.

## 2.7    Hierarchy response models and attitudes

Academics and marketing practitioners have long been positing numerous approaches to practically assess the effectiveness of marketing communication. Several affirm that marketing communication is effective when it culminates in a purchase (Little, 1979:629-667), while others maintain a number of sequential stages that may comprise of awareness, attention, comprehension, knowledge, interest, liking, desire, preference, retention, evaluation, conviction, intention-to-purchase, trial, adoption, action, purchase, satisfaction and a number of other possible phases, depending on the response (Kotler, 1991:573; Barry, 1997:253-258; Wells *et*

*al*., 2000:178-179; O'Guinn *et al*., 2009:269-270; Du Plessis *et al*., 2010:24-46). This inquiry is in consensus with the latter philosophy, as consumers are not able or simply do not always respond immediately, but as pertinent information is gathered, favourable attitudes develop towards the brand before possible behaviour in the form of a purchase transpires. It is, therefore, important to develop effective marketing communication that influences consumer responses, since consumers experience a number of stages as they move towards purchase behaviour. Hence, marketing communication objectives should designate the response that the organisation and their brands intend to have on the target market (Koekemoer, 2004:89; Belch & Belch, 2015:224-227).

## 2.7.1   Traditional hierarchy response models

For over a century, many advertising response models to establish marketing communication objectives have been postulated to represent the hierarchical phases that consumers might experience before they make a purchase. The development of response models is characterised by three distinctive eras, namely early development, modern development, and challenges and defence (Barry, 1987:252). The most popular response model(s) of each of these development phases ensues in subsequent discussion.

### 2.7.1.1 AIDAS model

The first response model was developed in 1898 (early development era) by St. Elmo Lewis that established sales people (these models were later adopted by marketers and researchers) needed to attraction attention, maintain interest and create desire (AID model) among consumers in order to make successful sales. Lewis soon added a fourth phase "get action" (AIDA model) to the initial response model in 1900 (Strong, 1925:9). The consumer's attention (that is, becomes aware of the existence of the product) must first be aroused by advertising. A study by Hollis (1994:41-55) found that there is a relationship between advertising that creates awareness of a specific product and short-term sales. The awareness results in product interest (an understanding of what the product is and could do), which should, in turn, create a desire (a mental disposition of wanting the product), while the final stage occurs when the consumer purchases the product (Rowley, 1998:385; Belch & Belch, 2015:158-159). However, the most popular model of the early development era was created when Sheldon (1911:28) added a fifth phase "permanent satisfaction" (AIDAS model) to describe the five mental states that consumers experienced when making a purchase decision.

## 2.7.1.2 Hierarchy-of-effects model

The modern development era of responses model commenced in 1961 with the development of arguably the most popular of all advertising response models, known as the hierarchy-of-effects model. The response model was created by Lavidge and Steiner (1961:59-62) who suggested that the effects of advertising were more long-term in nature and did not immediately progress from a stage of unawareness to be eager purchasers of a particular product. Consumers move through successive phases, namely awareness of the brand's existence; knowledge of the brand's offers; liking the brand by having a favourable predisposition to it; displaying preference towards the brand in relation to others by have a positive attitude to it; an desire to purchase and the conviction that purchase of the brand would be sensible; and the final purchase of the brand. Ultimately, each phase of the response model should be reached, but the stages are essentially not equidistant, since consumers can progress though a number of stages concurrently. The hierarchy-of-effects model was also the first to take into account the three attitude components, namely cognitive, affective and behavioural responses (Barry, 1987:263). Furthermore, every phase may be utilised as an advertising objective by organisations and their brands (Belch & Belch, 2012:156-159). As mentioned above, the response model suggests that the effects of advertising may take place over an extended time period, with several academics hypothesising that the instantaneous impact of advertising on purchases is relatively small (Aaker & Carman, 1982:57-70; Assmus *et al.*, 1984:65-74; Tellis, 1998:134-144). Hence, marketing communication might not result in immediate sales, but the progression of effects must transpire for the consumer to move though the complete hierarchy. The hierarchy-of-effects model has been adopted by this study to ascertain whether SNA has an influence on each hierarchy response attitude stage.

## 2.7.1.3 Innovation adoption model

Another prominent response model was developed in the modern development era by Rodgers (1962:79-86), which is known as the adoption model (sometimes also referred to as the innovation adoption model), and primarily for the introduction of new products. This response model suggests that the consumer progresses through a number of steps: awareness, interest, evaluation, trial and adoption. Organisations sometimes experience difficulty when launching new brands in order to create awareness and interest among consumers, which will enable them to evaluate them (be it positively or negatively), and ultimately trial purchase in order to establish whether the brands should be adopted or rejected (Barry, 1987:264). Organisations should

attempt to influence a particular genre of consumers, known as early adopters, since these consumers are interested in trying new innovations and have a major influence on others that will ultimately determine whether the new product or brand is successful. Early adopters located in the high-tech industry, referred to as digital adopters, can be targeted by using interactive ICT channels such as social media, who use the same online platforms to influence other consumers via WOM to adopt or reject the new digital products (Belch & Belch, 2015:159-160).

### 2.7.1.4 Association models

One of the best known models in the challenges and defence era is referred to as the association model, which was developed by Preston (1982:3-15), and suggests that consumers move through the following steps: distribution; vehicle exposure; advertising exposure; advertising awareness; advertising elements; advertising elements awareness; association awareness; association evaluation; product awareness; product evaluation; product stimulation; integrated perception; integrated evaluation; integrated stimulation; prior evaluation; prior evaluation; prior stimulation; and action. This response model provides a more complete version of the information processing model and is in agreement with the traditional hierarchy response models (Barry, 1987:258). Preston and Thorston (1983:27-33) expanded on the original association model by adding the following steps: search; search perception; search evaluation; search stimulation; trial; trial perception; trial evaluation; trial stimulation; adoption; adoption perception; adoption evaluation; and adoption stimulation. The response model was later again adapted when Preston and Thorston (1984:59-65) combined the two previous models to form the expanded association model that included three further phases of action, namely search, trial and adoption, and as sought to include and expand upon the three traditional attitude components, namely cognitive, affective and behavioural. The expanded response model is in consensus with and was built on the consecutive phases of traditional response models, and the hierarchy is still linked to advertising effectiveness and objectives, including the notion that behavioural responses commence with advertising (Barry, 1987:269).

### 2.7.2   Hierarchy-of-effects model intention-to-purchase emphasis

This study is based on the stages of the hierarchy-of-effects model, but has placed emphasis on "intention-to-purchase" instead of "conviction" regarding the fifth step, as supported by Howard and Sheth (1969:128-131); O'Brien (1971:282-289); Holbrook (1975); Shimp (1981:9-15); Preston (1982:3-15); Batra and Vanhonacker (1986); Mackenzie *et al.* (1986:130-143); and

Brown and Stayman (1992:34-51), whereas few subsequent advertising response models considered conviction. Intention-to-purchase is deemed to be a behavioural attitude response and is all-encompassing, although it also includes the conviction that a purchase decision is wise (Barry, 1997:263). Each stage of this hierarchy response model should be accomplished, but several stages can be attained simultaneously, and are frequently used as marketing communication objectives (Belch & Belch, 2015:158). The hierarchy response model stages have been likened to the communications effects pyramid, which is also referred to as a purchase or sales funnel, because it becomes increasingly more challenging to realise the top objective (purchase). However, this model was developed via research on traditional marketing communication media vehicles, and has not been empirically verified in terms of social media marketing communication (Safko, 2010:91-93; Belch & Belch, 2015:227-229). Traditional advertising is mainly one-way communication, but with the advent of social media still applying, the traditional approach may be incomplete owing to the interactive context and two-way communication (Ma & Liu, 2010:7-8). Therefore, this study attempts to bridge this research gap by developing a new paradigm via SNA. Furthermore, the effects of social media usage characteristics (access, period of usage, frequency of usage, hours spent per log-in and profile incidence updating) and demographic variables (gender, age and ethnicity), as well as all independent variables will be examined for each of the hierarchy-of-effects model stages and attitudinal phases, which will make a valuable contribution to the advertising response model theory.

### 2.7.3  Attitudes

Allport (1935:810) explains an attitude as a mental state of readiness, as a result of experience, which wields influence on an individual's response to objects and situations in which they occur. Engel *et al.* (1995:365-366) concur with the cognitive and affective components, but believe that behavioural intentions that lead to actual purchase is separate from attitudes. Luck *et al.* (1972:121) agree that attitudes are learned inclinations or mental states of readiness to behave in a certain way. Howard and Sheth (1969:128-129), from a marketing perspective, add that attitudes are the basis for directing the purchase response towards a specific product. The aforementioned authors consider Allport's definition as incomplete, since they maintain that individuals not only learn from experience, but also from information, which is important from a marketing viewpoint. Botha *et al.* (1997:94) propose a more comprehensive description of attitudes (from a marketing perspective): a lasting learned orientation to evaluate and behave in a consistently favourable or unfavourable manner towards a product. Green and Tull (1975:115)

found that attitudes of potential customers have an effect on buying decisions. This is also stressed by Wells *et al.* (1998:606) who explain that attitudinal changes have a larger influence on purchases than product recall, and thus a number of marketers use attitude measures. Therefore, marketing communication managers should be conversant with consumers about relevant attitudes towards their products.

This study is in agreement with Lutz (1985:46), who describes attitudes towards advertising ($A_{ad}$) as a tendency to respond in a positive or negative way to a certain stimulus during exposure to marketing communication. The three main components of attitudes are: cognitive – the beliefs about an object or brand where potential consumers become aware and gain knowledge, for example, an advertised brand; affective – the positive or negative feelings about a particular object or brand, for example, liking and preference as a result of a promoted brand; and behavioural (conative) – the behavioural response towards the object or brand, for example, where consumers take action, which could be by purchasing a brand (Rowley, 1998:385; Cant *et al.*, 2002:136-138; Du Plessis & Rousseau, 2003:262-264; Hawkins *et al.*, 2004:390-391; Schiffman & Kanuk, 2004:256-259; Hamidizadeh *et al.*, 2012:132). As mentioned in prior text, advertising response models and $A_{ad}$ have been extensively researched for over one hundred years, since it was first hypothesised that consumers pass through consecutive hierarchical attitude phases in response to advertising. However, it was only in the modern development era, when one of the most popular hierarchy response models was developed by Lavidge and Steiner (1961:59-62), in order to measure advertising effectiveness, that the three main components of attitudes were used in reference to the response model stages (Barry, 1987:263).

Marketers generally utilise a quantitative approach when they want to measure attitudes across a market segment. Consumers are required to respond to particular stimuli and, therefore, a structured questionnaire, which comprises attitude scales, is predominately used. The most common attitude measurement research scale that is employed is the Likert scale, which was the dominant scale used that was in this inquiry. The Likert scale consists of a number of evaluative statements concerning an attitude object (for example, social network advertising), with an even number of favourable and unfavourable statements used to ensure that the scale is balanced. Each statement is then evaluated in terms of a five-point or seven-point, agreement-disagreement scale with a description of each scale category (Du Plessis & Rousseau, 2003:270-271; Akhlaq & Ahmed, 2015:640). The sum of these statements displays the attitude or perception of the consumer towards the object (Martins *et al.* 1996:228). This study used a

five-point scale, as mentioned in prior text, to assess each attitudinal hierarchical response of Generation Y's sentiments towards social media advertising. To sum up, marketing communication effectiveness is generally evaluated by measuring a sequence of interconnected phases that usually include advertising awareness, product attitudes/perceptions and purchase behaviour. A majority of marketing communication research on its effectiveness has depended on these measures to examine the influence of autonomous variables.

### 2.7.4  Social media marketing communication attitudinal research

Several recent inquiries around the world have considered a wide range of attitudinal responses towards different types of marketing communication on social media.

Gensler *et al.* (2013:242-256) report that consumers have become the originators of brand stories owing to the unique nature of networks of brands and consumers that are forged via social media marketing communication, which have resulted in both positive and negative attitudes. Kumar *et al.* (2013:194-212) reveal that WOM social media campaigns lead to a major increase in cognitive and behavioural responses to brands, if consumers who disseminate the marketing content exert a major influence on their social connections. Malthouse *et al.* (2013:270-280) state that social media marketing communication enabled consumers to screen CRM messages and advertising, as well as disseminate favourable and positive brand communications. Maxwell (2013:3-35) established that online shoppers exhibited favourable cognitive sentiments towards brand social media sites, but poor behavioural responses. Puzakova *et al.* (2013:81-100) state that previously inanimate brands became humanised via affable discussions with consumers over social media and led to more positive attitudes towards the brands. Tan *et al.* (2013:88-98) sought to establish the relationship between effectiveness and attitudes towards social media advertising among 149 Malaysian students. The survey discovered that there was a positive relationship between general attitudes towards social media advertising and the effectiveness thereof, as well as a favourable relationship between purchase intentions (behavioural) and social media advertising effectiveness. Tham *et al.* (2013:144-155) reveal that WOM distributed via social media was not as credible as traditional WOM, but social media marketing communications provided mechanisms to address unfavourable WOM that was disseminated via traditional and electronic means in terms of tourist destination choices. Thompson and Malaviya (2013:33-47) ascertained that organisations and their brands received favourable behavioural responses from consumer-generated advertising, but only when the consumers were unable to fully analyse the advertisement; established that the originator of the

advertisement background characteristics was similar to theirs; and were loyal towards the organisation's brand.

Hardwick *et al.* (2014:28-31) conducted research among 25 United Kingdom (UK) respondents and discovered both favourable and unfavourable attitudes towards SNA in terms of the purchase of mobile phones. Labrecque (2014:134-148) investigated the parasocial interaction role of social media in promoting brand and consumer relationships among a total of 380 US respondents in three studies. The inquiry yielded favourable cognitive attitudinal responses in terms of brand interaction in social media milieus. Lukka and James (2014:1-26) found a mixed range of attitudes, which were positive, negative or neutral towards SNA among 465 Bangkok university students who were classified into three clusters accordingly. Murphy (2014:56-66) considered how Millennial consumers' interactions with brand- and user-generated content influenced attitudes and purchase intention towards brands on visual social media sites (picture-sharing) among 252 respondents in Ireland. The investigation suggested that social media resulted in user-generated content and created favourable attitudes and purchase intentions among Generation Y. Liu *et al.* (2015:300-316) examined factors that influenced the effectiveness of social media product placement. The investigation established videos with subtle product placements, which resulted in the most favourable attitude and behavioural responses, and that the effect of social media product placements was comparable to other media.

Though, many of these investigations were mainly conducted in first-world nations that have superior broadband Internet speeds and other ICT infrastructure, as well as greater online access levels and economic resources. Therefore, the social media usage variables and divergent cultural factors in developed economies may result in diverse attitudes when compared to emerging economies such as SA.

## 2.8    Summary

Chapter 2 provides a complete summary of the literature reviews, which are discussed in each of the subsequent journal articles in Chapters 3 – 9. In the past South Africa was seen as a country that had low access to the Internet, but this has changed in recent years owing to the rapid growth of mobile devices. Social media consists of various online ICT channels that enable people and organisations to communicate easily via the Internet to share information and resources. SNS such as Facebook, Google+, LinkedIn, Twitter, YouTube and Mxit include text,

audio, video, images, podcasts and other multimedia communications that have become part of everyday life. Marketing communications via these digital channels have become indispensable to organisations in their quest to promote their brands, remain relevant and interact with potential customers in the ever expanding digital arena in South Africa and across the globe. Organisations can no longer afford to only market by means of websites, since social media marketing communication allows for the extension of businesses' online presence in order to reach a predominant young target market. However, in the 21st century consumers have more control over exposure with social media marketing communications, because they can select how much commercial content they wish to view. Today's teenagers and young adults pay less attention to traditional marketing communication owing to the massive fragmentation of media and the thousands of options available to them. Social media has attracted literally billions of users across the globe, many of which comprise the unpredictable, but lucrative Generation Y target market, which has become an essential part of this generation's everyday life. This interactive ICT channel has rapidly become a huge driving force to enhance marketing communication between organisations and their young consumers, which allows for real time conversations and speedy feedback.

Today's interactive digital environment has shifted the balance of power from the marketer to the consumer in a two-way dialogue, with the rules of engagement constantly changing and adapting to continuously evolving consumer centric social media platforms. Hence, together with rapidly changing marketing communication milieu, organisations and their brands now face new challenges in terms of understanding consumer behaviour and consumption patterns in an ever expanding digital arena in SA and across the globe in the new millennium. There is huge potential for growth and great value when using SNA directed at Generation Y, but the marketing communication strategies should be favourably viewed by this cohort. Yet, many organisations have used social media marketing communication without actually knowing the true attitudinal influence that it has on their consumers. Therefore, it is important to understand how young online consumers perceive SNA and what influences their attitudes, as this will determine social media marketing communications content, and will assist in improving the effectiveness of online ICT strategies. This study investigated Generation Y's attitude towards Facebook and Mxit, as well as usage physiognomies and demographic influences in order to develop a new paradigm for hierarchy response models owing to the effects of social media marketing communication. The investigation provides additional insight regarding whether SNA is perceived in the same way as traditional advertising, from which these models were developed, and expands the limited pool of knowledge in developing countries that will be valuable to both marketers and academics alike.

# CHAPTER 3 (JOURNAL ARTICLE 1)
# THE INFLUENCE OF FACEBOOK ADVERTISING ON
# COGNITIVE ATTITUDES AMID GENERATION Y

Journal article 1 examines the influence of Facebook advertising on Generation Y's cognitive attitudinal responses, in other words, the first and second steps of the hierarchy-of-effects response model (namely, awareness and knowledge). Refer to Figure 3.1 for an illustration that graphically depicts how this article interrelates with the rest in the study.

| Attitude phases | Hierarchy-of-effects model stages | Facebook |
|---|---|---|
| **Cognitive** | Awareness ⇩ Knowledge ⇩ Liking | |
| **Affective** | Preference | **Mxit** |
| **Behavioural (Conative)** | Intention-to-purchase ⇩ Purchase | **Social media** |
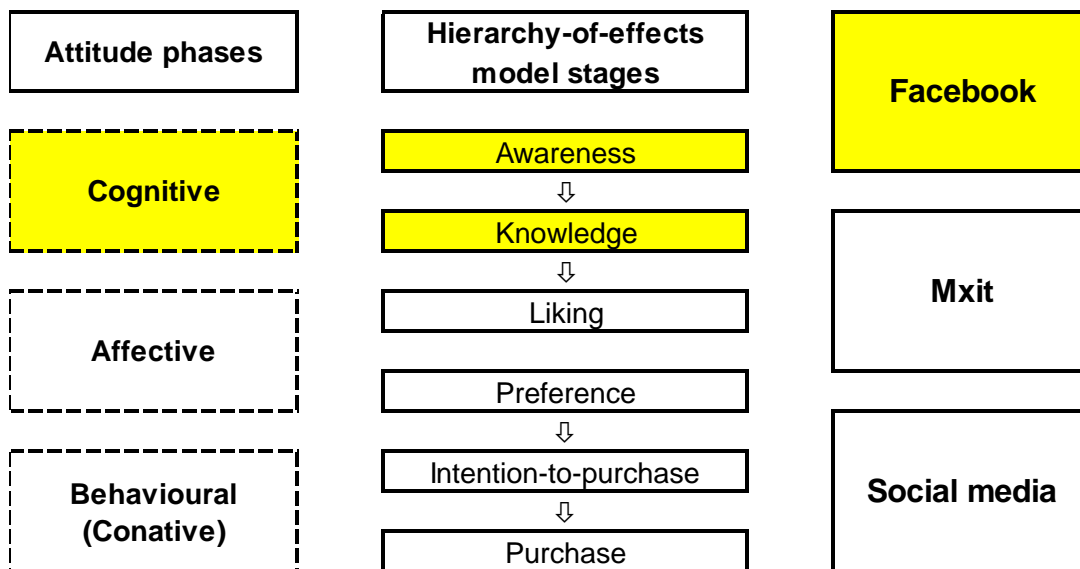
**Figure 3.1: Hierarchy-of-effects response model (Facebook cognitive focus)**
(Lavidge & Steiner, 1961:59-62)

## 3.0    Abstract

Social media has irrevocably transformed the manner in which society communicates and has altered perceptions and attitudes. The proliferation of Facebook usage has connected consumers to each other, to marketers and to brands in a manner that is as inventive, and has altered the world as we know it. However, research on Facebook is still in its infancy in an emerging country such as South Africa. Generation Y is a significant consumer group and, consequently, their attitudes towards social media advertising are of significant importance to marketers. This has triggered the question whether the largest social medium's marketing communications effectively reaches young adults in South Africa, and what influence it has on their cognitive attitudes, which leads to their buying behavior. The results suggest that Facebook

advertising has a favorable effect on the awareness and knowledge hierarchy-of-effects model levels amongst Generation Y in South Africa. The research is beneficial to marketers who intend to make use of this powerful conduit to target this vacillating cohort.

**Keywords:** Facebook advertising, Generation Y, Awareness, Knowledge, Cognitive attitudes, South Africa

## 3.1    Introduction

Marketing communication plays an integral part in the survival of companies in this global recessionary aeon. The past decade has seen a major shift of marketing communication budgets from traditional to more digital interactive media such as the Internet and social media in order to reach a huge number of consumers, especially the fickle cohort known as Generation Y (aged eighteen to early thirties). A majority of this cohort regularly interacts on the world's largest social network site (SNS), Facebook, which had 1.35 billion monthly active users in September 2014 [24] and forecasted global Facebook advertising revenue of $9 billion in 2015. There are 11.8 million Facebook users in South Africa [69] and online advertising revenue is expected to increase by 25% per annum, which is twice the global average. Furthermore, South African consumers are anticipated to spend in the region R60 billion online by 2017 [67]. Therefore, it is important that companies should carefully consider what the younger generation's perceptions of their brands are on SNS platforms and what type of communication would be most stimulating and engaging for the youth market [15]. However, many South African marketers do not have a full understanding of how effective it is or whether SNS are more or less effective compared to other marketing communication platforms [34]. Moreover, click-through rate is the customary online metric measurement tool, but many marketers want to understand what occurs after the click in order to establish how to attribute an activity when it occurs, as well as how to direct advertisements to consumers.

Consumers' attitudes towards Facebook advertising is important, especially in terms of the type of activity that marketers want to encourage. Numerous studies have investigated online advertising effectiveness [10, 27, 65, 70]; however, these studies' focus was on the context of traditional online sites. Traditional online site advertising primarily use banner advertisements and sponsored links, whereas social network advertising (SNA) is often not discernible from user content. These inquiries from different online environments may prove inadequate; hence, SNA warrants research that is inherent to this new digital medium. Therefore, the rapid growth of SNS

usage and increasing advertising expenditure necessitate that separate investigations on consumers' perceptions should be explored in the context of SNS, as they ultimately determine attitudes, which influence their purchasing behavior [61].

Bolton *et al.* [8] postulate that Generation Y attitudes towards SNS, as well as their usage characteristics may be divergent in comparison to emerging countries owing to diverse cultures and less developed technological infrastructure. SA has been a leader of information and communication technology in Africa, but in recent years has seen a decline as a result of low fixed-line penetration (because of high prices that are charged by the state-owned telecommunication operator); poor broadband penetration growth and slow broadband speeds; low Internet access in spite of the rapid growth of access via mobile devices; and poor computer access in households [36]. Notwithstanding, Generation Y's attitudes towards SNS and usage patterns are of keen interest to marketers as it may suggest future consumer behavior patterns, including their predispositions towards their brands. Accordingly, this research intends to determine if Facebook advertising is effective to realize the first two stages of the hierarchy-of-effects models, awareness and knowledge (viz. the cognitive attitude) among the Generation Y cohort in SA. Bolton *et al.* [8] propose that prior enquiries about SNS among Generation Y resulted in more questions than answers. Research on SNA is still in its exploratory stage, especially in developing countries such as SA. A majority of studies that have investigated various aspects of SNA have been conducted in Europe and the United States (US) [3, 4, 30, 31, 38, 39, 50, 66], while the fastest growing SNS audiences are in emerging regions such as Africa, the Middle East and Asia-Pacific, where SNS use may differ significantly [22]. Consequently, this study aims to provide insights into Facebook advertising's impact from a SA perspective, where a quarter of the population can be categorized into Generation Y cohort [58].

Additionally, Bolton *et al.* [8] disclose that most of the investigations utilized student research populations whose consumer behavior may alter considerably as they pass though different phases of their life cycle. This study surveyed a more representative range of the Generation Y cohort, as mandated by Jordaan *et al.* [32], which consisted of young working professionals and unemployed individuals (the unemployment rate is 50% amongst this cohort [58] from both rural and urban areas in the Western Cape. Furthermore, respondents from both the suburbs (more advantaged areas) and townships (also incorporating informal settlements) were surveyed, instead of only using a student research population in order to obtain a more representative sample of Generation Y. Bolton *et al.* [8] also queried as to whether there were perceptible divergent characteristics among Generation Y subcategories. Hence, the impact of various

usage and demographic factors of the Generation Y cohort were also examined and cross analyzed in this study.

This paper is structured as follows: the next section discusses and provides background information about the research questions; thereafter, recent literature on Facebook marketing communications, Generation Y, the hierarchy-of-effects model and attitudes are explored; followed by the methodology; results; discussion; theoretical and practical implications; and limitations and future research sections.

## 3.2    Research questions

Accordingly, this empirical study endeavors to expand upon the following research questions (RQ):

RQ1: What effect does Facebook advertising have on the cognitive attitudinal component of Generation Y in an emerging country such as SA?

The consumer passes through consecutive phases in response to advertising: awareness, knowledge, liking, preference, conviction/intention-to-purchase and purchase. The phases of the hierarchy-of-effects model are equivalent to the communications of effect pyramid model, so by initially attaining lower hierarchy response marketing communication objectives such as awareness and knowledge, it becomes increasingly more challenging to attain higher level stages. Therefore, the number of potential consumers decreases, as they move through the final stages of the pyramid until the eventual purchase [5]. However, these theoretical models were derived from traditional advertising, whereas this inquiry will concentrate on the latest digital interactive online media to establish consumers' cognitive attitudes as they progress through the lower levels of the aforesaid theories. Therefore, this study is significant to a majority of South African companies that have invested substantial amounts of their marketing budgets in Facebook advertising, and the need to determine advertising on this SNS has a favorable influence on the aforementioned cognitive attitudes. This empirical research is also important for researchers and academics, since there is a lack of research on SNS attitudinal advertising among Generation Y in developing countries, according to Bolton *et al.* [8] and Okazaki and Taylor [43]. Hence, it will make a significant contribution to the conceptual framework of attitudinal research on SNA. Furthermore, the growth of Facebook has begun to slow in many

first world countries, whereas Facebook use is still rapidly increasing in emerging nations such as SA, with a growth rate of nearly 40% over the past year [68].

RQ2: How do various Facebook usage characteristics influence Generation Y's awareness and knowledge perceptions of advertising on Facebook in SA?

Almost nine out of ten Facebook users access this SNS through mobile phones in SA [68]; therefore, it would be of importance to establish if there was a significant difference between Generation Y's attitudes regarding how they accessed the Facebook. Other usage factors that were investigated to determine whether they have an influence on Generation Y's awareness and knowledge perceptions of advertising on Facebook include: length of usage, log on duration, log on frequency and profile update incidence. Several studies have ascertained various usage characteristics of SNS users in SA, but few have investigated Facebook individually or ascertained if these variables had an influence on advertising [14, 16, 32, 52]. Additionally, there is a dearth of global inquiry that has investigated the influence of usage factors on Facebook advertising. This research is relevant for both organizations and academics alike, since it will provide a greater understanding of Generation Y's SNS usage factor tendencies, and whether these have an impact on their cognitive attitudes, which will provide increased insight into future potential consumer behavior of Generation Y in SA.

RQ3: Do various demographic factors have an impact on Generation Y's cognitive attitudes towards Facebook advertising in SA?

As commissioned by Bolton *et al.* [8], the aim of this research is to determine whether there are significant differences within and amongst Generation Y subgroups regarding cognitive attitudes towards advertising on Facebook. Therefore, this study aims to establish if demographic variables such as: gender, age and ethnic orientation) have an impact on Generation Y's awareness and knowledge perceptions of Facebook advertising. A number of inquiries described the demographic factors of South African SNS users, but did not take advertising into cognizance or consider Facebook as a single entity [6, 14, 16, 32, 52]. Furthermore, little international research has examined the influence of demographic factors, particularly age (within a specific cohort) and ethnic orientation regarding attitudinal research. Moreover, the ethnic orientation examination will be of keen interest to originations and academics owing to the well documented atrocities of the past that transpired in SA, which caused a considerable economic divide.

## 3.3    Literature review

Marketers have realized that Facebook has huge potential as a marketing communications platform, which enables them to reach and personally integrate with millions of their customers by the creation of their own Facebook pages and/or utilize the many advertising opportunities offered by Facebook [25, 40]. Econsultancy and Adobe [19] reported that 86% of organizations that were surveyed across the globe maintained a presence on Facebook. Furthermore, more than 60% of the respondents stated that they used social media as a brand awareness conduit. JustPlay [33] established that 34% of Facebook users would click on an advertisement if there was an opportunity to win a prize or receive giveaways, in comparison to 18% who would view an advertisement that they found interesting and 12% for an advertisement that offered a discount. Facebook marketplace advertising click-through rates were only between 0.021% and 0.045% in first world countries, however, a global marketer that used mobile Facebook advertising in SA received click-through rates of more than 5% [7, 62]. Many Facebook marketers are beginning to focus less on increasing clicks and placing greater emphasis on what transpires post click. The motive for this phenomenon is to establish how to attribute an activity when it transpires, as well as how to use advertisements to target people, depending on what type of activity they want to occur. Consequently, this research heeds this call and focuses on cognitive attitudes, since these have a significant influence on consumer behavior. The South African Social Media Landscape 2014 study reveals that 93% of brands have some type of Facebook presence, however, on the contrary, only 52% believe that their efforts on Facebook are effective [68].

Generation Y continuously use technology such as Bluetooth, GPS, 3G and 4G, online gaming, iTunes to download music and other numerous applications. Social media has empowered Generation Y to be more active in the marketing of brands via electronic WOM, writing reviews, product feedback and "liking" their favorite brands [56]. Several inquiries have examined Generation Y in terms of various elements and confirmed high usage of social media in SA: Jordaan *et al.* [32] compared South African Generation Y consumers' perceptions towards traditional media in comparison to online conduits such as SNS in terms of credibility; Shambare *et al.* [52] explored the SNS usage characteristics of students; Ramnarain and Govender [49] examined social media usage patterns and among the youth, as well as the use of this interactive platform to influence online purchases; Dlodlo and Dhurup [16] considered the enjoyment, ease of use and usefulness of social media in terms of the technology acceptance model; and Chikandiwa *et al.* [11] assessed South African banks' adoption and implementation of social media marketing. Generation Y in SA is not easy to categorize and represents a

complex challenge to marketers. They will achieve a lot in different ways compared to prior generations, but similar to other Generation Y's from different countries, cultures and races, as global influences increase, as theorized [57]. Generation Y is deemed to be a homogenous global cohort [41], but there has been deliberation as to whether this philosophy is accurate, especially since developed countries have superior infrastructure, technology and wealth compared to emerging countries [36, 45]. This cohort comprises of almost 25% of the SA population [58], but these young consumers account for less than 20% of marketing communication budgets. Generation Y spends in excess of R104 billion per annum [37]. A majority of Facebook users are aged 18 – 34 years old, which is especially beneficial to organizations that target young adults [68]. This generation is generally more comfortable with spending online and usually has some disposable income available [13]. Members of the Generation Y cohort who are 18 - 20 years old are referred to as "born frees" since they were born after the first democratic elections in 1994. The 21 - 24 age group category mainly constitute students and young adults who are entering the work place, whereas 25 - 30 year olds are predominantly working (or seeking work) and, therefore, generally have the most discretional income. The research seeks to establish if there was a difference between these age groups, and whether it was unique in terms of the SA context. The Black Generation Y cohort encompasses a significant portion of the South African market, nearly 11 million individuals, which represent 83% of Generation Y and over 20% of the total population [58], and especially those who are studying at tertiary institutions represent a particularly lucrative target market owing to the fact that higher education is correlated with increased earning potential [6]. However, marketing communication campaigns must be customized to fit the African target market's unique needs; it is not enough for brands to simply maintain a presence on the SNS [15], hence further research is warranted to fully understand this cohort in SA.

The hierarchy-of-effects model indicates that advertising effects occur over a period of time and some researchers postulate that the immediate effect of advertising on sales is generally low [1, 63]. Therefore, advertising may not lead to the immediate purchase of a product, but the sequence of effects should occur for each phase before the consumer moves to the next stage in the hierarchy. Wang and Sun [65] found that appropriate online advertising management will improve the cognitive component of consumer behavior. The cognitive component can be described as consumers becoming aware of the existence of the brand and then searching for brand-related content on websites to gain more knowledge, which is the focus of this investigation. Table 3.1 below provides an overview of the most current attitudinal research on SNA in terms of the research objectives that specifically relate to awareness and knowledge hierarchical levels; research methodology; the main results pertaining to cognitive attitudes; and the chief limitations/disadvantages.

**Table 3.1: Summary of recent SNA research investigating cognitive attitudes**

| Author(s) | Purpose/objective concerned with SNA attitude research | Methodology and country | Main findings relating to SNA attitudinal research | Limitations/ disadvantages |
|---|---|---|---|---|
| Hadija *et al.* [30] | The study investigated the effectiveness of social media advertising in terms of content that inhibited and appealed to college students. The relationship between SNA and college students' positive or negative opinions was also explored. | Personal in-depth interviews, qualitative, 20 college students, and US. | The research found that a majority of the students did not dislike the SNA (affective), but did not notice them (cognitive), or they were blocked out owing to more interesting content such as pictures, comments and friends profiles. | Small sample size, US, no usage or demographical characteristics analysis. |
| Bannister *et al.* [3] | The purpose of the research was to gain insight into the consumers' attitudes and perceived relevancy of Facebook advertising. | Survey, quantitative, 283 college students, and US. | The study found that the attitudes of US college students towards Facebook advertising were largely negative or indifferent. Respondents found that Facebook advertisements were predominantly uninformative (cognitive), irrelevant (affective), uninteresting, and would not generally click on them. | Students, US, no usage or demographical characteristics analysis. |
| Barreto [4] | The main aim of the study was to establish whether Facebook users looked at the advertisements that were displayed. | Eye tracking technology, qualitative, 20 students, and US. | The research confirmed that Facebook advertisements resulted in lower attention levels (cognitive) in comparison to friends' recommendations. However, no difference was found in advertisement perception levels between men and women. | Small sample, students, US, no usage characteristics analysis. |
| Hansson *et al.* [31] | The main objective was to examine how companies could optimally use Facebook as a marketing channel. | Survey, quantitative, 158 respondents, and Sweden. | The survey revealed that over a third of consumers had a positive cognitive attitude towards Facebook marketing, whereas a majority had no opinion. Furthermore, the majority believed that advertising was important to market a company on Facebook. | Sweden, no usage or demographical characteristics analysis. |
| Logan *et al.* [38] | The objective of the study was to compare perceptions of the value of advertising on Facebook to television in terms of entertainment and information. | Survey, quantitative, 259 respondents, and US. | The research suggested that while Facebook fulfils the information (cognitive) exchange need, social media advertising was found to be more effective when it was also entertaining (affective) to the consumer, which was the same finding for television advertising. | Students, US, no usage or demographical variable analysis. |
| Ruane & Wallace [50] | The objective of the research was to understand relationships, which Generation Y females have with fashion brands online (social media and Internet). | Inductive thematic analysis, qualitative, 14 participants, and Ireland | The study found that social media (Facebook and Twitter) created an awareness of needs and was used as an information source (cognitive), while it also drove consumption (behavioural) among Generation Y women. | Small sample, students, Ireland, no usage characteristics analysis. |
| Saxena & Khanna [51] | The purpose of the research was to establish if information and entertainment content had an impact on the value of advertising on SNS. | Survey, quantitative, 189 postgraduate students, and India. | The research concluded that SNA, which provided information and entertainment content, increased the value of the advertisement, whereas a decrease in value was experienced if the advertising was deemed to be irritating owing to poor content and entertainment value. The study also revealed that information displayed a much stronger influence on the value of social media advertisements in comparison to entertainment. | No usage or demographical characteristics analysis. |
| Whiting & Williams [66] | The study explored the uses and gratifications that consumers received though the use of social media. | In-depth interviews, qualitative, 25 participants, and US. | The enquiry identified ten uses and gratifications to utilize social media, with 90% of the participants indicating that they used social media to find information (cognitive) about organizations, sales, deals and products. | Small sample, US, no usage or demographical characteristics analysis. |
| McCarthy *et al.* [39] | The research investigated attitudes among UK football clubs towards developing a social media presence. | Case study, qualitative, 4 participants, and UK. | The research disclosed that football clubs have begun to recognise the importance of social media (Facebook and Twitter) engagement to develop their brands in the arenas of interaction, content (cognitive), community and income. | Small sample, UK, no usage or demographical characteristics analysis. |

Hence, in summary, there have been a number of inquiries, which examine attitudes towards SNA that were largely conducted in the US and/or Europe; students were predominately used as the research population; several small sample sizes were employed; none investigated the influence of usage characteristics; and few examined the impact of SNA on gender, whereas none explored the effect of demographic factors such as age (within a cohort) or ethnic orientation on Facebook advertising.

## 3.4    Methodology

### 3.4.1    Research design

The research design is descriptive in nature and utilizes the survey method for this study. Descriptive research is used to describe the problem that is researched, as well as variables such as the attitudes of individuals towards an object (that is, Generation Y's cognitive attitudes towards Facebook advertising) and their demographics by taking a cross sectional segment of the target population to determine the frequency with which something occurs and/or the relationship between two variables [12]. This type of research is typically conducted when knowledge of the study object is vague or unclear – little is known about cognitive attitudes towards Facebook advertising in SA. The survey method would be preferable for this investigation owing to the nature of the research problem and the viability of market information. Therefore, self-administered questionnaires were disseminated on a face-to-face basis to gather data for this research study.

### 3.4.2    Sampling

A number of studies have identified Generation Y as the main users of online digital and online technological gadgets and innovations such as SNS and mobile applications and, consequently, a target market for online marketers [16, 30, 38, 49, 61]. Furthermore, several studies have revealed that students are the primary users of SNS [32, 51, 52, 57], and are hence exposed to advertising on SNS such as Facebook. However, Jordaan *et al.* [32] believed that it was important to draw a more representative sample of Generation Y, other than solely selecting students to participate in the study. Therefore, the research population comprised of young working adults, young adults who had completed school, but were still seeking employment (nearly one in three people in SA are unemployed, with up to half of Generation Y for certain age categories within this cohort) [58], as well as students, to ensure adequate representation of

Generation Y that had used Facebook and had perceived advertising on this SNS. The sample frame included Generation Y members who reside in the Western Cape that account for 11.25% of SA's population [58]. The research utilized a multi-phase sampling technique, which also is referred to as double sampling or sequential sampling [12]. Firstly, the Cape Peninsula was divided into different geographic locations (clusters), which included both rural and urban, as well as suburban (typically more affluent areas) and townships (including informal settlements) areas, by using a regional map. Secondly, businesses, tertiary education institutions and community organizations (churches, sports clubs, and youth groups) were identified by means of a telephone directory and were randomly selected. Thereafter, these organizations were contacted telephonically to obtain approval to conduct the survey on their premises and to establish that there was a sufficient number of the Generation Y cohort to interview (mainly in terms of businesses, since the other aforementioned organizations were well represented by the Generation Y owing to their inherent nature). Thirdly, systematic sampling was utilized to survey respondents in the abovementioned organizations, and every third respondent was invited to voluntarily participate in the study.

### 3.4.3   Questionnaire design and data collection

A structured self-administered questionnaire was utilized to acquire the considerable amount of data that was required for the study in an efficient way. Respondents for this research study were first required to answer two screening questions before they were permitted to participate in the survey (refer to Table 3.2 below).

**Table 3.2: Questionnaire questions overview**

| Question categories | Questions |
|---|---|
| Screening | Do you use Facebook? |
| | Have you noticed any advertising on Facebook? |
| Usage factors | How do you access Facebook? |
| | How long have you used Facebook? |
| | How often do you log on to Facebook? |
| | How many hours do you spend on Facebook per log-in? |
| | How often do you update your Facebook profile? |
| Awareness construct | Refer to Table 3.4 to view the nine awareness construct items. |
| Knowledge construct | Refer to Table 3.5 to view the nine knowledge construct items. |
| Demographic factors | Gender, Age, Ethnic orientation |

However, respondents were not required to list the featured services, products or brands in the advertisements, nor was any differentiation made between types of Facebook advertising.

The next part of the questionnaire comprised of five multiple-choice questions on SNS usage characteristics (independent variables) listed in Table 3.2 above. An eighteen item scale to measure awareness and knowledge (dependent variables) was mainly adapted from Ducoffe [17] and Duncan *et al.* [18], which forms the second part of the questionnaire, in other words, the first and second levels of the hierarchy-of-effects model (collectively referred to as the cognitive attitude component). Responses were measured on a five-point Likert scale, where items ranged from strongly disagree to strongly agree. The final part of the research instrument included three multiple-choice questions, which relate to demographic factors (independent variables) listed in Table 3.2 above. A pre-test, which included one hundred respondents, was implemented in order to test the reliability of the research instrument, refine the scales and ensure that the multiple-choice questions catered for all possible responses. Thereafter, a pilot study of another one hundred respondents was conducted to ensure the efficient operation of other elements (such as sampling, analysis and methodology) of the research process. A total of 21 fieldworkers (Baccalaureus Technologiae: Marketing students at the Cape Peninsula University of Technology were required to complete a year course in marketing research and received extensive work experience as fieldworkers for the full duration of the course) were deployed to different areas from April to June 2013 in order to conduct the primary research, and were closely supervised by the researcher. Hence, a total of 3 634 useable questionnaires were completed over three months (incomplete or spoilt questionnaires were discarded).

### 3.4.4   Data analysis

The collected data was coded, captured and analyzed by means of the statistical program known as SPSS (version 21). All completed questionnaires were thoroughly scrutinized to decide whether they should be included in the survey analysis in terms of completeness and correctness - the Likert scale questions were structured in such a way that negative and positive questions were constantly alternated in order to prevent respondents from merely selected a single column. These statements were reversed by using SPSS, before Cronbach's Alpha was used to determine the reliability of the responses for the Likert scale. Basic descriptive statistical measures (frequencies, means, standard deviations and non-parametric one-sample bi-nominal standardized test) were used to describe the findings [26] (Tables 3.3, 3.4 and 3.5), whereas Pearson's correlation coefficient analysis was utilized to determine the strength of the relationship between variables [44] (Tables 3.4 and 3.5). A generalized linear model (GLM) analysis of variance (ANOVA), using the Wald's Chi-square  and the post ad hoc Bonferroni pairwise comparisons were used to determine if there was a significant difference between the aforementioned variables [26] (Tables 3.6 and 3.7).

## 3.5 Results

A total of 3 634 members of the Generation Y cohort were surveyed in the Western Cape. Table 3.3 below provides a complete overview of Facebook usage characteristics and demographics of the Generation Y respondents.

**Table 3.3: Facebook usage characteristics and demographics**

| Facebook usage characteristics | n | % |
|---|---|---|
| *Access* | | |
| Mobile Device | 834 | 22.9 |
| PC | 529 | 14.6 |
| Mobile Device & PC | 2 271 | 62.5 |
| *Length of usage* | | |
| ≤ 1 year | 489 | 13.5 |
| 2 years | 853 | 23.5 |
| 3 years | 961 | 26.4 |
| 4 years | 706 | 19.4 |
| ≥ 5 years | 625 | 17.2 |
| *Log-on frequency* | | |
| Daily | 2 250 | 61.9 |
| 2 - 4 a week | 842 | 23.2 |
| Once a week | 374 | 10.3 |
| 2 - 4 a month | 90 | 2.5 |
| Once a month | 78 | 2.1 |
| *Log-on duration* | | |
| ≤ 1 hour | 1 757 | 48.3 |
| 2 hours | 994 | 27.4 |
| 3 hours | 422 | 11.6 |
| 4 hours | 207 | 5.7 |
| ≥ 5 hours | 254 | 7.0 |
| *Profile update incidence* | | |
| Daily | 1 090 | 30.0 |
| 2 - 4 a week | 937 | 25.8 |
| Once a week | 698 | 19.2 |
| 2 - 4 a month | 369 | 10.1 |
| Once a month | 540 | 14.9 |
| **Demographics** | | |
| *Gender* | | |
| Male | 1 603 | 44.1 |
| Female | 2 031 | 55.9 |
| *Age* | | |
| 18 – 20 | 1 658 | 45.6 |
| 21 – 24 | 1 369 | 37.7 |
| 25 – 30 | 607 | 16.7 |
| *Ethnic orientation* | | |
| White | 531 | 14.6 |
| Black | 1 997 | 54.9 |
| Coloured | 926 | 25.5 |
| Indian/Asian | 180 | 5.0 |

A majority of respondents (62.5%) accessed Facebook by means of both PC and mobile device, habitually logged on to Facebook daily (61.9%), spent one (48.3%) to two (27.4%) hours per

session and 75% updated their profile at least once a week. The sample was marginally dominated by females (55.9%); a near majority of the respondents were "born-frees" (45.6%), and the population groups reflected the ethnicity in the Western Cape with Black (54.9%) and Colored (25.5%) in a majority [58].  As mentioned in prior text, the respondents' cognitive attitude towards Facebook advertising was measured by nine-item scales for each of the hierarchy-of-effects model levels (refer to Tables 3.4 and 3.5 below).

**Table 3.4: Facebook advertising awareness scale (means, standard deviations, one-sample bi-nominal standardized test and Pearson's correlation coefficient)**

| | Mean | SD | P | Std. Test Statistic | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Advertisements on Facebook are effective in creating awareness of brands (1) | 3.38 | 1.171 | .000 | 22.050 | 1 | | | | | | | | |
| Advertising on Facebook alerts me to new company offerings (2) | 3.31 | 1.116 | .000 | 18.116 | .690** | 1 | | | | | | | |
| I have not become aware of new advertisements on Facebook* (3) | 3.37 | 1.179 | .000 | 18.241 | .313** | .329** | 1 | | | | | | |
| Advertisements on Facebook attract my attention to certain brands (4) | 3.45 | 1.264 | .000 | 21.032 | .823** | .604** | .305** | 1 | | | | | |
| I notice new advertisements on Facebook (5) | 3.41 | 1.320 | .000 | 19.015 | .607** | .813** | .358** | .612** | 1 | | | | |
| I cannot recall any advertisements on Facebook* (6) | 3.41 | 1.372 | .000 | 18.480 | .308** | .341** | .819** | .328** | .380** | 1 | | | |
| I view/click on advertisements on Facebook since they attract my attention (7) | 3.28 | 1.228 | .000 | 15.053 | .748** | .556** | .303** | .771** | .584** | .283** | 1 | | |
| I can remember several advertisements that I see on Facebook (8) | 3.23 | 1.271 | .000 | 11.924 | .515** | .748** | .308** | .519** | .764** | .317** | .616** | 1 | |
| Advertising on Facebook does not alert me to new products* (9) | 3.36 | 1.281 | .000 | 17.727 | .367** | .361** | .806** | .351** | .359** | .784** | .323** | .305** | 1 |

* Negatively phrased statement scores were recoded

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

A reliability assessment of the awareness and knowledge scales was undertaken by utilizing Cronbach's α. Cronbach's α is the most common objective measure of reliability, and measures the amount of internal consistency between variables that measure one construct. Values that are over 0.7 are deemed to be acceptable, but any score above 0.8 is desirable [44, 59]. Three negatively phrased statements were included in each scale, which was important to reduce

response bias, but were reversed, or else they would have negatively influenced the Cronbach's α outcome [26]. Cronbach's α was 0.857 for Facebook's advertising awareness scale (Table 3.4 above) and 0.837 for the knowledge scale (Table 3.5 below), reflecting good internal consistencies. The means for awareness and knowledge also showed that respondents tended to "agree" that Facebook advertising caused awareness and resulted in knowledge.

**Table 3.5: Facebook advertising knowledge scale (means, standard deviations, one-sample bi-nominal standardized test and Pearson's correlation coefficient)**

| | Mean | SD | P | Std. Test Statistic | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Advertisements on Facebook do not inform me about a company's offerings* (10) | 3.26 | 1.143 | .000 | 13.882 | 1 | | | | | | | | |
| Advertising on Facebook is a convenient source of information (11) | 3.35 | 1.076 | .000 | 20.035 | .189** | 1 | | | | | | | |
| Advertisements on Facebook provide me with new product knowledge (12) | 3.26 | 1.077 | .000 | 15.810 | .327** | .610** | 1 | | | | | | |
| Advertisements on Facebook do not provide much information on brands* (13) | 3.28 | 1.397 | .000 | 12.007 | .793** | .200** | .318** | 1 | | | | | |
| Advertisements on Facebook provide useful data about company offerings (14) | 3.37 | 1.293 | .000 | 17.231 | .227** | .796** | .586** | .195** | 1 | | | | |
| Advertisements on Facebook are effective in providing information on brands (15) | 3.29 | 1.353 | .000 | 13.591 | .335** | .591** | .824** | .316** | .594** | 1 | | | |
| Advertisements on Facebook are a poor source of knowledge* (16) | 3.31 | 1.294 | .000 | 14.862 | .777** | .241** | .346** | .778** | .244** | .338** | 1 | | |
| I use advertisements on Facebook to find new information about products (17) | 3.28 | 1.225 | .000 | 14.444 | .186** | .775** | .553** | .206** | .791** | .571** | .202** | 1 | |
| Advertisements on Facebook provide me with valuable product knowledge (18) | 3.26 | 1.240 | .000 | 13.560 | .295** | .578** | .803** | .305** | .572** | .795** | .338** | .635** | 1 |

* Negatively phrased statement scores were recoded

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

A principle component analysis was conducted to provide a measure of validity regarding the two cognitive attitude constructs. The first principle components of the awareness and knowledge constructs represented 67.2% and 63.7% of the variance and the second principle components 19.4% and 21.9%, thereby accounting for 86.2% and 85.6% of the variance in the data, which indicated that there was little divergence in the construct items. The awareness and knowledge construct items all have a relatively high contribution in terms of the first principle components, with coefficients ranging from 0.711 – 0.887 and 0.652 – 0.874 respectively. This shows that the measured variables display a general convergence of responses. A non-parametric one-sample bi-nominal standardized test was used to establish whether there was a significant difference. The test revealed that for all of the items of both scales, there was a significant difference at $p < 0.001$. Furthermore, Tables 3.4 and 3.5 show a predominantly positive medium ($r > 0.3$) to strong ($r > 0.5$) correlation between Facebook advertising awareness and knowledge scale items.

The GLM ANOVA (as mentioned in prior text), using the Wald's Chi-square and the post ad hoc Bonferroni pairwise comparisons [26] were used to establish significant differences between respondents' cognitive attitudes (dependent variables) towards Facebook advertising and their usage characteristics (independent variables) and demographic factors (independent variables). The GLM ANOVA was utilized owing to the unbalanced data, since standard errors are larger where there was a smaller number of observations for certain predictive factors (for example, there were few respondents who logged on to Facebook once a month), which the GLM takes into consideration and "normalizes" the results [64]. Tables 3.6 and 3.7 show the effect in terms of the Wald Chi-Square tests, which is based on the *Bonferroni correction* pairwise post hoc test among the estimated marginal means.

**Table 3.6: Effect of usage characteristics and demographics on Facebook advertising awareness**

| Independent variables | Type III | | |
|---|---|---|---|
| | Wald Chi-Square | df | P |
| Access | 10.062 | 2 | .007** |
| Length of usage | 7.322 | 4 | .686 |
| Log-on frequency | 2.321 | 4 | .693 |
| Log-on duration | 16.877 | 4 | .000* |
| Profile update incidence | 21.792 | 4 | .000* |
| Gender | .240 | 1 | .662 |
| Age | 22.935 | 2 | .739 |
| Ethnic orientation | 26.220 | 3 | .000* |

* Wald Chi-square test showed a significant difference at $p<0.001$

** Wald Chi-square test showed a significant difference at $p<0.05$

The Wald Chi-Square test revealed that there was a significant difference at $p < 0.001$ for awareness (M = 3.35, SD = 0.852) as a result of Facebook advertising. No significant differences were found for length of usage, log on frequency, gender and age, whereas *Bonferroni correction* pairwise comparisons of estimated marginal means showed significant differences between the following variables:

*Access (p < 0.05): Facebook* accessed via both PC and mobile device (M = 3.32, SE = 0.038) showed higher awareness levels than when accessed either by PC (M = 3.21, SE = 0.046) or mobile device (M = 3.24, SE = 0.043).

*Log on duration* ($p < 0.001$): Respondents who logged on for ≤ 1 hour (M = 3.16, SE = 0.036) displayed lower awareness levels than those who remained logged on for 2 hours (M = 3.32, SE = 0.041) and 3 hours (M = 3.33, SE = 0.05).

*Profile update incidence* ($p < 0.001$): Respondents who updated their Facebook status daily (M = 3.30, SE = 0.044) exhibited greater awareness than those who updated it 2 - 4 times a month (M = 3.12, SE = 0.053); those who updated their Facebook status 2 - 4 times a week (M = 3.36, SE = 0.045) resulted in increased awareness in comparison to those who updated it 2 - 4 times a month (M = 3.12, SE = 0.053) and once a month (M = 3.12, SE = 0.045).

*Ethnic orientation* ($p < 0.001$): White respondents (M = 3.11, SE = 0.047) presented lower awareness levels as a result of Facebook advertising compared to Black (M = 3.34, SE = 0.034) and Colored (M = 3.30, SE = 0.040) respondents.

**Table 3.7: Effect of usage characteristics and demographics on Facebook advertising knowledge**

| Independent variables | Type III | | |
|---|---|---|---|
| | Wald Chi-Square | df | P |
| Access | 8.109 | 2 | .017** |
| Length of usage | 3.861 | 4 | .425 |
| Log-on frequency | 4.700 | 4 | .319 |
| Log-on duration | 66.537 | 4 | .000* |
| Profile update incidence | 21.424 | 4 | .000* |
| Gender | .093 | 1 | .760 |
| Age | 2.038 | 2 | .361 |
| Ethnic orientation | 36.630 | 3 | .000* |

* Wald Chi-square test showed a significant difference at $p<0.001$

** Wald Chi-square test showed a significant difference at $p<0.05$

The Wald Chi-Square test revealed that there was a significant difference at $p < 0.001$ for knowledge (M = 3.29, SD = 0.815) owing to Facebook advertising. No significant differences were found for length of usage, log on frequency, age and gender; however, *Bonferroni correction* pairwise comparisons of estimated marginal means revealed significant differences among the subsequent variables:

*Access* (p < 0.05): Facebook accessed via both PC and mobile device (M = 3.28, SE = 0.037) showed greater knowledge levels when accessed either by PC (M = 3.18, SE = 0.044) or mobile device (M = 3.20, SE = 0.042).

*Log on duration* (p < 0.001): Respondents who logged on for 1 hour (M = 3.06, SE = 0.035) resulted in lower knowledge levels than those who remained logged in for 2 hours (M = 3.29, SE = 0.039), 3 hours (M = 3.29, SE = 0.047), 4 hours (M = 3.27, SE = 0.061) and 5 hours (M = 3.22, SE = 0.059).

*Profile update incidence* (p < 0.001): Respondents who updated their Facebook status daily (M = 3.28, SE = 0.042) and 2 - 4 times a week (M = 3.31, SE = 0.042) exhibited increased knowledge levels in comparison to those who updated it 2 - 4 times a month (M = 3.09, SE = 0.051).

*Ethnic orientation* (p < 0.001): White respondents (M = 3.11, SE = 0.045) showed lower knowledge levels owing to Facebook advertising compared to Black (M = 3.34, SE = 0.032) and Colored (M = 3.30, SE = 0.038) respondents.

## 3.6 Discussion and implications

### 3.6.1 Key findings

In terms of the first research question, the findings of this study confirmed that Facebook advertising undoubtedly created awareness among the Generation Y cohort in SA. eMarketer [20] found that consumers who were exposed to both paid and earned social media could assist organizations with increased brand awareness. Nielsen and Vizu [42] reported that marketers planned to continue to increase (63%) their online advertising expenditure in 2013 in order to create direct responses and to establish brand awareness. Conversely, Hadija *et al.* [30] concluded that social network users did notice the advertising, but focused on the content, such as the newsfeed and friends' profiles. Although several of the advertisements on the SNS did catch their attention owing to design, color, tagline and so forth, these were quickly overlooked in favor of more stimulating content; however, this was only a small qualitative study that included twenty respondents. Therefore, advertising on Facebook is a marketing communication channel that appeals to young adults in SA and should not be ignored by marketers that effectively facilitate the first stage of the hierarchy-of-effects model. The research also disclosed that advertising on Facebook also resulted in increased levels knowledge amid Generation Y. Taylor *et al.* [61] revealed that if the users perceived SNS advertising as being informative, it would favorably influence their attitudes towards advertising, which is displayed on these SNS, whereas Burst Media [9] indicated that Internet consumers' primary reason why they followed companies and brands on SNS was to keep up-to-date with the latest information. However,

Powers *et al.* [47] reported that consumers sometimes felt overwhelmed by the vast amount of online information and it was difficult to navigate through all of it, but this does not appear to hold true for South African Generation Y's sentiments, as they view Facebook advertisements as a good source of information to increase their knowledge of the featured companies, products and brands.

Mobile devices (cell phones, feature phones, smartphones and tablets) have certainly become a catalyst in making SNS accessible 24/7, but have not been considered as a good online advertising mechanism owing to the small size of the screen [23]. Furthermore, Ball State University [2] also reported that attitudes towards mobile advertising was generally not positive, with almost 70% stating their annoyance at receiving such advertisements and, consequently, 44% were less inclined to purchase the brand or product. However, in respect of the second research question, an interesting result of this inquiry concluded that mobile devices that are used in conjunction with computers resulted in the most effective Facebook marketing communication mechanism to reach Generation Y in SA. Wronski and Goldstruck [68] revealed that 87% of Facebook users in SA access this SNS via their mobile phones. Facebook [24] revealed that 83% or 1.12 million Facebook users across the globe check Facebook via their mobile phones. Numerous marketers have commenced with mobile marketing since it matches Generation Y's busy lifestyle and concentrates on applications that add value to consumers' experiences [32]. Hence, there is major potential for marketers in SA to target Generation Y and to receive good value from SNS advertising via mobile phones.

The analysis showed that SNA was most effective when young adults spent two of more hours logged on to Facebook, which is logical, since they would have more time to notice the advertisements. However, Generation Y tend to multi-task and use their mobile devices while on the move to access the Internet, SNS and to communicate, so do not spend long periods on Facebook at one time [56]. This study ratified that just under half of young adults in SA spend an hour or less on Facebook at one time, which is problematic for marketers, since this reduces the effectiveness of their marketing communications efforts and should find how to lead Generation Y on Facebook for longer. Hence, South African marketers should consider making use of Facebook's wide range of apps (Facebook is integrated with over 9 million websites and apps) and social plugins to keep users busy on the SNS platform for longer, thereby increasing chances of interaction with advertising. Common apps include games, listening to music and watching movies, whereas popular social plugins such as the like button, subscribe button, comments and single sign on registration plugins [25], all of which are available to marketers in one or more forms of marketing communications.

The more frequently Generation Y cohort members updated their profile on Facebook, the more effective the advertising in terms of creating awareness and generating knowledge. This makes rational sense, since increased activity on the SNS would increase the probability of users who interact with other elements such as the advertising. Marketers in SA could use Facebook's comprehensive metrics system to target potential consumers that displayed frequent update activities on their profiles. Furthermore, Facebook is continually innovating by launching new apps and social plugins, developing new products and purchasing companies that fit in with the Facebook mix, which necessitates that users should engage and update their profiles on a more regular basis.

Young adults from the White population group displayed lower levels of awareness and knowledge owing to Facebook advertising in comparison to the Black and Colored population groups. Statistics SA [58] disclosed that the White population has greater access to the Internet (70.3%) compared to the Black (29.4%) and Colored (35.7%) population groups. Furthermore, the White young adults had possibly been exposed to the Internet at a younger age and accumulated more experience in dealing with marketing communications on SNS. The Black middle class (termed as the "Black Diamonds" by UCT Unilever Institute of Strategic Marketing) in SA has increased twofold from 8% to 16% of the population since 2004, and spend in the region of R400 billion per annum [48]. Furthermore, over three quarters of Black middle class children go to former "model C" or private schools and the number of Black Diamonds who have degrees has more than doubled. Black diamonds are online and digitally connected; with many accessing the Internet via their mobile phones (95% of the Black middle class own mobile phones) [53]. Consequently, the percentage of Black SNS users has increased significantly over the past decade, especially in terms of the Generation Y cohort, as has their exposure to advertising on platforms such as Facebook, which represents a lucrative opportunity for marketers in SA owing to their positive cognitive sentiments.

### 3.6.2 Theoretical implications

Facebook advertising was found to have a positive influence on the cognitive attitudes of Generation Y, which supports the hierarchy-of-effects and communications of effect pyramid models that were formulated through research on traditional advertising. These models theorize consumers' move from low level hierarchical objectives, namely awareness and knowledge, to higher level hierarchical objectives such as intention-to-purchase and purchase, which are more demanding to achieve [1, 63]. Consequently, it can be concluded that Facebook advertising is congruent with traditional advertising regarding lower levels of the hierarchy-of-effects and

communications of effect pyramid models. The findings also substantiate that Facebook advertising yields similar cognitive attitudes compared to Internet advertising in developed countries [10, 65, 70]. Additionally, it can be theorized that the results of this study were similar to the outcomes of other SNS investigations, which have been conducted in developed countries, thus confirming corresponding cognitive attitudes between emerging nations (such as SA) and first world nations [31, 38, 39, 50, 66]. Bolton *et al.* [8] hypothesized that globalization could result in a rise of homogeneousness owing to the Generation Y cohort's SNS usage, but the veracity of this postulation was in doubt because of the relatively poor information technology access, resources and infrastructure that is evident in emerging countries such as SA. Several of the aforementioned inquiries that were implemented in the US and Europe similarly examined Generation Y [31, 38, 50], thereby demonstrating that South African Generation Y cohort members have similar cognitive attitudes to their international counterparts, which confirms Bolton et al.'s [8] supposition to be accurate. Thus, this study has made significant additions to advance cohort, attitudinal and SNA research in a developing country.

Particular usage characteristics such as how Facebook was accessed, log on duration and profile update incidence had an impact on Generation Y's awareness and knowledge pertaining to Facebook advertising. A number of inquiries considered an array of usage factors among South African users [14, 16, 32, 52] and equivalent high usage tendencies were determined by this research, but prior research observed SNS collectively; none conducted cross analysis between the SNS and usage elements; or regarded the attitudinal effect on advertising. Hence, this study makes a valuable contribution to SNS research in South Africa, not only by confirming the high usage of South African Facebook users, but also by determining, which usage factors resulted in more favorable attitudes as a result of SNA. From a global perspective, few investigations have considered the impact of usage characteristics on attitudes towards SNA, therefore, a pioneering addition had also been made in terms of an international context.

Ethnic orientation had a favorable influence on the cognitive attitudes of Black Generation Y in SA. Several studies described certain ethnic orientation traits or outlined the proportions of different population groups of SNS users in SA:  De Lanerolle [14] asserted that two out of three Internet users spoke an African language; Dlodlo and Dhurup [16] confirmed that there was a high number of Black Generation Y SNS users; and Bevan-Dye *et al.* [6] established materialism, status-consumption and ethnocentrism predispositions among Black Generation Y students. However, none considered the impact of ethnic orientation on attitudes towards SNA, and so another significant addition affirms the effect of SNA among Facebook users of various population groups in SA; thereby heeding Jordaan [32] call to investigate whether there was a

difference between Generation Y ethnic groups in terms of their perceptions of different media. Few international inquiries have contemplated the effect of ethnic orientation attitudes towards SNA, hence another original contribution has been made in terms of an international context.

### 3.6.3   Implications for practice

Facebook had a significant attitudinal impact on awareness and knowledge amongst Generation Y in SA. This result supports the decision by marketers in SA to spend a substantial amount of their promotional budgets on social media advertising. However, it should be taken into account that Generation Y has not yet formed permanent consumer behavior tendencies, and since a number of them are unemployed or students and have limited income, it may result in low levels of the higher hierarchy-of-effects stages, especially in terms of the ultimate purchase. Nevertheless, South African marketers should take the abovementioned results into cognizance in an endeavor to raise awareness and knowledge levels among Generation Y.

The researcher anticipated that Facebook advertising, which is accessed by mobile devices would result in more favorable cognitive attitudes than desktops, however, highest awareness and knowledge levels were found when Facebook was accessed by both PC and mobile device. Still, marketers should take mobile marketing communications into consideration owing to the incremental adoption rate of mobile devices in SA. This research established that advertising on Facebook had the highest impact on cognitive attitudes in relation to the longer the amount of time spent on the social medium by Generation Y. Though, this inquiry established that nearly half of Generation Y spent one hour or less on the SNS per log on period, which is disadvantageous to the advertising efforts. Hence, South African marketers should aim to include an assortment of Facebook's extensive collection of social plugins and apps in an effort to keep young adults entertained on Facebook for lengthier time periods, which should result in more favorable cognitive attitudes towards their organization and brands. This study also determined that Generation Y members who updated their Facebook profiles more frequently resulted in the most positive cognitive attitudes. Accordingly, organizations and marketers in SA could use Facebook metrics to target the most active Generation Y users, as well as Facebook's social plugins and apps as part of their promotion strategy which may have a favorable effect on their profile updating frequency [25].

Black and Colored ethnic groups showed higher awareness and knowledge levels than the White population group. Petzer and Meyer [45] revealed that a substantial Black middle class had grown with greater spending power than their White compatriots. However, almost one in

four South Africans live below the poverty line, but also have future aspirations, which has stimulated a demand for products and services that are not customarily associated with bottom-end consumers. Consequently, young adults of color are a possible lucrative target market, which has in recent times received greater exposure to advertising on social media that could be taken advantage of by astute marketers.

There are huge opportunities for both international and local organizations to exploit the shift to digital media (SNS and mobile) marketing communications by developing their marketing communication strategies to actively engage and connect with consumers across multiple interactive conduits [28]. SNS media is growing incrementally as a promotional conduit, but it is up to organizations and marketers to recognize that the needs, wants and expectations of young consumers are constantly changing and, therefore, this should be considered when advertising on SNS such as Facebook [40]. Additionally, the advertisements should be stimulating, entertaining and interactive to appeal to Generation Y who are particularly unpredictable and sometimes challenging to reach. Marketers in SA must endeavor to comprehend what prospective consumers are doing on social mediums such as Facebook, and should be willing to adjust social media marketing communication strategies, as a result of consumer feedback, changes that occur in the environment and academic research in order to improve their effectiveness. This research adds greater insight into the efficient use of the marketers' arsenal of social media marketing communication channels. It provides South African marketers with an understanding of the cognitive attitudes, usage behavior and demographic variables that may allow them to ultimately influence purchase decisions, via Facebook advertising, among the ambivalent Generation Y cohort.

## 3.7    Limitations and future research

This study is not without limitations and some will provide an avenue for further research. No distinction was made between the between different types of Facebook advertising and the effect thereof was examined collectively. Future inquiries could examine the influence that the different types of Facebook advertising have on attitudes. The research focused on a single cohort, but a comparative study of the other cohorts would provide a more comprehensive framework of the attitudinal influence of Facebook advertising. This study represents a 'snap shot' of attitudes toward SNA, whereas further research could consider the progression of attitudes towards Facebook advertising over an extended period of time, in other words, a longitudinal research design. Qualitative research would also provide greater depth of understanding of young adults' attitudes, and other attitude components such as cognitive and

conative attitudes, which should also be investigated. Furthermore, additional research on other popular SNS such as Twitter, YouTube, LinkedIn and Google+ could be affected, as could comparative studies with other developing and first world nations.

## 3.8    References

1. Aaker, D. A. & Carman, J. M. (1982). Are you over advertising? *Journal of Advertising Research*, 22(4), 57–70.

2. Ball State University. (2012). College students challenge marketers on mobile. http://www.emarketer.com/Article/College-Students-Adopt-Mobile-Across-Board/1009301. Accessed 5 July 2013.

3. Bannister, A., Kiefer, J. & Nellums, J. (2013). College students' perceptions of and behaviors regarding Facebook advertising: An exploratory study, *The Catalyst*, 3(1), 1–20.

4. Barreto, A. M. (2013). Do users look at banner ads on Facebook. *Journal of Research in Interactive Marketing*, 7(2), 119–139.

5. Belch, G. E. & Belch, M. A. (2012). *Advertising and promotion: an integrated marketing communication perspective* (9th ed.). New York: McGraw-Hill.

6. Bevan-Dye, A. L., Garnett, A. & de Klerk, N. (2012). Materialism, status consumption and consumer ethnocentrism amongst black Generation Y students in South Africa. *African Journal of Business Management*, 6(16), 5578–5586.

11.

7. Bischoff, W. (2012). Mobile advertising now on Facebook in South Africa. http://www.bizcommunity.com/Article/196/12/78197.html. Accessed 4 July 2013.

8. Bolton, R. N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T., Loureiro, Y. K. & Solnet, D. (2013). Understanding Generation Y and their use of social media: a review and research agenda, *Journal of Service Management*, 24(3), 245–267.

9. Burst Media. (2013). Google+ trumps Twitter, earning second place for total US social networkers. http://www.emarketer.com/Article/Google-Trumps-Twitter-Earning-Second-Place-Total-US-Social-Networkers/1009937. Accessed 11 July 2013.

10. Chatterjee, P. (2008). Are unclicked ads wasted? Enduring effects of banner and pop-up ad exposures on brand memory and attitudes, *Journal of Electronic Commerce Research*, 9(1), 51–61.

11. Chikandiwa, S. T., Contogiannis, E. & Jembere, E. (2013). The adoption of social media marketing in South African banks. *European Business Review*, 25(4), 365–381.

12. Churchill G. A. (1994). *Marketing research: Methodological foundations*. Ohio: Thomson Learning.

13. Curran, K., Graham, S. & Temple, C. (2011). Advertising on Facebook. *International Journal of E-Business Development*, 1(1), 26–33.

14. De Lanerolle, I. (2012). *The New Wave: Who connects to the Internet, how they connect and what they do when they connect*. Johannesburg: South African Network Society Project & University of Witwatersrand.

15. Digital Fire. (2012). Understanding the Black Diamond market. http://www.digitalfire.co.za/blog/understanding-the-black-diamond-market/. Accessed 20 November 2013.

16. Dlodlo, N. & Dhurup, N. (2013). Examining social media dimensions among a cohort of Generation Y consumers in South Africa. *Mediterranean Journal of Social Sciences*, 4(14), 329–338.

17. Ducoffe, R. H. (1996). Advertising Value and Advertising on the Web. *Journal of Advertising Research*, 36(5), 21–35.

18. Duncan, C. P. & Nelson, J. E. (1985). Effects of Humor in a Radio Advertising Experiment. *Journal of Advertising*, 14(2), 33–64.

19. Econsultancy & Adobe. (2012). Marketers still can't tie social to bottom line. http://www.emarketer.com/Article.aspx?R=1009340. Accessed 7 July 2013.

20. eMarketer. (2012). Social media key influencer in multi-exposure purchase path. http://www.emarketer.com/Article.aspx?R=1008845&ecid=a6506033675d47f881651943c21c5ed4. Accessed 10 July 2013.

21. eMarketer. (2013a). Google takes home half of worldwide mobile internet ad revenues. http://www.emarketer.com/Article/Google-Takes-Home-Half-of-Worldwide-Mobile-Internet-Ad-Revenues/1009966. Accessed 7 July 2013.

22. eMarketer. (2013b). Social networking reaches nearly one in four around the world. http://www.emarketer.com/Article/Social-Networking-Reaches-Nearly-One-Four-Around-World/1009976. Accessed 4 July 2013.

23. EyeTrackShop. (2012). Will mobile advertisements make a mark for Facebook? http://www.emarketer.com/Article.aspx?R=1009239. Accessed 4 July 2013.

24. Facebook. (2014a). Company info. https://newsroom.fb.com/company-info/. Accessed 28 November 2014.

25. Facebook. (2014b). Platform. https://newsroom.fb.com/Platform. Accessed 22 November 2013.

26. Field, A. (2009). *Discovering statistics using SPSS* (3rd ed.). London: Sage.

27. Geissler, G. L., Zinkhan, G. M. & Watson, R. T. (2006). The Influence of home page complexity on consumer attention, attitudes, and purchase intent. *Journal of Advertising*, 35(2), 69–80.

28. Ginsberg, J. (2012). Renewed mobile Facebook focus, iPhone 5 launch: Ignore mobile at your peril. http://www.bizcommunity.com/Article/196/78/81954.html. Accessed 1 July 2013.

29. Grinnell, R. M. & Unrau, Y. A. (2008). *Social work research and evaluation: quantitative and qualitative approaches*. New York: Oxford University Press.

30. Hadija, Z., Barnes, S. B. & Hair, N. (2012). Why we ignore social networking advertising. *Qualitative Market Research: An International Journal*, 15(1), 19–32.

31. Hansson, L., Wrangmo, A. & Søilen, K. S. (2013). Optimal ways for companies to use Facebook as a marketing channel. *Journal of Information, Communication and Ethics in Society*, 11(2), 112–126.

32. Jordaan, Y., Ehlers, L. & Grove, J. M. (2011). Advertising credibility across media channels: perceptions of Generation Y consumers. *Communicare*, 30(1), 1–20.

33. Justplay. (2012). South Africans want free stuff on Facebook. http://www.bizcommunity.com/Article/196/19/76695.html. Accessed 2 July 2013.

34. Kelly, L., Kerr, G. & Drennan, J. (2010). Avoidance of advertising in social networking sites: The teenage perspective. *Journal of Interactive Advertising*, 10(2), 16–27.

35. Kent, A. (2009). Ready to spread your social media marketing wings with nifty applications? http://www.marketingmix.co.za/pebble.asp?relid=4463. Accessed 13 June 2012.

36. Lesame, N. (2013). Vision and practice: the South African information society experience. *Journal of Multidisciplinary Research*, 5(1), 73–90.

37. Levin, J. (2013). Generation Next 2013 youth brand survey: Word from the field. *Sunday Times*, 2, June 2.

38. Logan, K., Bright, L. F. & Gangadharbatla, H. (2013). Facebook versus television: advertising value perceptions among females. *Journal of Research in Interactive Marketing*, 6(3), 164–179.

39. McCarthy, J., Rowley, J., Ashworth, C. J. & Pioch, E. (2014). Managing brand presence through social media: the case of UK football clubs. Internet Research, 24(2), 43–75.

40. Middleton, J. (2009). Business benefits of Facebook. www.themarketingsite.com/live/content.php?Item_ ID=9641. Accessed 13 June 2013.

41. Moore, M. (2012). Interactive media usage among millennial consumers. *Journal of Consumer Marketing*, 29(6), 436–444.

42. Nielsen & Vizu. (2013). Brand marketers put more emphasis on social, mobile, video. http://www.emarketer.com/Article/Brand-Marketers-Put-More-Emphasis-on-Social-Mobile-Video/1010144. Accessed 2 September 2013.

43. Okazaki, S. & Taylor, R. T. (2013), Social media and international advertising: theoretical challenges and future directions. *International Marketing Review*, 30(1), 56–71.

44. Pallant, J. (2010). *SPSS Survival Manual* (4th ed.). New York: McGraw-Hill.

45. Petzer, D. J. & De Meyer, C. F. (2013). Trials and tribulations: Marketing in modern South Africa. *European Business Review*, 25(4), 382–390.

46. Pike, W. (2009). Tweeting yourself into an empty nest. http://www.marketingmix.co.za/pebble.asp?relid =9149. Accessed 13 June 2012.

47. Powers, T., Advincula, D., Austin, M. S., Graiko, S. & Snyder, J. (2012). Digital and social media in the purchase decision process. *Journal of Advertising Research*, 479–489, December.

48. Radebe, K. (2013). Young, middle class and black. http://www.moneyweb.co.za/moneyweb-economic-trends/young-middle-class-and-black. Accessed 20 November 2013.

49. Ramnarain, Y. & Govender, K. K. (2013). Social media browsing and consumer behaviour: Exploring the youth market. *African Journal of Business Management*, 7(18), 1885–1893.

50. Ruane, L. & Wallace, E. (2013). Generation Y females online: insights from brand narratives. *Qualitative Market Research: An International Journal*, 16(3), 315–335.

51. Saxena, A. & Khanna, U. (2013). Advertising on social network sites: A structural equation modeling approach. *Vision*, 17(1), 17–25.

52. Shambare, R., Rugimbana, R. & Sithole, N. (2012). Social networking habits among students. *African Journal of Business Management*, 6(2), 578–586.

53. Shevel, A. (2013). Black Diamonds outshine whites. http://www.bdlive.co.za/national/2013/04/28/black-diamonds-outshine-whites. Accessed 20 November 2013.

54. Shipman, S. (2010). Study reveals what attracts Generation Y go-getters. *Management Today*, 28(6), 48.

55. Siemens Enterprise Communications & Yankee Group. (2010). Businesses are missing out on social media opportunities. http://www.marketingmix.co.za/pebble.asp?relid=11415. Accessed 13 June 2013.

56. Smith, K. T. (2012). Longitudinal study of digital marketing strategies targeting Millennials. *Journal of Consumer Marketing*, 29(2), 86–92.

57. Smith, S. D. Caruso, J. B. & Kim, J. (2010). *The ECAR study of undergraduate students and information technology*. Colorado: Educause.

58. Statistics SA. (2012). *Census 2011: In brief*. Pretoria: Statistics South Africa.

59. Tavakol, M. & Dennick, R. (2011). Making sense of Cronbach's alpha. *International Journal of Medical Education*, 2, 53–55.

60. Taylor Nelson Sofres & MWEB. (2009). Friendship 2.0. http://www.mweb.co.za/services/friendship/downloads/Friendship%202.0%20presentation%20for%20Microsite.pdf. Accessed 13 June 2013.

61. Taylor, D. G., Lewin, J. E. & Strutton, D. (2011). Friends, fans and followers: Do ads work on social networks? *Journal of Advertising Research*, 258–275, March.

62. TBG Digital. (2012). Getting the most out of Facebook advertisements. http://www.emarketer.com/Article.aspx?R=1009144. Accessed 2 July 2013.

63. Tellis, G. J. (1988). Advertising exposure, loyalty, and brand purchase: a two-stage model of choice. *Journal of Marketing Research*, 25(2), 134–144.

64. Van Schalkwyk, D. (2012). *Quantitative statistics*. Cape Town: CPUT.

65. Wang, Y. & Sun, S. (2010). Assessing beliefs, attitudes, and behavioral responses toward online advertising in three countries. *International Business Review*, 19, 333–344.

66. Whiting, A. & Williams, D. (2013). Why people use social media: a uses and gratifications approach. *Qualitative Market Research: An International Journal*, 16(4), 362–369.

67. Wilson, C. (2013). Online advertising to boom in SA: PWC. http://www.techcentral.co.za/online-advertising-to-boom-in-sa-pwc/43930. Accessed 27 November 2014.

68. Wronski, M. & Goldstruck, A. (2013). *SA Social Media landscape 2014*. Johannesburg: World Wide Worx & Fuseware.

69. Wronski, M. & Goldstruck, A. (2014). Facebook gets equal take-up by males and females. http://www.bizcommunity.com/Article/196/19/120926.html. Accessed 27 November 2014.

70. Yoo, C. Y., Kim, K. & Stout, P. A. (2010). Assessing the effects of animation in online banner advertising: Hierarchy effects model, *Journal of Interactive Advertising*, 4(2), 49–60.

# CHAPTER 4 (JOURNAL ARTICLE 2)

# EFFECT OF GEN Y'S AFFECTIVE ATTITUDES TOWARDS FACEBOOK MARKETING COMMUNICATIONS IN SOUTH AFRICA

Journal article 2 determines the influence of Facebook marketing communications on Gen Y's affective attitudinal responses, in other words, the third and fourth steps of the hierarchy-of-effects response model (namely, liking and preference). Refer to Figure 4.1 for a diagrammatical display that illustrates how this article interconnects with the overall study.

| Attitude phases | Hierarchy-of-effects model stages | Facebook |
|---|---|---|
| Cognitive | Awareness ⇩ Knowledge | |
| Affective | Liking ⇩ Preference | Mxit |
| Behavioural (Conative) | Intention-to-purchase ⇩ Purchase | Social media |
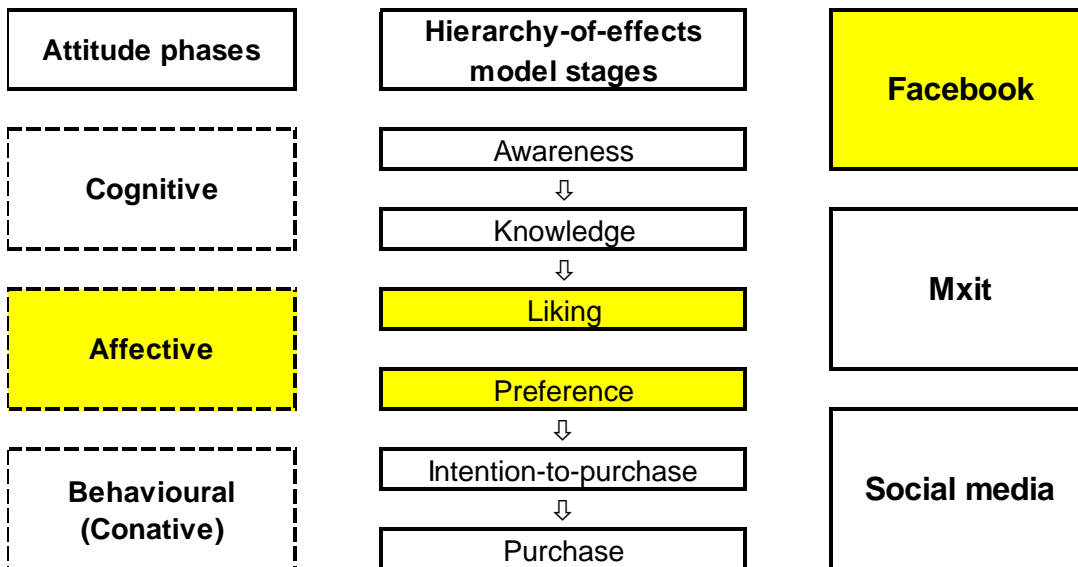
**Figure 4.1: Hierarchy-of-effects response model (Facebook affective focus)**

(Lavidge & Steiner, 1961:59-62)

## 4.0    Abstract

The ubiquitous role of technology in the lives of Generation (Gen) Y consumers is commonly recognized in scholarly circles, as well as the pervasive use of interactive and social media among younger consumers, which is significant for marketers from an advertising perspective. Widespread usage of social media such as Facebook is generating billions of dollars in advertising revenue, however, little is known about the attitudes of consumers towards advertising on this conduit in developing countries, especially in terms of the effect of various usage characteristics and demographic factors. This study investigates the influence of Facebook advertising on affective attitudes amongst Gen Y in South Africa (SA). The findings of the inquiry revealed a generally positive predisposition towards Facebook advertising *vis-à-vis*

affective attitudes, which makes a noteworthy contribution to the limited social media research on hierarchy response theory in developing countries. This investigation should also assist companies and their brands to understand what makes Gen Y like and develop a preference for their products that are promoted on Facebook, as well as the impact of various usage and demographics variables, thereby abetting the development and implementation of more effective marketing communications on this vast digital interactive medium in South Africa.

**Keywords:** South Africa, Facebook, Marketing communications, Gen Y, Affective attitudes, Liking, Preference

## 4.1   Introduction

Social network sites (SNS) have rapidly emerged over the past decade, and within this short span of time, these sites have become a platform for users to express their feelings. SNS are traditionally online communities that share common activities and interests, and provide an array of ways for users to interact with one another via instant messaging, voice chat, videos, photographs, discussion groups and file-sharing (Zarrella, 2010). Online consumers spend increasing amounts of time expressing themselves on SNS, and it is anticipated that SNS will significantly influence purchase decisions. Furthermore, the massive user base of these sites makes them lucrative media for organizations to place advertisements. The most recent statistics indicate that Facebook is the largest SNS in the world, with 1.35 billion subscribers (Facebook, 2014a). Therefore, SNS have become imperative for global marketing communications, and are commanding a larger share of advertising budgets, especially to reach the younger generation, which is known as Gen Y. The adoption of SNS is prevalent and common among younger consumers who progressively incorporate social networking into their everyday lives (Shambare et al., 2012; Saxena and Khanna, 2013). Hence, owing to the enormous value of social network advertising (SNA) on Facebook, YouTube, LinkedIn, Twitter and others, further research is warranted.

There is also an absence of agreed factors in the research of online advertising effectiveness. The emphasis has been placed on social media metrics, as opposed to attitudinal responses, whereas online advertising has significant effects on attitudes that are not exposed via click-through rates. Therefore, the aforementioned necessitates that online advertising effectiveness is evaluated from a more comprehensive viewpoint (Peters et al., 2013). Since online marketing communication is primarily driven by the desire of consumers, it is important to gain an understanding of the dynamic motivator of behavior, to be precise, the attitude, which is the chief

driver of exposure to advertising (Chandra et al., 2012). Lutz (1985) argued that gauging perceptions about consumers' attitudes is imperative, since they may have an influence on attention, and responses to advertisements. Much research has focused on the assessment of consumers' attitudes, perceptions and usage of the Internet (Schlosser and Shavitt, 1999; Yoon, 2002; Drèze and Hussherr, 2003; Forsythe et al., 2006; Yoo, 2008; Park and Lee, 2009; Kuisma et al., 2010; Punj, 2011); and in recent times, social media (Gensler et al., 2013; Malthouse et al., 2013; Peters et al., 2013; Weinberg et al., 2013; Hautz et al., 2014; Hollebeek et al., 2014; Labrecque, 2014). However, if the primary objective of advertising is to establish a positive attitude towards advertising, thereby increasing the intention-to-purchase, then a favorable emotional response to advertising is the best gauge of advertising effectiveness (Aaker and Stayman, 1990; Brown and Stayman, 1992). Gen Ys' attitudes towards social network advertising are of significant importance to organizations as they may provide evidence of potential consumer behavior tendencies in the future, as well as their sentiments towards their products and brands. Hence, this research concentrates on the affective attitudes of Gen Y towards Facebook marketing communications.

A majority of the aforementioned studies focused on developed countries' social media users who have access to sound infrastructure and information technology, but in several instances have stagnating social media populations; whereas many developing nations' social media audiences have been rapidly expanding largely owing to the widespread use of mobile devices, which are used to access online SNS. There is also a dearth of research in developing countries concerning social media consumers, whose attitudes and usage characteristics may differ significantly in comparison to their American and European compatriots because of divergent cultural factors, as well as poor infrastructure and a lack of sound information technology that result in low levels of access and slow Internet speeds. Accordingly, this research intends to provide a South African perspective on the influence of Facebook marketing communications on Gen Y, where 25% of the population can be classified as a member of this cohort (Statistics SA, 2012).

Bolton et al. (2013) agreed with the aforementioned views and suggested that past research led to more queries than solutions. Furthermore, a large proportion of prior inquires have used student samples whose consumer behavior may also change as they move through different life stages. Therefore, this study sought to obtain a more representative sample of the Gen Y cohort by also including employed (skilled and unskilled) and unemployed young adults, as up to half of this cohort is unemployed in SA (Statistics SA, 2012), from suburbs (mostly affluent) and townships (predominately disadvantaged) regions in the Western Cape, instead of only using a

student sample. Bolton et al. (2013) also questioned if there were noticeable differences within the Gen Y cohort. Therefore, this empirical study not only aims to reveal Gen Y's affective attitudes towards advertising on the largest SNS, Facebook, but also investigates the influence of various usage characteristics and demographic factors that will be discussed in forthcoming text.

## 4.2    Theoretical Background

### 4.2.1    Social media contextualization

Social media and social networks are closely connected and are often referred to synonymously, but social networks are merely one element and are considered to be an example of a social media application. Kaplan and Haenlein (2010) describe social media as an Internet group application that facilitates the production and transmission of user-generated content, in other words, the main principles of Web 2.0. Web 2.0 is the terminology, which is used to describe the trend in the use of World Wide Web (WWW) technology and web design to improve information sharing, creativity and collaboration among users. These notions have led to the development and advancement of web-based communities such as SNS. In simple terms, social media is the range of activities that integrate technology, social interaction and the construction of text, graphics, videos and audio via the Internet, with the express purpose of being shared. The interaction and the way in which information is portrayed depends largely on different perspectives and input from communities. Social media is really about user-generated content, collaboration, sharing (that is, Web 2.0) and connecting with others (Stokes, 2013).

SNS is a relatively cheap form of targeted marketing communication (via pay per impression or click models) and allows organizations to target according to various segmentation bases such as gender, age, language, relationship, lifestyles, education and other factors. Marketing communication on SNS in SA is underutilized and, consequently, it is possible to obtain high ratings for low costs. Furthermore, SNS users include a great deal of personal information when setting up their profiles and advertisers can, therefore, ensure that their advertisements reach the right target market. Hence, SNS display advertisements cost effective online marketing communication channels and have resulted in a growing share of impressions (Thomas, 2011).

A study of 2 000 consumers in the UK revealed that only 4% of people who use SNS clicked on display advertisements and less than 10% interacted with advertisements across SNS. However, 83% of the top 100 largest advertisers marketed their goods on SNS such as

Facebook. This indicates that it may take some time before consumers who use SNS will become online shoppers through targeted marketing communications. The survey also revealed that 20% of consumers were annoyed by SNS marketing communication (Furlonger, 2009). However, eMarketer (2013) disclosed that a nearly 65% of brands worldwide have a presence in seven or more SNS, with more than 30% maintaining a presence in four to six, and only 5% using three or less than three sites. This could indicate that marketers are receiving a favorable return on investment, or they are initially using multiple SNS in order to establish what works for them. Therefore, further inquiry is needed owing to the lack of research in SA and divergent results of SNA efficacy.

## 4.2.2 Facebook Milieu

Marketers have realized that Facebook has huge potential as a marketing communication platform that enables them to reach and personally integrate with millions of their customers by creating their own Facebook pages and/or utilizing advertising opportunities, which are offered by Facebook. Organizations are able to use a number of segmentation factors, such as demographics (gender, age and education), geographic location and psychographics, since Facebook avails this information to organizations to target prospective and current consumers. Though, organizations are able to connect with current and prospective consumers on a deeper level by incorporating a social context into their advertising by showing when a consumer's friend has liked a particular organization's Facebook page (Facebook, 2014a). More than nine out of ten of businesses that were surveyed in SA by Wronski and Goldstruck (2013) utilize Facebook. Sales was the primary objective for keeping an SNS presence and nearly one in two uses it to generate consumer leads.

Some believe that Facebook advertisements are not effective as users log-on to SNS to socialize, however maintain that organizations that promote their brands via their own Facebook pages are more efficient, since consumers are able to interact with the brand. The average click rate of standard banner advertisements for the Internet was 0.2% and the response rate could be even lower for SNS (Curran et al., 2011). Webtrends revealed that Facebook's advertising click through rate (CTR) was low (0.051%), which has an influence on Facebook as a reliable advertising channel. Conversely, Facebook pages (80.79% clicks) are the most popular Facebook object, which is marketed by brands that use "social ads". This is probably because most organizations have not created anything outside of their brand page, which is where they interact with consumers. "Apps" receive 4.60% clicks and "events" 10.57% clicks. Facebook has altered the meaning of the word "like." From a Facebook perspective, a "like" is private

preference, but also a declaration to the user's affiliations ("friends") on the whole social network of this predisposition. This is a strong endorsement and the affiliations, owing to the user's relationship with them, will, therefore, also be more inclined to like it as well. The value of social endorsements can be seen by the high number of users who click on sponsored story advertisements and subsequently become fans (over 77%) (Davis and Rosenstein, 2012b).

Wronski and Goldstruck (2013) established that there are about 9.4 million South Africans Facebook users, with an estimated 87% of South Africans accessing Facebook via their mobile phones, which is above Facebook's global average of 79% (Facebook, 2014a). Gen Y ranked Facebook as their third favorite social medium and cell phone application in the Generation Next Youth brand survey, which was conducted in SA in 2013 (HDI Youth Marketeers, 2014). Therefore, Facebook is a SNS that cannot be ignored by marketers as a marketing communication channel, but warrants further research, especially among the fickle younger generation that represents a quarter of the SA population.

### 4.2.3 Generation Y cohort theory

Generational cohort theory (GCT) posits that different segments of the population can be divided into distinct groups based upon historical events that fashion the behavior and attitudes of members within each cohort (Moore, 2012). GCT was generally applied in the US environment; but global homogeneity, advocated by technology innovation, aided the development of global GCT (Schewe and Meredith, 2004). Gen Y includes those who were born between 1982 and 1994 in SA, and is the primary focus of marketers owing to the size and increasing buying power of this cohort (Shipman, 2010). Census 2011 data also shows that the South African Gen Y comprises of over 13 million members, which is nearly a quarter of the SA population (Statistics SA, 2012). The South African Black Gen Y cohort includes a significant portion of the South African market (21%), particularly in terms of those who are and were students at tertiary institutions who represent a profitable target market segment owing to the fact that increased levels of higher education is connected with greater earning potential (Bevan-Dye et al., 2012).

Gen Y is technologically savvy, since they were born after the introduction of the computer and have little knowledge of the pre-Internet era (Black, 2010; Puybaraud, 2010). They have grown up with the rapid progression of digital interactive technology that has an enormous impact on them. Consequently, this ubiquitous environment, access to knowledge and data processing power have led Gen Y to process information and to think differently than previous generations, since they prefer variety rather than linear; are skills-focused rather than content-fixated; and

have a passion for lifelong experiential learning (Prensky, 2001; Nikirk, 2009). SNS is used by nearly 80% of Gen Y, but they are cautious to use their personal information and for what purposes, as they have grown up with online media. The fact that Gen Y is heavy SNS users does not mean that they trust this source. Therefore, many organisations are finding it difficult to establish appropriate SNS strategies to reach this notoriously fickle generation who tend to "like" and then subsequently "un-like" quickly, and will also adopt and drop SNS easily.

SA has both local and global influences that have shaped the different generation value systems of Gen Y while growing up. Gen Y's are often referred to as the "born free" generation in SA, since many Black South Africans have grown up in a country where they may have benefited from political transformation. There are differences between Gen Y, not only in terms of countries, but also within SA in terms of whether they live in townships or suburbs; and in rural or urban areas; however, this generation has still been significantly impacted by international influences and globalization. General characteristics of this group include being technologically confident, competent and continually connected, independent, optimistic, self-confident, lifestyle-centered, entrepreneurial and have big aspirations and high levels of "entitlement" (Du Chenne, 2011). However, in a developing country such as SA, many Gen Y would have grown up in more rural or poor environments and may have had limited exposure to technology, hence they may process information differently (Wessels and Steenkamp, 2009), therefore, additional research is necessary with this cohort.

### 4.2.4 Attitudes

Marketers have postulated various methods to empirically measure marketing communication effectiveness. Some assert that advertising is efficient only when it results in a purchase (Little, 1979); whereas others argue that there is a sequence of phases, also known as hierarchy response models, which include awareness of a product, knowledge, interest, favorable predispositions and eventually culminate in a purchase. This study is in agreement with the latter view, since consumers do not always respond instantaneously, but as relevant information is received, positive attitudes towards the product brand are formed before purchase behavior takes place. Furthermore, each stage of the hierarchy response models should be achieved before a purchase is made and, therefore, one or more stages often serve as marketing communication objectives for many organizations (Belch and Belch, 2012). Marketing communication objectives should describe the response that the marketer aims to have on the target audience (Koekemoer, 2004).

From a marketing perspective, the *cognitive component* comprises of awareness, knowledge and information, which is received from advertising and other sources, in other words, has the consumer perceived a product and what is known about it? The *affective component* involves the consumer's feelings and emotions (like or dislike) towards a product. Emotions enhance positive or negative experiences, which comprise higher levels of affect such as interest, liking, preference and intention that may impact later behavior. The *behavioral or conative component* is concerned with the likelihood or tendency of how consumers will react or behave in a particular way to a product, which typically includes trial, purchase, rejection and/or adoption (Belch and Belch, 2012; Schiffman and Kanuk, 2004).

Attitudes toward the advertising can be described as a consumer's sentiments of the general advertising stimulus. Lutz (1985) observed the attitudes toward the advertising as one-dimensional terms, and described attitudes toward the advertising as a tendency to respond in a positive or negative way to a certain advertising stimulus during a specific exposure event. Consequently, attitudes toward the advertising are only viewed from an affective perspective, with the cognitive and conative components excluded from consideration. Furthermore, the aforementioned theoretical attitudinal models were developed from the analysis of traditional advertising media; hence, this investigation focuses on the affective attitude component (liking and preference) towards Facebook marketing communications.

### 4.2.5  Affective attitude

Taylor et al. (2011) disclosed that SNS advertising acceptance was affected by how entertaining it was and by the information that it provided. Entertaining advertisements result in positive brand attitudes (Shimp, 1981; Shavitt et al., 1998; MacKenzie and Lutz, 1989); therefore, marketers should create entertaining advertisements as it would assist to increase the effectiveness of their messages. Several studies have revealed that affective attitudes towards advertising were a facilitator of advertising effects on purchase intention or consideration (Lutz, 1985; Aaker et al., 1986; Edell and Burke, 1987; Holbrook and Batra, 1987). However, there have been contradicting findings in terms of recent attitudinal studies, which investigated SNA. Chandra et al.  (2012) conducted research into attitudes towards social media advertising among undergraduate and postgraduate students. The study revealed that social media advertising aided the purchase decision, but held unfavorable attitudes in terms of affective (enjoyment, entertainment value and authenticity) components. Bannister et al. (2013) also

established that the attitudes of US college students towards Facebook advertising were largely negative or indifferent. Respondents believed that Facebook advertisements were largely irrelevant, uninteresting, and would not generally click on them. Mir (2012) investigated the attitudes of students towards social media advertising in South Asia among 210 college students. The study concurred with the aforementioned research and entertainment (affective) was not found to have a positive influence on consumer attitudes. Conversely, Swani et al. (2013) examined message strategies that would promote online word-of-mouth for business-to-business (B2B) and business-to-consumer (B2C) Facebook accounts among 193 Fortune 500 Facebook accounts in the US. The analysis revealed that Facebook emotional-related message posts were effective at generating likes (affective) for B2C-service accounts and B2B accounts. Logan et al. (2013) examined the perceptions of the value of advertising on Facebook to television in terms of entertainment and information in the US. The inquiry ascertained that Facebook advertising was more effective when it was also entertaining (affective) and the same finding was applicable for television advertising. Labrecque (2014) also established positive affective (liking) attitudes regarding interaction with brands in social media environments among US respondents. In summary, there have been several studies that evaluated the affective attitudes towards SNA, which were predominantly conducted in the US; relatively small sample sizes were utilized; students were mainly utilized as the research population; none investigated the impact of usage factors or the influence of demographic factors on Facebook advertising and yielded divergent results.

## 4.3    Research questions

### 4.3.1    Affective attitudes

As stated in prior text, the theoretical hierarchy response model was developed from the analysis of traditional advertising media, whereas this investigation focuses on recent digital interactive media, namely Facebook advertising, to ascertain consumers' affective attitudes as they pass through the middle levels of the theoretical model. The rapid growth of Facebook has begun to slow in many first-world nations and started to reach saturation and/or even decline, while the number of Facebook users is still steadily climbing in developing nations. SA has seen a growth rate of almost 40% over the last year (Wronski and Goldstruck, 2013). Accordingly, this paper is important to organizations since a majority have spent large percentages of their marketing communications budgets on Facebook, and need to determine whether this SNS has

a favorable effect on consumers' attitudes. Furthermore, this empirical study is also important to academics and researchers, as there is a dearth of research investigating consumers' attitudes towards social media advertising in developing countries (Bolton et al., 2013; Okazaki and Taylor, 2013) and hence, will make a noteworthy addition to the theoretical attitudinal framework regarding SNA. Therefore, this research seeks to address some of these issues by means of the first research question:

RQ1: Does Facebook advertising have an effect on the affective attitudes of Gen Y in SA?

### 4.3.2   Usage characteristics

As mentioned in prior text, a vast majority of South African Facebook users access Facebook via their mobile phones (Wronski and Goldstruck, 2013); consequently, it is important to determine if there are noteworthy differences between Gen Y's attitudes towards Facebook advertising in terms of how they access this SNS. Other usage elements that were examined to establish if they have an impact on Gen Y's affective attitudes towards Facebook advertising include: log-on incidence; log-on duration; length of usage; and profile update frequency. This inquiry is significant to both organizations and researchers, as it will provide a stronger notion of Gen Y's Facebook usage characteristics predispositions, and also determine if they have an influence on their liking and preference perceptions towards Facebook advertising, which will provide additional insight into Gen Y's consumer behavior in future eons. Moreover, there has been little inquiry to assess the impact of Facebook marketing communications regarding the affective attitudes of Gen Y consumers, which will make a noteworthy contribution to the further development of attitudinal research on SNA. The next research question is as follows:
RQ2: Do usage characteristics of Gen Y in SA have an influence on affective attitudes as a result of Facebook advertising?

### 4.3.3   Demographic variables

Bolton et al. (2013) recommended that research should be conducted to determine if there were significant variances amid Gen Y subgroups regarding social media use. Hence, this research seeks to determine if particular demographic factors namely, gender, age and ethnic orientation have an influence on Gen Y's liking and preference perceptions of advertising on Facebook. Furthermore, the ethnic orientation investigation is important to organizations and academics

owing to the well-known inequalities that occurred in SA's recent history, which resulted in widespread economic disparities. Moreover, few inquiries have examined the impact of demographic variables, specifically age (within a certain cohort) and ethnic orientation in terms of hierarchical response theory. The final research question is as follows:

RQ3: Do demographic factors have an impact on affective attitudes of Gen Y in SA because of Facebook advertising?

## 4.4    Methodology

### 4.4.1    Sampling

Gen Y is known for their propensity to be heavy users of interactive digital media and devices such as SNS and mobile devices (Henrie and Taylor, 2009; Black, 2010; Shambare et al., 2012; Smith, 2012). Additionally, a number of studies have disclosed that students are the principal users of SNS (Pempek et al., 2009; Shields, 2011; Yang, 2012; Kim et al., 2013; Logan et al., 2013;), while other research used students to investigate SNS in terms of attitudes and/or advertising (Bayne, 2011; Chi, 2011; Chandra et al., 2012; Mir, 2012; Van Noort et al., 2012; Hautz et al., 2014). However, the researcher maintained that the sample should be selected from a wider research population group to provide a more comprehensive representation of Gen Y, rather than only using students in the study. Therefore, young working adults, students and young adults who were not studying or working yet (nearly one in three people in SA are unemployed, with this figure increasing to up to one in two among young adults (Statistics SA, 2012)) were included in the research population, in order to provide a more acceptable representation of Gen Y that were Facebook users and viewed advertising on this SNS. A sample frame is a list of elements from which a sample may be drawn; usually the research populations that interest human behavior are so large that from a practice point of view it is difficult to conduct research on all of them (Gates and McDaniel, 2008). A little over 11% of SA's population live in the Western Cape (Statistics SA, 2012) and was selected as the sample frame from which to draw the Gen Y sample. A multi-stage sampling technique was employed where several steps are used to draw the sample (Chisnall, 1981; Cooper and Schindler, 2006). Firstly, the researcher divides the research population into groups known as a unit, with each province in SA representing a unit, and the Western Cape being selected as stated above. Secondly, the region was separated into various geographic clusters that comprised of urban and rural areas,

which included suburbs (middle to upper class) and townships (low to middle class), via a map of the Cape Peninsula. Thirdly, companies, colleges, universities, sports clubs and religious and other community groups were identified and randomly selected though the use of a regional telephone directory. Fourthly, these establishments were contacted telephonically to seek permission to carry out the survey and to determine if there were enough Gen Y members to participate in the study. Systematic sampling was used in the final step to select respondents from each group, with every third respondent being asked if they were willing to voluntarily participate in the research.

## 4.4.2    Data and measures

A structured self-administered research instrument was used to collect the vast quantity of data, which was necessary for this research study. "Structured" means that the questions were standardized and asked in the same way, and self-administered questionnaires were completed by the respondents without the interviewer asking the questions, except for the filter questions to establish if the individual qualified for the study (Kent, 1993). Self-administered surveys hold advantages of being able to reach large research populations, have a high response rate and there is little respondent misunderstanding questions, since the interviewer could assist with issues that were not clear (Bhattacherjee, 2012). Two filter questions were asked to establish if the respondent qualified to participate in the study. Firstly, a double dichotomous filter question ascertained whether the respondent had used Facebook, and secondly, if they have noticed any advertisements on this SNS. If the respondent answered "no" to either of these questions or was not a member of Gen Y, then a suitable replacement was found by selecting the next respondent that answered both questions affirmatively. It is important to note that the respondents did not need to identify the companies or products that featured in the Facebook advertising, nor was any distinction made between the different kinds of Facebook marketing communication, as the objective of the research was to consider an affective influence of Facebook advertising on Gen Y's attitudes.

The questionnaire consisted of three sections. The first section included five multiple-choice questions, which provided additional information regarding the Facebook users' usage characteristics. These five questions addressed how users accessed Facebook, how long they had used it, how often they logged on, how many hours they usually spent on this SNS, and the frequency with which they updated their profile status.

A nine-item scale was created to measure liking by adapting construct items from Duncan and Nelson (1985); Ducoffe (1996); and Lin et al. (2008); whereas a second nine-item scale to assess preference, was adapted from construct items from Martin et al. (2002) and Wang and Sun (2010). Together these items formed the affective attitude construct, which comprised of 5-point Likert-scale statements that ranged from "strongly disagree" (1) to "strongly agree" (5). Validity refers to the degree to which a measure sufficiently represents the construct that it intended to measure (Bhattacherjee, 2012). The Likert scale was organized to alternate negative and positive statements in order to prevent participants from selecting a single column. A lower mean score indicated a low level of liking and preference (Facebook advertising affective attitudes), whereas the converse was true. The third section included demographical factors of respondents, namely gender, age and population group.

A pre-test was conducted among one hundred respondents to identify and correct possible problem areas to ensure that the research instrument was reliable. Subsequently, a pilot study was conducted among another one hundred respondents to ensure the validity of the construct and to tweak other areas of the research process (Monette et al., 2005; Blumberg et al., 2011). The research utilized 20 Marketing students from the Cape Peninsula University of Technology (who were reading towards their Bachelor degree) as fieldworkers. The fieldworkers were allocated certain areas, and contacted identified establishments to conduct the research on a face-to-face basis, which contributed to the high response rate (despite the voluntary participation), as well as to the fact that the questionnaire took no longer that 10 minutes to complete. Hence, a total of 3 601 useable questionnaires were collected over a three month period. The data was captured, coded and examined through statistical software known as SPSS (version 21).

## 4.5    Results and discussion

Facebook was accessed by means of both PC and mobile device (58.8%) by a majority of respondents who typically used Facebook on a daily basis (57.2%), spent one (41.2%) to two (27.4%) hours per log-on session and nearly three-quarters updated their prolife a minimum of once a week. The sample included a majority of females (57%); almost half of the respondents were 18 – 20 years old (46.7%), and the population groups essentially replicated the ethnicity in the Western Cape with Black (53.5%) and Colored (29.3%) being in a majority (Statistics SA, 2012). Table 4.1 provides a comprehensive overview of usage characteristics and demographics of the Gen Y respondents who use Facebook.

**Table 4.1: Facebook usage characteristics and demographics**

| Facebook usage characteristics | n | % |
|---|---|---|
| *Access* | | |
| Mobile Device | 960 | 26.6 |
| PC | 525 | 14.6 |
| Mobile Device & PC | 2 116 | 58.8 |
| *Length of usage* | | |
| ≤ 1 year | 480 | 13.3 |
| 2 years | 867 | 24.1 |
| 3 years | 948 | 26.4 |
| 4 years | 740 | 20.5 |
| ≥ 5 years | 566 | 15.7 |
| *Log-on frequency* | | |
| Daily | 2 060 | 57.2 |
| 2 - 4 a week | 822 | 22.9 |
| Once a week | 433 | 12.0 |
| 2 - 4 a month | 195 | 5.4 |
| Once a month | 91 | 2.5 |
| *Log-on duration* | | |
| ≤ 1 hour | 1 483 | 41.2 |
| 2 hours | 989 | 27.4 |
| 3 hours | 601 | 16.7 |
| 4 hours | 295 | 8.2 |
| ≥ 5 hours | 233 | 6.5 |
| *Profile update incidence* | | |
| Daily | 1 106 | 30.7 |
| 2 - 4 a week | 884 | 24.5 |
| Once a week | 687 | 19.1 |
| 2 - 4 a month | 399 | 11.1 |
| Once a month | 525 | 14.6 |
| **Demographics** | | |
| *Gender* | | |
| Male | 1 548 | 43.0 |
| Female | 2 053 | 57.0 |
| *Age* | | |
| 18 - 20 | 1 684 | 46.7 |
| 21 - 24 | 1 439 | 40.0 |
| 25 - 30 | 478 | 13.3 |
| *Population group* | | |
| White | 436 | 12.1 |
| Black | 1 927 | 53.5 |
| Colored | 1 054 | 29.3 |
| Indian/Asian | 184 | 5.1 |

Descriptive statistics (frequencies, means, standard deviations and non-parametric one-sample bi-nominal standardized test) were used to describe the results (Tables 4.1, 4.2 and 4.3). As mentioned previously, the respondents' affective attitude towards Facebook advertising was quantified by nine-item scales for each of the hierarchy response levels (refer to Tables 4.2 and 4.3).

**Table 4.2: Facebook advertising liking scale**

| | Mean | SD | P | Std. Test Statistic | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Advertising on Facebook has made me like the brands more (1) | 3.15 | 1.359 | .000 | 7.454 | 1 | | | | | | | | |
| Advertising on Facebook adds to the enjoyment of using Facebook (2) | 3.03 | 1.371 | .011 | 2.548 | .610** | 1 | | | | | | | |
| Advertisements on Facebook are irritating and annoying [S] (3) | 3.39 | 1.335 | .000 | 15.959 | .163** | .084** | 1 | | | | | | |
| Advertisements on Facebook are entertaining and fun (4) | 3.15 | 1.132 | .000 | 7.353 | .801** | .554** | .270** | 1 | | | | | |
| Facebook has a positive influence on me liking advertised products (5) | 3.04 | 1.068 | .028 | 2.195 | .483** | .805** | .032 | .543** | 1 | | | | |
| Advertising on Facebook has made me like the products less [S] (6) | 3.35 | 1.055 | .000 | 21.202 | .133** | .007 | .689** | .063** | .041 | 1 | | | |
| I have positive feelings for brands that are advertised on Facebook (7) | 3.17 | 1.168 | .000 | 9.460 | .789** | .464** | .184** | .800** | .489** | .064** | 1 | | |
| There are too few advertisements on Facebook (8) | 2.86 | 1.242 | .000 | 7.016 | .336** | .642** | .013 | .375** | .670** | -.059 | .422** | 1 | |
| Facebook has a negative effect on me liking advertised brands [S] (9) | 3.48 | 1.167 | .000 | 23.757 | .180** | .045* | .702** | .168** | .018 | .725** | .123** | .144** | 1 |

[S] Negatively phrased statement scores were recoded

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

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

Reliability refers to the measure that should consistently replicate the construct that it is measuring. The most common measure to determine the scale of reliability is Cronbach's α and a value of above 0.7 is deemed to be acceptable (Kline, 1999; Field, 2009; Pallant, 2010). Negatively phrased statements are important to reduce response bias, however, these statements score needed to be reversed, as they would have adversely affected the Cronbach's α result. Three statements in each of the nine item scales were reversed by using SPSS before Cronbach's α was used to establish the reliability of the constructs for each scale of the hierarchy response model (Kent, 1993; Field, 2009;). Cronbach's α was 0.765 for Facebook's advertising liking scale (Table 4.2) and 0.764 for the Facebook advertising preference scale (Table 4.3), thereby displaying healthy internal consistencies. The means for liking and preference also revealed that respondents were inclined to "agree" that Facebook advertising resulted in liking and preference. However, a non-parametric one-sample bi-nominal standardized test was utilized to determine if there was a significant difference. The test showed that for both of the scales there was a significant difference at $p < 0.001$ and $p < 0.05$, with the

exception of one item in the preference scale. Pearson correlation coefficient analysis (Tables 4.2 and 4.3) largely revealed a positive relationship between the liking and preference construct items, but there was generally a higher positive correlation for the negatively reversed construct items that were recoded. Factor analysis was conducted in the form of a principle component analysis to establish validity of the liking and preference constructs. The first principle components of the liking and preference scales represented 46.98% and 52.77% of the variance (eigenvalues); the second principle components 30.65% and 28.86%; and the third principle components 13.20% and 9.19%; thereby accounting for 90.83% and 90.82% of the data variance, which showed that there was a relatively low divergence between the construct items. This indicates that the measured variables show an overall convergence of responses, thereby signifying the validity of the liking and preference scales.

**Table 4.3: Facebook advertising preference scale**

| | Mean | SD | P | Std. Test Statistic | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| I have no interest in brands that are advertised on Facebook [S] (10) | 3.34 | 1.336 | .000 | 14.983 | 1 | | | | | | | | |
| Advertisements on Facebook have increased my preference for specific products (11) | 3.07 | 1.286 | .000 | 4.050 | .078** | 1 | | | | | | | |
| Advertising on Facebook improves the image of companies (12) | 3.24 | 1.321 | .000 | 12.374 | .084** | .549** | 1 | | | | | | |
| I avoid products that are advertised on Facebook [S] (13) | 3.26 | 1.106 | .000 | 14.144 | .732** | .090** | .036 | 1 | | | | | |
| Advertisements on Facebook are relevant to me and my interests (14) | 3.08 | 1.012 | .000 | 4.655 | .106** | .725** | .503** | .010 | 1 | | | | |
| Advertisements on Facebook are effective in stimulating my preference in brands (15) | 3.08 | 1.031 | .000 | 4.735 | .159** | .499** | .715** | .060* | .570** | 1 | | | |
| Advertisements on Facebook are ineffective in gaining my interest in products [S] (16) | 3.27 | 1.214 | .000 | 14.250 | .674** | .077** | .060** | .712** | .034 | .123** | 1 | | |
| I prefer brands that are promoted on Facebook (17) | 2.98 | 1.183 | .118 | 1.563 | .094** | .719** | .398** | .054* | .753** | .528** | -.028 | 1 | |
| Advertisements on Facebook have a positive effect on my preference for brands (18) | 3.06 | 1.197 | .000 | 4.010 | .192** | .520** | .708** | .139** | .504** | .766** | .087** | .618** | 1 |

[S] Negatively phrased statement scores were recoded

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

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

A Generalized Linear Model (GLM) analysis of variance (ANOVA), while using the Wald's Chi-square permitted the researcher to establish whether the observed frequencies differ significantly from the projected frequencies (Field, 2009; Urdan, 2010). Bonferroni correction pair-wise comparisons post hoc tests were employed on the estimated marginal means, which allowed the researcher to compare the predictor (Facebook usage characteristics), and dependent variables (liking and preference), therefore establishing where there were significant differences between the variables (Hinton et al. 2004; Field, 2009). The GLM ANOVA was employed owing to the different number of observations for the predictor variables, whereby the GLM automatically "normalizes" the results. A smaller number of observations equates to greater standard errors, for example, there were not many respondents that logged on to Facebook only once a month (van Schalkwyk, 2012). Table 4.4 shows the effect in terms of the Wald Chi-Square tests, which is based on the *Bonferroni correction* pairwise post hoc test among the estimated marginal means.

**Table 4.4: Effect of usage characteristics and demographics on Facebook advertising liking and preference**

| | Liking | | | Preference | | |
|---|---|---|---|---|---|---|
| Independent variables | Wald Chi-Square | Df | *p* | Wald Chi-Square | Df | *p* |
| Access | 4.093 | 2 | .129 | 1.034 | 2 | .596 |
| Length of usage | 25.530 | 4 | .000* | 24.061 | 4 | .000* |
| Log-on frequency | 7.708 | 4 | .103 | 10.808 | 4 | .029** |
| Log-on duration | 36.374 | 4 | .000* | 46.226 | 4 | .000* |
| Profile update incidence | 51.169 | 4 | .000* | 27.936 | 4 | .000* |
| Gender | 6.523 | 1 | 011** | 4.310 | 1 | .038** |
| Age | 1.646 | 2 | .439 | 3.151 | 2 | .207 |
| Population group | 26.220 | 3 | .000* | 4.447 | 3 | .217 |

* Wald Chi-square test showed a significant difference at *p*<0.001

** Wald Chi-square test showed a significant difference at *p*<0.05

### 4.5.1 Affective attitudes (RQ1)

The Wald Chi-Square test showed that there was a significant difference at $p < 0.001$ for liking (M = 3.18, SD = 0.717) owing to Facebook advertising. This study found that advertising on Facebook increased liking levels among the South African Gen Y cohort. Smith (2013) disclosed that there have been over 1.13 trillion likes since the launch of Facebook, and that an average of 4.5 billion likes transpires every day. The like button social plugin feature on Facebook can literally be equated to the liking level of the hierarchy response model, whereby consumers display a favorable affective attitude towards a company and its offerings. Pivot Conference (2013) revealed that marketing professionals' top five SNS marketing objectives were: consumer

engagement (67%); brand lift (67%); influencing consumer behavior (61%); positive sentiment (liking) (59%); and increased sales (58%), but the creation of positive sentiment was the top objective. However, South African marketers should use social marketing communications prudently, as consumers may become irritated by overt advertising that was blatantly pushed at them via SNS, since their main use of such conduits is for informal and personal interactions. Consumers are favorably inclined to marketing communications from companies and brands that they have selected to "like" or "follow". Nearly one in four (24%) consumers were irritated by marketing communication from companies and brands that sent them unsolicited messages versus 11% who received messages from companies and brands that they followed (eMarketer, 2012). Logan et al. (2013) also revealed that SNS fulfills the need for information interchange, but the SNS advertising was found to be significantly more valuable when it was entertaining, thereby leading to positive sentiment.

The Wald Chi-Square test indicated that there was a significant difference at $p < 0.001$ for preference (M = 3.15, SD = 0.701), which was attributable to Facebook advertising. The research confirmed that advertising and Facebook improved preference levels amid young adults in SA. Taylor et al. (2011) confirmed that SNS advertising generated high entertainment value to the consumers and had four times more impact on positive consumers' attitudes towards advertising in comparison to information. Vakratsas and Ambler (1999) also found that online advertising likeability and brand preference were significantly related. However, Bayne (2011) disclosed that SNS marketing communication's influence was relatively low in stimulating interest and inclination to attend a special event. Therefore, South African organizations that uses Facebook as a marketing communications conduit need to uncover what consumers like in order to influence the affective component, and should acquire information from everyone who is connected to the product such as the sales team and consumers in order to effectively reach Gen Y.

### 4.5.2   Usage characteristics (RQ2)

No significant differences were found in terms of access for both liking and preference, whereas log-on frequency only yielded a significant difference for preference. However, the *Bonferroni correction* pairwise comparisons of estimated marginal means reported significant differences for both liking and preference in terms of the other independent variables, namely length of usage, log-on duration and profile update incidence.

*Access:* Dynamic Logic (2012) reported that brand liking and preference were nearly three times higher for mobile advertising compared to when viewed on computers. Jordaan et al. (2011) revealed that mobile phone advertising credibility was significantly higher in comparison to online advertising and nearly nine out of ten accesses Facebook via their mobile phones. This may be owing to the fact that Generation Y consumers are more familiar and use mobile phones perpetually in South Africa, thereby resulting in higher credibility. Powers et al. (2012) revealed that online consumers used mobile devices for shopping activities, as well as for connecting to social media. The researcher expected that Facebook marketing communications, which were accessed by mobile devices (M = 3.20, SE = 0.032) would yield a greater positive affective attitude when Facebook was accessed by both PC and mobile device (M = 3.16, SE = 0.028) and PC (M = 3.12, SE = 0.037). This prediction was true in terms of the mean scores, but there was not a significant difference in terms of the *Bonferroni correction* pairwise comparisons of estimated marginal means.

*Length of usage* ($p < 0.001$): Respondents who had utilized Facebook for 5 years (M = 3.05, SE = 0.037) displayed lower levels of liking than those who had used the SNS for 1 year (M = 3.20, SE = 0.041), 2 years (M = 3.24, SE = 0.034), 3 years (M = 3.15, SE = 0.033) and 4 years (M = 3.16, SE = 0.034). SNS users who had used Facebook for 5 years (M = 3.06, SE = 0.036) displayed lower levels of preference than those who had utilized the SNS for 2 years (M = 3.24, SE = 0.034), 3 years (M = 3.18, SE = 0.032) and 4 years (M = 3.19, SE = 0.033). The aforementioned results indicated that young adults who have used Facebook for a long period of time (5 years or longer) had lower positive affective attitudes (liking and preference) in comparison to those who had used the SNS for a shorter duration. This is not a surprising finding, since it is explained by the fact that consumers become acclimatized to advertising and notice it less over time. Cox (2010) reported that advertising effectiveness declined amongst more experienced Internet users, as they began to find the advertising annoying and attempted to block them. Furthermore, other studies have also revealed that consumers' level of experience in utilizing online applications was an influential factor in their online purchase decision process (Balabanis and Vassileiou, 1999; Hoffman et al., 1999; Novak et al., 2000; Montoya-Weis et al., 2003).

*Log-on frequency* ($p < 0.05$): Facebook users who logged on 2 – 4 times a month (M = 3.30, SE = 0.052) resulted in greater preference in comparison to those who logged on once a month (M = 3.04, SE = 0.074). The study revealed that Gen Y who logged on 2 – 4 times a month led to increased preference levels in relation to those who logged on only once a month. Maddox and Gong (2005) concluded that heavy online users, those who go online one or more times a day,

increased the likelihood of using online content to make purchase decisions. Su (2010) also reported that nearly three-quarters of young adults use Facebook several times a day, which increases chances of interacting with SNA. Conversely, Chandra et al. (2012) found that there was no significant difference between frequent and occasional users regarding the affective (liking) and cognitive (information) attitudinal components of social media advertising. However, there was a high standard error in this study owing to the low number of responses for these variables, since a majority of the respondents accessed Facebook on a daily or weekly basis.

*Log-on duration* ($p < 0.001$): Participants who logged on for ≤ 1 hour (M = 3.04, SE = 0.029) resulted in lower liking than those who remained logged on for 2 hours (M = 3.15, SE = 0.032), 3 hours (M = 3.21, SE = 0.036) and 4 hours (M = 3.24, SE = 0.045). SNS users who logged on for ≤ 1 hour (M = 3.03, SE = 0.028) displayed lower preference levels than those who remained logged on for 2 hours (M = 3.17, SE = 0.032), 3 hours (M = 3.24, SE = 0.035) and 4 hours (M = 3.20, SE = 0.045). The survey disclosed that Facebook advertising was most ineffective when Gen Y spent one hour or less  logged on to Facebook, which is a reasonable notion, as they would have less time to perceive the advertising on the SNS. Gen Y is able to multi-task, which allows them to watch television, send a text message, listen to music, surf the Internet and interact on Facebook simultaneously (Du Chenne, 2011). Therefore, their time is often divided and a majority does not spend protracted periods of time on Facebook per log-on session, but rather logged on multiple times a day (Su, 2010), which is in congruence with the findings of this study that showed that over four in ten young adults spent one hour or less per log-in. However, marketers are fortunate that Facebook frequently introduces new products (for example Facebook gifts, events, camera), social plugins (for example single sign-on, comments plugin, like button) and new apps (e.g. games, music listening, phones apps), as well as purchase companies (for example Atlas, Instagram, Push Pop, Press) to enhance the Facebook experience that demands more time from users (Facebook, 2014b).

*Profile update incidence* ($p < 0.001$): Respondents who updated their Facebook status daily (M = 3.31, SE = 0.033) displayed a greater level of liking in comparison to those who updated 2 - 4 times a week  (M = 3.19, SE = 0.035), once a week (M = 3.11, SE = 0.036), 2 - 4 times a month (M = 3.07, SE = 0.041) and once a month (M = 3.12, SE = 0.037); those who updated their Facebook status 2 - 4 times a week (M = 3.19, SE = 0.035) exhibited higher liking levels compared to those who updated it 2 - 4 times a month (M = 3.07, SE = 0.041). SNS users who updated their Facebook status daily (M = 3.26, SE = 0.033) displayed higher preference levels compared to those who updated 2 - 4 times a month (M = 3.12, SE = 0.040) and once a month (M = 3.07, SE = 0.036). This research revealed that young adults who update their Facebook

profile on a more regular basis resulted in more favorable affective attitudes (liking and preference). This is a logical notion, as greater interaction on Facebook should result in an increased activity with other features such as the advertisements. Furthermore, Facebook metrics could again be used to find potential consumers among those who frequently updated their profiles.

### 4.5.3   Demographic variables (RQ3)

No significant differences were determined for age in terms of both liking and preference, whereas population group only generated a significance difference for liking. However, the Bonferroni correction pairwise comparisons of estimated marginal means disclosed a significant difference for both liking and preference regarding gender.

*Gender* ($p < 0.05$): Males (M = 3.13, SE = 0.029) reflected lower liking levels than females (M = 3.19, SE = 0.028), whereas males (M = 3.14, SE = 0.028) also showed lower preference levels than females (M = 3.19, SE = 0.028). The investigation established that Gen Y women displayed greater positive affective attitudes than their male counterparts. Women have increasingly begun to use SNS and marketers are keen to target them via this platform, since they partake in a greater number of social network activities and are also more probable to click on advertisements than men. AdParlor (2012) disclosed that the average advertising click-through rate for women was higher than men on Facebook. Bannister et al. (2013) reported that consumers believe that Facebook advertising was ineffective, but women had more positive attitudes than men. Wolin and Korgaonkar (2003) revealed that women were more likely to be annoyed by online advertising, but this cannot be equated to advertising on SNS. Conversely, Taylor et al. (2011) concluded that women had favorable attitudes towards advertising on SNS in terms of information and entertainment; however, all of these aforementioned studies were conducted in the US. Davis and Rosenstein (2012a) reported that there were more women who used Facebook than men, yet organizations persisted in spending more of their advertising budget targeting men on Facebook.

*Population group* ($p < 0.001$): White respondents (M = 3.07, SE = 0.040) showed lower liking levels in comparison to Colored (M = 3.21, SE = 0.030) and Black (M = 3.18, SE = 0.026) respondents. This inquiry found that the Colored and Black population groups displayed higher liking levels than their White counterparts. Access to the Internet and SNS has shown a significantly meaningful increase amongst the Colored (36%) and Black (29%) population groups over the past decade, but are behind the White (70%) ethnic group (Statistics SA, 2012). The

growth of the Black middle class (dubbed the Black Diamonds by UCT's Unilever Institute of Strategic Marketing), which now equates to 16% of SA's population, will predominantly come from the Black Gen Y members who have a higher-education qualification (Bevan-Dye et al., 2009; Radebe, 2013) owing to the fact that education is correlated to increased earning potential, as well as higher social class status (Loudon and Della Bitta, 1993; Mowen, 1993; Schiffman et al., 2010). Black middle class disposable household income has risen by 35% and now totals over R400 billion per annum. Furthermore, over 75% of Black Diamonds children do not go to state schools, but rather attend private or former "model C" schools, which have expedited the increase of the Black middle class that are online and who use SNS such as Facebook (Shevel, 2013). However, many of their White counterparts have been using the Internet all of their lives, and have, accordingly, become more accustomed to Facebook advertising; hence they have developed an ability to ignore much of it.

## 4.6     Implications, conclusions, and future research

### 4.6.1   Theoretical implications

Attitudes towards advertising have been studied for nearly a century in order to determine future consumer behavior; hence it is important to understand consumers' opinions and views about advertising. Hierarchy response models postulate that consumers move from lower level hierarchical responses to higher level hierarchical responses, in other words, starting with awareness and culminating in purchase, where the successive responses become more challenging to attain. The hierarchical response models have received widespread consideration in terms of an explanation of how advertising works, therefore, are deemed to be the basis for assessing advertising effectiveness (Yoo et al., 2010). These models were fashioned via traditional advertising research, with the most recent research aimed at comprehending how marketers have adapted their marketing communication strategies with the advent of interactive and social media, and the subsequently attitudinal effect of these adaptions on consumers. This research found that Facebook marketing communications has a favorable impact on the affective attitudes of Gen Y, which is in agreement with most other social media research. Smith et al. (2012) disclosed that Facebook appeared to provide a greater number of opportunities for organizations to interact with consumers to disseminate favorable sentiment (affective) brands. Van Noort (2012) posited that greater levels of online interactivity resulted in positive and stronger affective responses. Labrecque (2014) revealed a positive affective (liking) attitude regarding interaction with brands in social media environments. Hollebeek et al. (2014) found that consumer brand engagement in social media (Facebook, Twitter and LinkedIn had a

positive influence on cognitive and affective attitudes. Saxena and Khanna (2013) suggested that SNS advertisements, which provided information and entertainment content, increased the advertising value, whereas a decline in value was found if the advertising was considered to be irritating as a result of poor entertainment and content value. Conversely, De Vries et al. (2012) found that informative brand posts were not found to be significantly interrelated with the number of social media likes. Furthermore, entertaining brand posts had a negative impact on the number of likes, probably owing to the fact that such brands contain irrelevant content for the brand, whereas consumers were only interested in the brand. Nevertheless, it can be generally surmised that advertising on Facebook corresponds with traditional advertising in terms of the mid-level, namely liking and preference, of hierarchy response models, thus making noteworthy addition to development of attitudinal theory among Gen Y.

Additionally, this study discovered that particular usage characteristics, namely length of usage, log-on frequency, log-on duration and profile update incidence, have an effect Gen Y's linking and/or preference regarding Facebook marketing communication, while only access had no effect on the affective attitude. De Lanerolle (2012) disclosed that three-quarters of South African online social media users go online every day daily, whereas Chandra et al. (2012) revealed that frequent users displayed positive attitudes towards social media advertising, since it assisted with purchasing decisions, which is in agreement with this inquiry. Cox (2010) established that more experienced Internet users have a greater unfavorable attitude towards online advertising in comparison to online users with a year or less experience, which is in congruence with the results of this Facebook study. Taylor et al. (2011) disclosed that a number of consumers use social media to utilize time between their tasks; and also regularly use social media as part of their daily schedule. This daily routine may raise the possibility that consumers will perceive advertising on SNS favorably; as it may provide an added deviation and another means of time structuring, which is in consensus with the results of this investigation. Punj (2011) also observed a positive relationship regarding online consumers who shop online and use the Internet frequently. However, there has not been sufficient inquiry about the influence of usage factors on SNA and the affective components of hierarchy response models. Therefore, this study can be deemed as pioneering, since it makes a valuable and much needed contribution to this attitudinal genre of SNS research.

This investigation determined that gender and ethnic orientation had a positive impact on liking and/or preference, but no effect on the affective attitudes of age within a particular cohort, specifically Gen Y, in SA. Several other studies (Taylor et al., 2011; Bannister et al., 2013; Logan et al., 2013; Ruane and Wallace, 2013) have revealed that females held more favorable attitudes than males in terms of social media advertising, which was in agreement with the

results of this study. Jordaan et al. (2011) supported research that was conducted on different South African ethnic groups to establish if there were differences regarding perceptions toward online advertising. Consequently, this research determined that ethnic orientation did have a favorable effect on the liking for Colored and Black population groups. Hence, these results also make an important addition to extending the theoretical framework of hierarchy response model research in SNA, especially since there have not been previous studies that have investigated the effect of ethnic orientation on the affective components of SNS attitudinal research.

## 4.6.2   Managerial implications for developing countries

By examining consumers' affective, usage characteristics and demographics in terms of Facebook marketing communications, the inquiry holds important implications for organizations and marketers decisions regarding their SNS marketing strategies. This research determined that Facebook advertising had a significant attitudinal influence on liking and preference amongst Generation Y in SA. The findings support the decision of the 93% South African organizations, which were surveyed by Wronski and Goldstruck (2013), who use Facebook as a marketing communication channel to reach their consumers in SA, with some of them spending a large portion of their marketing communication budget to maintain an SNS presence. It should be taken into consideration though that Gen Y has not yet developed enduring consumer behavior tendencies, and as many of them are not working or students, hence it may lead to lower hierarchy response levels than their working counterparts, particularly in terms of the purchase stage. However, if organizations are able to positively influence amongst Gen Y's affective attitudes while they have little discretionary income, then they may see increased behavioral responses these individuals to find employment. Therefore, organizations in developing nations should continue to strive to use Facebook in a manner that will increase the number of likes that they receive by producing advertising that is humorous, fun and enjoyable so that it will not be overlooked by young adults.

This inquiry established that Facebook marketing communications effectiveness was affected by a number of usage factors, namely length of usage, log-on frequency, log-on duration and profile update incidence, although how Facebook advertising was found to have no significant effect. Nevertheless, South African organizations still need to consider mobile marketing on SNS owing to the rapid adoption rate of mobile devices. Gen Y members who were experienced Facebook users (had used this SNS for 5 years or longer) were less susceptible to Facebook marketing communications' effect on liking and preference, where the opposite applied for less seasoned Facebook users. Hence, organizations in developing countries should ensure that they regularly change their advertisements on Facebook so that the phenomenon of "advertising wear out"

does not occur, and they are able to entertain the longer term users to gain favorable sentiment. Facebook marketing communications had the largest impact on liking and preference relative to the greater number of hours that was spent with SNS by Gen Y. Although nearly 70% of the respondents spent two hours or less on Facebook per log-on session, Facebook continues to launch a number of innovative social plugins, apps and new products to keep their members interested and coming back to spend longer periods of time using this SNS (Facebook, 2014b). South African marketers should also consider how to benefit from the abovementioned innovations in order to improve young adults' affective attitudes towards their brands, and make use of Facebook metrics to determine who of their consumers spends extended periods of time on Facebook. This investigation also found that Gen Y who frequently updated their profile on Facebook were more likely to hold the most positive liking and preference responses to marketing communication in respect of this SNS. Therefore, South African organizations could also utilize Facebook's vast array of apps (for example, mobile phone apps, music, movies and game apps), which are connected to more than nine million websites, and social plugins (for example, like and subscribe buttons, comments and single sign-on registration plugins) to ensure that young adults spent more time making changings to their profile (Facebook, 2014b).

Several demographic factors were found to influence the effectiveness of Facebook marketing communications. This paper disclosed that Gen Y females demonstrated more favorable liking and preference inclinations than their male compatriots. Wronski and Goldstruck (2013) indicated that the number of South African male and female Facebook users were evenly divided, but it was apparent by the advertisements on Facebook in SA that a greater portion of advertising budgets targeted men, whereas women have a more positive affective predisposition towards advertising on Facebook, which South African organizations should take into consideration when planning who to target on this SNS. Black and Colored Gen Y members held more positive liking and preference tendencies than the White population group. The Black middle class has recently passed their White compatriots in terms of purchasing power (Petzer and De Meyer, 2013), which has also meant greater exposure to Facebook marketing communications. Furthermore, an overwhelming majority (95%) of the Black middle class own cell phones and/or smartphones that are used to access the Internet and SNS, although access was not found to increase Facebook advertising effectiveness in this inquiry, therefore, it must also be taken into consideration when South African organizations target this lucrative market segment (Bevan-Dye et al., 2012; Shevel, 2013).

### 4.6.3   Conclusions

As new channels of communication and innovative technology evolve, marketers in developing countries must not be diffident to push the limits of implementation, nor remain dogmatic in

utilizing SNA differently in comparison to traditional media. Hence, while SNS may have some similar characteristics to traditional media, the context and unique interactive nature of social media make it an inimitable advertising platform. As a new conduit of marketing communication, marketers should establish mechanisms to leverage SNS full potential and then uniformly meet consumer needs with the same value (Mabry, 2010). Marketers frequently use various metrics to assist them to understand the worth and create efficient marketing communication strategies to reach important target audience segments such as Gen Y. Characteristically, the methods include the number of fans or likes or the number of interactions on a given piece of content such as an advertisements, although these measures are important, but they fail to provide detailed data on SNS real influence on consumers (Lipsman et al., 2012). This paper has disclosed a greater depth of information on Gen Y's perceptions and attitudes towards Facebook advertising, which has resulted in a favorable affective predisposition among this cohort in South Africa. Additionally, a number of usage elements such as length of usage, log-on duration and profile update frequency, as well as demographic factors such as gender and ethnicity have an impact on the liking and preference levels that will provide organizations in developing nations with a greater understanding of the true worth of Facebook marketing communications amid their younger target market, as well as from an academic perspective, which adds to the development of attitude-to-advertising theory regarding social media discourse.

### 4.6.4   Limitations and further research directions

This investigation has several limitations and, consequently, will afford the opportunity to extend the research. No differentiation was made between the different types of Facebook advertising; hence its impact was analyzed collectively. Therefore, a potential research avenue could be to determine the effect of the various kinds of Facebook marketing communications. Only one attitude component and one SNS was analyzed, whereas further research could investigate cognitive and behavioral attitude elements, as well as other SNS such as Google+, YouTube, Twitter, LinkedIn and MXit. The survey took the form of cross-sectional research, while a longitudinal approach would result in a more comprehensive representation of the attitudes towards Facebook advertising over time. Gen Y is the most prevalent among SNS users, but may not represent the same attitudes and perceptions of the total SNS population in respect of Facebook advertising. Hence, future research could analyses attitudes towards Facebook advertising across generational cohorts. SA is a developing nation, so the findings may not be analogous with first world nations such as the United States and European countries, therefore, comparative studies with first world and other developing countries may yield a more representative view of attitudes towards Facebook advertising.

## 4.7    References

Aaker, D.A. and. Stayman, D.M. (1990) Measuring Audience Perceptions of Commercials and relating them to Ad Impact, *Journal of Advertising Research*, 30, 4, 7–17.

Aaker, D.A., Stayman, D.M. and Hagerty, M.R. (1986) Warmth in Advertising: Measurement, Impact, and Sequence Effects, *Journal of Consumer Research*, 12, 4, 365–381.

AdParlor (2012) Women Click on more Facebook Advertisements. http://www.emarketer.com/Article/Women-Click-on-More-Facebook-Advertisements/1009058.

Balabanis, G. and Vassileiou, S. (1999) Some Attitudinal Predictors of Home-Shopping through the Internet, *Journal of Marketing Management*, 15, 361–385.

Bannister, A., Kiefer, J. and Nellums, J. (2013) College Students' Perceptions of and Behaviors regarding Facebook Advertising: An exploratory study, *The Catalyst*, 3, 1, 1–20.

Bayne, K.S. (2011) Effectiveness of Social Media Marketing: An Experimental Inquiry on College Students' Awareness of, Interest in, and Intention to Participate in a Campus Recreation Special Event, master dissertation, Georgia State University, Georgia.

Belch, G.E. and Belch, M.A. (2012) *Advertising and Promotion: An Integrated Marketing Communication Perspective*, (9th ed.), New York: McGraw-Hill.

Bevan-Dye, A.L., Garnett, A. and de Klerk, N. (2012) Materialism, Status Consumption and Consumer Ethnocentrism amongst Black Generation Y Students in South Africa, *African Journal of Business Management*, 6, 16, 5578–5586.

Bhattacherjee, A. (2012) *Social Science Research: Principles, Methods, and Practices*, Tampa, FL: USF Tampa Bay Open Access Textbooks.

Black, A. (2010) Gen Y: Who they are and how they learn, *Education Horizons*, 88, 2, 92–101.

Blumberg, B., Cooper, D.R. and Schindler, P.S. (2011) *Business Research Methods*, (3rd European ed.), London: McGraw-Hill.

Bolton, R.N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T., Loureiro, Y.K. and Solnet, D. (2013) Understanding Generation Y and their use of social media: a review and research agenda, *Journal of Service Management*, 24, 3, 245–267.

Brown, S.P. and Stayman, D.M. (1992) Antecedents and Consequences of Attitude toward the Ad: A Meta-Analysis, *Journal of Consumer Research*, 19, 1, 34–51.

Chandra, B., Goswami, S. and Chouhan, V. (2012) Investigating Attitude towards Online Advertising on Social Media - An Empirical Study, *Management Insight*, 8, 1, 1–14.

Chi, H. (2011) Interactive Digital Advertising vs. Virtual Brand Community: Exploratory Study of User Motivation and Social Media Market Responses in Taiwan, *Journal of Interactive Advertising*, 12, 1, 44–61.

Chisnall, P.M. (1981) *Marketing Research: Analysis and Measurement*, (2nd ed.), London: McGraw-Hill.

Cooper, D.R. and Schindler, P.S. (2006) *Marketing Research*. New York: McGraw-Hill.

Cox, S.A. (2010) Online Social Network Attitude toward Online Advertising Formats, master dissertation, The Rochester Institute of Technology, Rochester, NY.

Curran, K., Graham, S. and Temple, C. (2011) Advertising on Facebook, *International Journal of E-Business Development*, 1, 1, 26–33.

Davis, V. and Rosenstein, A. (2012a) Men are Cheap Efficient Gender Targeting with Facebook Ads, New York: Resolution Media and Kenshoo Social.

Davis, V. and Rosenstein, A. (2012b) Metrics that Matter: Introducing Exposure Rate, a New Facebook Advertising KPI, New York: Resolution Media and Kenshoo Social.

De Lanerolle, I. (2012) *The New Wave: Who connects to the Internet, how they connect and what they do when they connect*, Johannesburg: South African Network Society Project & University of Witwatersrand.

De Vries, L., Gensler, S. and Leeflang, P.S.H. (2012) Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing, *Journal of Interactive Marketing*, 26, 2, 83–91.

Drèze, X. and Hussherr, F. (2003) Internet advertising: Is Anybody Watching? *Journal of Interactive Marketing,* 17, 4, 8–23.

Du Chenne, S. (2011) High on Aspiration, but Cynical, *AdReview*, April, 48–51.

Ducoffe, R.H. (1996) Advertising Value and Advertising on the Web, *Journal of Advertising Research*, 36, 21–35.

Duncan, C.P. and Nelson, J.E. (1985) Effects of Humor in a Radio Advertising Experiment, *Journal of Advertising*, 14, 2, 33–64.

Dynamic Logic. (2012) Mobile Video Bumps up Health Brand Metrics. http://www.emarketer.com/Article.aspx?R=1009490andecid=a6506033675d47f881651943c21c5ed4.

Edell, J.A. and Burke, M.C. (1987) The Power of Feelings in Understanding Advertising Effects, *Journal of Consumer Research*, 14, 3, 421–433.

eMarketer. (2012) Social Media Marketing can get out of Sync with Consumers. http://www.emarketer.com/Article.aspx?R=1009515andecid=a6506033675d47f881651943c21c5ed4.

eMarketer. (2013) Social's Value Measured in Engagement over Sales. http://www.emarketer.com/Article/Socials-Value-Measured-Engagement-Over-Sales/1010116.

Facebook. (2014a) Company info. https://newsroom.fb.com/company-info/.

Facebook. (2014b) Platform. https://newsroom.fb.com/Platform.

Field, A. (2009) *Discovering Statistics using SPSS*, (3rd ed.), London: Sage.

Forsythe, S., Liu, C., Shannon, D. and Gardner, L.C. (2006) Development of a Scale to Measure the Perceived Benefits and Risks of Online Shopping, *Journal of Interactive Marketing,* 20, 2, 55–75.

Furlonger, D. (2009) The Twain shall Meet, *AdFocus*, 9–10, November.

Gates, R. and McDaniel, C. (2008) *Marketing Research Essentials*, (6th ed.), New York: John Wiley and Sons.

Gensler, S., Völckner, F., Liu-Thompkins, Y. and Wiertz, C. (2013) Managing Brands in the Social Media Environment, *Journal of Interactive Marketing*, 27, 4, 242–256.

Hautz, J., Füller, J., Hutter, K. and Thürridl, C. (2014) Let Users Generate Your Video Ads? The Impact of Video Source and Quality on Consumers' Perceptions and Intended Behaviors, *Journal of Interactive Marketing*, 28, 1, 1–15.

HDI Youth Marketeers. (2014) Generation Next 2014 Youth Brand Survey, *Sunday Times*, June, 1–28.

Henrie, K.M. and Taylor, C. (2009) Use of Persuasion Knowledge by the Millennial Generation, *Young Consumers: Insight and Ideas for Responsible Marketers*, 10, 1, 71–81.

Hinton, P.R., Brownlow, C. McMurray, I. and Cozens, B. (2004) *SPSS Explained*, New York: Routledge.

Hoffman, D.L., Novak, T.P. and Peralta, M. (1999) Building Consumer Trust in Online Environments: The Case for Information Privacy, *Communications of the ACM*, 42, 4, 80–85.

Holbrook, M.B. and Batra, R. (1987) Assessing the Role of Emotions as Mediators of Consumer Response to Advertising*, Journal of Consumer Research*, 14, 404–420.

Hollebeek, L.D., Glynn, M.S. and Brodie, R.J. (2014) Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation, *Journal of Interactive Marketing*, 28, 2, 149–165.

Jordaan, Y., Ehlers, L. and Grove, J. (2011) Advertising Credibility across Media Channels: Perceptions of Generation Y Consumers, *Communicare*, 30, 1, 1–20.

Kaplan, A.M. and Haenlein, M. (2010) Users of the World, Unite! The Challenges and Opportunities of Social Media, *Business Horizons*, 53, 1, 59–68.

Kent, R.A. (1993) *Marketing Research in Action*, New York: Routledge.

Kim, S., Sun, K. and Young, D. (2013) The Influence of Consumer Value-Based Factors on Attitude-Behavioral Intention in Social Commerce: The Differences between High- and Low-Technology Experience Groups, *Journal of Travel and Tourism Marketing*, 30, 108–125.

Kline, P. (1999) *The Handbook Of Psychological Testing*, (2nd ed.), London: Routledge.

Koekemoer, L. (2004) *Marketing Communications*, (1st ed.), Lansdowne, Cape Town: Juta.

Kuisma, J., Simola, J., Uusitalo, L. and Öörni, A. (2010) The Effects of Animation and Format on the Perception and Memory of Online Advertising, *Journal of Interactive Marketing,* 24, 4, 269–282.

Labrecque, L.I. (2014) Fostering Consumer–Brand Relationships in Social Media Environments: The Role of Parasocial Interaction, *Journal of Interactive Marketing*, 28, 2, 134–148.

Lin, Al., Gregor, S. and Ewing, M. (2008) Developing a scale to measure the enjoyment of Web experiences, *Journal of Interactive Marketing,* 22, 4, 40–57.

Lipsman, A., Mudd, G. Rich, M. and Bruich, S. (2012) The Power of "Like", *Journal of Advertising Research*, March, 52, 1, 40–52.

Little, J.D. (1979) Aggregate Advertising Models: State of the Art, *Operations Research*, 27, 4, 629–667.

Logan, K., Bright, L.F. and Gangadharbatla, H. (2013) Facebook versus Television: Advertising Value Perceptions among Females, *Journal of Research in Interactive Marketing*, 6, 3, 164–179.

Loudon D.L. and Della Bitta, A. (1993) *Consumer behavior: Concepts and Applications*, (4th ed.), New York: McGraw-Hill.

Lutz, R.J. (1985) Affective and Cognitive Antecedents of Attitude toward the Ad: A Conceptual Framework, in Andrew L.F. and Mitchell, A.A. (Eds) *Psychological Processes and Advertising Effects,* Hillsdale, NJ: Lawrence Erlbaum and Associates.

Mabry, E.M. (2010) Engaging Audiences: An Analysis of Social Media Usage in Advertising, master dissertation, Louisiana State University, Bolton Rouge, LA.

MacKenzie, S.B. and Lutz, R.J. (1989) An Empirical Examination of the Structural Antecedents of Attitude toward the Ad in an Advertising Pretesting Context, *Journal of Marketing*, 53, 2, 48–65.

Maddox, L.M. and Gong, W. (2005) Effects of URLS in traditional media advertising in China, *International Marketing Review*, 22, 6, 673–692.

Malthouse, E.C., Haenlein, M., Skiera, B., Wege, E. and Zhang, M. (2013) Managing Customer Relationships in the Social Media Era: Introducing the Social CRM House, *Journal of Interactive Marketing*, 27, 4, 270–280.

Martin, B.A.S., Bhimy, A.C. and Agee, T. (2002) Infomercials and Advertising Effectiveness: An Empirical Study, *Journal of Consumer Marketing*, 19, 6, 468–480.

Mir, I.A. (2012) Consumer Attitudinal Insights about Social Media Advertising: A South Asian Perspective, *The Romanian Economic Journal*, 15, 45, 265–288.

Monette, D.R., Sullivan, T.J. and De Jong C.R. (2005) *Applied Social Research: Tool for Human Sciences*, (6th ed.), Belmont, CA: Thomson: Thompson.

Montoya-Weis, M.M., Voss, G.B. and Grewal, D. (2003) Determinants of Online Channel Use and Overall Satisfaction with a Relational, Multi-Channel Service Provider, *Journal of the Academy of Marketing Science*, 31, 4, 448–458.

Moore, M. (2012) Interactive Media Usage among Millennial Consumers, *Journal of Consumer Marketing*, 29, 6, 436–444.

Mowen, J.C. (1983) *Consumer Behavior*, (3rd ed.), New York: Macmillan.

Nikirk, M. (2009) Today's Millennial Generation: A Look Ahead to the Future they Create, *Techniques: Connecting Education and Careers*, 84, 5, 20–23.

Novak, T.P., Hoffman, D.L. and Yung, Y. (2000) Measuring the Customer Experience in Online Environments: A Structural Modeling Approach, *Marketing Science*, 19, 1, 22–42.

Okazaki, S. and Taylor, C.R. (2013) Social Media and International Advertising: Theoretical Challenges and Future Directions, *International Marketing Review*, 30, 1, 56–71.

Pallant, J. (2010) *SPSS Survival Manual*, (4th ed.), New York: McGraw-Hill.

Park, C. and Lee, T.M. (2009) Antecedents of Online Reviews' Usage and Purchase Influence: An Empirical Comparison of U.S. and Korean Consumers, *Journal of Interactive Marketing,* 23, 4, 332–340.

Pempek, T.A., Yermolayeva, Y.A., and Calvert, S.L. (2009) College Students' Social Networking Experiences on Facebook, *Journal of Applied Developmental Psychology*, 30, 3, 227–238.

Peters, K., Chen, Y., Kaplan, A.M., Ognibeni, B. and Pauwels, K. (2013) Social Media Metrics – A Framework and Guidelines for Managing Social Media, *Journal of Interactive Marketing*, 27, 4, 281–298.

Petzer, D.J. and De Meyer, C.F. 2013, Trials and tribulations: Marketing in modern South Africa, *European Business Review*, 25, 4, 382–390.

Pivot Conference. (2013) Social's Value Measured in Engagement over Sales. http://www.emarketer.com/Article/Socials-Value-Measured-Engagement-Over-Sales/1010116.

Powers, T., Advincula, D., Austin, M.S., Graiko, S. and Snyder, J. 2012, Digital and Social Media in the Purchase Decision Process, *Journal of Advertising Research*, 52, 4, 479–489.

Prensky, M. (2011) Digital Natives, Digital Immigrants, *On the Horizon*, 9, 5, 1–6.

Punj, G. (2011) Effect of Consumer Beliefs on Online Purchase Behavior: The Influence of Demographic Characteristics and Consumption Values, *Journal of Interactive Marketing*, 25, 3, 134–144.

Puybaraud, M. (2010) *Generation Y in South Africa*, London: Johnson Controls.

Radebe, K. (2013) Young, Middle Class and Black. http://www.moneyweb.co.za/moneyweb-economic-trends/young-middle-class-and-black.

Ruane, L. and Wallace, E. (2013) Generation Y Females Online: Insights from Brand Narratives, *Qualitative Market Research: An International Journal*, 16, 3, 315–335.

Saxena, A. and Khanna, U. (2013) Advertising on Social Network Sites: A Structural Equation Modeling Approach, *Vision*, 17, 1, 17–25.

Schewe, C.D. and Meredith, G. (2004) Segmenting Global Markets by Generational Cohorts: Determining Motivations by Age, *Journal of Consumer Behavior*, 4, 1, 51–63.

Schiffman, L.G. and Kanuk, L.L. (2004) *Consumer Behaviour*, (8th ed.), Upper Saddle River, NJ: Prentice Hall.

Schiffman, L.G., Kanuk, L.L. and Wisenblit, J. (2010) *Consumer Behavior*, (10th ed.), Upper Saddle River, NJ: Pearson Prentice Hall.

Schlosser, A.E. and Shavitt, S. (1999) Survey of Internet Users' Attitudes toward Internet Advertising, *Journal of Interactive Marketing*, 13, 3, 34–54.

Shambare, R., Rugimbana, R. and Sithole, N. (2012) Social Networking Habits among Students, *African Journal of Business Management*, 6, 2, 578–586.

Shavitt, S., Lowrey, P. and Haefner, J. (1998) Public Attitudes toward Advertising: More Favorable than you might think, *Journal of Advertising Research*, 38, 4, 7–22.

Shevel, A. (2013) Black Diamonds outshine Whites. [http://www.bdlive.co.za/national/2013/04/28/black-diamonds-outshine-whites](http://www.bdlive.co.za/national/2013/04/28/black-diamonds-outshine-whites).

Shields, P.O. (2011) A Case for Wanderlust: Travel Behaviors of College Students, *Journal of Travel and Tourism Marketing*, 28, 369–387.

Shimp, T.A. (1981) Attitude toward the Ad as a Mediator of Consumer Brand Choice, *Journal of Advertising*, 10, 2, 9–14.

Shipman, S. (2010) Study reveals what attracts Generation Y Go-Getters, *Management Today*, 28, 6, 48.

Smith, K.T. (2012) Longitudinal Study of Digital Marketing Strategies targeting Millennials, *Journal of Consumer Marketing*, 29, 2, 86–92.

Smith, A.N., Fischer, E. and Yongjian, C. (2012) How Does Brand-related User-generated Content Differ across YouTube, Facebook, and Twitter? *Journal of Interactive Marketing*, 26, 2, 102–113.

Smith, C. (2013) By the Numbers: 50 Amazing Facebook Stats. [http://expandedramblings.com/index.php/by-the-numbers-17-amazing-facebook-stats/](http://expandedramblings.com/index.php/by-the-numbers-17-amazing-facebook-stats/).

Statistics South Africa. (2012) *Census 2011: In Brief*, Pretoria: Statistics South Africa.

Stokes, R. (2013) *eMarketing: The Essential Guide to Marketing in a Digital World*, (5th ed.), Cape Town: Quirk Education.

Su, S. (2010) Advertising Facebook Marketing Metric. [http://www.insidefacebook.com/2010/06/15/facebook-users-surveyresults-ads/](http://www.insidefacebook.com/2010/06/15/facebook-users-surveyresults-ads/).

Swani, K., Milne, G. and Brown, B.P. (2013), Spreading the word through likes on Facebook: Evaluating the message strategy effectiveness of Fortune 500 companies, *Journal of Research in Interactive Marketing*, 7, 4, 269–294.

Taylor, D.G., Lewin, J.E. and Strutton, D. (2011), Friends, fans and followers: Do ads work on social networks? *Journal of Advertising Research*, 51, 1, 258–275.

Thomas, L. (2011), *The McGraw-Hill 36-Hour Course: Online Marketing,* New York, NY: McGraw-Hill.

Urdan, T.C. (2010), *Statistics in Plain English*, (3rd ed.), New York, NY: Routledge.

Vakratsas, D. and Ambler, T. (1999) How Advertising Works: What do we really know? *Journal of Marketing*, 63, 1, 26–43.

Van Noort, G., Voorveld, H.A.M. and von Reijmersdal. E.A. (2012) Interactivity in Brand Web Sites: Cognitive, Affective, and Behavioral Responses Explained by Consumers' Online Flow Experience, *Journal of Interactive Marketing*, 26, 4, 223–234.

Van Schalkwyk, D. (2012) Quantitative statistics, Cape Town: CPUT.

Wang, Y. and Sun, S. (2010) Assessing Beliefs, Attitudes, and Behavioral Responses toward Online Advertising in Three Countries, *International Business Review*, 19, 1, 333–344.

Weinberg, B.D., de Ruyter, K., Dellarocas, C., Buck, M. and Keeling, D.I. (2013) Destination Social Business: Exploring an Organization's Journey with Social Media, Collaborative Community and Expressive Individuality, *Journal of Interactive Marketing*, 27, 4, 299–310.

Wessels, P.L. and Steenkamp L.P. (2009) Generation Y Students: Appropriate Learning Styles and Teaching Approaches in the Economic and Management Sciences Faculty *South African Journal of Higher Education*, 23, 5, 1039–1058.

Wolin, L.D. and Korgaonkar, P. (2003) Web Advertising: Gender Differences in Beliefs, Attitudes and Behavior, *Internet Research*, 13, 5, 375–385.

Wronski, M. and Goldstruck, A. (2013) *SA Social Media Landscape*, Johannesburg: World Wide Worx and Fuseware.

Yang, T. (2012) The Decision Behavior of Facebook Users, *Journal of Computer Information Systems*, 52, 3, 50–59.

Yoo, C.Y. (2008) Unconscious Processing of Web Advertising: Effects on Implicit Memory, Attitude toward the Brand, and Consideration Set, *Journal of Interactive Marketing,* 22, 2, 2–18.

Yoo, C.Y., Kim, K. and Stout, P. (2010) Assessing the Effects of Animation in Online Banner Advertising: Hierarchy Effects Model, *Journal of Interactive Advertising*, 4, 2, 49–60.

Yoon, S. (2002) The Antecedents and Consequences of Trust in Online–purchase Decisions, *Journal of Interactive Marketing,* 16, 2, 47–63.

Zarella, D. (2010) *The Social Media Marketing Book,* North Sebastopol, CA: O'Reilly Media.

# CHAPTER 5 (JOURNAL ARTICLE 3)
# FACEBOOK ADVERTISING'S INFLUENCE ON INTENTION-TO-PURCHASE AND PURCHASE AMONGST MILLENNIALS

Journal article 3 ascertains the influence of Facebook advertising on Millennials' behavioural attitudinal responses, in other words, the fifth and sixth steps of the hierarchy-of-effects response model (namely, intention-to-purchase and purchase). Refer to Figure 5.1 for a graphical display that portrays how this article relates to the overall inquiry.

| Attitude phases | Hierarchy-of-effects model stages | Facebook |
|---|---|---|
| Cognitive | Awareness ⇩ Knowledge ⇩ Liking | Mxit |
| Affective | Preference ⇩ | |
| Behavioural (Conative) | Intention-to-purchase ⇩ Purchase | Social media |
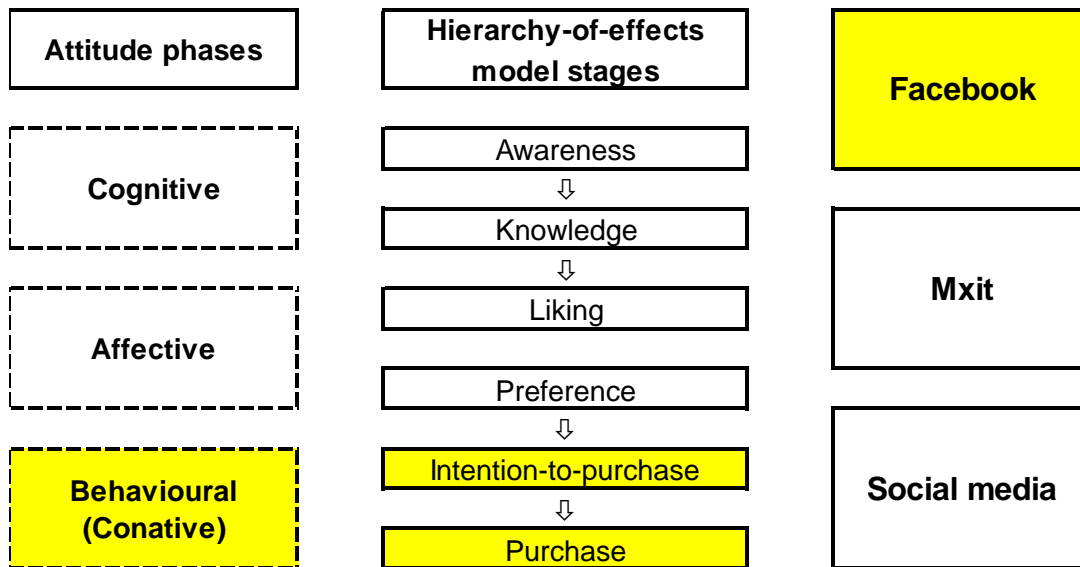
**Figure 5.1: Hierarchy-of-effects response model (Facebook behavioural focus)**
(Lavidge & Steiner, 1961:59-62)

## 5.0    Abstract

**Purpose** – The primary aim of this research is to investigate the influence of behavioural attitudes towards the most popular social medium in the world, Facebook, amongst Millennials in South Africa (SA), and to determine whether various usage and demographic variables have an impact on intention-to-purchase and purchase perceptions.

**Design/methodology/approach** – Quantitative research was conducted by means of a survey among a sample of over 3 500 respondents via self-administered structured questionnaires in SA. A generalised linear model was used to analyse the data.

**Findings** – The results confirm that advertising on Facebook has a positive influence on the behavioural attitudes (intention-to-purchase and purchase) of Millennials who reside in SA. The usage characteristics, log-on duration and profile update incidence, as well as the demographic

influence of ethnic orientation also resulted in more favourable perceptions of Facebook advertising.

**Research limitations/implications** – Research on Facebook advertising was only conducted in SA, whereas other emerging countries warrant further investigation to establish if they share the slight positive sentiment towards intention-to-purchase and purchase. This inquiry only provides a 'snap shot' of behavioural attitudes, usage and demographic factors towards social media advertising, whereas future research could consider the development of cognitive, affective and behavioural attitudes towards Facebook advertising by employing longitudinal and qualitative research designs.

**Practical implications** – Organisations and managers should consider that their existing Facebook advertising strategies may only have a limited effect on intention-to-purchase and purchase in SA. However, certain usage characteristics, namely the more time spent logged onto Facebook and the greater frequency of profile update incidence, as well as the demographic variable, namely Black and Coloured Millennials, resulted in more favourable behavioural attitudes towards Facebook advertising. Hence, organisations and managers should be prepared to alter or adapt their Facebook advertising tactics accordingly when targeting the notoriously fickle Millennials.

**Originality/value** – This investigation found that Facebook advertising has a nominal positive influence on behavioural attitudes among Millennials, which is in congruence with the communications of the effect pyramid model that was established through traditional advertising research. This paper also makes a noteworthy contribution to attitudinal research in emerging countries where there is a dearth of research in social media advertising.

**Keywords:** South Africa, Facebook advertising, Social media, Millennials, Intention-to-purchase, Purchase, Behavioural attitudes

## 5.1    Introduction

Technological innovation has grown at an unprecedented rate over the past couple of decades, especially in terms of online social media platforms. Accordingly, Millennials (born between 1982 and 1994) have been exposed to an explosion of online technological applications since their advent, as these have been incorporated into nearly every facet of their daily existence. In fact, this cohort has not experienced the world without digital interactive technology. Moreover, technology diversification drives universal homogeneity among Millennials, resulting in a hypothetical global cohort that purportedly displays analogous attitudes and behaviour (Lingelbach *et al.*, 2012; Moore, 2012). Yet, many articles have characteristically concentrated

on the social media attitudes and usage of Millennials who reside in developed countries with unhindered access to social media and information technology. Hence, Bolton *et al.* (2013) maintain that social media attitudes and usage may differ among Millennials from emerging countries when compared to their wealthier counterparts owing to technological infrastructure and different cultures. Nonetheless, Millennials' social media usage are of particular interest to organisations and managers' since it may provide an indication of how these consumers will behave in the future, as well as what their perceptions are towards their brands (Bolton *et al.*, 2013). Consequently, this study aims to establish if Facebook advertising is effective at realising the top communication of effects pyramid objectives, intention-to-purchase and purchase (the behavioural attitude), among the Millennial cohort.

Social media has become an imperative conduit for global marketing communications and is commanding a larger share of advertising budgets, especially to reach the younger generation. Therefore, the value of advertising on social media such as Facebook, YouTube, LinkedIn, Twitter and others is of great interest to organisations, managers and academics (Saxena and Khanna, 2013). Much academic research has explored the attitudes and perceptions of online advertising (Shu and Chuang, 2011; Jalilvand and Samiei, 2012; Blasco-Arcas *et al.*, 2014; Hsu *et al.*, 2014) and more recently, social media (Maxwell, 2013; Persaud, 2013; Tham *et al.*, 2013; He and Zha, 2014; McCarthy *et al.*, 2014). There is also consensus that online advertising can be appraised via elements such as brand awareness, product recall and attitudinal and behavioural changes (Bannister *et al.*, 2013; Barreto, 2013; Hudson and Thal, 2013).

However, Bolton *et al.* (2013) believes that previous research on social media among Millennial users results in more questions than answers. Bolton *et al.* (2013) suggest that prior research predominantly focused on United States (US) social media users, disregarding other emerging regions with rapidly growing Millennial populations, where the use of social media and its determinants might differ considerably. Accordingly, this study focussed on social media users in SA, where nearly 25% of the population are deemed to be Millennials (Statistics SA, 2012). Furthermore, Bolton *et al.* (2013) noted that a majority of studies focused on student populations whose behaviour may change as they progress though the different stages of their life cycle. A broad spectrum of the Millennial cohort was surveyed, which comprised of young working adults and individuals who were still seeking employment from both rural and urban regions. Moreover, participants from both advantaged (suburbs) and disadvantaged (townships) communities were also included, instead of only utilising a student population. Bolton *et al.* (2013) also questioned whether there were noticeable differences among Millennial subgroups in their use of social media. Thus, the influence of a range of usage characteristics and demographic factors within

the Millennial subgroups were also investigated in this study. Furthermore, Facebook revenue from advertising has grown by 59% during the past year to over $5.4 billion in 2014 (Facebook, 2014a), which is testament to the shift from traditional media advertising to digital interactive media advertising by organisations. It is estimated that Millennials will have a combined purchasing power of $2.45 trillion world wide by 2015. It can be assumed that social communications in the form on online reviews, posts and word-of-mouth (WOM) will play a large part in driving purchase decisions (Priyanka, 2013). Therefore, it is imperative that organisations have a complete understanding of the behavioural attitudes of this target market, especially in terms of usage characteristics and demographic factors that can be identified by Facebook Insight metrics (Facebook, 2014b) so that they can use their marketing communications budgets effectively by targeting those Millennials that yield the greatest behavioural response.

## 5.2 Literature review

### 5.2.1 Social media background

The rapid growth of social media platforms has permanently altered the way that numerous consumers interact with each other and organisations. Hence, this has changed the way that organisations attract and retain prospective consumers (Leung *et al.*, 2015). Previously, marketers would create captivating advertising messages and purchase space in the mass media in the hope that consumers would become aware of and develop a preference to and purchase the brand. Social media has irrevocably altered marketing communications by shifting ways in which consumers select, share and appraise information. With the advent of social media, traditional media such as television and newspapers have lost uninterrupted viewership and readership, and their influence as advertising channels may have been weakened. The speed of online communication and numerous information sources make advertising on traditional sources less relevant. Furthermore, marketers quickly realised the influence of social community in terms of interactivity that comprises of personalised sections, shopping experiences, greater convenience and widespread information search (Chandra *et al.*, 2012; Patino *et al.*, 2012; He and Zha, 2014).

Consequently, marketers are increasing their social media budgets with digital interactive advertising forecasted to reach $138 billion in 2014, a growth rate of nearly 15% in comparison to 2013 (eMarketer, 2014a). Furthermore, the Middle East and Africa are predicted to have the highest social media advertising spend growth (64%) in 2014 (eMarketer, 2014c). Business-to-

consumer (B2C) ecommerce revenue is expected to reach $1.5 trillion in 2014 (an increase of 20%), with growth primarily coming from emerging markets (eMarketer, 2014b). Current figures reveal that the largest online social medium in the world is Facebook, with 1.32 billion active members, and it is also the largest social commerce site that accounts for 85% of all orders from social media (Facebook, 2014a; Shopify, 2014). The aforementioned evidence necessitates research into behavioural attitudes towards Facebook in an emerging country, namely, SA, which will be of interest to managers and their organisations.

### 5.2.2 Facebook marketing communication efficacy

The worldwide adoption of mobile phones has driven Facebook's mobile impetus, as the number of consumers that access the Internet via mobile is closing the gap on computer-based online users. World Wide Worx indicated that there are 9.4 million active Facebook users in SA (making it the largest social medium in the country); with 87% accessing Facebook via mobile devices such as cell phones and smartphones (Wronski and Goldstruck, 2013). Additionally, 93% of companies in SA use Facebook, with two-thirds using this platform as a core part of their marketing campaigns, and 47% for customer lead generation (Wronski and Goldstruck, 2013). Few studies have determined whether social media advertising is effective when accessed via mobile devices, which is examined in this paper. A review of Facebook's global advertising performance indicated that click-through rates had improved by 20% from 2011 to 2012 (AYTM, 2012). Furthermore, the cost per click had risen by over a quarter and the cost per thousand increased by more than half. However, Greenlight (2012) found that 44% of consumers did not ever click on Facebook advertisements, 31% rarely did, 10% often did, and 3% clicked regularly. While Associated Press and CNBC (2012) reported that over eight out of ten Facebook users never or seldom viewed Facebook advertisements or their sponsored content. However, Reuters and Ipsos (2012) revealed that one in five Facebook users had purchased products as a result of advertisements and/or comments that they viewed on Facebook. This rate increased to nearly 30% who were aged 18 – 34. Facebook and ComScore (2012) disclosed that 4% of consumers bought something within a month after being exposed to earned brand impressions from a retailer. The exposure also increased consumers' intention-to-purchase. RichRelevance (2013) revealed that consumers who made purchases, owing to Facebook advertising, were double in comparison to Pinterest and Twitter. Facebook also had the greatest income per session. Bannister *et al.* (2013) found that the attitudes of US college students towards Facebook advertising were largely negative or indifferent. Respondents disclosed that Facebook advertisements were predominantly uninformative, irrelevant, uninteresting, and would,

therefore, not generally click on them. Moreover, a majority of college students stated that they would not make a purchase owing to Facebook advertising. Persaud (2013) used a controlled experiment among 96 young adults to explore the impact of interactivity and product involvement on respondents' attitudes towards brands on Facebook and their intention-to-purchase. No significant results were found for interactivity, product involvement or intention-to-purchase. However, the study revealed that high levels of interactivity on Facebook were positively correlated to intention-to-purchase and favourable attitudes towards the brand. The divergent results of Facebook's marketing communication efficacy warrant additional investigation.

### 5.2.3  Millennials cohort

Millennial (Echo boomers, Generation Y, hip-hop, kwaito or Facebook generation) consumers are the children of the Baby Boomers or Generation X (Dotson and Hyatt, 2005; Berndt, 2007). Most of the discussion is based on international studies, with some commentary on Millennial consumers in SA, although cohort research is deemed to be transnational. Millennial consumers enjoy communication, since they are self-expressive and support freedom of speech, as well as accept change and are even deemed to be trendsetters (Lingelbach *et al*., 2012; Moore, 2012; Bolton *et al.* 2013). Millennials are always connected and connect with one another via the latest technologies (Goldenberg, 2007). The Black Millennials cohort encompasses a significant portion of the South African market, especially those who are studying at tertiary institutions, as they represent a particularly lucrative target market owing to the fact that higher education is correlated with increased earning potential (Bevan-Dye *et al*., 2012). Most Millennial members would have first encountered computers as toddlers and embraced the interconnectedness of the Internet, mobile devices and social media social network sites (SNS) as part of their interactive world. The duo of interconnectivity and being tech savvy reveals the huge influence of Millennials' predisposition to connect continuously and easily to multiple social network channels that are embraced for purchase decisions and to initiate electronic WOM (Noble *et al*., 2009).

Africa has experienced exponential Internet growth over the past decade, with only 4.5 million Internet users at the start of 2001 that grew to over 167 million in June 2012 (Internet World Stats, 2012). A primary reason for this massive expansion in Internet usage is owing to the increasing number of Internet-enabled mobile and smart phone users, as mentioned in prior text. This new found connectivity has permitted more Africans to join the online world, while many are also joining SNS that allow them to interact with people around them and across the globe. SNS is the most popular online activity, with nearly 60% of African users favouring it above all other

online activities. Facebook is the dominant SNS; however, owing to the proliferation of smartphones, it is probable that Twitter will also gain favour as its usage has directly begun to increase exponentially (Digital Fire, 2012). Two-thirds of South Africans are 30 years old or younger and a little under 25% (over 13 million individuals) are deemed to constitute the Millennials cohort (Statistics SA, 2012). However, less than 20% of advertising budgets are directed at these young consumers in SA, yet Millennials spend over R100 billion per annum, which makes them a lucrative target market (Levin, 2013). JWT Intelligence (2012) revealed that Millennials display a high propensity for SNS shopping-related activities: 63% of Millennial online users have requested advice from friends about brands on Facebook, six out of ten were more probable to buy a brand based on recommendations received via Facebook, and 57% had displayed a status update on their Facebook page about a brand. Barreto (2013) employed eye-tracking experiments among 20 undergraduates to establish whether they perceived advertisements on Facebook. The research confirmed that Facebook advertisements resulted in lower attention levels in comparison to the recommendations of friends. Yaakop *et al.* (2013) examined the cognitive interactivity (awareness and knowledge) and advertising avoidance (negative sentiment towards social network advertising (SNA)) influence on attitudes towards Facebook among 357 undergraduate students. The study revealed that both cognitive interactivity and advertising had significant influence on attitudes towards Facebook advertising, thereby revealing both negative and positive attitudes towards Facebook advertising. Hence, owing to these conflicting findings, it is necessary to further explore Millennials' attitudes towards Facebook advertising.

### 5.2.4   Attitudes and hierarchy response model

Belch and Belch (2012) assert that there are three attitudinal stages or components, which are encapsulated in the tricomponent attitude model: cognitive component (an individual's beliefs regarding an object), affective component (an individual's feelings towards the object that may be positive or negative), and the behavioural component (an individual's readiness to respond to the object in the form of behaviour).

Lavidge and Steiner (1961) diverged from prior early hierarchy response model development, since they believed that immediate sales were an insufficient factor of advertising effectiveness, even if it was measurable. They posited that advertising was an enduring investment, which was mainly owing to the long-term nature of advertising effects that resulted in the development of the hierarchy-of-effects model. Hence, it was inconceivable that consumers moved from a stage

of total disinterest to eager purchasers; but instead moved through a sequence of steps until purchase. These steps are as follows: unawareness of the brand's existence, awareness, knowledge of what the brand offers (awareness and knowledge form the cognitive attitude component), consumers like the brand (a favourable affective attitude), consumers prefer the brand over others (a favourable affective predisposition), and have a desire to purchase the brand and conviction that it would be a wise purchase that leads to purchase intent, and finally culminating in the actual purchase (behavioural attitude component). The steps of the hierarchy-of-effects model are analogous to the communications of effect pyramid (also known as the purchase funnel) that was mentioned in prior text. It becomes progressively more difficult to achieve the upper level stages and, hence, the number of prospective consumers decreases as they progress through the latter stages of the pyramid (Safko, 2010; Belch and Belch, 2012).

Chandra *et al.* (2012) conducted research into attitudes towards SNA among undergraduate and postgraduate students. The study found that social media advertising aided the purchase decision and resulted in more competitive prices, but held unfavourable attitudes in terms of various cognitive (information) and affective (enjoyment, entertainment value and authenticity) components (lower level pyramid activities). Powers *et al.* (2012) agreed with the aforementioned sentiments and disclosed that over 20% of consumers believed that social media was important for their final purchase decision; while another 20% stated that it helped them to decide what to purchase. Hudson and Hudson (2013) used a case study research design to explore the influence of social media (Facebook and Twitter) on music festival consumer decisions. The research confirmed that consumers were actively engaged with the companies after purchase (the top purchase funnel echelon), thereby facilitating brand development. Smith (2013) determined that Facebook users who indicated having favourable experiences with an organisation's brand content led to an increased probability of executing a higher level communications of effect pyramid action, whereas Yadav *et al.* (2013) surmised that products, which require a high effort and strong social component have a strong influence on purchase decisions in terms of computer-mediated social environments. Edwards (2011) found that companies, which employed social media, enhanced the elements of the purchase funnel such as awareness, consideration, and purchase, while Carrillat *et al.* (2014) suggested that Facebook messages must be entertaining to have a positive impact on attitudes. Hence, this study seeks to confirm whether Facebook advertising has a positive effect on the top two levels of the communications of effect model. Table 5.1 provides an overview of recent Facebook marketing communications studies, which investigated the upper communications of effect pyramid levels, namely intention-to-purchase and purchase.

**Table 5.1: Summary of recent Facebook media literature that investigated behavioural attitudinal research**

| Authors | Objectives concerning the behavioural levels of the communications of effect pyramid model | Methodology and origin | Main findings relating to Facebook behavioural attitudinal research | Limitations/ disadvantages |
|---|---|---|---|---|
| Hamidizadeh *et al.* (2012) | The aim of the research was to establish whether e-advertising (for example, websites and social media - including Facebook) had an influence on consumers' cognitive, affective behavioural responses. | Survey, quantitative, 267 consumers, and Tehran (Iran). | The study revealed that e-advertising had a positive influence on cognitive, affective and behavioural responses. | Small sample size, only focussed on Refah chain store consumers, no usage or demographical variable analysis. |
| Mir (2012) | The objectives of the study were to establish whether favourable attitudes towards social media (Facebook) advertising resulted in greater levels of clicking on the social media advertisements and, consequently, higher incidences of purchase. | Survey, quantitative, 210 college students, and Pakistan. | The study found that information (cognitive) lead to positive consumer attitudes towards social media advertising, which significantly influenced ad clicking and, consequently, had a favourable influence on buying behaviour. | Small sample size, students, no usage or demographical variable analysis. |
| Yang (2012) | A goal of the investigation was to test the impact of Facebook advertising on consumer decision-making behaviour and attitudes. | Survey, quantitative, 256 respondents, and Taiwan. | The enquiry revealed that advertising messages provided by Facebook enhances consumers' attitudes towards the brand and purchase intentions. | Small sample, students, no usage or demographical variable analysis. |
| Haigh *et al.* (2013) | The study investigated organisations' Facebook pages in terms of the impact on stakeholders' attitudes, and purchase intent. | Controlled experiment, quantitative, 275 participants, and US. | The research disclosed that Facebook pages had a positive influence on stakeholders' attitudes and purchase intention. | Small sample, students, US, no usage or demographical variable analysis |
| Ruane & Wallace (2013) | The objective of the research was to understand relationships, which Generation Y females have with fashion brands online (social media and Internet). | Inductive thematic analysis, qualitative, 14 participants, and Ireland. | The study found that social media (Facebook and Twitter) created an awareness of needs and was used as an information source (cognitive), while it also drove consumption (behavioural) among Generation Y women. | Small sample, students and working professionals, Ireland, no usage variable analysis. |
| Kodjamanis and Angelopoulos (2013) | The objective of the research was to establish to what extent Facebook advertising generated purchasing intentions, and to influence buying habits. | Survey, quantitative, 364 respondents, and UK. | The results of the survey disclosed that over half (53%) of the respondents believed that Facebook advertising had no impact on their purchasing intentions and buying habits, whereas 34% felt that it had a low influence; 11% average and only 3% high or very high. | Small sample, students, UK, no usage or demographical variable analysis. |
| Rohm *et al.* (2013) | The goal of the research was to analyse the role of social media among Generation Y's interactions with brands. | Mixed-method, qualitative (diary) and latent cross analysis, 58 respondents, and US. | The findings disclosed that consumer motives via social media (Facebook and Twitter) marketing included: product information (cognitive); entertainment (affective); and incentives and promotions to encourage purchase (behavioural). | Small sample, US, no usage or demographical variable analysis. |
| Leung *et al.* (2015) | This study investigated the effectiveness of social media sites in terms of the attitude-towards-the-ad model in the hotel industry. | Online survey, quantitative, 408 respondents, and US. | The survey found that social media experiences affect attitudes towards Facebook and Twitter, and influenced attitudes towards the organisation, which in turn impacted on purchase intentions. Furthermore, no significant difference was found between the effectiveness of Facebook and Twitter advertising. | Small sample, US, no usage or demographical variable analysis. |

In summary, there have been a number of recent studies that assessed behavioural attitudes towards SNA, but these were predominantly conducted in more developed nations; utilised students as the research population; used relatively small sample sizes; and few explored the effect of usage characteristics and demographic factors on Facebook advertising.

## 5.3    Research objectives

Consequently, this empirical investigation seeks to expound upon the following research objectives:

Firstly, to determine whether advertising on Facebook has an influence on the behavioural attitudinal component of Millennials in an emerging country such as SA. As discussed in prior text, advertising achieves communication activities in a similar manner to a pyramid, by initially attaining lower hierarchy response marketing communication objectives such as awareness and knowledge. Thereafter, companies seek to attain and move consumers to higher hierarchical level objectives such as liking, preference, and intention-to-purchase until the ultimate purchase. However, this model was based on traditional advertising, whereas this research focuses on new digital interactive media to determine consumers' behavioural attitudes as they pass the upper echelons of the aforementioned model. Consequently, this research is important for managers, since a majority of organisations have invested significant portions of their promotion budgets on Facebook marketing communications, and need to establish if advertising on Facebook has a positive impact on the aforementioned behavioural attitudes. This empirical study is also important for academics and researchers, since, as mandated by Bolton *et al*. (2013) and Okazaki and Taylor (2013), there is a dearth of social media advertising, usage and attitude research among Millennials in emerging countries and, accordingly, this will contribute to attitude theory. Additionally, Facebook's growth has begun to reach saturation in many first-world countries; whereas it is steadily growing at an incremental rate in many emerging countries. Facebook use has grown by almost 40% over the past year in SA (Wronski and Goldstruck, 2013). Furthermore, a number of studies have yielded divergent behavioural attitudinal responses. Bannister *et al*. (2013); Kodjamanis and Angelopoulos (2013); Maxwell (2013); and Persaud (2013) suggest that attitudes towards Facebook marketing communications were mainly negative or indifferent, whereas Chandra *et al*. (2012); Mir (2012); Rohm *et al*. (2013); and Leung *et al*. (2015) found a largely positive behavioural predisposition. Accordingly, the research questions (RQ) for the first objective are:

RQ1: Does Facebook advertising have an effect on intention-to-purchase among South African Millennials?

RQ2: What impact does advertising on Facebook have on purchase amid Millennials in SA?

Secondly, to establish if usage factors, which include how Facebook is accessed (as mentioned previously, 87% of Facebook users in SA access this social medium via mobile phones (Wronski and Goldstruck, 2013)), length of usage, log-on duration, log-on frequency and profile update incidence, have an influence on Millennials' intention-to-purchase and purchase perceptions of advertising on Facebook. This research objective is of interest to both managers and academics, since it will provide insight into Millennials' social media usage characteristics, and whether these affect their behavioural attitudes. Ultimately, this objective will provide a greater understanding of Millennials' future consumer behaviour. Moreover, little research has been conducted to determine if the various usage characteristics have an influence on the impact of Facebook advertising behavioural attitudes among Millennial users, which will add to the conceptual framework of attitudinal research in social media. Chandra *et al.* (2012) determined that more frequent social media users exhibited a favourable attitude towards SNA, as it assisted with buying decisions; Punj (2011) found that Internet usage levels influenced belief-behavioural responses; and Taylor *et al.* (2011) established that many social media users utilise SNS as part of their everyday routine, which may result in an elevated prospect of consumers perceiving SNA more favourably. Therefore, the research questions for the second objective are as follows:

RQ3: What influence do South African Millennial usage variables have on intention-to-purchase owing to Facebook advertising?

RQ4: Do usage characteristics of Millennials in SA have an impact on purchase as a result of Facebook advertising?

Thirdly, to determine if demographic factors (gender, age and ethnic orientation) have an impact on Millennials' intention-to-purchase and purchase perceptions of Facebook advertising. This objective will reveal whether there are noticeable differences within Millennial subgroups, as mandated by Bolton *et al.* (2013), with regard to their attitudes towards Facebook advertising. Additionally, the ethic orientation analysis is of particular interest to managers and academics owing to the well-known injustices of the past that took place in SA, which resulted in a substantial economic divide. Furthermore, few studies have investigated the effect of demographic factors, especially age (within a particular cohort) and ethnic orientation, on attitudinal research. Ruane and Wallace (2013) established that Facebook yielded favourable behavioural attitudinal responses among Millennial women; while Punj (2011) determined that different demographic characteristics influenced behavioural activities; and Wang and Sun (2010) revealed that ethnic factors had an impact on behavioural responses. Hence, the research questions for the third objective include the following:

RQ5: Do demographic factors have an effect on intention-to-purchase among South African Millennials owing to Facebook advertising?

RQ6: What effect do demographic variables have on purchases that are attributable to advertising on Facebook amongst Millennials in SA?

## 5.4 Methodology

### 5.4.1 Research design

A research design is a plan, structure and strategy of investigation, which is conceived to obtain answers to research questions or problems. A research design is a procedural plan that is adopted by the researcher to answer questions validly, objectively, accurately and economically (Kumar, 2011). Descriptive research is concerned with the current status of the phenomena to acquire a better understanding of the existing situation, but disregards the cause of the research problem (Tustin *et al.*, 2005). As implied by its name, this research method describes the characteristics of groups and people (Zikmund and Babin, 2007). Descriptive research typically takes a cross section of a population, in this instance Millennials who reside in the Western Cape, and reveals their predisposition at a given point in time (behavioural attitudes towards Facebook advertising) on which the research can be built. Survey methods are typically associated with descriptive research (Hair *et al.*, 2009). A measurement instrument (typically a questionnaire) is employed to take a snapshot (cross-section) of independent (usage characteristics and demographic factors) and dependent (intention-to-purchase and purchase) variables of a given research population by means of a sample at a given point in time. The main advantage of a survey is its capability of collecting a large quantity of data (Bhattacherjee, 2012), whereas the main disadvantages are its high cost and that fieldworkers should be well trained (Maree, 2007). Hence, structured self-administered questionnaires were distributed on a face-to-face basis to collect the required data for this study.

### 5.4.2 Sampling

Young adults (Millennials) are the predominant users of online digital applications such as SNS (Du Chenne, 2011; Smith, 2012; Bolton *et al.*, 2013; Wronski and Goldstruck, 2013). Students were selected to investigate attitudes towards SNA and attitudes by a majority studies (Molnár, 2011; Orpana and Tera, 2011; Vanden Bergh *et al.*, 2011; Bannister, *et al.* 2013; Persaud, 2013). Yet, the researcher believed that it was imperative to select a sample that included a broader spectrum of Millennials, as mandated by Bolton *et al.* (2013) owing to the consumer

behavioural changes that occur as young adults pass though the phases of their natural life cycle. Hence, the research population comprised of young employed individuals, students, and young adults who were still seeking employment. The unemployment rate in SA is in the region of 30%, and is much higher among young adults (up to 50%) (Statistics SA, 2012). Furthermore, young adults were surveyed in both rural and urban areas, which encompassed wealthy suburbs and disadvantaged township communities to ensure a representative sample.

A sample frame is a record of all the sample units that are available for selection at a given stage in the sampling process (Martins *et al.*, 1996; Zikmund, 2003; Aaker *et al.*, 2004). The Western Cape was selected to collect data, which represents a little over 11% of the South African population (Statistics SA, 2012). The study utilised a quasi-probability sample in the form of a multi-stage sampling technique, whereby, as mentioned in prior text, the Western Cape was selected from the nine provinces in SA. Various geographic areas (clusters), which included suburban (characteristically wealthier areas) and townships (which includes informal settlements) in both urban and rural locations, were identified by means of a map. Thereafter, commercial and community organisations (sports clubs, youth groups, churches and other local groups), as well as tertiary education institutions, were randomly selected via listings in a regional telephone directory. Next, these organisations were telephoned to obtain approval to carry out the empirical research and to ascertain whether there were an adequate number of Millennials to survey. Systematic sampling is a process whereby a random starting place is determined, followed by every $k^{th}$ element being selected by moving through the sample frame (Maree, 2007; Bhattacherjee, 2012). This sampling technique was used to survey participants in the aforementioned organisations, with every third participant invited to voluntarily partake in the research.

### 5.4.3 Design of research instrument and data collection

A self-administered survey allows respondents to complete a survey instrument on their own, which has the benefits of eliminating interviewer bias, the ability to reach large research populations and attain an acceptable response rate (Denscombe, 2010; Burns and Bush, 2012; Haydam and Mostert, 2013). The main disadvantage of self-administered questionnaires is the low response rate if disseminated via mail, e-mail or online (Bhattacherjee, 2012); however, to counteract this drawback, the researcher administered the questionnaires on a face-to-face basis. Another disadvantage is that it may be difficult to obtain large quantities of information from respondents if the research instrument was too long or complex (Blumberg *et al.*, 2011).

However, the researcher assured respondents that the questionnaire took no longer than 10 minutes to complete and the face-to-face administration once again ensured a high survey participation rate in spite of no incentive being offered. Two pre-screening questions were asked in order to identify possible respondents, hence only respondents who used Facebook and had noticed advertising on Facebook qualified to participate in the study. However, respondents did not need to identify or list any of the companies and their brands that were featured in the advertisements, and no distinction was made between the different forms of Facebook advertising, since the main object of the research was only to evaluate the behavioural impact of Facebook advertising on Millennials' attitudes.

The first section of the research instrument comprised of five multiple-choice questions that asked respondents about their Facebook usage characteristics in terms of access, period of usage, usage frequency, log-in duration and profile update. The second section focused on the two dimensions of the behavioural attitudes, namely intention-to-purchase and purchase, owing to exposure to Facebook advertising. The nine item scale that was used to measure intention-to-purchase was largely adapted from Putrevu and Lord (1994), Taylor and Hunter (2002) and Wu *et al.* (2008), and was employed to measure this construct using a five-point Likert scale that ranged from strongly disagree to strongly agree. The nine item scale that was used to assess purchase was mainly adapted from Martinez-Lopez *et al.* (2005), Patwardhan and Ramaprasad (2005), and Hamidizadeh *et al.* (2012) with a five-point Likert scale also being utilised. The last section of the questionnaire consisted of three multiple-choice questions on the demographic physiognomies that included gender, age and population group. Pre-test and pilot studies are used to survey a small subset of the population to determine whether the research instrument and method to collect data is relevant, reliable and valid (Du Plooy, 2009; Bhattacherjee, 2012). The questionnaire was pre-tested among one hundred respondents to check the reliability of the scales, wording and question order, and the ability of respondents to understand the meaning of the questions. Some of the questions were reworded and a couple of the Likert scale statements were tweaked. Subsequently, a pilot study of an additional one hundred respondents was conducted to check that other research elements were well-organised, and also to double check that the research questionnaire was optimal, especially in terms of scale reliability. The primary research was conducted by 22 students (reading for their Bachelor Marketing degree at the Cape Peninsula University of Technology, and who received six months of rigorous training and practical application by the head of research of the Marketing Department), who were sent to the various locations to conduct the empirical survey on a face-to-face basis. A total of 3 521 useable questionnaires were collected over a three month period from April to June 2013.

### 5.4.4   Data analysis

Data analysis typically entails the editing and reduction of data into more manageable portions in order  to create summaries, detect patterns and apply statistical methods with the express purpose of interpreted data to answer the research questions at hand (Blumberg *et al.*, 2011, Bhattacherjee, 2012). The data was captured and examined via statistical software known as SPSS (version 21). However, all of the questionnaires were first meticulously examined in terms of correctness and completeness to establish whether they should be incorporated in the statistical analysis - the Likert scale statements were organised in such a manner that alternated positive and negative statements so as to circumvent participants from choosing a single column. These questions were reversed via SPSS before the reliability of the responses was established for the measurement scales. Reliability signifies the internal consistency of the items that were developed to measure a specific construct with a high level of reliability, in other words, the intention-to-purchase and purchase measurement scales. The coefficient mechanism that was used to determine reliability is known as Cronbach's α, and reliability estimates of 0.7 and above are deemed to be acceptable (George and Mallery, 2003; Hair *et al.*, 2009; Maree, 2007). Hence, items that are negatively worded in the scales must have their scores reversed; otherwise they would have an adverse effect on Cronbach's α result (Field, 2009). Simple descriptive statistical analysis measures (means, standard deviations, frequencies and non-parametric standardised tests) were employed to provide a basic description of the results (Tables 5.2, 5.3 and 5.4). Validity refers to the extent to which an instrument measures the construct that it is supposed to measure (Blumberg *et al.*, 2011, Bhattacherjee, 2012). To ensure validity, existing measurement scales, as mentioned in prior text, were adapted and then tested before being utilised to assess the constructs. Furthermore, Pearson's correlation coefficient analysis (Tables 5.3 and 5.4) was used to examine and measure the linear strength of relationships between quantitative variables (Maree, 2007, Field, 2009). Analysis of variance (ANOVA) is utilised when two independent variables or more need to be compared to an individual quantitative score (Maree, 2007). ANOVA used Wald's Chi-square and was conceptualized as a Generalised Linear Model (GLM) to establish if there were significant differences between the usage characteristics and demographic factors (predictor variables) and behavioural attitude components (dependent variables). The post ad hoc Bonferroni pairwise comparison was utilised to establish where the differences were, so that the findings could be interpreted conclusively (Field, 2009; Bhattacherjee, 2012).

## 5.5   Results

The survey included 3 521 members of the Millennials cohort in the Western Cape. Facebook was accessed by a majority of respondents (64.5%) via both PC and mobile device; over 60%

logged on to Facebook every day; spent one (58.5%) to two (22.8%) hours per log-on; and more than 72% updated their profile at least of once a week. The sample included a slight majority of females (54.8%); and the ethnic groups accurately portrayed the ethnicity of the Western Cape, including primarily Black (35.2%) and Coloured (36.4%) ethnic groups (Statistics SA, 2012). Table 5.2 offers a full overview of the usage characteristics and demographics of Millennials respondents that use Facebook.

**Table 5.2: Facebook usage characteristics and demographics**

| Facebook usage characteristics | n | % |
|---|---|---|
| *Access* | | |
| Mobile Device | 732 | 20.8% |
| PC | 518 | 14.7% |
| Mobile Device and PC | 2 271 | 64.5% |
| *Length of usage* | | |
| ≤ 1 year | 463 | 13.1% |
| 2 years | 780 | 22.2% |
| 3 years | 849 | 24.1% |
| 4 years | 710 | 20.2% |
| ≥ 5 years | 719 | 20.4% |
| *Log-on frequency* | | |
| Daily | 2 132 | 60.5% |
| 2 - 4 a week | 814 | 23.1% |
| Once a week | 390 | 11.1% |
| 2 - 4 a month | 116 | 3.3% |
| Once a month | 69 | 2.0% |
| *Log-on duration* | | |
| ≤ 1 hour | 2 059 | 58.5% |
| 2 hours | 804 | 22.8% |
| 3 hours | 332 | 9.4% |
| 4 hours | 151 | 4.3% |
| ≥ 5 hours | 175 | 5.0% |
| *Profile update incidence* | | |
| Daily | 1 044 | 29.6% |
| 2 - 4 a week | 837 | 23.8% |
| Once a week | 662 | 18.8% |
| 2 - 4 a month | 372 | 10.6% |
| Once a month | 606 | 17.2% |
| **Demographics** | | |
| *Gender* | | |
| Male | 1 593 | 45.2% |
| Female | 1 928 | 54.8% |
| *Age* | | |
| 18 - 20 | 1 322 | 37.5% |
| 21 - 24 | 1 441 | 40.9% |
| 25 - 30 | 758 | 21.6% |
| *Ethnic group* | | |
| White | 807 | 22.9% |
| Black | 1 238 | 35.2% |
| Coloured | 1 283 | 36.4% |
| Indian/Asian | 193 | 5.5% |

As previously mentioned, the respondents' behavioural attitude towards Facebook advertising was computed by nine-item scales for each of the hierarchy response levels (Tables 5.3 and 5.4 below).

**Table 5.3: Facebook (FB) advertising intention-to-purchase scale (means, standard deviations, one-sample bi-nominal standardised test and Pearson's correlation coefficient)**

| | Mean | SD | P | Std. Test Statistic | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| I will buy products that are advertised on FB in the near future (1) | 2.82 | 1.317 | 0.000 | 7.644 | 1 | | | | | | | | |
| I desire to buy products that are promoted on FB (2) | 2.82 | 1.299 | 0.000 | 9.071 | .733** | 1 | | | | | | | |
| Advertisements on FB do not increase purchase intent of featured brands$^R$ (3) | 3.05 | 1.317 | 0.061 | 1.872 | .298** | .288** | 1 | | | | | | |
| Advertisements on FB have a positive influence on my purchase decisions (4) | 2.87 | 1.173 | 0.000 | 5.889 | .765** | .602** | .273** | 1 | | | | | |
| I would buy the products that are advertised on FB if I had the money (5) | 2.95 | 1.233 | 0.031 | 2.156 | .607** | .819** | .247** | .639** | 1 | | | | |
| I do not intend to acquire products that are promoted on FB$^R$ (6) | 3.12 | 1.228 | 0.000 | 6.567 | .333** | .291** | .683** | .268** | .295** | 1 | | | |
| I am likely to buy some of the products that are promoted on FB (7) | 2.87 | 1.068 | 0.000 | 4.779 | .750** | .597** | .278** | .784** | .632** | .295** | 1 | | |
| I plan to purchase the products that are advertised on FB (8) | 2.72 | 1.107 | 0.000 | 13.136 | .584** | .773** | .237** | .548** | .756** | .275** | .592** | 1 | |
| Advertisements on FB have a negative influence on buying decisions$^R$ (9) | 3.26 | 1.122 | 0.000 | 14.791 | .324** | .232** | .653** | .332** | .291** | .750** | .302** | .158** | 1 |

$^R$ Negatively phrased statement scores were recoded

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

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

Cronbach's α was 0.843 for the Facebook advertising intention-to-purchase scale (Table 5.3 above) and 0.742 for the Facebook advertising purchase scale (Table 5.4 below), which indicated good internal consistencies. A non-parametric one-sample bi-nominal standardized test was utilised to determine if there was a significant difference. The test showed that for both of the nine-item scales, there was a significant difference at $p < 0.001$ and $p < 0.05$, with the exception of one item in the intention-to-purchase scale. Pearson's correlation coefficient analysis (Tables 5.3 and 5.4) showed a positive medium (r > 0.3) to strong (r > 0.5) relationship

between a majority of the variables for the intention-to purchase and purchase measurement scales, but there was weak positive correlation between a minority of the variables, especially in terms of the negatively reversed variables that were recoded.

**Table 5.4: Facebook (FB) advertising purchase scale (means, standard deviations, one-sample bi-nominal standardised test and Pearson's correlation coefficient)**

| | Mean | SD | P | Std. Test Statistic | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Advertisements on FB make me less loyal to brands[R] (10) | 3.57 | 1.185 | 0.000 | 27.182 | 1 | | | | | | | | |
| I buy products that are advertised on FB (11) | 2.55 | 1.202 | 0.000 | 21.604 | .069** | 1 | | | | | | | |
| I use many of the products that are promoted on FB (12) | 2.76 | 1.274 | 0.000 | 11.918 | .006 | .527** | 1 | | | | | | |
| I do not purchase products that are featured on FB[R] (13) | 3.34 | 1.194 | 0.000 | 16.783 | .553** | .098** | .104** | 1 | | | | | |
| Advertisements on FB affect my purchase behaviour positively (14) | 2.68 | 1.143 | 0.000 | 16.078 | .015 | .708** | .441** | .014 | 1 | | | | |
| Advertisements on FB help make me loyal to the promoted products (15) | 2.81 | 1.137 | 0.000 | 10.212 | .051* | .525** | .701** | .066** | .542** | 1 | | | |
| Advertisements on FB affect my purchase behaviour negatively[R] (16) | 3.40 | 1.021 | 0.000 | 21.864 | .655** | .012 | .029 | .575** | .006 | .008 | 1 | | |
| I purchase products that are promoted on FB (17) | 2.56 | 1.083 | 0.000 | 21.032 | .050* | .806** | .483** | .101** | .684** | .523** | .007 | 1 | |
| Advertisements on FB affect my buying actions positively (18) | 2.76 | 1.069 | 0.000 | 10.998 | .039 | .515** | .714** | .075** | .507** | .778** | .028 | .530** | 1 |

[R] Negatively phrased statement scores were recoded

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

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

The GLM ANOVA, as discussed in prior text, was used since the data contains a different number of observations for certain independent variables, which can be seen by the larger standard errors (an example of this is the low number of respondents that logged on to Facebook at least once a month). Van Schalkwyk (2012) discloses that the GLM takes this into consideration and "normalises" the outcomes. Tables 5.5 and 5.6 show the effect in terms of Wald Chi-Square test, which is based on the *Bonferroni correction* pairwise post hoc test among the estimated marginal means.

**Table 5.5: Effect of usage characteristics and demographics on Facebook advertising intention-to-purchase**

| Independent variables | Type III | | |
|---|---|---|---|
| | **Wald Chi-Square** | **df** | ***p*** |
| Access | 1.663 | 2 | 0.435 |
| Length of usage | 4.422 | 4 | 0.352 |
| Log-on frequency | 4.699 | 4 | 0.320 |
| Log-on duration | 28.598 | 4 | 0.000* |
| Profile update incidence | 42.095 | 4 | 0.000* |
| Gender | 0.105 | 1 | 0.746 |
| Age | 0.256 | 2 | 0.880 |
| Ethnic group | 34.287 | 3 | 0.000* |

* Wald Chi-square test showed a significant difference at $p<0.001$

The Wald Chi-Square test revealed that there was a significant difference at $p < 0.001$ for intention-to-purchase (M = 2.94, SD = 0.805) because of Facebook advertising. No significant differences were found for access, length of usage, log-on frequency, gender and age, whereas *Bonferroni correction* pairwise comparisons of estimated marginal means disclosed the significant difference between the next variables:

*Log-on duration* ($p < 0.001$): Respondents who logged on for ≤ 1 hour (M = 2.82, SE = 0.033) resulted in lower intention-to-purchase levels in comparison to those who logged on for 2 hours (M = 2.98, SE = 0.039).

*Profile update incidence* ($p < 0.001$): Respondents who updated their Facebook status daily (M = 3.06, SE = 0.041) resulted in greater intention-to-purchase compared to those who updated once a week (M = 2.93, SE = 0.044), 2 - 4 times a month (M = 2.81, SE = 0.050) and once a month (M = 2.81, SE = 0.042); those who updated their Facebook status 2 - 4 times a week (M = 2.98, SE = 0.043) showed an increase in intention-to-purchase compared to those who updated it 2 - 4 times a month (M = 2.81, SE = 0.050) and once a month (M = 2.81, SE = 0.042).

*Ethnic group* ($p < 0.001$): White respondents (M = 2.79, SE = 0.041) exhibited lower intention-to-purchase levels than Black (M = 3.01, SE = 0.035) and Coloured (M = 2.96, SE = 0.037) respondents.

**Table 5.6: Effect of usage characteristics and demographics on Facebook advertising purchase**

| Independent variables | Type III | | |
|---|---|---|---|
| | **Wald Chi-Square** | **df** | ***p*** |
| Access | 0.838 | 2 | 0.658 |
| Length of usage | 0.326 | 4 | 0.988 |
| Log-on frequency | 3.481 | 4 | 0.481 |
| Log-on duration | 41.845 | 4 | 0.000* |
| Profile update incidence | 42.936 | 4 | 0.000* |
| Gender | 1.771 | 1 | 0.183 |
| Age | 0.550 | 2 | 0.760 |
| Ethnic group | 5.465 | 3 | 0.141 |

* Wald Chi-square test showed a significant difference at $p<0.001$

The Wald Chi-Square test disclosed that there was a significant difference at $p < 0.001$ for purchase (M = 2.94, SD = 0.656), which was caused by Facebook advertising. No significant differences were found for access, length of usage, log-on frequency, age, gender and race; however, *Bonferroni correction* pairwise comparisons of estimated marginal means showed significant difference amongst the following variables:

*Log-on duration* (p < 0.001): Respondents who logged on for 1 hour (M = 2.85, SE = 0.027) exhibited lower purchase levels compared to those who remained logged on for 2 hours (M = 3.01, SE = 0.032) and 4 hours (M = 3.06, SE = 0.056).

*Profile update incidence* ($p$ < 0.001): Respondents who updated their Facebook status daily (M = 3.07, SE = 0.034) resulted in higher purchase incidence in comparison to those who updated once a week (M = 2.97, SE = 0.036), 2 - 4 times a month (M = 2.88, SE = 0.041) and once a month (M = 2.86, SE = 0.035); those who updated their Facebook status 2 – 4 times a week (M = 3.01, SE = 0.035) showed increased intention-to-purchase levels compared to those who updated 2 - 4 times a month (M = 2.88, SE = 0.041) and once a month (M = 2.86, SE = 0.035).

In summary, a comparison between the usage characteristics (Tables 5.5 and 5.6) reveals that log-on duration and profile update incidence show the largest degree of influence on Facebook advertising intention-to-purchase and purchase, whereas access, length of usage and log-on frequency had little effect on the behavioural attitudinal component. A comparison between the demographic factors (Tables 5.5 and 5.6) shows that ethnicity displayed the greatest amount of influence on Facebook advertising intention-to-purchase and had some effect on purchase, but not at a significant level. Gender also had some impact on Facebook advertising purchase, but again not at a significant level, whereas gender had little effect on intention-to-purchase. The demographical variable age had no influence on Facebook advertising intention-to-purchase and purchase. A more detailed discourse on the effect of usage characteristics and demographical factors on Facebook advertising intention-to-purchase and purchase ensue in the following section.

## 5.6    Discussion and implications

### 5.6.1    Key findings

The first objective of this study was to establish if Facebook advertising had a favourable impact on the behavioural attitudes of Millennials in SA. The analysis indicates that Facebook advertising has a positive attitudinal influence on intention-to-purchase and purchase among

Millennials, although at a marginal level, which supports the communications of the effect pyramid model. These findings are in agreement with a number of authors: Leung *et al.* (2015) revealed that a positive experience with Facebook would lead to a favourable attitude towards the Facebook page, which increased the consumers' intention-to-purchase; Yang (2012) reported that advertising messages provided by Facebook enhances consumers' attitudes towards brand and purchase intentions, while advertising messages that were provided by organisations had a greater impact than those sent by friends; and eMarketer (2012) found that consumers who were exposed to both paid and earned media could assist organisations with purchase consideration and brand liking/preference. These results could also be explained by the fact that Facebook has a diverse range of interactive and elements such as walls newsfeeds, albums, blogs, discussion forums and so forth, which enable organisations to generate relations with consumers. Therefore, with the longstanding exposure of Facebook applications, incentives and interaction, consumers tend to establish more favourable brand attitudes and greater purchase intentions pertaining to brand advertising on this platform (Rau *et al.*, 2008). Ha and Janda (2014) postulated that positive attitudes had an influence on online behavioural intentions. However, Hudson and Thal (2013) disclosed that marketers were not effectively interacting with consumers who used social media. The research suggested that organisations focus on an array of consumer decision stages, instead of information and knowledge (cognitive) and purchase (behavioural) stages. Maxwell (2013) also revealed that many online consumers conduct research on the Internet and SNS, but still favour purchasing products and brands at retailer stores.

The second objective of the research was to determine if certain usage characteristics had an effect on Millennials behavioural attitudes towards Facebook advertising. The research revealed that advertising on Facebook was most effective when Millennials spent two or more hours on Facebook per log in session, which is a logical perception, as they would have more opportunity to interact with the advertising. Young adults have a high propensity towards multi-tasking and mobile devices, which enable them to be continuously on the move, while accessing the Internet; SNS; television; and communication via text, graphics and verbally; as well as searching for consumer-related information to make purchase decisions (Crosman, 2008). This study confirmed that Millennial members who update their profile on Facebook more prolifically facilitated increased positive behavioural attitudes. This is a reasonable notion, since increased activity on Facebook should lead to greater activity with other elements such as advertising. This finding is also congruent with Chandra *et al.* (2012) who found that regular users displayed a

positive attitude towards SNA, since it aided purchasing decisions. No significant differences were revealed in terms of length of usage, log-on frequency and how Facebook was accessed. This is an unexpected result, since Wronski and Goldstruck (2013) disclosed that almost nine out of ten Facebook users access Facebook via mobile phones. Facebook mobile advertising was launched in 2012 and received click-through rates of up to 13 times greater than other advertisements on Facebook (Bischoff, 2012). Dynamic Logic (2012) indicated that intention-to-purchase was almost four times higher for mobile advertising that resulted in higher average click-through rates. Hence, it is apparent that Millennials in SA have divergent sentiments in comparison to their international counterparts.

The third objective of this investigation was to examine whether particular demographic factors had an impact on Millennials behavioural attitudes towards Facebook advertising. This investigation discovered that the White population group exhibited lower levels of intention-to-purchase compared to the Black and Coloured ethnic groups. Internet access has grown significantly among the Coloured (35.7%) and Black (29.4%) ethnic groups in recent years, but they are still catching up to the White (70.3%) ethnic group (Statistics SA, 2012). The proliferation of the Black middle-class, categorised as the Black Diamonds by TNS Research Surveys and the UCT Unilever Institute of Strategic Marketing (Olivier, 2007), has resulted in greater spending power (R400 billion per annum), with the monthly income of Black households increasing by 34% since 2004. SA's Black middle class has risen by nearly 250% from 1.7 million in 2004 to 4.2 million in 2012 (Shevel, 2013). Consequently, a large proportion of Black middle class young adults have gained Internet access over the past decade, whereas many White young adults grew up with the Internet and, subsequently, had more exposure and experience to SNS advertising. No significant differences were found in terms of age and gender having an impact on Millennials' intention-to-purchase and purchase perceptions of Facebook advertising. Bannister *et al*. (2013) reported that women had a slightly more positive attitude to Facebook advertising; whereas Taylor *et al*. (2011) found that young adults (aged 19 – 24 years old) maintained the most positive attitudes to SNS advertisements. Hence, it is apparent that there are not many noticeable differences within the South African Millennial cohort besides ethnic orientation.

### 5.6.2   Implications for theory

Attitudes towards advertising have been broadly researched over the past few decades and it was found that consumers' attitudes towards advertising have a direct influence on attitudes

towards the brand that impacts intention-to-purchase and purchase. Additionally, attitudes towards advertising have also been deemed to be an efficient measure of advertising effectiveness (Yoo *et al.*, 2010). The appropriateness of traditional advertising theories to online advertising has been an area of interest to academics and advertising scholars since the arrival of online advertising. Traditional methods continue to be applicable to the environment of online advertising, as the basic objectives of online advertising are inclined to be comparable to the objectives of traditional advertising, and theoretical models created for traditional advertising have effectively been transferred to online advertising (Rodgers and Thorson, 2000). From both an academic and marketing practitioner perspective, the hierarchy of effects model has received extensive attention as a detailed explanation of how advertising works, and hence is a base for measuring advertising effectiveness (Yoo *et al.*, 2010). Although, little research has been conducted concerning the effects of SNA in terms of this recognised theoretical framework. Consequently, this study attempted to assess the effects of SNA within the framework of the hierarchy of effects model. The results reveal that advertising on Facebook has a favourable impact on behavioural attitudes among Millennials, but at a minimal level, which supports the communications of effect pyramid model that was developed via traditional advertising research. This model posits that it becomes increasingly more challenging to accomplish the higher level hierarchical objectives, namely intention-to-purchase and purchase; consequently, the number of potential consumers decline as they move up the pyramid. A more positive attitude towards advertising is correlated to more favourable advertising judgments in terms of entertainment, information and acceptance, which result in greater advertisement recall and higher purchase intention (Wang and Sun, 2010). Stevenson *et al.* (2000) disclosed that an unfavourable attitude towards online advertising was related to low purchase intention, whereas Wolin *et al.* (2002) proposed that a favourable attitude towards online advertising usually resulted in more recurrent online purchasing and greater online spending. Mir (2012) revealed that a positive attitude towards social media advertising influences consumers' advertising clicking behaviour and, consequently, has an impact on their online purchasing behaviour, which is congruent with the findings of Wolin *et al.* (2002) and Wang and Sun (2010). Furthermore, Powers *et al.* (2012) disclosed that over 20% of consumers believed that social media was important for their final purchase decision and Moore (2012) found that Millennial consumers purchase brands online with greater frequency in comparison to prior generations. Hence, it can be concluded that advertising on Facebook adheres to the same notions of traditional advertising in terms of the communications of effect pyramid model. This study has made a valuable contribution to attitudinal research and theory development among Millennials.

This inquiry found that log-on duration and profile update incidence had an influence on South African Millennials' intention-to-purchase and purchase perceptions of advertising on Facebook, whereas how Facebook was accessed, length of usage and log-on frequency had no influence. Punj (2011) established that Internet usage frequency affected behavioural activities; and Taylor *et al.* (2011) observed that many consumers use SNS to overcome boredom or to use up time between activities; they also frequently use SNS as part of their everyday routine. This habitual activity may increase the prospect that consumers would perceive would SNA positively, since it may provide an added diversion and an extra means of form of time structuring, which is in consensus with the results of this investigation. Wang and Sun (2010) determined that ethnic variables had an influence on behavioural attitudinal responses; and Jordaan *et al.* (2011) advocate that different ethnic groups in SA should be investigated to establish whether there was a difference in terms of online intent and purchase. Consequently, this study found that ethnic orientation had a positive impact on the behavioural attitudes of Black Millennials in SA, but no effect on age and gender. These results make a noteworthy contribution to the theoretical framework of attitudinal research in SNS marketing communications, since there is a dearth of research on the effect of abovementioned usage and demographic factors on the upper levels of communications of effect pyramid model.

### 5.6.3  Managerial implications

In terms of the first research question, this inquiry showed that Facebook advertising had a marginal, but a significant positive attitudinal effect on intention-to-purchase amongst South African Millennials. Maxwell (2013) also concluded that brands are needed to create stimulating content, interaction and advocacy via their social conduits in order to establish relationships that would instigate intention-to-purchase. Persaud (2013) found that high levels of interactivity on Facebook were positively correlated to intention-to-purchase and favourable attitudes towards the brand. Barreto (2013) determined that Facebook advertising resulted in lower purchase consideration levels in comparison to the WOM by friends. Hence, marketers should attempt to stimulate interactivity and WOM by proactively endorsing the sharing of marketing communication content between Facebook users by linking it to competitions, discounts, giveaways and other sales promotions, which would stimulate an increase in behavioural activities. Marketing should consider the use of the pre-roll video, which is incorporated into flash banner advertisements that increased purchase intent by up to four times in comparison to simple static banner, rich and video advertisements (Millward Brown, 2012). Hence, South African organisations and managers should take the aforementioned findings into consideration in an attempt to increase purchase intent levels among Millennials.

Vis-à-vis the second research, this investigation revealed that advertising on Facebook resulted in a diminutive, but noteworthy favourable attitudes towards purchase among the Millennial cohort. Marketers should take into consideration that cheap costs, fast service, high quality and an "experience" are important factors that influence Millennials' purchase considerations. Facebook advertisements that are connected to a physical in store promotion may actively draw SA Millennials who are not inclined to make online purchases to the actual store to purchase. Facebook's location point tracking systems can also be used to display local stores' promotions based on the interests of the Millennials' location. Chandra *et al.* (2012) revealed that SNS assists in making the final purchase decision and resulted in lowing prices. However, it should be noted that Millennials have generally not yet established enduring consumer behaviour patterns and do spend freely, since many are students or unemployed who have limited resources, with 45% agreeing that they purchase brands on sale as opposed to their preferred brands, which would dampen their purchase sentiments (Symphony, 2013). This finding vindicates the decision by South African organisations and managers to spend large percentages of their advertising budgets on Facebook marketing communications.

In respect of the third and fourth research questions, this study determined that Facebook advertising had the greatest influence on behavioural attitudes on Millennials who spent longer periods of time on the SNS. However, this survey confirmed that nearly six out of ten Millennials spent one hour or less on Facebook per log-on session, which is detrimental to marketing communication efforts. Therefore, organisations and managers should attempt to incorporate a selection of Facebook's vast array of social plugins and apps to keep the young consumer entertained on the SNS for a longer period of time, which will, in turn, lead to a positive influence on purchase decisions. Advertisements on Facebook should be changed regularly to prevent advertising wear out, especially those that are directed at Millennials who easily become bored with a static digital environment that they frequent on a daily basis.  Also concerning the third and fourth research questions, this investigation established that Millennials who regularly updated their Facebook profile resulted in favourable behavioural attitudes. South African organisations and managers could use the metrics that are available on Facebook to target the most active users, as well as Facebook's apps and social plugins in their marketing communications that could have an influence on their profile updating incidence (Facebook, 2014b). Marketers should also consider the use of Facebook applications, including contests, games, photo up-loaders, virtual gifting and other interactive tactics, which permit organisations to create branded experiences and sharing among Facebook friends that would increase behavioural activities (Stokes, 2013). The researcher expected that Facebook advertising

accessed by mobile devices would deliver more favourable behavioural attitudes than desktops. However, no difference was found, nevertheless organisations and managers still need to consider mobile marketing as an online purchasing resource owing to the rapid adoption rate of mobile devices. Furthermore, the more mobile friendly and the easier advertisements on Facebook are to access, the greater the outcome will be when Millennials want to purchase products of a particular brand.

With reference to the fifth research question, this study revealed that Black and Coloured ethnic groups displayed more favourable purchase intent tendencies than their White counterparts, however, not in terms of the sixth research question, namely purchase. Nevertheless, Black young adults represent a potentially profitable target market, because in recent years the Black middle class consumers spend in SA has surpassed their White counterparts (Petzer and De Meyer, 2013), which has also received increased exposure to Facebook advertising that should be exploited by savvy organisations and managers. Carrillat *et al.* (2014) indicate that Facebook marketing communication messages must be entertaining to have a favourable effect on attitudes. The use of humorous and creative advertisements is more likely to stimulate interaction with Millennials that may result in behavioural activities across different cultural groups. Facebook Insights provides data on usage and demographic information in terms of how users have interacted with an organisation's Facebook page and marketing communications (Facebook, 2014b). Hence, marketers could increase their efficiency in targeting Millennials by using the usage and demographic factors identified in this study, which resulted in the most favourable behavioural attitudes.

SNS is a rapidly growing marketing communication channel, but it is up to marketers to recognise that the expectations, needs and wants of Millennial consumers are continually changing, and hence this should be taken into consideration when using SNA to favourably influence this cohort's behavioural predisposition.

### 5.6.4    Conclusion

Many organisations hold the mistaken belief that they can simply establish a Facebook page and post content occasionally that will result in an incremental increase in sales. However, this is far from the truth, as social media must become a fundamental part of the organisation's overall marketing communication strategy and activities in order for it to yield full potential. Furthermore, Millennial consumers have tremendous purchase power and influence on the other cohorts, so

their media usage and attitudes towards various media are important to organisations and their brands. A thorough knowledge of this cohort will allow marketers to increase their marketing communication efficiency. This research has generated important new insights about a relatively new topic, specifically in terms of the African context, which is of benefit to organisations that utilise or intend to use Facebook social media as a marketing communication platform, and to academics who are scholars of attitudinal theory development. The study specifically provides valuable insights into the behavioural attitudes of South African Millennials towards Facebook advertising, as well as several usage characteristics and demographic variables that have a favourable influence on intention-to-purchase and purchase perceptions, which have received limited prior empirical investigation. Advertisements should be carefully created to be interactive and stimulating in order to appeal to Millennials who are notoriously fickle and difficult to reach. Furthermore, Hadija *et al*. (2012) proposed that organisations and managers must also understand what consumers and prospective consumers are doing on SNS such as Facebook; hence, should be prepared to alter or adapt their SNA strategies owing to changes that occur in the environment, and as a result of consumer feedback and academic research in order to increase the effectiveness. This study has assisted to reduce the aforementioned mandated academic-practitioner gap.

## 5.7    Limitations and directions for future research

This investigation has some limitations and also lends itself to additional research. The inquiry did not take the various types of Facebook advertising into consideration; therefore, it is suggested that further research should be conducted to determine whether there was a difference in attitudinal effectiveness between the various advertising forms. Only the behavioural attitude and a single SNS was surveyed, whereas future studies could examine other attitude components, as well as other widely used SNS such as YouTube, Google+, LinkedIn and Twitter. Cognitive and affective attitudes warrant further research, since consumers' first need to become aware and be informed of an organisation's products and develop favourable emotional bonds before they can progress to behavioural activities. Like this study, surveys, which constituted a cross-section of attitudes were previously used in cognitive and affective attitudinal research. Hence, a longitudinal approach would yield more complete results, as inferred by Kalampokis *et al.* (2013) and Schoen *et al*. (2013). This study utilised quantitative data, as have past inquiries on cognitive and affective attitudinal components, whereas qualitative research would provide greater insight into Millennials' attitudes. Future research could also take other countries into consideration, since a developing country with a diverse and rich culture such as SA, may differ from other developing nations.

## 5.8    References

Aaker, D.A., Kumar, V. and Day, G.S. (2004), *Marketing Research,* 8th ed., John Wiley, New York.

Associated Press & CNBC. (2012), "Is there a problem with Facebook advertising?", available at: http://www.emarketer.com/Article.aspx?R=1009065 (accessed 1 July 2013).

AYTM. (2012), "Facebook marketers find better payoff with sponsored stories", available at: http://www.emarketer.com/Article/Facebook-Marketers-Find-Better-Payoff-with-Sponsored-Stories/1009109  (accessed 1 July 2013).

Bannister, A., Kiefer, J. and Nellums, J. (2013), "College students' perceptions of and behaviours regarding Facebook advertising: An exploratory study", *The Catalyst*, Vol. 3 No. 1, pp. 1-20.

Barreto, A.M. (2013), "Do users look at banner ads on Facebook", *Journal of Research in Interactive Marketing*, Vol. 7 No. 2, pp. 119-139.

Belch, G.E. and Belch, M.A. (2012), *Advertising and Promotion: An Integrated Marketing Communication Perspective*, 9th ed., McGraw-Hill, New York.

Berndt, A. (2007), "Media habits among Generation Y consumers", in *proceedings of the 19th Annual Conference of the Southern African Institute of Management Scientists*, Johannesburg, South Africa, 19-21 September, pp. 3-16.

Bevan-Dye, A.L., Garnett, A. and de Klerk, N. (2012), "Materialism, status consumption and consumer ethnocentrism amongst black Generation Y students in South Africa", *African Journal of Business Management*, Vol. 6 No. 16, pp. 5578-5586.

Bhattacherjee, A. (2012), *Social Science Research: Principles, Methods, and Practices*, USF Tampa Bay Open Access Textbooks, Tampa, FL.

Bischoff, W. (2012), "Mobile advertising now on Facebook in South Africa", available at: http://www.bizcommunity.com/Article/196/12/78197.html (accessed 10 April 2014].

Blasco-Arcas, L., Hernandez-Ortega, B. and Jimenez-Martinez, J. (2014), "The online purchase as a context for co-creating experiences. Drivers of and consequences for customer behaviour", *Internet Research*, Vol. 24 No. 3, pp. 211-242.

Blumberg, B., Cooper, D.R. and Schindler, P.S. (2011), *Business Research Methods*, 3rd ed., McGraw-Hill, London.

Bolton, R.N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T., Loureiro, Y.K. and Solnet, D. (2013), "Understanding Generation Y and their use of social media: a review and research agenda", *Journal of Service Management*, Vol. 24 No. 3, pp. 245-267.

Burns, A.C. and Bush, F.R. (2012), *Basic Marketing Research,* 3rd ed., Pearson Education, Upper Saddle River, NJ.

Carrillat, A.F., d'Astous, A. and Grégoire, E.M. (2014), "Leveraging social media to enhance recruitment effectiveness: a Facebook experiment", *Internet Research*, Vol. 24 No. 4, pp. 86-123.

Chandra, B., Goswami, S. and Chouhan, V. (2012), "Investigating attitude towards online advertising on social media - an empirical study", *Management Insight*, Vol. 8 No. 1, pp. 1-14.

Crosman, P. (2008), "Attracting young investors – financial firms are embracing mobile technology, Web 2.0 tools and social networking principles to reach Gen X and Gen Y", *Wall Street and Technology*, Vol. 26, pp. 16.

Denscombe, M. (2010), *The Good Research Guide*, 3rd ed., McGraw-Hill, Berkshire, UK.

Digital Fire. (2012), "Social media marketing in Africa", available at: http://www.bizcommunity.com/Article/196/16/73947.html (accessed 3 July 2013).

Dotson, M.F. and Hyatt, E.M. (2005), "Major influence factors in children's consumer socialisation", *Journal of Consumer Marketing*, Vol. 22 No. 3, pp. 35-42.

Du Chenne, S. (2011), "High on aspiration, but cynical", *AdReview*, 28 April, pp. 48-51.

Du Plooy, G.M. (2009), *Communication research: Techniques, methods and applications,* Juta, Cape Town.

Dynamic Logic. (2012), "Mobile video bumps up health brand metrics", available at:http://www.emarketer.com/Article.aspx?R=1009490&ecid=a6506033675d47f881651943c21c5ed4 (accessed on 4 July 2013).

Edwards, S.M. (2011), "A social media mindset", *Journal of Interactive Advertising*, Vol. 12 No. 1, pp. 1-3.

eMarketer. (2012), "Social media key influencer in multi-exposure purchase path", available at: http://www.emarketer.com/Article.aspx?R=1008845&ecid=a6506033675d47f881651943c21c5ed4 (accessed 4 July 2013).

eMarketer. (2014a), "Digital ad spending worldwide to hit $137.53 billion in 2014", available at: http://www.emarketer.com/Article/Digital-Ad-Spending-Worldwide-Hit-3613753-Billion-2014/1010736/8 (accessed 7 April 2014).

eMarketer. (2014b), "Global B2C ecommerce sales to hit $1.5 trillion this year driven by growth in emerging markets", available at: http://www.emarketer.com/Article/Global-B2C-Ecommerce-Sales-Hit-15-Trillion-This-Year-Driven-by-Growth-Emerging-Markets/1010575 (accessed 7 April 2014).

eMarketer. (2014c), "Social ad spending per user remains highest in North America", available at: http://www.emarketer.com/Article/Social-Ad-Spending-per-User-Remains-Highest-North-America/1010505 (accessed 7 April 2014).

Facebook and ComScore. (2012), "Can Facebook go beyond earned media success?" available at: http://www.emarketer.com/Article/Facebook-Go-Beyond-Earned-Media-Success/1009127 (accessed 30 June 2013).

Facebook. (2014a), "Company info", available at: https://newsroom.fb.com/company-info/ (accessed 6 August 2014).

Facebook. (2014b), "Platform", available at: https://newsroom.fb.com/Platform (accessed 3 March 2014).

Field, A. (2009), *Discovering Statistics using SPSS,* 3rd ed., Sage, London.

George, D. and Mallery, P. (2003), *SPSS for Windows Step by Step: A Simple Guide and Reference,* 4th ed., Allyn & Bacon, Boston.

Goldenberg, B. (2007), "The rise of the digital client", *Customer Relationship Management*, Vol. 11, pp. 12.

Greenlight, (2012), "Facebook sponsored advertisements - 44% of people say they would 'never' click on them", available at: http://www.bizcommunity.com/Article/196/12/75429.html (accessed 10 April 2014).

Ha, H. and Janda, S. (2014), "The effect of customized information on online purchase intentions", *Internet Research*, Vol. 24 No. 4, pp. 124-165.

Hadija, Z., Barnes, S.B. and Hair, N. (2012), "Why we ignore social networking advertising", *Qualitative Market Research: An international Journal*, Vol. 15 No. 1, pp. 19-32.

Haigh, M.M., Brubaker, P. and Whiteside, E. (2013), "Facebook: examining the information presented and its impact on stakeholders", *Corporate Communications: An International Journal*, Vol. 18 No. 1, pp. 52-69.

Hair, J.F., Bush, R.P. and Ortinau, D.J. (2009), *Marketing Research*, McGraw Hill/Irwin, New York.

Hamidizadeh, M.R., Yazdani, N. Tabriz, A.A. and Latifi, M.M. (2012), "Designing and validating a systematic model of e-advertising", *International Journal of Marketing Studies*, Vol. 4 No. 2, pp. 130-149.

Haydam, N. and Mostert, T. (2013), *Marketing Research for Managers*, African Paradigms Marketing Facilitators, Cape Town.

He, W. and Zha, S. (2014), "Insights into the adoption of social media mashups", *Internet Research*, Vol. 24 No. 2, pp. 21-42.

Hsu, M., Chuang, L. and Hsu, C. (2014), "Understanding online shopping intention: the roles of four types of trust and their antecedents", *Internet Research*, Vol. 24 No. 3, pp. 106-139.

Hudson, S. and Hudson, R. (2013), "Engaging with consumers using social media: a case study of music festivals", *International Journal of Event and Festival Management*, Vol. 4 No. 3, pp. 206-223.

Hudson, S. and Thal, K. (2013), "The impact of social media on the consumer decision process: Implications for tourism marketing", *Journal of Travel & Tourism Marketing*, Vol. 30 No. 1-2, pp. 156-160.

Internet World Stats. (2012), "Internet users and population statistics for Africa", available at: http://www.internetworldstats.com/stats1.htm  (accessed 28 June 2013).

Jalilvand, M. R. and Samiei, N. (2012), "The impact of electronic word-of-mouth on a tourism destination choice: Testing the theory of planned behaviour (TPB)", *Internet Research*, Vol. 22 No. 5, pp. 591-612.

Jordaan, Y., Ehlers, L. and Grove, J.M. (2011), "Advertising credibility across media channels: perceptions of Generation Y consumers", *Communicare*, Vol 30. No. 1, pp, 1-20.

JWT Intelligence. (2012), "Women's influence on purchase decisions on the rise", available at: http://www.emarketer.com/Article.aspx?R=1008807 (accessed 29 June 2013).

Kalampokis, E., Tambouris, E. and Tarabanis, K. (2013), "Understanding the predictive power of social media", *Internet Research*, Vol. 23 No. 5, pp. 544-559.

Kodjamanis, A. and Angelopoulos, S. (2013), "Consumer perception and attitude towards advertising on social networking sites: the case of Facebook", in proceedings of International Conference on Communication, Media, Technology and Design, Famagusta, North Cyprus, 2-4 May, pp. 53-58.

Kumar, R. (2011), *Research Methodology,* Sage*,* Pretoria.

Lavidge, R.J., and Steiner, G.A. (1961), "A model of predictive measurement of advertising effectiveness", *Journal of Marketing*, Vol. 25 No. 6, pp. 59-62.

Leung, X.Y., Bai, B. and Stahura, K.A. (2015), "The marketing effectiveness of social media in the hotel industry: A comparison of Facebook and Twitter", *Journal of Hospitality & Tourism Research*, Vol. 39 No. 2, pp. 147-169.

Levin, J. (2013), "Youth marketing", available at: http://www.bizcommunity.com/Article/196/347/88005.html (accessed 2 July 2013).

Lingelbach, D., Patino, A. and Pitta, D.A. (2012), "The emergence of marketing in Millennial new ventures", *Journal of Consumer Marketing*, Vol. 29 No. 2, pp. 136-145.

Maree, K. (2007), *First Steps in Research,* Van Schaik, Pretoria.

Martins, J.H., Loubser, M. and Van Wyk, H. (1996), *Marketing Research: A South Africa Approach*, Unisa, Pretoria.

Martinez-Lopez, F.J., Luna, P. and Martinez, F.J. (2005), "Online shopping, the standard learning hierarchy, and consumers' internet expertise", *Internet Research*, Vol. 15 No. 3, pp. 312-334.

Maxwell, J. (2013), "Demystifying the online shopper 10 myths of multichannel retailing", *PwC's Multichannel Retail Survey*, January, pp. 3-35.

McCarthy, J., Rowley, J., Ashworth, C.J. and Pioch, E. (2014), "Managing brand presence through social media: the case of UK football clubs", *Internet Research*, Vol. 24 No. 2, pp. 43-75.

Millward Brown. (2012), "Rich display and video ads boost purchase intent", available at: http://www.marketingmag.com.au/news/rich-display-and-video-ads-boost-purchase-intent-14282/#.U85FBBGKBMs (accessed 8 August 2014).

Mir, I.A. (2012), "Consumer attitudinal insights about social media advertising: A South Asian perspective", *The Romanian Economic Journal*, Vol. 15 No 45, pp. 265-288.

Molnár, G. (2011), "Social technographics profiles of students at University of Pecs", master dissertation, University of Pecs, Pecs, Hungary.

Moore, M. (2012), "Interactive media usage among Millennial consumers", *Journal of Consumer Marketing*, Vol. 29 No. 6, pp. 436-444.

Noble, S.M., Haytko, D.L. and Phillips, J. (2009), "What drives college-age Generation Y consumers?" *Journal of Business Research*, Vol. 62 No. 6, pp. 617-628.

Okazaki, S. and Taylor, R.T. (2013), "Social media and international advertising: theoretical challenges and future directions", *International Marketing Review*, Vol. 30 No. 1, pp. 56-71.

Olivier, D. (2007), "South Africa poised to become a loyalty marketing gem", *Journal of Consumer Marketing*, Vol. 24 No. 3, pp. 180-181.

Orpana, J. and Tera, J. (2011), "Facebook marketing – What do users think of it?" bachelor thesis, Turku University of Applied Sciences, Turku, Finland.

Patino, A., Pitta, D.A. and Quinones, R. (2012), "Social media's emerging importance in market research", *Journal of Consumer Marketing*, Vol. 29 No. 3, pp. 233-237.

Patwardhan, P. and Ramaprasad, J. (2005), "Rational integrative model of online consumer decision making", *Journal of Interactive Advertising*, Vol 6. No. 1, pp. 2-13.

Persaud, C. (2013), "The effects of interactivity and involvement on users' attitude toward and perception of brands and purchase intent on Facebook", master thesis, Louisiana State University, B.A.

Petzer, D.J. and De Meyer, C.F. (2013), "Trials and tribulations: Marketing in modern South Africa", *European Business Review*, Vol. 25, No. 4, pp. 382-390.

Powers, T., Advincula, D., Austin, M.S., Graiko, S. and Snyder, J. (2012), "Digital and social media in the purchase decision process", *Journal of Advertising Research*, Vol. 52, No. 4, pp. 479-489.

Priyanka, S. (2013), "A study of online advertising on consumer behaviour", *International Journal of Engineering and Management Science*, Vol 3 No. 4, pp. 461-465.

Punj, G. (2011), "Effect of Consumer Beliefs on Online Purchase Behaviour: The Influence of Demographic Characteristics and Consumption Values", *Journal of Interactive Marketing*, Vol 25 No. 3, pp. 134-144.

Putrevu, S. and Lord, R.K. (1994), "Comparative and noncomparative advertising: Attitude effects under cognitive and affective involvement conditions", *Journal of Advertising*, Vol. 23 No. 2, pp. 77-90.

Rau, P.L.P., Gao, Q. and Ding, Y. (2008), "Relationship between the level of intimacy and lurking in online social network services", *Computers in Human Behaviour*, Vol. 24 No. 6, pp. 2757-2770.

Reuters and Ipsos. (2012), "Can Facebook go beyond earned media success?", available at: http://www.emarketer.com/Article/Facebook-Go-Beyond-Earned-Media-Success/1009127 (accessed 1 July 2013).

RichRelevance. (2013), "On Facebook, retailers tackle how best to drive sales", available at: http://www.emarketer.com/Article/On-Facebook-Retailers-Tackle-How-Best-Drive-Sales/1009793 (accessed 2 July 2013).

Rodgers, S. and Thorson, E. (2000), "The interactive advertising model: How users perceive and process online ads", *Journal of Interactive Advertising*, Vol. 1 No. 1, pp. 26-49.

Rohm, A., Kaltcheva, V.D. and Milne, G.R. (2013), "A mixed-method approach to examining brand-consumer interactions driven by social media", *Journal of Research in Interactive Marketing*, Vol. 7 No. 4, pp. 295-311.

Ruane, L. and Wallace, E. (2013), "Generation Y females online: insights from brand narratives", *Qualitative Market Research: An International Journal*, Vol. 16 No. 3, pp. 315-335.

Safko, L. (2010), *The Social Media Bible: Tactics, tools & strategies for business success*, 2nd ed., Wiley, Hoboken, NJ.

Saxena, A. and Khanna, U. (2013), "Advertising on social network sites: A structural equation modelling approach", *Vision*, Vol. 17 No. 1, pp. 17-25.

Schoen, H., Gayo-Avello, D., Metaxas, P.T., Mustafaraj, E., Strohmaier, M. and Gloor, P. (2013), "The power of prediction with social media", *Internet Research*, Vol. 23 No. 5, pp. 528-543.

Shevel, A. (2013), "Black Diamonds outshine whites", available at: http://www.bdlive.co.za/national/2013/04/28/black-diamonds-outshine-whites (accessed 20 November 2013).

Shopify. (2014), "Facebook Is no. 1 for social commerce", available at: http://www.emarketer.com/Article/Facebook-No-1-Social-Commerce/1010721 (accessed 7 April 2014).

Shu, W. and Chuang, Y. (2011), "The perceived benefits of six-degree-separation social networks", *Internet Research*, Vol. 21 No. 1, pp. 26-45.

Smith, K.T. (2012), "Longitudinal study of digital marketing strategies targeting Millennials", *Journal of Consumer Marketing*, Vol. 29 No. 2, pp. 86-92.

Smith, S. (2013), "Conceptualising and evaluating experiences with brands on Facebook International", *Journal of Market Research*, Vol. 55 No. 3, pp. 357-374.

Statistics SA. (2012), *Census 2011: In brief*, *Statistics*, Statistics South Africa, Pretoria.

Stevenson, J., Bruner, G. and Kumar, A. (2000), "Webpage background and viewer attitudes", *Journal of Advertising Research*, Vol. 40 No 1, pp. 29-34.

Stokes, R. (2013), *eMarketing: The Essential Guide to Marketing in a Digital World*, 5th ed., Quirk Education, Cape Town.

Symphony. (2013), "Digital-first Millennials put a premium on value engagement", available at: http://www.emarketer.com/Article/Digital-First-Millennials-Put-Premium-on-Value-Engagement/1009946 (accessed 1 July 2013).

Taylor, D.G., Lewin, J.E. and Strutton, D. (2011), "Friends, fans, and followers: Do ads work on social networks", *Journal of Advertising Research*, Vol. 51 No. 1, pp. 258-75.

Taylor, S.A. and Hunter, G.L. (2002), "The impact of loyalty with e-CRM software and e-services", *International Journal of Service Industry Management*, Vol. 13 No. 5, pp. 452-478.

Tham, A., Croy, G. and Mair, J. (2013), "Social media in destination choice: Distinctive electronic word-of-mouth dimensions", *Journal of Travel & Tourism Marketing*, Vol. 30, pp. 144-155.

Tustin, D.H., Ligthelm, A.A., Martins, J.H. and Van Wyk, H. (2005), *Marketing Research in Practice*, Unisa, Pretoria.

Van Schalkwyk, D. (2012), *Quantitative statistics*, CPUT, Cape Town.

Vanden Bergh, B.G., Lee, M., Quilliam, E.T. and Hove, T. (2011), "The multidimensional nature and brand impact of user-generated as parodies in social media", *Interactive Journal of Advertising,* Vol. 30 No. 1, pp. 103-131.

Wang, Y. and Sun, S. (2010), "Assessing beliefs, attitudes, and behavioural responses toward online advertising in three countries", *International Business Review*, Vol. 19 No. 1, pp. 333-344.

Wolin, L.D., Korgaonkar, P. and Lund, D. (2002), "Beliefs, attitudes and behaviour towards web advertising", *International Journal of Advertising*, Vol. 21 No. 1, pp. 87-113.

Wronski, M. and Goldstruck, A. (2013), *SA Social Media landscape*, World Wide Worx & Fuseware, Johannesburg.

Wu, S. I., Wei, P. L., and Chen, J. H. (2008), "Influential factors and relational structure of Internet banner advertising in the tourism industry", *Tourism Management*, Vol. 29 No. 1, pp. 221-236.

Yaakop, A., Anuar, M.M. and Omar, K. (2013), "Like It or not: Issue of credibility in Facebook advertising", *Asian Social Science*, Vol. 9 No. 3, pp. 154-163.

Yadav, M.S., de Valck, K., Hennig-Thurau, H., Hoffman, D.L., and Spann, M. (2013), "Social commerce: A contingency framework for assessing marketing potential", *Journal of Interactive Marketing*, Vol. 27 No. 4, pp. 311-323.

Yang, T. (2012), "The decision behaviour of Facebook users", *Journal of Computer Information Systems*, Vol. 52 No. 3, pp. 50-59.

Yoo, C.Y., Kim, K. and Stout, P.A. (2010), "Assessing the effects of animation in online banner advertising: Hierarchy effects model", *Journal of interactive advertising*, Vol. 4 No 2, pp. 49-60.

Zikmund, W.G. (2003), *Business Research Methods,* 7th ed., Thomson South-Western, Oklahoma.

Zikmund, W.G. and Babin, B.J. (2007), *Essentials of Marketing Research*, 3rd ed., Thomson, Mason.

# CHAPTER 6 (JOURNAL ARTICLE 4)
# MXIT ADVERTISING'S INFLUENCE ON COGNITIVE
# ATTITUDES AMONGST MILLENNIALS IN THE WESTERN CAPE

Journal article 4 examines the influence of Mxit advertising on Millennials' cognitive attitudinal responses, in other words, the first and second steps of the hierarchy-of-effects response model (namely, awareness and knowledge). Refer to Figure 6.1 for an illustration that graphically depicts how this article interrelates with the rest in the study.

| Attitude phases | Hierarchy-of-effects model stages | Facebook |
|---|---|---|
| **Cognitive** | Awareness ⇩ Knowledge ⇩ Liking | |
| **Affective** | Preference ⇩ | **Mxit** |
| **Behavioural (Conative)** | Intention-to-purchase ⇩ Purchase | **Social media** |
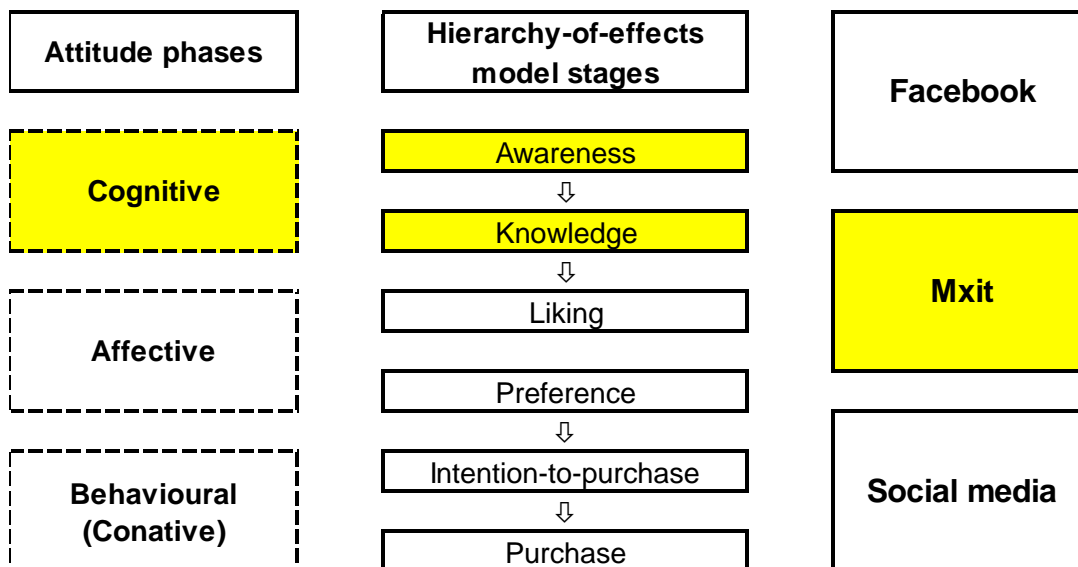
**Figure 6.1: Hierarchy-of-effects response model (Mxit cognitive focus)**

(Lavidge & Steiner, 1961:59-62)

## 6.0    Abstract

Social media has grown at an exponential rate in recent years, especially amongst the youth (known as Millennials) in South Africa, who primarily access social media via mobile devices, which has served as an additional catalyst to fuel this growth. The rapid advancement of social media is also attributed to Millennials' desires for social interaction connectedness, information, entertainment and convenience. Millennials portray a difficult market to reach with advertising owing to the large fragmentation of media, diverse range of interests and demographical differences, but this lucrative market cannot be ignored owing to their huge purchasing power. Mxit is a popular social medium in South Africa and provides numerous advertising opportunities for organisations and their brands. This study's purpose was to examine Millennials' cognitive

attitudes towards advertising on Mxit, and assesses the influence of certain usage and demographic factors. The research surveyed 1 858 young adults in the Western Cape who were between the ages of 18 and 30 years. Millennials maintained favourable cognitive responses towards Mxit advertising. All of the usage elements and a demographic factor, gender, were also found to have a significant influence. The results provide both academia and organisations with fresh insights and a greater understanding of social network advertising.

**Key words:** Social media, social network sites, Mxit advertising, Millennials, cognitive attitudes, hierarchy-of-effects model, awareness, knowledge

## 6.1    Introduction

Social network sites (SNS) have exploded in recent years, with Facebook, YouTube, Google+, LinkedIn, Twitter and Mxit, among others, attracting a great amount of media attention, in general. With the exponential number of users and interest from marketers, academics have started to investigate SNS, particularly as a branding and marketing communication platform (Hoffman & Novak 2012: 69–70; Sobel 2010: 2). Social media has a major effect on society, since it has transformed previously passive consumers into digital advocates, especially among Millennials (the youth), who are willing to receive information about their favoured brands and disseminate it (Blasco-Arcas, Hernandez-Ortega & Jimenez-Martinez 2014: 226–229; Rajapat 2009: 28–90). Millennials are more technologically savvy than previous generations and constitute the main target market for online marketers (Okazaki 2009: 12–13; Strutton, Taylor & Thompson 2011: 560–561). Millennials are also the principal users of Mxit, which is the largest locally established social network and instant messaging conduit, with an estimated 4.9 million monthly users in Africa (Wronski & Goldstruck 2014).

The rapid increase in SNS across the globe and in South Africa makes social media very desirable for advertising. Advertising practitioners have long studied issues, which relate to perception, attitudes and purchase intent toward brands. A substantial quantity of academic research has been conducted on advertising determinants and attitude responses on websites (De Haan, Wiesel & Pauwels 2013: 13–104; Lu, Chang & Yu 2013:27–68; Mina 2012: 209–222; Pi, Liao, Liu & Lee 2011: 7120–7129; Scarpi 2012: 53–67; Thales, Wedel & Pieters 2012: 144–159); however, these research studies have concentrated on traditional websites as opposed to SNS. Since social network advertising (SNA) is unlike traditional online advertising and much investigation is still necessary to find the true value of SNA, this study attempts to bridge this gap by providing research on attitudes towards SNA directed at Millennials (Saxena & Khanna 2013:

19; Weinberg, de Ruyter, Dellarocas, Buck, & Keeling 2013: 308). Research on SNA, in particular Mxit, is virtually non-existent in the South African context (Kruger & Painter 2011: 49). Hence, this investigation intends to provide insight on Mxit advertising's perceived effect on awareness and knowledge, which is collectively referred to as the cognitive attitudinal stage (Belch & Belch 2015: 158), among Millennials in SA.

## 6.2    Literature background

### 6.2.1   Social media contextualisation

In recent years social media has redefined the digital landscape and has altered the way that organisations disseminate marketing messages, particularly among Millennials. Social media is a platform that facilitates interaction between users around the world and allows them to share experiences with each other, as well as information that may also be brand related (Edwards 2011: 1 Heinrichs, Lim & Lim 2011: 347; Lipsman, Mudd, Rich & Bruich 2012: 41). Social media is different from traditional media and the Web, since it is generated by users who have control over the content generation (Dickey & Lewis 2011: 1–2; Peters, Chen, Kaplan, Ognibeni & Pauwels 2013: 282). This new platform has enabled marketers to use various forms of brand communication in an effective and interactive manner (Jothi, Neelamalar, & Prasad 2011: 234). There has been a significant shift of marketing communication budgets in using digital media, with organisations investing in various SNA formats. Worldwide advertising via digital media was $120 billion in 2013 and is anticipated to increase to $204 billion by 2018, with the greatest growth coming from emerging markets (eMarketer 2014). SNS were not created to become advertising platforms, but rather with the objective of facilitating social interactions, so it is important to investigate what users' attitudes are towards social media marketing communications, since there are doubts regarding the effectiveness of SNA (Barreto 2013: 129–132; Weinberg et al. 2013: 308).

### 6.2.2   Mxit milieu

Mxit is an affordable messaging platform that offers chat rooms, gaming, education platforms and community support services to its users, and mainly operates in the mobile environment (Kahn 2013; Stokes 2013: 475). Furthermore, Mxit provides companies with an opportunity to communicate with young consumers and to position promotions according to their budgets. A number of advertising options are available, which include text messages; content links; music and movie clips; branded content; sponsorships; apps creation; chat rooms, banner

advertisements and splash screens (interstitials) that can be targeted according to specific demographics (such as age, gender and country) (Mxit 2014b). Another major advantage for brands is that Mxit reaches the lower to middle LSM groups owing to the fact that Mxit is inexpensive; easy to use; and is compatible with most mobile devices (over 8 000), which is essential in emerging markets where a majority of these markets do not own smart phones or computers (Britten 2010: 18; Petzer & Meyer 2013: 386). Furthermore, two-thirds of subscribers can be classified as Millennials, which makes Mxit a viable platform to reach this capricious market (Mxit 2014a). There is a dearth of inquiry, which explores the effectiveness of Mxit as an advertising medium in terms of Millennials' attitudes towards this SNS. Hence, this study seeks to broaden academic discourse on this research topic.

### 6.2.3  Millennial cohort background

Millennials are also referred to as Generation Y, Net Generation and Digital Natives, and mostly comprise of students, young working professionals and unemployed young adults in SA (Prensky 2001: 1; McCrindle & Wolfinger 2009: 18–19; Pempek, Yermolayeva & Calvert 2009: 227–228). The exact years in which Millennials were born differ according to authors and countries, but for the most common cited years are between 1982 and 1994 (Noble, Haytko & Phillips 2009: 617–628; Strutton et al. 2011: 560–561). One out of four South Africans is classified as members of the Millennial cohort (Statistics SA 2012: 23). This is the first cohort that grew up with modern technology such as computers, cell phones, smartphones, video games, iPod, iPads, tablets, and SNS, which are intricately incorporated into their everyday lives to such an extent that they are addicted to technology for entertainment, interaction with others, and even for the regulation of emotions (Immordino-Yang, Christodoulou & Singh 2012: 352–364; Nikirk 2009: 20–23). Bevan-Dye and Dondolo (2014) revealed that South African students generally have favourable attitudes towards social media and that 86% of them access SNS such as Facebook via mobile phones. Levin (2013) estimates that this cohort spends more than R104 billion per year in SA (this only includes up to the age of 23 years old, so the actual figure is much higher), which represents an important market for astute brands. Hence, Millennials' digital behaviour should be considered in order to obtain a better understanding of their online consumption practices and attitudes towards SNA in order to reach them more effectively with marketing communications.

### 6.2.4  Overview of hierarchy-of-effects model and attitudes

Lavidge and Steiner's (1961: 59–62) hierarchy-of-effects model posits that advertising effects was a long-term process, whereby consumers pass through successive stages, namely

awareness, knowledge, liking, conviction, and desire to purchase before the final purchase. However, this model presumes that all consumers begin at the first hierarchy stage, whereas some consumers may have developed negative attitudes, which means that they would only progress once the unfavourable sentiment was removed. Consequently, the renowned terms of "cognition", "affect," and "conation" were first used in reference to the advertising hierarchy responses. Cognition (awareness and knowledge) refers to the rational states, affect (liking, preference, and conviction) to emotional or feeling states, and conation (purchase intentions and purchase) to the striving or behavioural states (Barry 1987: 261–263; Belch & Belch 2015: 158). It is difficult to discuss consumers' perceptions and approval about SNA without taking into consideration their attitudes, since this aspect has been found to be an efficient measure of advertising effectiveness (Mir 2012: 271; Yoo, Kim & Stout 2010: 51).

Several studies have investigated attitudes towards advertising based on responses to SNA. Labrecque (2014: 137–139) reveals a positive cognitive (information) attitude regarding interaction with brands in social media environments. Hassan, Fatima, Akram, Abbas and Hasnain (2013: 327) established that consumers thought that SNA was informative. Chikandiwa, Contogiannis and Jembere (2013: 377–378) found that various SNS platforms were used successfully by SA banks to generate awareness and knowledge of their brands among consumers. Hollebeek, Glynn and Brodie (2014: 155–160) found that consumer brand engagement in social media had a positive influence on cognitive responses. Van Noort, Voorveld and Von Reijmersdal (2012: 229) posit that greater levels of online interactivity resulted in positive and stronger cognitive responses. However, a number of these inquiries were conducted in first-world countries, which may differ to developing countries; samples comprised of less than 400 respondents in most instances; students were predominantly utilised as the sample; and few considered the effect of independent variables such as demographic and usage factors on SNA. Hence, this inquiry seeks to provide a deeper understanding of the cognitive attitudinal responses of South African Millennials to advertising on Mxit.

## 6.3    Problem statement and objectives

The hierarchy-of-effects model stages are analogous to the purchase funnel, whereby consumers' progress through a number of stages until the ultimate purchase, but it becomes progressively more difficult to reach higher level stages (Belch & Belch 2015: 228; Safko 2010: 91–93). Yet, marketing communication notional models were developed via traditional above-the-line advertising, while this investigation will focuses on the most recent online social media to determine consumers' cognitive responses as they move through the first two lower hierarchy

levels (Barry 1987: 251–295). Consequently this empirical research aims to determine the impact of Mxit advertising on the cognitive responses of Millennials in SA.

Wronski and Goldstruck (2013: 116) reveal that nearly 95% of Mxit users access this social medium via mobile phones; hence, it would be significant to ascertain if there was a difference between Millennials' attitudes in terms of how they accessed Mxit. Usage period, incidence of log on, log on duration and profile update rate are other usage characteristic factors that were examined to establish if they have an effect on Millennials' cognitive attitudes towards advertising on Mxit.

Bolton, Parasuraman, Hoefnagels, Migchels, Kabadayi, Gruber, Loureiro and Solnet (2013: 257) reveal that there was a dearth of social media research to determine whether there were noticeable differences within the Millennial subgroups. Wang, Yu and Wei (2012: 206) advised that more social media research should be conducted in other countries, since consumer sentiments from dissimilar cultural backgrounds would differ. Hence, this inquiry seeks to ascertain if demographic factors such as age, gender and ethnicity have an influence on Millennials' cognitive attitudes towards SNA.

Therefore, the research objectives of this study can be summarised as follows:

- To ascertain the impact of Millennials' cognitive attitudes towards Mxit advertising.
- To determine if usage characteristics affect Millennials' cognitive attitudes regarding Mxit advertising.
- To establish whether Millennials' demographic variables have an effect on cognitive attitudes towards Mxit advertising.

## 6.4    Methodology

In this inquiry the research design is descriptive and employs the survey method. The problem and factors such as individuals' attitudes towards an object (for example, Millennials attitudes towards Mxit advertising) constitute descriptive research, which is utilised to describe what is being researched (Churchill & Lacobucci 2004: 91). This form of research is characteristically employed when knowledge of the object that is studied is nebulous or vague (Wiid & Diggines 2009: 55) – not much is known about attitudes towards Mxit advertising in SA. Descriptive research usually takes a cross section of a population (in the form of a survey), in this instance Millennials that live in the Western Cape, and reveals their predisposition at a given point in time on which the research can be built.

### 6.4.1 Sampling

Several inquiries have identified Millennials as the predominant users of online social media and mobile conduits, accordingly, a potentially lucrative target market for astute marketers (Grant & O'Donohoe 2007: 223–246, Logan, Bright & Gangadharbatla 2013: 164–179; Taylor, Lewin & Strutton 2011: 258–275). Other studies have found that students are the main SNS users (Jordaan, Ehlers & Grove 2011: 1–20, Saxena & Khanna 2013: 17–25) and are, therefore, susceptible to SNS advertising, which is used on platforms such as Mxit. Though, it was essential to draw a representative sample of Millennials, other than exclusively using students that were the sole focus of many other social media-related studies (Bannister, Kiefer and Nellums 2013: 1–20; Barreto 2013: 119–139; Chandra, Goswami and Chouhan 2012: 1–14; Mir 2012: 265–288; Ruane & Wallace 2013: 315–335). Accordingly, young adults who had matriculated and who were either unemployed or employed and studying were included in the research population to ensure that an all-inclusive representation of Millennial Mxit users in the Western Cape was accomplished. A multi-stage sampling technique (probability sampling) was adopted (Bhattacherjee 2012: 68–69) whereby the Cape Peninsula was divided into various geographic areas (clusters), which incorporated both suburbs and informal settlements. Thereafter, a range of community groups, tertiary education institutions and businesses (sample frame) were randomly targeted to participate in the study. These organisations were contacted telephonically to obtain the necessary approval to conduct a survey on their premises. Furthermore, permission (and ethical clearance) was sought and obtained from the Western Cape Education Department to conduct research in schools and colleges, and approval (and ethical clearance) was also received from the Cape Peninsula University of Technology. Systematic sampling was then employed to survey respondents at the aforementioned organisations, with every third respondent being individually approached and invited to voluntarily participate in the study by the fieldworker. However, each potential respondent was first qualified as a member of the Millennial cohort and as a Mxit user (sample element) who had observed advertising on this platform. The respondents were informed that they had the right to: privacy (i.e. could to refuse participate in the study and answer any question); anonymity and confidentiality (no personal details were requested, i.e. name and/or contact particulars); and full disclosure (a full explanation of the research was communicated to all respondents).

### 6.4.2 Questionnaire design, data collection and analysis

A self-administered research instrument was employed since it permitted for a more rapid collection of data in comparison to face-to-face interviews, but still resulted in a high response

rate. The participants completed the questionnaires, while fieldworkers were available to provide assistance if required (De Vos, Strydom, Fouché & Delport 2011: 188–189). Thereafter, multiple-choice questions focussed on five social media Mxit usage factors (independent variables). The second section of the research instrument determined awareness and knowledge (cognitive attitude component - dependent variables) by means of two nine item scales that were largely developed from Ducoffe (1996: 21–35) and Duncan et al. (1985: 33–64). A five-point Likert scale was used to gauge responses, which ranged from strongly disagree to strongly agree (Cant et al. 2008: 141). The statements used to measure the awareness and knowledge constructs are listed in Table 6.1.

**Table 6.1: Mxit advertising awareness and knowledge scales**

| **Awareness** |
| --- |
| Advertisements on Mxit are effective in creating awareness of brands |
| Advertising on Mxit alerts me to new company offerings |
| I have NOT become aware of new advertisements on Mxit* |
| Advertisements on Mxit attract my attention to certain brands |
| I notice new advertisements on Mxit |
| I CANNOT recall any advertisements on Mxit* |
| I view/click on advertisements on Mxit since they attract my attention |
| I can remember several advertisements that I see on Mxit |
| Advertising on Mxit does NOT alert me to new products* |
| **Knowledge** |
| Advertisements on Mxit do NOT inform me about a company's offerings* |
| Advertising on Mxit is a convenient source of information |
| Advertisements on Mxit provide me with new product knowledge |
| Advertisements on Mxit do NOT provide much information on brands* |
| Advertisements on Mxit provide useful data about company offerings |
| Advertisements on Mxit are effective in providing information on brands |
| Advertisements on Mxit are a POOR source of knowledge* |
| I use advertisements on Mxit to find new information about products |
| Advertisements on Mxit provide me with valuable product knowledge |

*Negatively phrased statement scores were recoded

The Likert scale items were arranged in such a manner that systematically switched between negative and positive phrased statements to avoid response bias. The negatively-phrased items were first reversed before Cronbach's Alpha was employed to establish construct reliability (Pallant 2010: 85–88). Cronbach's α was 0.831 for the Mxit advertising awareness scale and 0.810 for the Mxit advertising knowledge scale, which displayed reputable internal consistencies. Finally, multiple-choice questions established three demographic characteristics (independent variables). A pilot study was employed among fifty participants to determine the construct reliability; confirm that the multiple-choice questions were adequate; and to ensure that the entire research process was feasible and efficient (De Vos et al. 2011: 236–246). The data was coded, captured and analysed via statistical software called SPSS (version 22).

## 6.5    Results and discussion

A total of 1 858 members of the Millennial cohort participated in the Mxit survey in the Western Cape. Table 6.2 provides a comprehensive summary of Mxit usage characteristics and of the Millennial participants' demographics.

**Table 6.2: Mxit usage characteristics and demographic variables**

| Mxit usage characteristics | n | % |
|---|---|---|
| *Access* | | |
| Mobile device | 1363 | 73.4 |
| Personal computer | 79 | 4.2 |
| Mobile device and personal computer | 416 | 22.4 |
| *Length of usage* | | |
| ≤ 1 year | 206 | 11.1 |
| 2 years | 328 | 17.7 |
| 3 years | 386 | 20.8 |
| 4 years | 341 | 18.3 |
| ≥ 5 years | 597 | 32.1 |
| *Log on frequency* | | |
| Daily | 1196 | 64.4 |
| 2 - 4 a week | 323 | 17.4 |
| Once a week | 174 | 9.4 |
| 2 - 4 a month | 85 | 4.6 |
| Once a month | 80 | 4.2 |
| *Log on duration* | | |
| ≤ 1 hour | 553 | 29.8 |
| 2 hours | 464 | 25.0 |
| 3 hours | 346 | 18.6 |
| 4 hours | 204 | 11.0 |
| ≥ 5 hours | 291 | 15.6 |
| *Profile update incidence* | | |
| Daily | 503 | 27.1 |
| 2 - 4 a week | 380 | 20.5 |
| Once a week | 384 | 20.7 |
| 2 - 4 a month | 225 | 12.1 |
| Once a month | 366 | 19.6 |
| **Demographics** | | |
| *Gender* | | |
| Male | 883 | 47.5 |
| Female | 975 | 52.5 |
| *Age* | | |
| 18 - 20 | 1162 | 62.5 |
| 21 - 24 | 536 | 28.8 |
| 25 - 30 | 160 | 8.7 |
| *Ethnic orientation* | | |
| White | 108 | 5.8 |
| Black | 963 | 51.8 |
| Coloured | 711 | 38.3 |
| Indian/Asian | 76 | 4.1 |

A majority of the respondents (73.4%) accessed Mxit only via mobile devices, routinely logged on to Mxit every day (64.4%), spent one (29.8%) to two (25.0%) hours per log in, and 68.3%

updated their profile a minimum of once a week. The sample was slightly dominated by females (52.5%); a majority of the respondents were 18 - 20 years old (62.5%) that positively correlates with Mxit's audience demographics (Mxit 2014a); and the ethnic orientation reflected population groups, which reside in the Western Cape with Black (51.8%) and Coloured (38.3%) being majorities (Statistics SA 2012: 17).

### 6.5.1   Cognitive attitudes

The Wald's Chi-Square test displayed a significant difference at $p < 0.001$ for awareness (M = 3.53, SD = 0.787) as a consequence of exposure to Mxit advertising. Mxit advertising indubitably caused favourable cognitive responses among Millennials in SA, thereby realising the first research objective. Hutter, Hautz, Dennhardt and Füller et al. (2013: 347) revealed that a consumer's interaction with a company's SNS page has a positive effect on the consumer's awareness of the company's brand, which is in congruence with this study's results. Schivinski and Dąbrowski (2013: 14) confirmed that organisations' SNS communications created awareness and favourable associations with their brands. SNA promotes greater awareness of brands among consumers, and play an important role in influencing buying decision for online purchases (Agrawal & Jaliwani 2013: 135).

The Wald's Chi-Square test proved that there was a significant difference at $p < 0.001$ for knowledge (M = 3.45, SD = 0.773) as a result of Mxit advertising. One of companies' main reasons for using SNA is to supply information about their brand, products and services to their consumers; whereas many consumers have stated that the key reason why they accept advertising is owing to company information (Saxena & Khanna 2013: 18). Manomayangkul (2012: 83–86) also determined that product information positively affects consumer attitudes towards SNA. The proliferation of the Internet and social media has given access to more consumption-related information than any previous generation that includes online advertising. The capability of SNS to collect details about consumers in terms of purchase, consumption cycles and search history may assist marketers to regain some power they have lost to consumers since the advent of the interactive digital online environment (Labrecque, Vor dem Esche, Mathwick, Novak & Hofacker 2013: 262).

### 6.5.2   Usage characteristics

The significant differences between the dependent (awareness and knowledge) and independent (usage and demographic factors) were established by employing a generalised linear model (GLM) analysis of variance (ANOVA), utilising Wald's Chi-square and the post ad

hoc Bonferroni adjustment pairwise comparisons (Pallant 2010: 283–296) were utilised to detect if there was a significant difference among the abovementioned variables. No significant differences were revealed for the duration of log on duration for awareness and access in terms of knowledge, whereas Bonferroni correction pairwise comparisons of estimated marginal means exhibited significant differences for a majority of usage characteristics displayed in Table 6.3.

**Table 6.3: Effect of usage characteristics on Mxit advertising cognitive attitudes**

| Independent variables | Awareness | | | Knowledge | | |
|---|---|---|---|---|---|---|
| | Wald's Chi-Square | df | p-value | Wald's Chi-Square | df | p-value |
| Access | 14.764 | 2 | .001* | 3.686 | 2 | .158 |
| Length of usage | 31.817 | 4 | .000* | 23.645 | 4 | .000* |
| Log on frequency | 15.110 | 4 | .004** | 15.131 | 4 | .004** |
| Log on duration | 3.875 | 4 | .423 | 16.854 | 4 | .002** |
| Profile update incidence | 11.263 | 4 | .024** | 14.643 | 4 | .006** |

*Wald's Chi-square test showed a significant difference at $p<0.001$
**Wald's Chi-square test showed a significant difference at $p<0.05$

*Access* ($p < 0.001$): Mxit accessed via mobile device (M = 3.48, SE = 0.043) displayed higher awareness levels than when accessed by personal computer (M = 3.18, SE = 0.091). Mxit is a predominantly mobile SNS, hence it is reasonable to accept that advertising would be more effective on mobile devices in comparison to desktop computers. An advantage of Mxit is that it can be accessed on virtually any mobile device that includes smartphones, tablets, feature phones and other cell phones. Millennials who had utilised Mxit for an extended period of time displayed more favourable cognitive responses when compared to those who had utilised the social medium for a shorter period. This is not an unexpected result, since consumers have become more familiar and comfortable with this mobile SNS platform, hence they are more likely to become aware of advertisements that appeal to them since they are target market specific.

*Length of usage* ($p < 0.001$): Respondents who had used Mxit for 5 years (M = 3.52, SE = 0.056) showed increased levels of awareness compared to those who had used the SNS for 1 year (M = 3.21, SE = 0.066), 2 years (M = 3.28, SE = 0.059), 3 years (M = 3.35, SE = 0.057) and 4 years (M = 3.36, SE = 0.059). Respondents who had used Mxit for 5 years (M = 3.45, SE = 0.055) also displayed greater levels of knowledge than those who had used the SNS for 1 year (M = 3.24, SE = 0.065), 2 years (M = 3.21, SE = 0.058) and 3 years (M = 3.29, SE = 0.057). Several inquiries confirmed that the users' experience levels in terms of Internet had an effect on the consumer decision-making process (Helander & Khalid 2000: 609–619; Liao & Cheung 2001: 299–306; Montoya-Weis, Voss & Grewall 2003: 448–458).

*Log on frequency* (p < 0.05): Mxit users who logged on daily (M = 3.46, SE = 0.047) yielded higher awareness levels in comparison to those who logged on once a week (M = 3.26, SE = 0.069). Mxit users who logged on daily (M = 3.42, SE = 0.046) also yielded higher knowledge levels in comparison to those who logged on once a week (M = 3.20, SE = 0.068). Sago (2013: 8) agreed that respondents who accessed the Internet more regularly generally spent increased amounts of time online, which resulted in greater exposure to marketing information and interest in online advertisements. Millennials who logged on regularly resulted in greater positive cognitive responses than those who logged on less frequently, which is a fair supposition, as the greater number of times Mxit users log on (the average is 5 times a day), the increased opportunity they have of becoming aware of and engaging with SNA (Wronski & Goldstruck 2014).

*Log on duration* (p < 0.05): Respondents who logged on for 1 hour (M = 3.32, SE = 0.52) resulted in increased knowledge levels compared to those who remained logged in for 5 hours (M = 3.15, SE = 0.061). The analysis showed that Millennials who spent an hour or less logged on to Mxit caused more favourable attitudes to knowledge. One would expect the converse to be true, since the longer time that consumers spent on this mobile platform, the more time they would have to view advertising and gather information on brands. However, Millennials generally multitask and access Mxit and other SNS whenever they have a moment, for example, while waiting in an queue or travelling, hence they commonly do not have time to spend extended periods of time per log on (Crux Research 2013; Du Chenne 2011: 50;  Smith 2012: 86–92). Although, this inquiry confirmed that over half of Millennials spend two hours on Mxit per log on.

*Profile update incidence* (p < 0.05): Respondents who updated their Mxit status daily (M = 3.44, SE = 0.058) showed greater awareness than those who updated once a month (M = 3.27, SE = 0.057). Respondents who updated their Mxit status 2 - 4 times a week (M = 3.34, SE = 0.058) and once a week (M = 3.38, SE = 0.057) also exhibited greater knowledge levels in comparison to those who updated it once a month (M = 3.18, SE = 0.056). Millennials who updated their Mxit profile more frequently display positive cognitive responses to advertising on this conduit. This finding is rational, as the greater interaction on the SNS would lead to the increased likelihood of engagement with other Mxit marketing communication elements.

### 6.5.3   Demographic variables

No significant differences were reflected for age and ethnic orientation in terms of awareness, nor for any of the demographic regarding knowledge. However, Bonferroni correction pairwise

comparisons of estimated marginal means revealed a significant difference for gender *vis-à-vis* awareness that is exhibited in Table 6.4.

**Table 6.4: Effect of demographic variables on Mxit advertising cognitive attitudes**

| Independent variables | Awareness | | | Knowledge | | |
|---|---|---|---|---|---|---|
| | Wald's Chi-Square | df | p-value | Wald's Chi-Square | df | p-value |
| Gender | 6.365 | 1 | .012** | .265 | 1 | .607 |
| Age | .885 | 2 | .642 | 1.352 | 2 | .509 |
| Ethnic orientation | 3.314 | 3 | .346 | 2.475 | 3 | .480 |

**Wald's Chi-square test showed a significant difference at $p < 0.05$

*Gender* ($p < 0.05$): Males (M = 3.39, SE = 0.049) displayed higher awareness levels than females (M = 3.30, SE = 0.049). A number of studies determined that there was no difference in terms of gender attitudes towards SNA (Agrawal & Jaliwani 2013: 136; Barreto 2013: 23), however, this investigation found that males tended to have a more favourable predisposition regarding awareness of Mxit advertising. Sago (2013: 8) confirmed that gender differences exist among the Millennial cohort in terms of the use of social media. Females were found to have lower levels of satisfaction from using SNS than males. Davis and Rosenstein (2012: 4) also reported that men notice SNA and click on advertisements more frequently than women. However, women have progressively begun to use SNS and have increased spending power, and are more willing to make purchases online than men (Walter 2014); therefore, organisations cannot afford to ignore women in their SNA.

## 6.6    Theoretical implications

Advertising on Mxit has a positive influence on the cognitive attitudinal responses among Millennials, which authenticates the essentials of the hierarchy-of-effects model that was created via above-the-line advertising. Consequently, it can be posited that Mxit advertising abides by the same principles of traditional advertising, since it results in comparable awareness and knowledge sentiments. Additionally, the research outcomes are also analogous to inquiries in first-world nations, thus validating that parallel cognitive attitudes are evident between developing and developed countries (Hollebeek et al. 2014: 155–160; Hutter et al. 2013: 346–347; Labrecque 2014: 137–139; Schivinski & Dąbrowski 2013: 14; Van Noort et al. 2012: 229). Furthermore, the investigation also demonstrates that Mxit advertising causes corresponding cognitive responses to Internet advertising in first-world nations (Chatterjee 2008: 51–61; Yoo et al. 2010: 55). Bolton et al. (2013: 251–257) proposes that globalisation may lead to an increase

of homogeneousness among Millennials in terms of SNS usage. However, owing to the large disparity between wealth, infrastructure and technology among emerging and developed countries, there has been discourse regarding the accuracy of this viewpoint (Petzer & Meyer 2013: 382–386). A few of inquiries that are listed above also predominantly examined Millennials (Hutter et al. 2013: 346; Schivinski & Dąbrowski 2013: 9–10); consequently, Millennials share equivalent SNS usage and attitudes in SA along with first-world countries, proving Bolton et al.'s (2013: 251–257) assumption to be correct. Hence, important additions have been made to advance the hierarchy-of-effects model and generational research in terms of SNA. Additionally, Bolton et al. (2013: 257) prescribed that investigations should also ascertain whether there were noticeable differences inside Millennial subgroups. This analysis explored whether particular usage factors and demographic variables affected Millennials' awareness, and verified that a majority of the usage factors affected Millennials' cognitive responses as a result of Mxit advertising. Few demographic variables were found to have an impact on Millennials' awareness and knowledge, but gender was proven to influence affective responses towards advertising on Mxit. Hence, noticeable differences were revealed in Millennial subgroups, and thus this innovative research has made attitudinal contributions to the body of knowledge in terms of SNA and cohort theory.

## 6.7    Practical implications

The favourable cognitive responses towards Mxit advertising, which are generated by this inquiry, reinforce the significance of SNS marketing communications. Though some marketers may still doubt the effectiveness of SNA, this research shows that SNS are integral and essential for in promotional communication strategies. The favourable influence of Mxit advertising on awareness and knowledge are strong incentives in terms of relevance for the inclusion of SNS in integrated marketing communications campaigns. Barreto (2013: 132) also emphasised that awareness of the full potential of advertising via SNS would fast-track organisations' ability to reach their consumers more efficiently. RedStage (2014) disclosed that Millennials prefer more detailed brand information, consumer reviews, and social interaction when shopping online; and Redsicker (2013) reports that nearly seven out of ten consumers search for information about brands on social media. This represents a valuable opportunity for marketers to inform consumers via convincing, in-depth and educational content. However, the information provided by organisations should be credible, relevant, complete, truthful, recent and timely, as this will assist to decrease the time it took to find and examine brands, thereby reducing doubt when

making consumer buying decisions (Bevan-Dye & Dondolo 2014). Mxit is a wide-reaching engaging platform that provides a number of interactive mechanisms to increase cognitive responses towards brands via content links, chat rooms, text messages, downloads, apps and many more promotion tactics by providing information.

A number of usage characteristics were established to be an effective recipe for the high cognitive responses towards advertising on Mxit among Millennials. A majority of individuals tend to have their mobile devices with them on a 24/7 basis, which implies that they are always available and connected. This in turn provides marketers with significant marketing communications opportunities to reach and connect with their target audiences quickly and easily (Barker, Barker, Bormann & Neher 2013: 264). There a number of entertaining and interactive Mxit branded apps such as Tradepost, which long-time users become accustomed to over time and, which ultimately lead to increased cognitive responses. Furthermore, Mxit provides a multimedia enabled environment that allows for multi-group dialogue between consumers and brands (Mxit 2014b). Mxit users who log on daily, spend less than one hour and updated their profiles regularly also displayed high awareness levels and knowledge perceptions towards advertising, therefore, organisations should contemplate a number of branded communication possibilities to encourage Millennial to log on multiple times a day, for example, via games, branded apps, chat rooms and splash screens.

Marketers still persist in spending more of their advertising budget targeting men on SNS (Davis & Rosenstein 2012: 5), which is in line with the results of this analysis, as women were revealed to have less positive awareness sentiments. However, De Lanerolle (2012: 8–9) verified that the gender gap was beginning to diminish in the online digital environment. RedStage (2014) disclosed that women spend 20% more time than men viewing Internet shopping sites and also spend more time in terms of online purchases than men. Males are more task-orientated when shopping online and inclined to search for more information about a specific product, while women are inclined to browse different products and only scan information that leads to a greater frequency of impulse purchases. Women were also more dependent on SNS when making buying decisions. Therefore, although the findings revealed that men have marginally higher awareness perceptions towards Mxit advertising, organisations should not disregard women in their marketing communications on SNS, especially since consumer purchases via online platforms are expected to triple over the next five years in SA to nearly R60 billion (Wilson 2013).

177

## 6.8	Limitations and future research

No differentiation was made between the several types of Mxit advertising, which were jointly investigated, but further studies could analyse these individually to explore if they yielded different results. Millennials were the focus of the inquiry, though other generational cohorts, Generation Z and Baby Boomers, could also be analysed in a comparative study to provide more inclusive insight into perceptions of advertising on Mxit. A survey produced a snap shot of awareness and knowledge perceptions, whereas a longitudinal research design could be employed to provide a thorough portrayal over a prolonged time period. A qualitative inquiry would yield greater insight into Millennials' attitudinal responses, as would an analysis of affective and conative attitudes. Future research could take into consideration other provinces (besides only the Western Cape) to obtain a more complete representation of South Africa owing to possible regional differences. Other significant SNS, namely Twitter, YouTube, LinkedIn, Google+ and Facebook and studies in other emerging and first-world countries, could repeat this study to ascertain if there were noteworthy differences and hence attain a more far-reaching grasp of SNA.

## 6.9	Conclusion

The revolution on social media has forever changed the marketing communication milieu. The increased prominence of social media platforms in consumers' lives has a growing impact on their communication behaviour. Millennials are spending increasing amounts of time on SNS as an upward share of advertising transpires on this new social media landscape. This interactive climate promotes brand engagement and exposure to marketing communication, which is rapidly increasing within SNS. This new phenomena creates new opportunities and threats for companies' marketing communications, as purchase decisions are progressively affected via SNS engagement (Hutter et al. 2013: 343). This investigation provided new theoretical and practical knowledge regarding Mxit advertising by establishing that Millennials, the main users of this mobile SNS, predominantly maintained positive cognitive responses. The study confirmed that a number of usage characteristics impacted the awareness and knowledge perceptions of Mxit advertising, as did the demographic variable, gender. Therefore, this research is significant to academic circles, as it has provided additional information that will aid the expansion of the attitudinal, cohort and social media advertising discourse. The number of young adults who are use SNS such as Mxit to assist with buying decisions has grown exponentially and millions are anticipated to visit e-buying outlets (Agrawal & Jaliwani 2013: 135), hence this study has also provided corporate decision-makers with further insight into attitudes towards SNA and Millennials in the Western Cape to aid with their digital marketing communication strategies.

## 6.10    References

Agrawal, K. & Jaliwala, H. 2013. 'Effect of social media on e-purchase amongst youth', *International Journal of Business Management & Research*, 3(2): 131–136.

Bannister, A., Kiefer, J. & Nellums, J. 2013. 'College students' perceptions of and behaviours regarding Facebook advertising: An exploratory study', *The Catalyst*, 3(1): 1–20.

Barker, M., Barker, D., Bormann, N. & Neher, K. 2013. *Social Media Marketing: A Strategic Approach*. International Edition. Mason, OH.: South-Western, Cengage Learning.

Barreto, A.M. 2013. 'Do users look at banner ads on Facebook', *Journal of Research in Interactive Marketing*, 7(2): 119–139.

Barry, T.E. 1987. 'The development of the hierarchy of effects: An historical perspective', *Current Issues and Research in Advertising*: 251–295.

Belch, G.E. & Belch, M.A. 2015. *Advertising and Promotion: An Integrated Marketing Communication Perspective* (10th edition). Singapore: McGraw-Hill.

Bevan-Dye, A. & Dondolo, B. 2014. Enigma generation - Generation Y. [Online] Available at: http://www.bizcommunity.com/Article/196/19/117207.html#more. Accessed: 5 November 2014.

Bhattacherjee, A. 2012. *Social Science Research: Principles, Methods, and Practices*. Florida: USF Tampa Bay Open Access Textbooks.

Birn, R.J. 2004. *The Effective Use of Market Research* (4th edition). London: Kogan Page.

Blasco-Arcas, L., Hernandez-Ortega, B. & Jimenez-Martinez, J. 2014. 'The online purchase as a context for co-creating experiences. Drivers of and consequences for customer behaviour', *Internet Research*, 24(3): 211–242.

Bolton, R.N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T., Loureiro, Y. K. & Solnet, D. 2013. 'Understanding Generation Y and their use of social media: a review and research agenda', *Journal of Service Management*, 24(3): 245–267.

Britten, S. 2010. 'Mxit', Sunday Times: 18, December 5.

Cant, M., Gerber-Nel, C., Nel, D. & Kotzé, T. 2008. *Marketing Research*. Pretoria: Van Schaik

Chandra, B., Goswami, S. & Chouhan, V. 2012. 'Investigating attitude towards online advertising on social media - an empirical study', *Management Insight*, (8)1: 1–14.

Chatterjee, P. 2008. 'Are unclicked ads wasted? Enduring effects of banner and pop-up ad exposures on brand memory and attitudes', *Journal of Electronic Commerce Research*, 9(1): 51–61.

Chikandiwa, S.T., Contogiannis, E. & Jembere, E. 2013. 'The adoption of social media marketing in South African banks', *European Business Review*, 25(4): 365–381.

Churchill, G.A. & Lacobucci, D. 2004. *Marketing Research Methodological Foundations* (8th edition). Mason, OH: Thomson South-Western.

Crux Research. 2013. Multitasking college students keep multiple screens on hand. [Online] Available at: http://www.emarketer.com/Article/Multitasking-College-Students-Keep-Multiple-Screens-on-Hand/1009998. Accessed: 15 November 2014].

Davis, V. & Rosenstein, A. 2012. *Men are Cheap Efficient Gender Targeting with Facebook Ads*. New York: Resolution Media and Kenshoo Social.

De Haan, E., Wiesel, T. & Pauwels, K. 2013. 'Which advertising forms make a difference in online path to purchase?', MSI Working Paper Report: 13–104.

De Lanerolle, I. 2012. *The New Wave: Who connects to the Internet, how they connect and what they do when they connect*. Johannesburg: South African Network Society Project & University of Witwatersrand.

De Vos, A.S., Strydom, H., Fouché, C.B. & Delport, C.S.L. 2011. *Research at Grass Roots* (4th edition). Pretoria: Van Schaik.

Dickey, I.J. & Lewis, W.F. 2011. 'An Overview of Digital Media and Advertising', In Eastin, M.S., Daugherty, T. & Burns, N.M. (Eds). *Digital Media and Advertising: User Generated Content Consumption*. New York: Information Science Reference.

Du Chenne, S. 2011. 'High on aspiration, but cynical', *AdReview*: 48-51, April 28.

Ducoffe, R.H. 1996. 'Advertising value and advertising on the Web', *Journal of Advertising Research*, 36(5): 21–35.

Duncan, C.P. & Nelson, J.E. 1985. 'Effects of humour in a radio advertising experiment', *Journal of Advertising*, 14(2): 33–64.

Edwards, S. M. 2011. 'A social media mindset', *Journal of Interactive Advertising*, 12(1): 1–3.

eMarketer. 2014. Digital ad spending worldwide to hit $137.53 billion in 2014. [Online] Available at: http://www.emarketer.com/Article/Digital-Ad-Spending-Worldwide-Hit-3613753-Billion-2014/ 1010736/8. Accessed: 15 November 2014.

Grant, I.C. & O'Donohoe, S. 2007. 'Why young consumers are not open to mobile marketing communication', *International Journal of Advertising*, 26(2): 223–246.

Hansson, L., Wrangmo, A. & Søilen, K.S. 2013. 'Optimal ways for companies to use Facebook as a marketing channel', *Journal of Information, Communication and Ethics in Society*, 11(2): 112–126.

Hassan, U.M., Fatima, S., Akram, A., Abbas, J. & Hasnain, A. 2013. 'Determinants of consumer attitude towards social-networking sites advertisement: Testing the mediating role of advertising value', *Middle-East Journal of Scientific Research*, 16(3): 319–330.

Heinrichs, J.H., Lim, J.S. & Lim, K.S. 2011, 'Influence of social networking site and user access method on social media evaluation', *Journal of Consumer Behaviour*, 10: 347–355.

Helander, M. & Khalid, H. 2000. 'Modelling the customer in electronic commerce', *Applied Ergonomics*, 31: 609–619.

Hoffman, D.L. & Novak, T.P. 2012. 'Toward a deeper understanding of social media', *Journal of Interactive Marketing*, 26(2): 69–70.

Hollebeek, L.D., Glynn, M.S. & Brodie, R.J. 2014. 'Consumer brand engagement in social media: Conceptualization, scale development and validation', *Journal of Interactive Marketing*, 28(2): 149–165.

Hutter, K., Hautz, J., Dennhardt, S. & Füller, J. 2013. 'The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook', *Journal of Product & Brand Management*, 22(5/6): 342–351.

Immordino-Yang, M.H., Christodoulou, J.A. & Singh, V. 2012. 'Rest is not idleness: implications of the brain's default mode for human development and education', *Perspectives on Psychological Science*, 7(4): 352–364.

Jordaan, Y., Ehlers, L. & Grove, J.M. 2011. 'Advertising credibility across media channels: Perceptions of Generation Y consumers', *Communicare*, 30(1): 1–20.

Jothi, P.S., Neelamalar, M. & Prasad, R.S. 2011. 'Analysis of social networking sites: A study on effective communication strategy in developing brand communication', *Journal of Media and Communication Studies*, 3(7): 234–242.

Kelly, L., Kerr, G. & Drennan, J. 2010. 'Avoidance of advertising in social networking sites: The teenage perspective', *Journal of Interactive Advertising*, 10(2): 16–27.

Kruger, F. & Painter, D. 2011. 'New frontiers in communication: A qualitative study of the use of social networking site Facebook', *New Voices in Psychology*, 7(2): 48–67.

Labrecque, L.I. 2014. 'Fostering consumer–brand relationships in social media environments: The role of parasocial interaction', *Journal of Interactive Marketing*, 28(2): 134–148.

Labrecque, LI., Vor dem Esche, J., Mathwick, C., Novak, T.P. & Hofacker, C.F. 2013. 'Consumer power: Evolution in the digital age', *Journal of Interactive Marketing*, 27(4): 257–269.

Lavidge, R.J. & Steiner, G.A. 1961. 'A model of predictive measurement of advertising effectiveness', *Journal of Marketing*, 25(6): 59–62.

Levin, J. 2013. Youth marketing. [Online] Available at: http://www.bizcommunity.com/Article/196/347/88005.html. Accessed: 12 November 2014.

Liao, Z. & Cheung, T. 2001. 'Internet-based e-shopping and consumer attitudes: An empirical study', *Information and Management*, 38: 299–306.

Lipsman, A., Mudd, G., Rich, M. & Bruich, S. 2012. 'The power of "Like"', *Journal of Advertising Research*, 52(1): 40–52.

Logan, K., Bright, L.F. & Gangadharbatla, H. 2013. 'Facebook versus television: advertising value perceptions among females', *Journal of Research in Interactive Marketing*, 6(3): 164–179.

Lu, L., Chang, H. & Yu, S. 2013. 'Online shoppers' perceptions of e-retailers' ethics, cultural orientation, and loyalty: an exploratory study in Taiwan', *Internet Research*, 23(1): 27–68.

Mangold, W.G. & Faulds, D.J. 2009. 'Social media: The new hybrid element of the promotion mix', *Business Horizons*, 52: 357–365.

Manomayangkul, P. 2012. 'A study of factors of social network media affecting attitude towards brand advertising and purchase intention: A case study of Facebook users in Bangkok area', PhD thesis presented at the International Conference on Business Management and Environment (ICBME), Bangkok, Thailand, 28–29 December.

Maree, K. 2007. *First Steps in Research*. Pretoria: Van Schaik.

McCrindle, M. & Wolfinger, E. 2009. *The ABC of XYZ: Understanding the Global Generations*. New South Wales: UNSW Press.

McDaniel, C. & Gates, R. 2004. *Marketing Research Essentials* (4th edition). New York: John Wiley & Sons.

Mina, S. 2012. 'We create, we connect, we respect, therefore we are: Intellectual, social, and cultural value in online communications', *Journal of Interactive Marketing*, 26(4): 209–222.

Mir, I.A. 2012. 'Consumer attitudinal insights about social media advertising: A South Asian Perspective', *The Romanian Economic Journal*, 15(45): 265–288.

Montoya-Weis, M., Voss, G. & Grewall, D. 2003. 'Determinants of online channel use and overall satisfaction with a relational, multi-channel service provider', *Journal of the Academy of Marketing Science*, 31(4): 448–458.

Mouton, J. 2001. *How to Succeed in your Master's and Doctoral Studies: a South African Guide and Resource Book*. Pretoria: Van Schaik.

Mxit. 2014a. About Mxit. [Online] Available at: http://advertise.mxit.com/about/. Accessed: 5 November 2014.

Mxit. 2014b. Media products. [Online] Available at: http://advertise.mxit.com/media-products/. Accessed: 5 November 2014.

Nelson-Field, K., Riebe, E. & Sharp, B. 2013. 'More mutter about clutter: Extending empirical generalizations to Facebook', *Journal of Advertising Research*, 53(2): 186–191.

Nikirk, M. 2009. 'Today's Millennial generation: A look ahead to the future they create', *Techniques: Connecting Education and Careers*, 84(5): 20–23.

Noble, S.M., Haytko, D.L. & Phillips, J. 2009. 'What drives college-age Generation Y consumers?', *Journal of Business Research*, 62(6): 617–628.

Okazaki, S. 2009. 'The tactical use of mobile marketing: How adolescents' social networking can best shape brand extensions', *Journal of Advertising Research*, 49(1): 12–26.

Pallant, J. 2010. *SPSS Survival Manual* (4th edition). New York: McGraw-Hill.

Pempek, T.A., Yermolayeva, Y.A. & Calvert, S.L. 2009. 'College students' social networking experiences on Facebook', *Journal of Applied Developmental Psychology*, 30(3): 227–238.

Peters, K., Chen, Y., Kaplan, A.M. Ognibeni, B. & Pauwels, K. 2013. 'Social media metrics – A framework and guidelines for managing social media', *Journal of Interactive Marketing*, 27(4): 281–298.

Petzer, D.J. & De Meyer, C.F. 2013. 'Trials and tribulations: Marketing in modern South Africa', *European Business Review*, 25(4): 382–390.

Pi, S.M., Liao, H.L., Liu, S.H. & Lee, I.S. 2011, 'Factors influencing the behaviour of online group-buying in Taiwan', *African Journal of Business Management*, 5(16): 7120–7129.

Prensky, M. 2001. 'Digital natives, digital immigrants', *On the Horizon*, 9(5): 1–15.

Rajapat, V. 2009. 'Social media: trends & growth of digital media', *Siliconindia*, 12(6): 28–30.

Redsicker, P. 2013. 7 Social media trends for consumers: New research. [Online] Available at: http://www.socialmediaexaminer.com/7-social-media-trends-for-consumers-new-research/. Accessed: 21 November 2014.

RedStage. 2014. Online buying behaviour: The difference between men and women. [Online] Available at: http://www.redstage.com/2012/07/25/online-buying-behavior-the-difference-betwe en-men-and-women/. Accessed: 21 November 2014.

Ruane, L. & Wallace, E. 2013. 'Generation Y females online: insights from brand narratives', *Qualitative Market Research: An International Journal*, 16(3): 315–335.

Safko, L. 2010. *The Social Media Bible: Tactics, Tools and Strategies for Business Success* (2nd edition). Hoboken, NJ: Wiley.

Sago, B. 2013. 'Factors influencing social media adoption and frequency of use', *International Journal of Business and Commerce*, 3(1): 1–14.

Saxena, A. & Khanna, U. 2013. 'Advertising on social network sites: A structural equation modelling approach', *Vision*, 17(1): 17–25.

Scarpi, D. 2012. 'Work and fun on the internet: The effects of utilitarianism and hedonism online', *Journal of Interactive Marketing*, 26: 53–67.

Schivinski, B. & Dąbrowski, D. 2013. 'The effect of social-media communication on consumer perceptions of brands', Working Paper Series A (Economics, Management, Statistics), GUT Faculty of Management and Economics, Gdańsk, 12: 1–20.

Smith, K.T. 2012. 'Longitudinal study of digital marketing strategies targeting Millennials', *Journal of Consumer Marketing*, 29(2): 86–92.

Sobel, K. 2010. Teens: a framework for understanding adolescent online social behaviours on myYearbook, Facebook, MySpace and Twitter. Honours dissertation, Pennsylvania State University.

Statistics SA. 2012. *Census 2011: Statistical Release (Revised)*. Pretoria: Statistics South Africa.

Stokes, R. 2013. *eMarketing: The Essential Guide to Marketing in a Digital World* (5th edition). Cape Town: Quirk Education.

Strutton, D., Taylor, D.G. & Thompson, K. 2011. 'Investigating generational differences in e-WOM behaviours', *International Journal of Advertising*, 30(4): 559–586.

Taylor, D.G., Lewin, J.E. & Strutton, D. 2011. 'Friends, fans and followers: Do ads work on social networks?', *Journal of Advertising Research*, 51(1): 258–275.

Thales, T., Wedel, M. & Pieters, R. 2012. 'Emotion-induced engagement in internet video advertisements', *Journal of Marketing Research*, 49(2): 144–59.

Van Noort, G., Voorveld, H.A.M. & Von Reijmersdal, E.A. 2012. 'Interactivity in brand web sites: Cognitive, affective, and behavioral responses explained by consumers' online flow experience', *Journal of Interactive Marketing*, 26 (4): 223–234.

Van Schalkwyk, D. 2012. Quantitative Statistics. Cape Town: CPUT.

Walter, E. 2014. The growing social media power of women and marketing strategies for reaching them. [Online] Available at: http://www.clickz.com/clickz/column/2321529/the-growing-social-media-power-of-women-and-marketing-strategies-for-reaching-them. Accessed: 15 November 2014.

Wang, X., Yu, C. & Wei, Y. 2012. 'Social media peer communication and impacts on purchase intentions: A consumer socialization framework', *Journal of Interactive Marketing*, 26(4): 198–208.

Weinberg, B.D., de Ruyter, K., Dellarocas, C., Buck, M. & Keeling, D.I. 2013. 'Destination social business: Exploring an organization's journey with social media, collaborative community and expressive individuality', *Journal of Interactive Marketing*, 27(4): 299–310.

Wiid, J. & Diggines, C. 2009. *Marketing Research*. Cape Town: Juta.

Wilson, C. 2013. Online advertising to boom in SA: PWC. [Online] Available at: http://www.tech central.co.za/online-advertising-to-boom-in-sa-pwc/43930. Accessed: 12 November 2014.

Wronski, M. & Goldstruck, A. 2013. *SA Social Media Landscape 2014*. Johannesburg: World Wide Worx & Fuseware.

Wronski, M. & Goldstruck, A. 2014. Visual platforms, owned by competing giants of social media, grow fastest in SA. [Online] Available at: http://www.bizcommunity.com/Article/196/19/118965.html. 15 November 2014.

Yoo, C.Y., Kim, K. & Stout, P.A. 2010. 'Assessing the effects of animation in online banner advertising: Hierarchy effects model', *Journal of Interactive Advertising*, 4(2): 49–60.

# CHAPTER 7 (JOURNAL ARTICLE 5)
# MXIT MARKETING COMMUNICATIONS' INFLUENCE
# ON LIKING AND PREFERENCE AMONG GEN Y

Journal article 5 determines the influence of Mxit marketing communications on Gen Y's affective attitudinal responses, in other words, the third and fourth steps of the hierarchy-of-effects response model (namely, liking and preference). Refer to Figure 7.1 for a diagrammatical display that illustrates how this article interconnects with the overall study.

| Attitude phases | Hierarchy-of-effects model stages | |
|---|---|---|
| | | **Facebook** |
| **Cognitive** | Awareness | |
| | ⇩ | |
| | Knowledge | |
| | ⇩ | **Mxit** |
| **Affective** | Liking | |
| | ⇩ | |
| | Preference | |
| | ⇩ | **Social media** |
| **Behavioural (Conative)** | Intention-to-purchase | |
| | ⇩ | |
| | Purchase | |
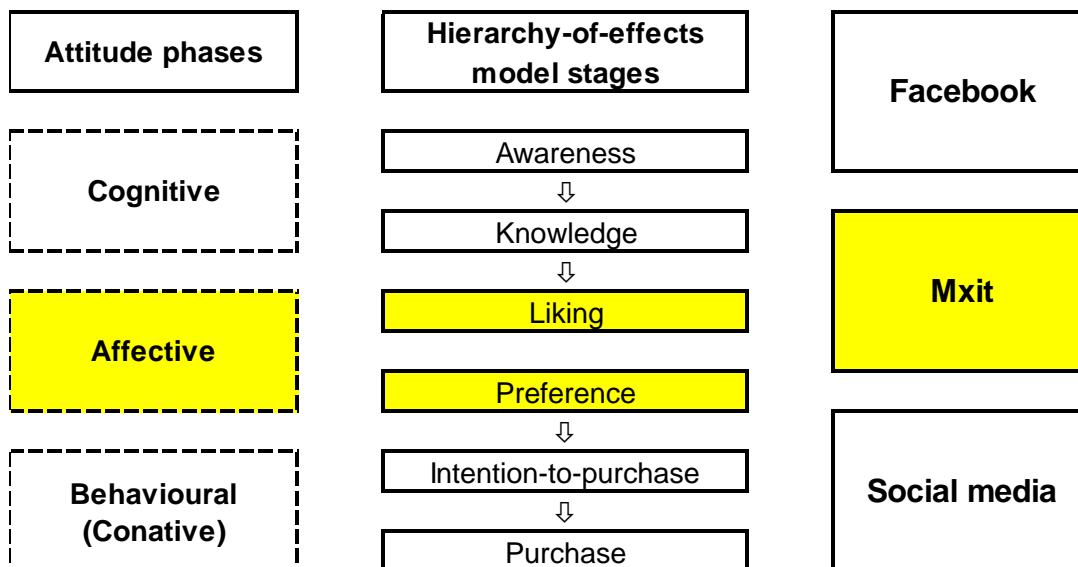
**Figure 7.1: Hierarchy-of-effects response model (Mxit affective focus)**

(Lavidge & Steiner, 1961:59-62)

## 7.0    Abstract

The advent of digital and social media has resulted in noteworthy changes in the advertising and marketing environment, which have required companies to approach young consumers in a different manner. Gen Y (young adults) consumers are dependent on the Internet, social network sites, instant messaging and mobile devices to search, organise and transmit information, as well as for entertainment purposes. Marketers are, therefore, compelled to communicate with these digital savvy consumers on social platforms, which they frequent on a regular basis. While organisations have constructed social network profiles and buy online advertising space to promote their brands, many still do not fully comprehend how to successfully integrate social media into their marketing communication strategies. Research on

social media marketing communications and the perceptions of users are somewhat limited in a developing country such as South Africa. Mxit is a large social network site in South Africa that mainly uses a mobile platform for users to text each other at a low cost. The inquiry's main aim was to ascertain Gen Y's affective attitudinal responses to Mxit marketing communications. The survey design was utilised to sample 1 185 Gen Y participants. These Gen Y respondents demonstrated positive perceptions to Mxit marketing communications in terms of liking and preference hierarchy response levels with several usage and demographic characteristics also having a noteworthy impact. This research serves as a clear indication that marketers should commence or continue to use Mxit as an effective online marketing communication channel, and makes contributions in terms of the application of cohort and attitude theories in the context of Gen Y respondents' attitudes towards SNA in a developing nation.

**Keywords:** Mxit, Mobile social network sites, Marketing communication, Gen Y, Affective Attitudes, Liking, Preference

## 7.1   Introduction

The phenomenal growth of technology, especially in terms of social media, has impacted on almost every aspect of daily life over the past decade. This digital interactive Web 2.0 platform has changed the way that people and organisations communicate and operate globally. Social network sites (SNS) are the largest social media conduit that aims to facilitate the building of social relations and networks among individuals who share activities, backgrounds, interests and real-life connections within their personal networks via virtual online communities (Boyd & Ellison 2007:210-211; Safko, 2010:21-26). SNS have quickly altered the manner in which people interact on personal and professional relationship levels, as well as in terms of consumers and marketers' communication patterns (Shambare, Rugimbana & Sithole, 2012:578). This change has brought along new challenges for marketers, as they have to adapt their marketing communications to address these changes in order to achieve any success with consumers. The greatest change can be observed among the youth (also referred to as Gen Y) who are technology and mobile device addicts, as well as primary advocates of SNS such as Mxit, Facebook, YouTube, Twitter, LinkedIn and may others in South Africa (SA). There are literally millions of people at any one given time who share information on social networks in SA (Alemán & Wartman, 2009; Safko, 2010:21-26). Mxit was recently dethroned as the number one SNS in SA, but still remains one of the top five social mediums (Wronski & Goldstruck, 2014). A number of companies, NGOs and government departments use MXit as a marketing communication platform to interact with their followers (Mxit, 2014b).

The effectiveness of marketing communications or advertising is frequently evaluated by a series of effects that comprise hierarchical responses, brand attitudes and perceptions (Maddox & Gong, 2005:677). A great deal of academic inquiry has investigated the value of advertising on the Internet based of the aforementioned factors (Lin, Gregor & Ewing, 2008:40-57; Naik & Peters, 2009:288-299; Shankar & Batra, 2009:285-287; Tsai, Cheng & Chen, 2011:1091-1104; Bianchi & Andrews, 2012:253-275; Thales, Wedel & Pieters, 2012:144-59; Thompson & Malaviya, 2013:33-47), but little academic attention was previously given to social network advertising (SNA) and its effect on attitudes. It has only been in the last five years that an increased number of academic publications on SNA have begun to emerge, but given the initial slow increase in SNA spending, the dearth of research attention was expected. A majority of these inquiries were conducted in the United States (US) and Europe, but there is still a lack of social media marketing communications research in Africa, which has shown the most prolific growth (eMarketer, 2014d; Okazaki & Taylor, 2013:57). Global ecommerce sales were $1 250 trillion in 2013 and are expected to climb to $2 000 trillion by 2016, with the largest amount of growth being displayed in developing countries (eMarketer, 2014b). There has been a scarcity of clear theoretical viewpoints from which research on SNA could be formulated and tested in empirical studies, since theoretical development is frequently a cumulative process, which takes some time for significant theories to be posited in literature (Peters, Chen, Kaplan, Ognibeni & Pauwels, 2013:296; Yadav, De Valck, Hennig-Thurau, Hoffman & Spann, 2013:320). Hence, this research aims to contribute to the application of cohort and attitude theories in the context of Gen Y respondents by investigating their attitudes towards Mxit marketing communications in SA.

## 7.2    Research problem and objectives

Traditional advertising was used to develop hierarchy response models nearly a century ago, but there has been a paucity of research, which has investigated this model in terms of SNA (Barry, 1987:252). Therefore, Lutz (1985:46) maintained that attitudes towards the advertising are only viewed from an affective perspective (namely liking and preference), with the cognitive and behavioural components excluded from consideration, since attitudes can be described as a tendency to respond in a positive or negative way to a certain advertising stimulus during a specific exposure event. Many companies spend large sums on advertising via this conduit to reach the elusive Gen Y (Wronski & Goldstruck, 2013:114-115; Mxit, 2014c). Thus, the first two objectives of this paper are as follows: To determine whether Mxit marketing communications

has an effect on the "liking" hierarchy response level of Gen Y; and to establish if marketing communications on Mxit has an influence on the "preference" hierarchy response level among Gen Y in SA.

De Lanerolle (2012:18) discloses that most users utilise mobile devices to access Mxit; therefore, it is important to ascertain whether there are differences in the attitudes amongst Gen Y regarding how they connect to this conduit. Other usage characteristics that will be investigated to determine whether they have an effect on attitudes towards marketing communications and Mxit include: profile update incidence; log-on frequency; log-on duration; and length of usage. This study is important for academics and companies, as it will offer an improved indication of young adults Mxit usage characteristics' effect on affective attitudes, and permit predictions of this fickle cohorts' future consumer behaviour. Consequently, the next two research objectives are as follows: To ascertain Gen Y's usage characteristics impact on the "liking" hierarchy response level as a result of marketing communications on Mxit; and to examine if usage factors of Gen Y in SA have an effect on the "preference" hierarchy response level owing to Mxit marketing communications.

Bolton, Parasuraman, Hoefnagels, Migchels, Kabadayi, Gruber, Loureiro and Solnet (2013:257) proposes that more inquiry was necessary to examine if there were notable differences amongst Gen Y regarding their utilisation and perceptions of social media. Petzer and Meyer (2013:382-386) discloses that a large Black middle class had emerged since SA's change to a democracy, but there were still large differences in education and income levels, as well as technology access. Few studies have determined the influence of age within a particular cohort on attitudes. Hence, the last two research objectives are as follows: To explore if demographic variables have an influence on the "liking" hierarchy response level among Gen Y owing to Mxit marketing communications; and to ascertain if demographic factors have an effect on the "preference" hierarchy response level as a result of marketing communications on Mxit marketing communications among Gen Y in SA.

## 7.3.    Theoretical background

### 7.3.1   Social media marketing communication overview

Social media has irrevocably altered the marketing communication landscape of brands, where consumers take a more dynamic role as marketers of brands that have become social currency

(Walsh, Henning-Thurau, Sassenberg & Bornemann, 2010:130). The relatively passive website has been transformed into an active dialogue between the consumer and organisations. Social media has created new ways to share content, communicate and, more importantly, advertise online, as well as become a conduit for consumer socialisation that has changed the face of consumer behaviour (Uitz, 2012:1). The proliferation of social media has forced many marketers to adopt digital interactive marketing communication strategies, and hence lured them to SNS due to the huge number of unique visitors that they attract. SNA was found to be generally tolerated by users since it kept the SNS free of charge (Kelly, Kerr & Drennan, 2010:16; Hadija, Barnes & Hair, 2012:2), but whether SNA is effective remains to be seen. Nonetheless, online advertising is growing at a tremendous rate and is predicted to be in the region of $121 billion in 2016 (eMarketer, 2014a). A majority of the SA population does not have access to computers, but makes use of mobile phones and other devices to communicate with each other and to access the Internet and SNS (Petzer & Meyer, 2013:386).

Marketers' primary objective in SNS should be to establish themselves within a given community where online virtual communities utilise Web 2.0 technologies to forge strong bonds online. A continual flow of communication is obligatory to keep social media advocates entertained and campaigns should be intriguing, engaging and authentic to users (Mothner, 2010). SNS users' information on social media is not only divulged to users' networks of contacts, but also to marketers for more targeted marketing communication opportunities (Bayne, 2011:13; Stokes, 2013:375). Pustylnck (2011:70) asserts that SNS should not be utilised as the solitary advertising means for a product, in spite of their affordability and availability, since a huge quantity of information is posted on SNS and results in clutter, which ultimately transforms the advantage of SNA into a drawback. Barreto (2013:132) also stresses that being aware of the full advertising potential of SNS would accelerate the number of marketers in reaching their target audiences more effectively. Though, the question of whether the SNA is correctly implemented, or if it really works, largely remains unanswered (Barreto, 2013:9-10). Accordingly, this study seeks to investigate attitudes towards marketing communications on SNS, particularly Mxit.

### 7.3.2 Mxit synopsis

Mxit is one of the dominant SNS in SA, with nearly 5 million monthly users, of which a majority (88%) resides in SA (Wronski & Goldstruck, 2013:116; Wronski & Goldstruck, 2014). Mxit is an inexpensive platform since it does not use much data; hence, users tend to spend a great deal

of time interacting with friends and/or brand applications (apps), playing games, downloading music and pictures, and using the learning channels. The average users spend nearly 2 hours daily logged on to this platform (Wronski & Goldstruck, 2013:116-119). Mxit mainly reaches the developing youth market, with half of Mxit users aged 18 – 24 years old, and in many instances, is the first online experience for low LSM users via mobiles devices (Mxit, 2014a). This SNS can be accessed via over 8 000 mobile devices, including tablets and computers (McConnachie, 2013; Mxit, 2014a). Mxit releases a brand index every 30 days that provides a rank of brands based on how many users who have joined or interacted with the brand's page or app. The most recently released brand index (October 2014) shows that SuperSport has over 2 million subscribers, whereas 24.com, Rhythm City, KFC and DStv all had over 1 million subscribers (Mxit, 2014b). This SNS is used as a marketing communication channel by 10% of large brands in SA, but the number of organisations are forecasted to increase their efforts to reach younger consumers that are located in the lower to middle LSMs (Wronski & Goldstruck, 2013:18,115). Organisations have a number of avenues on Mxit to reach their target market by means of brand apps, sponsorships, branded chat rooms, banner advertisements, broadcast posts, competitions and many other promotional elements (Mxit, 2014c).

Academic discourse has largely examined Mxit in terms of why this medium was used so extensively, particularly by SA's youth, and/or from an education viewpoint. Francke and Weideman (2008:81-94) explored the usage traits and influence of Mxit on the youth. A potential negative influence was found in terms of safety, emotional welfare and work productivity. Chigona, Chigona, Ngqokelela and Mpofu (2009:1-16) investigated the use and perceptions of instant messaging via a mobile platform among the youth in SA. The inquiry revealed that Mxit played an intricate role in users' lives, and was primarily used for social networking. Kaufman (2011:5) considered Grade 12 learners' Mxit experiences as a means of peer-support during their final year of school. Butgereit and Botha (2011:1-11) observed how a model could be used to identify suitable mathematics topics in dialogue over Mxit in the Dr Math program, which is an online tutoring system for learners who use Mxit to assist with homework by volunteer tutors. Roberts and Vänskä (2011:243-259) evaluated how a mobile platform such as Mxit was employed to support mathematics at schools. No studies have examined the attitudinal effect of Mxit as a marketing communication channel in spite of this interactive SNS's widespread popularity among millions of SA's youth. Accordingly, the lack of academic work in this area necessitates additional investigation.

### 7.3.3 Gen Y cohort theory précis

Gen Y (also known as Millennials, Digital Natives and/or Generation Next) refers to those who were born during the early 1980s and to the mid-1990s to early 2000s, however, these years vary according to different authors (Berndt, 2007; Wessels & Steenkamp, 2009:1040; Black, 2010:92; Morrissey, Coolican & Wolfgang, 2011), but for the purposes of this research, those aged between 18 and 30 years will be deemed to constitute the Gen Y cohort. Prensky (2001:1) asserts that Gen Y is notorious for their digital linguistics of computers, mobile device obsession and Internet capabilities. Consequently, young consumers assimilate information and think in a totally different manner in comparison to earlier generations owing to the pervasive context of notebooks, laptops, smartphones, tablets, video games, iPods and other digital interactive devices. Oblinger and Oblinger (2005) observe that Gen Y is social, connected, digital, experiential and need instant gratification, and learn via engagement, experience, peer-to-peer, teams and visual elements. Gen Y does not enjoy reading long chunks of information, as they prefer to be exposed to pure content without any periphrasis. They are addicted to digital technology, especially mobile devices; hence they are not comfortable with long textual content, which is a reflection of a true multimedia generation. Gen Y favour direct messages, which they observe in regularly frequented media such as SNS, mobisites and other online websites (Wilson, 2007:35-40; Tapscott, 2009).

An understanding of Gen Y's characteristics is important in terms of marketing, but it could be perilous to make broad assumptions about this cohort owing to divergence within this group (Kennedy, Judd, Churchward, Gray & Krause, 2008:108-109; Skene, Cluett & Hogan, 2007). Since Gen Y has grown up in the epoch of computers and the Internet, these young consumers are quick to filter out boring and irrelevant messages and focus their attention on creative brand messages. This cohort is brand savvy with a collectively large buying power, and they have learnt how to influence purchase decisions early in their lives, hence they are able to rapidly discern unreliable brands (Wilson, 2007:35-40). McDonald (2014) discloses that Gen Y spend in excess of $200 billion per annum in the US and more than R100 billion in SA (Levin, 2013). Moore (2012:442) confirms the aforementioned sentiments by establishing that Gen Y purchases products online at a lesser rate than prior generations, although this phenomenon did not appear to arise from accessibility or income constraints, but rather from using SNS for other purposes such as entertainment and to interact with brands online. Therefore, the attitudes of

this fickle cohort warrant further inquiry to establish if Mxit marketing communications have an impact on their perceptions.

## 7.3.4   Hierarchy of Effects Model and attitudes context

Over the past century a number of Response Hierarchy Models have been developed to portray the stages that consumers may experience before they purchase in order to measure advertising effectiveness (Barry, 1987:251). The best known models include the AIDA, Hierarchy of Effects, Innovation Adoption, and Information Processing models (Belch & Belch, 2015:158-159). The most frequently cited model, namely Hierarchy of Effects, was developed by Lavidge and Steiner (1961:59-62), and proposes that consumers experience number of stages over a period of time, commencing with product "unawareness" to actual purchase. The hierarchy demonstrates an implicit causal relationship between different attitudinal stages from cognition (awareness and knowledge hierarchy response levels) to affect (liking and preference hierarchy response levels) to conation/behaviour (intention-to-purchase and purchase hierarchy response levels) (Belch & Belch, 2012:157). Attitudes towards advertising, and the abovementioned hierarchy response levels, can be evaluated in terms of favourable or unfavourable consumer feelings towards brand advertising (MacKenzie, Lutz & Belch, 1986:130-143). Although Attitudes Towards Advertising theory is important in order to understand consumers' opinions and views about online advertising, it should be taken into cognisance that attitude formation occurs differently via divergent mediums such as television (TV), the Internet and SNS (Hadija et al., 2012:22). Response Hierarchy Models are still applicable to SNS, but are different to TV and traditional websites, since social media is a community-oriented platform that facilitates the sharing of information. Attitudes towards SNS marketing communications have not been measured in South Africa in terms of the Hierarchy of Effects model stages. Therefore, the dearth of research on attitudes towards SNA in terms of a recognised theoretical framework (Yoo, Kim & Stout, 2010:49) and, as mentioned in prior text, the fact that Lutz (1985:46) maintained that attitudes towards the advertising are only viewed from an affective attitude perspective (namely liking and preference hierarchy response levels), have instigated this study.

A number of research inquiries have explored different elements of SNA in terms of affective responses. Dlodlo and Dhurup (2013:335) found that Gen Y generally have positive affective attitudes to social media. Hollebeek, Glynn and Brodie (2014:156-161) established that

consumers who engaged with brands on SNS had a favourable effect on affective attitudes, which resulted in greater brand involvement and usage intent. Yang (2012:56) revealed that SNA enhances consumers' affective attitudes that increase brand purchase intentions. Labrecque (2014:138-139) disclosed that favourable affective (liking) attitudes regarding brand interaction on social network environments strengthen brand relationships with consumers. Wang and Sun (2010:342) proposed that SNA must be presented in a creative manner to be enjoyable and stimulating in order to attract consumers' attention in an online context that is cluttered with marketing communication messages and other user-generated content. Saxena and Khanna (2013:23) suggested that SNA had poor content and entertainment value and was perceived as irritating. De Vries, Gensler and Leeflang, (2012:88-89) examined brand post appeals in terms of how entertainment (affective) and several determinants affected SNS liking. Entertaining brand posts were found to have a negative impact on the number of likes. Mir (2012:280-282) concluded that entertaining SNA did not have a favourable impact on consumer attitudes. These conflicting research findings mostly emanated from first-world nations, which used small student samples. Therefore, this empirical study aims to reveal Gen Y's affective responses towards marketing communications on Mxit in a developing country, namely SA.

## 7.4    Methodology

### 7.4.1   Sampling

Gen Y are principal users of digital and online media, especially SNS (Goldenberg, 2007:12; Norum, 2008:269; Van der Waldt, Rebello & Brown, 2009:450; Smith, 2012:86; Bolton et al., 2013:247; eMarketer, 2014c). A number of inquiries have solely utilised students as participants to investigate attitudes towards SNA (Subrahmanyam, Reich, Waechter & Espinoza, 2009:420; Orpana & Tera, 2011:79-80; Haigh, Brubaker & Whiteside, 2013:60; Logan, Bright & Gangadharbatla, 2013:164; Yaakop et al., 2013:157). However, it is essential to draw a sample that includes Gen Y from all of their different life stages, as mandated by Yaakop, Anuar and Omar, (2013:161), hence, young adults that were employed and unemployed; lived in townships and suburbs; and from rural and urban areas; were targeted to obtain a balanced representation of this cohort. The Western Cape accounts for 11.2% the South African population (Statistics SA, 2012:15), and was used as the sample frame, which is a representative subsection of the

research population (McDaniel & Gates, 2004:270). The study utilised multi-stage sampling within a number of different organisations. Sports clubs, churches, youth groups, businesses and tertiary education institutions were identified and contacted to obtain the necessary permission to survey their Gen Y members. Thereafter, systematic sampling was employed, where every third respondent was asked if they would participate in the survey on a voluntarily basis (Du Plooy, 2009:118-119).

## 7.4.2   Data collection and questionnaire formulation

Bhattacherjee (2012:73) emphasised that surveys were one of the best ways to measure unobservable data such as respondents' attitudes and when the research population was too large to observe directly, while it also facilitated the detection of small effects when analysing multiple variables, as in the instance of this study. The data was collected by means of a self-administered survey, which allowed participants to complete the questionnaire without the assistance of fieldworkers. Self-administered surveys reduce interviewer bias and are able to attain a high response rate from substantial research populations (Burns & Bush, 2012:155). Gen Y members were asked two pre-screening questions to qualify to participate in the inquiry - firstly, to establish if they had used Mxit and, secondly, to determine if they had observed any Mxit advertisements. The first part of the questionnaire included five multiple-choice questions that verified the users Mxit usage variables; and the next part measured affective attitudes in terms of the two hierarchy levels, that is, liking and preference as a result of perceiving Mxit marketing communications. The construct, namely liking, was developed from Duncan and Nelson (1985:40-41); Ducoffe (1996:28); and Lin et al. (2008:56). The second construct, namely preference, was developed from Martin, Bhimy and Agee, (2002:474) and Wang and Sun (2010:338). A five-point Likert scale, which ranged from strongly disagree to strongly agree, was employed to measure the construct items. The last part of the questionnaire collected the respondents' demographic information and comprised of three multiple-choice questions. A pre-test was employed among fifty respondents to establish if the questionnaire and collected data was reliable, valid and relevant (Bhattacherjee, 2012:23). Several construct items were rephrased in a bid to improve the reliability and a couple of questions were amended. A total of ten fieldworkers were used to disseminate the questionnaires and to conduct the survey, which yielded 1 185 useable questionnaires.

### 7.4.3 Data analysis

Data analysis generally involves reducing the collected data to a manageable size, creating summaries, looking for discernable trends and relationships, and utilising statistical techniques to interpret in order to ultimately answer the research objectives (Emory & Cooper, 1991:89). The statistical software, SPSS (version 22), was utilised to capture and analyse the data. Basic descriptive statistical analysis methods (means, standard deviations and frequencies) were utilised to present a simple description of the findings (Tables 7.1, 7.2 and 7.3). Validity refers to the degree to which a research instrument or construct assesses what it is supposed to assess (Field, 2009:795). As discussed, a pre-test was conducted and several items were reworded to ensure the construct validity of the instrument, as mandated by De Vos, Strydom, Fouché and Delport (2011:242-243). The strength and direction of the linear relationships between the dependant variable items (liking and preference) were also determined by using Pearson's correlation coefficient (Tables 7.2 and 7.3), which affirmed that the construct items were largely, positively related to each other (Maree, 2007:234; Pallant, 2010:123). Analysis of variance (ANOVA) is employed when a single individual quantitative measure needs to be compared to more than two independent variables (Maree, 2007:229). ANOVA utilised the Wald's statistic that has a Chi-Square distribution (applied as a Generalised Linear Model (GLM)) to determine if there were significant differences between the dependent affective attitude variables (liking and preference) and the independent usage and demographic factors (Field, 2009:269-271). A post ad hoc test, Bonferroni adjustment, was employed to locate the differences between the aforementioned variables (Tables 7.4 and 7.5) (Pallant, 2010:234).

## 7.5   Results

As anticipated, Mxit was largely accessed by means of mobile devices (74.6%) by a majority of participants who characteristically used Mxit on a daily basis (63.3%), spent one (22.4%), two (26.8%) or three (21.9%) hours per log-on session, and over 70% updated their prolife at least once a week. The sample of 1 185 participants included a majority of females (56.4%); a majority of the participants were 18 - 20 years old (69.6%) replicating Mxit's audience profile (Mxit, 2014a), and the population groups in essence duplicated the ethnic orientation in the Western Cape with Black respondents (57.7%) and Coloured respondents (33.4%) being in a majority. (Statistics SA (2012:17) reported the Western Cape Black population at 32.9% and Coloured population at 48.8%. Table 7.1 provides a complete overview of usage characteristics and demographics of the Gen Y participants who utilise Mxit.

**Table 7.1: Mxit usage characteristics and demographics**

| Mxit Usage Characteristics | n | % |
|---|---|---|
| *Access* | | |
| Mobile Device | 884 | 74.6 |
| PC | 97 | 8.2 |
| Mobile Device & PC | 204 | 17.2 |
| *Length of usage* | | |
| ≤ 1 year | 125 | 10.5 |
| 2 years | 230 | 19.4 |
| 3 years | 278 | 23.5 |
| 4 years | 222 | 18.7 |
| ≥ 5 years | 330 | 27.9 |
| *Log-on frequency* | | |
| Daily | 750 | 63.3 |
| 2 - 4 a week | 216 | 18.2 |
| Once a week | 125 | 10.5 |
| 2 - 4 a month | 48 | 4.1 |
| Once a month | 46 | 3.9 |
| *Log-on duration* | | |
| ≤ 1 hour | 266 | 22.4 |
| 2 hours | 318 | 26.8 |
| 3 hours | 260 | 21.9 |
| 4 hours | 149 | 12.6 |
| ≥ 5 hours | 192 | 16.3 |
| *Profile update incidence* | | |
| Daily | 392 | 33.1 |
| 2 - 4 a week | 260 | 21.9 |
| Once a week | 202 | 17.0 |
| 2 - 4 a month | 98 | 8.3 |
| Once a month | 233 | 19.7 |
| **Demographics** | | |
| *Gender* | | |
| Male | 517 | 43.6 |
| Female | 668 | 56.4 |
| *Age* | | |
| 18 - 20 | 825 | 69.6 |
| 21 - 24 | 294 | 24.8 |
| 25 - 30 | 66 | 5.6 |
| *Population group* | | |
| White | 67 | 5.7 |
| Black | 684 | 57.7 |
| Coloured | 396 | 33.4 |
| Indian/Asian | 38 | 3.2 |

As mentioned in prior text, descriptive statistics (frequencies, means and standard deviations) were used to display the results (Tables 7.1, 7.2 and 7.3). The respondents' affective attitude responses were measured by two scales, one for each of the hierarchy-of-effects levels, namely liking and preference (refer to Tables 7.2 and 7.3).

**Table 7.2: Mxit marketing communications liking scale**

| | Mean | Std. Dev. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Cronbach's α |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Advertising on MXit has made me like the brands more (1) | 3.25 | 1.299 | 1 | | | | | | | | | |
| Advertising on MXit adds to the enjoyment of using MXit (2) | 3.21 | 1.264 | .625** | 1 | | | | | | | | |
| Advertisements on MXit are irritating and annoying [S] (3) | 3.43 | 1.280 | .191** | .180** | 1 | | | | | | | |
| Advertisements on MXit are entertaining and fun (4) | 3.30 | 1.153 | .690** | .626** | .331** | 1 | | | | | | |
| MXit has a positive influence on me liking advertised products (5) | 3.05 | 1.133 | .425** | .587** | .072 | .506** | 1 | | | | | 0.74 |
| Advertising on MXit has made me like the products less [S] (6) | 3.30 | 1.107 | -.085 | -.193** | .429** | -.112** | .027 | 1 | | | | |
| I have positive feelings for brands that are advertised on MXit (7) | 3.29 | 1.188 | .607** | .498** | .148** | .670** | .378** | -.164** | 1 | | | |
| There are too few advertisements on MXit (8) | 2.97 | 1.261 | .288** | .513** | .000 | .382** | .336** | -.256** | .345** | 1 | | |
| MXit has a negative effect on me liking advertised brands [S] (9) | 3.51 | 1.141 | .050 | .005 | .582** | .082* | .000 | .465** | .111** | .206** | 1 | |

[S] Negatively phrased statement scores were recoded

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

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

Cronbach's α was employed to measure the liking and preference scales in terms of reliability, which assesses the degree of internal consistency between variables that measure a single construct. Values of 0.7 or more are considered to be adequate (Tavakol & Dennick, 2011: 53-55). Negatively worded statements were incorporated in each scale, in order to reduce response bias, but needed to be recoded so as not to adversely affect the Cronbach's α outcome (Field, 2009:674-677). However, item 6 was removed from the liking construct and item 16 from the preference construct to increase the degree of internal reliability to acceptable levels. Cronbach's α was 0.74 for Mxit's advertising liking scale (Table 7.2) and 0.7 for the preference scale (Table 7.3), thereby reflecting acceptable internal consistencies. Tables 7.2 and 7.3 exhibited a positive medium ($r > 0.3$) and a positive strong ($r > 0.5$) relationship for a majority of the items in the liking and preference measurement scales in terms of Pearson's correlation coefficient analysis, which indicates that the respondents generally displayed favourable perceptions in terms of liking and preference as a result of Mxit advertising.

**Table 7.3: Mxit marketing communications preference scale**

| | Mean | Std. Dev. | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | Cronbach's α |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| I have no interest in brands that are advertised on MXit [S] (10) | 3.45 | 1.272 | 1 | | | | | | | | | |
| Advertisements on MXit have increased my preference for specific products (11) | 3.14 | 1.270 | .026 | 1 | | | | | | | | |
| Advertising on MXit improves the image of companies (12) | 3.32 | 1.290 | .005 | .438** | 1 | | | | | | | |
| I avoid products that are advertised on MXit [S] (13) | 3.20 | 1.138 | .569** | .003 | .000 | 1 | | | | | | |
| Advertisements on MXit are relevant to me and my interests (14) | 3.08 | 1.089 | .104** | .559** | .342** | -.055 | 1 | | | | | 0.7 |
| Advertisements on MXit are effective in stimulating my preference in brands (15) | 3.07 | 1.107 | .075 | .360** | .490** | -.067 | .435** | 1 | | | | |
| Advertisements on MXit are ineffective in gaining my interest in products [S] (16) | 3.25 | 1.199 | .393** | .007 | -.026 | .533** | -.074 | -.125* | 1 | | | |
| I prefer brands that are promoted on MXit (17) | 2.97 | 1.205 | .126** | .527** | .213** | -.062 | .593** | .462** | -.207** | 1 | | |
| Advertisements on MXit have a positive effect on my preference for brands (18) | 3.08 | 1.167 | .086* | .389** | .453** | .007 | .491** | .618** | -.120** | .513** | 1 | |

[S] Negatively phrased statement scores were recoded

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

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

The GLM ANOVA, employing the Wald's Chi-Square statistic and the post ad hoc Bonferroni adjustment, were used to determine if there were significant differences between the participants' affective attitudes (dependent variables) regarding Mxit marketing communications and the usage factors (independent variables) and demographic characteristics (independent variables). The GLM ANOVA was used as a result of the unbalanced data, as standard errors are bigger for a lesser number of observations for certain independent variables (for example, there were fewer respondents Indian/Asian respondent compared to Black respondents), which the GLM takes into consideration and "normalises" the data (Van Schalkwyk, 2012:3). The effects in terms of the Wald's Chi-Square statistic, which are based on the Bonferroni adjustment pairwise post hoc test among the estimated marginal means, are presented in Tables 7.4 and 7.5.

**Table 7.4: Effect of usage characteristics and demographics on Mxit marketing communications liking**

| | Mean | Std. Dev. | *p* |
|---|---|---|---|
| **Liking (overall)** | 3.25 | 0.66 | 0.000* |
| *Access* | | | |
| Mobile Device (1) | 3.27 | 0.66 | |
| PC (2) | 3.42 | 0.61 | 0.074 |
| Mobile Device & PC (3) | 3.14 | 0.66 | |
| *Length of usage* | | | |
| ≤ 1 year (1) | 3.31 | 0.66 | |
| 2 years (2) | 3.29 | 0.63 | |
| 3 years (3) | 3.33 | 0.62 | 0.017** (1) - (5)[B] |
| 4 years (4) | 3.23 | 0.69 | |
| ≥ 5 years (5) | 3.16 | 0.69 | |
| *Log-on frequency* | | | |
| Daily (1) | 3.26 | 0.66 | |
| 2 - 4 a week (2) | 3.25 | 0.64 | |
| Once a week (3) | 3.25 | 0.72 | 0.624 |
| 2 - 4 a month (4) | 3.35 | 0.66 | |
| Once a month (5) | 3.18 | 0.64 | |
| *Log-on duration* | | | |
| ≤ 1 hour (1) | 3.10 | 0.62 | |
| 2 hours (2) | 3.20 | 0.67 | |
| 3 hours (3) | 3.40 | 0.59 | 0.000* (1) - (3, 4 & 5)[A] |
| 4 hours (4) | 3.36 | 0.62 | |
| ≥ 5 hours (5) | 3.28 | 0.76 | |
| *Profile update incidence* | | | |
| Daily (1) | 3.27 | 0.62 | |
| 2 - 4 a week (2) | 3.32 | 0.72 | |
| Once a week (3) | 3.25 | 0.65 | 0.274 |
| 2 - 4 a month (4) | 3.20 | 0.69 | |
| Once a month (5) | 3.19 | 0.66 | |
| *Gender* | | | |
| Male (1) | 3.23 | 0.68 | 0.225 |
| Female (2) | 3.28 | 0.64 | |
| *Age* | | | |
| 18 - 20 (1) | 3.31 | 0.63 | |
| 21 - 24 (2) | 3.10 | 0.71 | 0.000* (1) - (2)[A] |
| 25 - 30 (3) | 3.24 | 0.70 | |
| *Population group* | | | |
| White (1) | 3.11 | 0.63 | |
| Black (2) | 3.32 | 0.67 | 0.000* |
| Coloured (3) | 3.21 | 0.65 | (1, 3 & 4) - (2)[A] |
| Indian/Asian (4) | 2.85 | 0.49 | |

* Wald's Chi-square test showed a significant difference at *p*<0.001

** Wald's Chi-square test showed a significant difference at *p*<0.05

[A] Bonferroni correction pairwise comparisons mean difference is significant at the 0.001 level.

[B] Bonferroni correction pairwise comparisons mean difference is significant at the 0.05 level.

**Table 7.5: Effect of usage characteristics and demographics on Mxit marketing communications preference**

| | Mean | Std. Dev. | *p* |
|---|---|---|---|
| **Preference (overall)** | 3.17 | 0.62 | 0.000* |
| *Access* | | | |
| Mobile Device (1) | 3.18 | 0.63 | |
| PC (2) | 3.15 | 0.51 | 0.683 |
| Mobile Device & PC (3) | 3.14 | 0.62 | |
| *Length of usage* | | | |
| ≤ 1 year (1) | 3.21 | 0.58 | |
| 2 years (2) | 3.20 | 0.56 | |
| 3 years (3) | 3.19 | 0.61 | 0.559 |
| 4 years (4) | 3.19 | 0.65 | |
| ≥ 5 years (5) | 3.11 | 0.66 | |
| *Log-on frequency* | | | |
| Daily (1) | 3.15 | 0.62 | |
| 2 - 4 a week (2) | 3.13 | 0.59 | |
| Once a week (3) | 3.29 | 0.68 | 0.060 |
| 2 - 4 a month (4) | 3.27 | 0.62 | |
| Once a month (5) | 3.27 | 0.62 | |
| *Log-on duration* | | | |
| ≤ 1 hour (1) | 3.06 | 0.62 | |
| 2 hours (2) | 3.16 | 0.63 | 0.002** |
| 3 hours (3) | 3.24 | 0.57 | (1) - (3 & 5)[B] |
| 4 hours (4) | 3.20 | 0.63 | |
| ≥ 5 hours (5) | 3.23 | 0.64 | |
| *Profile update incidence* | | | |
| Daily (1) | 3.19 | 0.60 | |
| 2 - 4 a week (2) | 3.21 | 0.62 | |
| Once a week (3) | 3.16 | 0.65 | 0.355 |
| 2 - 4 a month (4) | 3.18 | 0.68 | |
| Once a month (5) | 3.11 | 0.60 | |
| *Gender* | | | |
| Male (1) | 3.16 | 0.63 | 0.651 |
| Female (2) | 3.18 | 0.61 | |
| *Age* | | | |
| 18 - 20 (1) | 3.18 | 0.60 | |
| 21 - 24 (2) | 3.13 | 0.66 | 0.406 |
| 25 - 30 (3) | 3.22 | 0.71 | |
| *Population group* | | | |
| White (1) | 3.04 | 0.59 | |
| Black (2) | 3.25 | 0.64 | 0.000* |
| Coloured (3) | 3.07 | 0.58 | (1 & 3) - (2)[A] |
| Indian/Asian (4) | 3.03 | 0.61 | |

* Wald's Chi-square test showed a significant difference at *p*<0.001

** Wald's Chi-square test showed a significant difference at *p*<0.05

[A] Bonferroni correction pairwise comparisons mean difference is significant at the 0.001 level.

[B] Bonferroni correction pairwise comparisons mean difference is significant at the 0.05 level.

The Wald's Chi-Square test showed that there was a significant difference at $p < 0.001$ for liking (mean = 3.26, Std. Dev. = 0.66) owing to Mxit marketing communications (Table 7.4). No significant differences were found for access, log-on frequency, profile update incidence and gender, whereas *Bonferroni correction* pairwise comparisons revealed significant differences between the following elements (Table 7.4):

*Length of usage* ($p < 0.05$): Respondents who had used Mxit for 1 year resulted in greater liking than those who had used the SNS for 5 years;

*Log-on duration* ($p < 0.001$): Participants who logged on for ≤ 1 hour displayed lower liking levels than those who remained logged on for 3 hours, 4 hours and 5 hours;

*Age* ($p < 0.001$): Mxit users who were aged 18 - 20 years resulted in higher liking than those aged 21 - 24 years; and

*Population group* ($p < 0.001$): White (M = 3.11, SE = 0.087), Coloured and Indian/Asian participants exhibited lower liking levels compared to Black participants.

The Wald's Chi-Square test disclosed that there was a significant difference at $p < 0.001$ for preference (mean = 3.17, Std. Dev. = 0.62) as a result of Mxit marketing communications (Table 7.5). No significant differences were found for access, usage length, log-on frequency, profile update incidence, gender and age; however, Bonferroni correction pairwise comparisons showed significant differences among the subsequent elements (Table 7.5):

*Log-on duration* ($p < 0.001$): Participants who logged on for ≤ 1 hour exhibited lower preference levels than those who remained logged on for 3 hours and 5 hours; and

*Population group* ($p < 0.001$): Black respondents displayed greater preference levels in comparison to White and Coloured respondents.

## 7.6 Discussion

Mxit marketing communications caused favourable affective responses among this sample of Gen Y in SA (as indicated in Table 7.4), hence fulfilling the first research objective. Taylor, Lewin and Strutton, (2011:269) concluded that for successful SNA implementation, marketers needed to generate marketing communication messages that provided unequivocal value to SNS users. Taylor et al. (2011:269) also found that entertainment (liking) value was the most highly rated by SNS users, which affirmed the findings of this study. Schivinski and Dąbrowski (2013:9-10) also ascertained that organisations' SNS communications resulted in favourable brand affective attitudes, which was found to be the same for Mxit marketing communications. Hutter, Hautz, Dennhardt and Füller, (2013:348) reported that a consumer's interaction with an organisation's SNS page led to unfavourable affective responses owing to an overload of information.

However, social media is largely deemed to be less invasive than other promotional endeavours, as consumers can easily discern the degree of exposure to marketing communication content. The results of this research revealed that Mxit marketing communications tended to support the latter view. It is apparent that young consumers liked advertisements that engaged them (such as playing games), which are fitting for SNS such as Mxit sites that are used to relieve boredom and allow them to socialise (Kelly et al., 2010:21).

Certain usage characteristics were shown to have a positive impact on Gen Y's liking and preference attributable to marketing communications on Mxit, thus affirming the second research objective. Gen Y who had utilised Mxit for 1 year had created higher levels of liking when compared to those who had used interactive platforms for 5 years or more. This is a fair notion, as consumers who lack experience would be more vulnerable to the allures of marketing communications. A number of inquiries (Hoffman, Novak & Peralta, 1999:80-85; Helander & Khalid 2000: 612-617; Martinez-Lopez, Luna & Martinez, 2005:322-323) have also determined that the level of experience on online conduits was an important factor that influenced buying decisions on the Internet. Furthermore, Previte and Forrester (1998) confirmed that more experienced online users have unfavourable attitudes towards advertising on the Internet in comparison to online users with less experience. Respondents who spent 3 hours or more on Mxit at a time generally produced higher liking and preference levels in comparison to those who logged on for one hour or less. This is a rational result, since a longer period of time would provide young adults with a greater opportunity to perceive and interact with marketing communications on Mxit. Conversely, Yang (2003:43-65) indicated that online users who used the Internet extensively were likely to view advertising negatively, but their research examined websites, and not SNS. Wronski and Goldstruck (2014) confirmed that Mxit users spent one and three-quarters of an hour on this digital channel nearly every day, and also showed the highest level of engagement in comparison to all of the other social media platforms in SA. Therefore, it can be concluded that the longer Gen Y users spend logged on to Mxit, the more favourable their affective attitudes towards marketing communications on this SNS. The respondents' usage characteristics, which were identified by this study, have a positive influence on Gen Y's affective attitudes, and also have important implications for marketers who intend to use Mxit as a marketing communications conduit.

Several demographic variables had an effect on Gen Y's affective responses to Mxit marketing communications, hence supporting the third research objective. Only gender was proven not to have an impact on liking or preference because of Mxit marketing communications. Younger respondents' liking perceptions towards Mxit marketing communications were proven to be more positive in comparison to the older Gen Y respondents. Several other studies have also revealed

that age has an influence on SNS use and perceptions (Ellison, Steinfield & Lampe, 2007:43–68; Pempek, Yermolayeva & Calvert, 2009:227-238; Pfeil, Arjan & Zaphiris, 2009:643-654). Maddox and Gong (2005:683) established that younger consumers maintained elevated favourable attitudes towards online advertising. Madahi and Sukati (2012:157) confirmed that younger Gen Y members have positive behavioural responses owing to marketing communications. Furthermore, younger consumers displayed a greater probability of liking brands owing to friends' social recommendations and endorsements (Ipsos OTX, 2012). Black respondents showed more favourable affective responses to Mxit marketing communications in comparison to the other population groups. De Lanerolle (2012:8-9) reported that the demographics of the Internet have changed over the past five years, with two-thirds of online users speaking an African language, which was primarily driven by mobile devices. Petzer and Meyer (2013:382-383) indicated that a significant Black middle class had arisen, since the establishment of the new government, whose purchase power has overtaken their White counterparts. Although, nearly a quarter of South Africans are still below the breadline, they have aspirations for the future, which has created a demand for products that are not usually associated with these consumers. Social media is new to a majority of these consumers, but for many Mxit is their first exposure to SNS and SNA, and numbers are steadily climbing among this population group (Petzer & Meyer, 2013:383-386). Grier and Deshpande (2001:220) found that Black South Africans were more likely to be influenced by traditional advertising than their White counterparts; and Shavitt, Lowrey and Haefner (1998:7-22) also confirmed that Black respondents had more favourable attitudes towards online advertising.

## 7.7    Theoretical implications

This empirical investigation established that Mxit marketing communications produced a favourable effect on the affective responses of Gen Y, which verifies the fundamentals of hierarchy response models that were developed via traditional media. Therefore, it can be postulated that SNA caused similar liking and preference perceptions in comparison to above-the-line advertising. Moreover, the findings of this study are comparable to primary research in the US and Europe, specifically in terms of affective responses owing to SNA, thereby confirming analogous attitudes between the aforementioned first-world countries and developing countries such as SA (Taylor et al., 2011:269; Powers, Advincula, Austin, Graiko and Snyder, 2012:485; Schivinski & Dąbrowski, 2013:9-10; Hollebeek et al., 2014:156-161; Labrecque, 2014:138-139). The results also show that Mxit marketing communications yield similar affective attitudes compared to online advertising in developed countries (Wang & Sun, 2010:342; Yoo et al., 2010:56). Gen Y is viewed as a homogenous cohort across the world  (Moore, 2012:443), but there has been debate as to whether this notion is true, especially in terms of developing

versus first-world nations, which have superior infrastructure, resources and information and communication technology (Lesame, 2013:82-86). Several of the abovementioned international studies also principally investigated Gen Y (Taylor et al., 2011:269; Schivinski & Dąbrowski, 2013:9-10), and the current study's similar findings substantiated the notion that Gen Y, across countries, have similar behaviours and attitudes. Hence, this inquiry has made noteworthy contributions in terms of the application of cohort and attitude theories in the context of Gen Y respondents' affective attitudes towards SNA in an emerging country; and cohort theory. As recommended by Bolton et al. (2013:257), it was important to explore whether there were significant variances within the Gen Y cohort in terms of usage and attitudes towards social media. The study substantiated that particular usage characteristics, namely length of usage and log-on duration, had an influence on Gen Y's liking and preference owing to Mxit marketing communications. The analysis also found that certain demographic variables, namely age and population group, had an effect on Gen Y's affective attitudes towards Mxit marketing communications. Hence, variances were found within the Gen Y cohort, and since there is a lack of inquiry, which examines the impact of usage and demographic characteristics on SNA and attitudes; this pioneering endeavour has furthered the application of cohort and attitude theories in the context of Gen Y in terms of social media.

## 7.8    Implications for marketers

Mxit marketing communications resulted in a noteworthy effect on liking and preference among these Gen Y respondents in SA, thereby confirming that marketers who have allocated significant portions of their marketing communication budgets to SNA would have employed the correct tactic (Wilson, 2013). However, only one in ten companies uses Mxit in their promotional mix, which, therefore, provides a potential profitable opportunity since there is much less clutter in comparison to Facebook where over 90% of marketers use this SNS. Furthermore, Mxit is an effective interactive channel to reach a young target market positioned in the middle to lower to LSMs (Wronski & Goldstruck, 2013:18,115). Several factors have been disclosed as being important in influencing affective responses via SNS and/or SNA, namely consumer engagement (Hollebeek et al., 2014:156-161), brand interaction (Labrecque, 2014:138-139) and creative advertisements (Wang & Sun, 2010:342). Marketers can stimulate consumer engagement and become interactive with their brands via multiple communication channels such as branded chat rooms, branded broadcast messages and brand apps, which are available on Mxit. Furthermore, Mxit provides a monthly brand index that displays the top forty brands in terms of the number of subscribers and position, which provides feedback to marketers regarding the effectiveness of their marketing communication efforts via this digital conduit.

Mxit users with less experience displayed favourable affective responses when compared to experienced Mxit users. Hence, marketers should ensure that they constantly interact with users and supply accurate brand data that will result in engagement among both new and older Mxit subscribers via downloads, games, broadcast posts, competitions, apps and many other marketing communication mechanisms. Mxit users who spend a longer time on this SNS exhibited higher positive affective responses. Accordingly, marketers should keep young consumers entertained and logged on for longer by utilising the abovementioned promotions platforms and altering brand messages on a regular basis, as Gen Y tend to ignore uninteresting, dated and immaterial brand communications (Jothi, Neelamalar & Prasad, 2011:240-241). However, the branded messages should be succinct and to the point, as Gen Y tend to skim content owing to years of computer and mobile device usage, and will not read long and tedious communiqué (Wilson, 2007:35-40).

Marketers should also understand that although Gen Y shares many homogenous traits, it would be dangerous to assume that there is no variance within this cohort (Kennedy et al., 2008:108-109), as was found to be true in terms of age and population group in this inquiry. Madahi and Sukati (2012:153-154) also determined that intention-to-purchase was greater among the younger Gen Y consumers and that ethnic orientation differed among various population groups, which made them a potentially lucrative target market. The buying power of this cohort is predicted to grow rapidly as students enter the job market and older young adults climb the corporate ladder. It is estimated that Gen Y will constitute three-quarters of the workface by the end of the next decade (McDonald, 2014). Marketers should take into account that young Gen Y are brand savvy and are able to quickly distinguish between brands that are not entertaining and do not provide sufficient and/or relevant information so that they can make informed consumer purchase decisions. As mentioned, several other inquires also determined that the Black population group was more likely to be influenced by and favourably disposed to online marketing communications; encompasses nearly seven out of ten Internet users; and has the largest buying power in SA (De Lanerolle, 2012:8-9; Grier & Deshpande, 2001:220; Shavitt et al., 1998:7-22). A number of Black South Africans are introduced to SNS via Mxit, and consequently are more readily influenced by marketing communications on this digital platform; therefore, they constitute a profitable market for judicious marketers.

## 7.9    Limitations and further investigation

A number of different forms of Mxit marketing communications are available to marketers, but were examined universally, whereas divergent findings may emanate from a separate analysis.

Two levels of the hierarchy response models were considered, but other levels such as awareness, knowledge, intention-to-purchase and purchase, also warrant further academic attention. A single SNS was included in the study, although other major social mediums, namely Facebook, Google+, YouTube and Twitter should also be surveyed. A cross-section of the research population was analysed via the survey, but a longitudinal design would yield a more extensive representation of the perceptions towards Mxit marketing communications over a longer time frame. Further inquiry should also include other generations, namely Baby Boomers and Google Generation, who may have differing perceptions towards Mxit marketing communications and other SNA. This research could be duplicated by other developing and developed nations to establish if similar or divergent attitudes towards SNA are prevalent, thereby providing a more complete understanding of their perceptions.

## 7.10   Conclusion

The onset of the twenty-first century has witnessed the exponential proliferation of online brand marketing communications delivered via social media, especially among Gen Y, which has significantly affected a number of consumer behaviour elements such as attitudes, awareness, information, liking, opinions, purchase behaviour and post-evaluation. However, many organisations still fail to realise the full potential value of social media in their integrated marketing communication efforts, especially in terms of the interactive nature of this online conduit. Marketers now have an opportunity to promote their brands via personalised marketing communications, develop interactive relationships and apply demographic specific content to their desired target market via the rapidly and ever-expanded online system of SNS (Shabnam, Choudhury & Alam, 2013:1). A noteworthy addition was made to the advancement of attitudinal and hierarchy response model theory in terms of the effect of Mxit marketing communications among Gen Y in SA. Particular usage characteristics such as length of usage and log-on duration also affected liking and/or preference hierarchy responses, as well as the specific population group (a demographic variable) owing to Mxit marketing communications. There is a growing realisation that the number of young people that are buying products online is greatly increasing; hence marketing communications have become an important conduit for companies to use when promoting their products and services via SNS (Manomayangkul, 2012:83). Hence, this research is important to academics and marketers, and since it not only adds to the application of cohort and attitude theories in the context of Gen Y, it also affords the improved prospect of forecasting the indecisive Gen Y's future consumer buying behaviour.

## 7.11 References

Alemán, A.M.M. & Wartman, K.L. 2009. *Online social networking on campus: understanding what matters in student culture*. First Edition. New York: Routledge.

Barreto, A.M. 2013. Do users look at banner ads on Facebook. *Journal of Research in Interactive Marketing*, 7(2): 119-139.

Barry, T.E. 1987. The development of the hierarchy of effects: An historical perspective. *Current Issues and Research in Advertising*, 10(2):251-295.

Bayne, K.S. 2011. Effectiveness of social media marketing: an experimental inquiry on college students' awareness of, interest in, and intention to participate in a campus recreation special event. Master Dissertation. Georgia: Georgia State University.

Belch, G.E. & Belch, M.A. 2012. *Advertising and Promotion: An Integrated Marketing Communication Perspective*. Ninth Edition. New York: McGraw-Hill.

Belch, G.E. & Belch, M.A. 2015. *Advertising and Promotion: An Integrated Marketing Communication Perspective*. Tenth Edition. Singapore: McGraw-Hill.

Berndt, A. 2007. Media habits among Generation Y consumers. Proceedings of the 19th Annual Conference of the Southern African Institute of Management Scientists. Johannesburg, South Africa, 19-21 September.

Bhattacherjee, A. 2012. *Social Science Research: Principles, Methods, and Practices*. Tampa, FL: USF Tampa Bay Open Access Textbooks.

Bianchi, C. & Andrews, L. 2012. Risk, trust, and consumer online purchasing behaviour: a Chilean perspective. *International Marketing Review*, 29(3): 253-275.

Black, A. 2010. Gen Y: Who they are and how they learn. *Education Horizons*: 92-101, Winter.

Bolton, R.N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T., Loureiro, Y.K. & Solnet, D. 2013. Understanding Generation Y and their use of social media: a review and research agenda. *Journal of Service Management*, 24(3): 245-267.

Boyd, D.M. & Ellison, N.B. 2008. Social network sites: definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1): 210-230.

Burns, A.C. & Bush, F.R. 2012. *Basic Marketing Research*. Third Edition. Upper Saddle River, NJ: Pearson Education.

Butgereit, L. & Botha, R.A. 2011. A model to identify mathematics topics in MXit lingo to provide tutors quick access to supporting documentation. *Pythagoras*, 32(2): 1-11.

Chigona, W., Chigona, A. Ngqokelela, B. & Mpofu, S. 2009. Mxit: Uses, perceptions and self-justifications. *Journal of Information, Information Technology, and Organisations*, 4: 1-16.

De Lanerolle, I. 2012. *The New Wave: Who connects to the Internet, how they connect and what they do when they connect*. Johannesburg: South African Network Society Project & University of Witwatersrand.

De Vos, A.S., Strydom, H., Fouché, C.B. & Delport, C.S.L. 2011. *Research at Grass Roots.* Fourth Edition. Pretoria: Van Schaik.

De Vries, L., Gensler, S. & Leeflang, P.S.H. 2012. Popularity of brand posts on brand fan pages: an investigation of the effects of social media marketing. *Journal of Interactive Marketing*, 26(2): 83-91.

Dlodlo, N. & Dhurup, N. 2013. Examining social media dimensions among a cohort of Generation Y consumers in South Africa. *Mediterranean Journal of Social Sciences*, 4(14): 329-338.

Du Plooy, G.M. 2009. *Communication Research: Techniques, Methods and Applications.* Cape Town: Juta.

Ducoffe, R.H. 1996. Advertising value and advertising on the web. *Journal of Advertising Research*, 36: 21-35.

Duncan, C.P. & Nelson, J.E. 1985. Effects of humor in a radio advertising experiment. *Journal of Advertising*, 14(2): 33-64.

Ellison, N.B., Steinfield, C. & Lampe, C. 2007. Students' use of online social network sites. *Journal of Computer-Mediated Communication*, 12(4): 43-68.

eMarketer. 2014a. *Digital ad spending worldwide to hit $137.53 billion in 2014.* Available at: http://www.emarketer.com/Article/Digital-Ad-Spending-Worldwide-Hit-3613753-Billion-2014/1010736/8 [Accessed 5 November 2014].

eMarketer. 2014b. *Global B2C ecommerce sales to hit $1.5 trillion this year driven by growth in emerging markets.* Available at: http://www.emarketer.com/Article/Global-B2C-Ecommerce-Sales-Hit-15-Trillion-This-Year-Driven-by-Growth-Emerging-Markets/1010575 [Accessed 5 November 2014].

eMarketer. 2014c. *Mobile social affects UK Millennials' path to purchase.* Available at: http://www.emarketer.com/Article/Mobile-Social-Affects-UK-Millennials-Path-Purchase/1010540/2 [Accessed 22 October 2014].

eMarketer. 2014d. *Social ad spending per user remains highest in North America.* Available at: http://www.emarketer.com/Article/Social-Ad-Spending-per-User-Remains-Highest-North-America/1010505 [Accessed 5 November 2014].

Emory, C.W. & Cooper, D.R. 1991. *Business Research Methods.* Fourth Edition. Homewood, Illinois: Irwin.

Field, A. 2009. *Discovering Statistics using SPSS.* Third Edition. London: Sage.

Francke, E. & Weideman, M. 2008. South African youth and mobile technology impact: The Mxit phenomenon. *Journal of Business and Management Dynamics*: 81-94.

Goldenberg, B. 2007. The rise of the digital client. *Customer Relationship Management*, 11: 12.

Grier, S. & Deshpande, R. 2001. The influences of social status on group identity and social status. *Journal of Marketing Research*, 38(2): 216-224.

Hadija, Z., Barnes, S.B. & Hair, N. 2012. Why we ignore social networking advertising. *Qualitative Market Research: An International Journal*, 15(1): 19-32.

Haigh, M.M., Brubaker, P. & Whiteside, E. 2013. Facebook: examining the information presented and its impact on stakeholders. *Corporate Communications: An International Journal*, 18(1): 52-69.

Helander, M. & Khalid, H. 2000. Modelling the customer in electronic commerce. *Applied Ergonomics*, 31: 609-619.

Hoffman, D.L., Novak, T.P. & Peralta, M. 1999. Building consumer trust in online environments: The case for information privacy. *Communications of the ACM*, 42(4): 80-85.

Hollebeek, L.D., Glynn, M.S. & Brodie, R.J. 2014. Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2): 149-165.

Hutter, K., Hautz, J., Dennhardt, S. & Füller, J. 2013. The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. *Journal of Product & Brand Management*, 22(5/6): 342-351.

Ipsos OTX. 2012. *The ripple effect of following a brand on social media*. Available at: http://www.emarketer.com/Article.aspx?R=1009177 [Accessed 1 July 2014].

Jothi, P.S., Neelamalar, M. & Prasad, R.S. 2011. Analysis of social networking sites: A study on effective communication strategy in developing brand communication. *Journal of Media and Communication Studies*, 3(7): 234-242.

Kaufman, S. 2011. Investigating adolescents' experiences of using Mxit as a source of peer-support during Grade 12. Master Dissertation. Potchefstroom: North-West University.

Kelly, L., Kerr, G. & Drennan, J. 2010. Avoidance of advertising in social networking sites: The teenage perspective. *Journal of Interactive Advertising*, 10(2): 16-27.

Kennedy, G.E., Judd, T.S., Churchward, A., Gray, K. & Krause, K. 2008. First year students' experiences with technology: Are they really digital natives? *Australasian Journal of Educational Technology*, 24: 108-122.

Labrecque, L.I. 2014. Fostering consumer–brand relationships in social media environments: The role of parasocial interaction. *Journal of Interactive Marketing*, 28(2): 134-148.

Lavidge, R.J. & Steiner, G.A. 1961. A model of predictive measurement of advertising effectiveness. *Journal of Marketing*, 25(6): 59-62.

Lesame, N. 2013. Vision and practice: the South African information society experience. *Journal of Multidisciplinary Research*, 5(1): 73-90.

Levin, J. 2013. *Youth marketing*. Available at: http://www.bizcommunity.com/Article/196/347/880 05.html [Accessed 12 November 2014].

Lin, A., Gregor, S. & Ewing, M. 2008. Developing a scale to measure the enjoyment of Web experiences. *Journal of Interactive Marketing,* 22(4): 40-57.

Logan, K., Bright, L.F. & Gangadharbatla, H. 2013. Facebook versus television: advertising value perceptions among females. *Journal of Research in Interactive Marketing*, 6(3): 164-179.

Lutz, R.J. 1985. Affective and cognitive antecedents of attitude toward the ad: a conceptual framework. In Alwitt, L. & Mitchell, A.A. (Eds). *Psychological Processes and Advertising Effects: Theory, Research and Application*. Hillsdale, NJ: Lawrence Erlbaum.

MacKenzie, S.B., Lutz, R.J. & Belch, G.E. 1986. The role of attitude toward the Ad as a mediator of advertising effectiveness: a test of competing explanation. *Journal of Marketing Research*, 23(2): 130-143.

Madahi, A. & Sukati, I. 2012. The effect of external factors on purchase intention amongst young generation in Malaysia. *International Business Research*, 5(8): 153-159.
Maddox, L.M. & Gong, W. 2005. Effects of URLS in traditional media advertising in China. *International Marketing Review*, 22(6): 673-692.

Manomayangkul, P. 2012. A study of factors of social network media affecting attitude towards brand advertising and purchase intention: A case study of Facebook users in Bangkok area. PhD thesis presented at the International Conference on Business Management and Environment. Bangkok, Thailand, 28-29 December.

Maree, K. 2007. *First Steps in Research*. Pretoria: Van Schaik.

Martin, B.A.S., Bhimy, A.C. & Agee, T. 2002. Infomercials and advertising effectiveness: An empirical study. *Journal of Consumer Marketing*, 19(6): 468-480.

Martinez-Lopez, F.J. Luna, P. & Martinez FJ. 2005. Online shopping, the standard learning hierarchy, and consumers' Internet expertise. *Internet Research*, 15(3): 312-334.

McConnachie, K. 2013. Available at: *Mxit's smartphone challenge*. http://www.itweb.co.za/index.php?option=com_content&view=article&id=61692 [Accessed 5 November 2014].

McDaniel, C. & Gates, R. 2004. *Marketing Research Essentials*. Fourth Edition. New York: John Wiley & Sons.

McDonald, C. 2014. *Millennials Rising: The Next Generation*. Available at: http://www.bizcommunity.com/Article/196/423/117374.html [Accessed 12 November 2014].

Mir, I.A. 2012. Consumer attitudinal insights about social media advertising: A South Asian Perspective. *The Romanian Economic Journal*, 15(4): 265-288.

Moore, M. 2012. Interactive media usage among millennial consumers. *Journal of Consumer Marketing*, 29(6): 436-444.

Morrissey, G.E., Coolican, M.J. & Wolfgang, D.F. 2011. Millennial students in alternative teacher education. Paper presented at the American Educational Research Association Annual Conference. University of Michigan, New Orleans (LA), 10 April.

Mothner, M. 2010. *4 ways to master social media marketing*. Available at: http://www.inc.com/guides/2010/07/how-to-make-a-social-media-marketingstrategy.html [Accessed 20 July 2014].

Mxit. 2014a. *About Mxit*. Available at: http://advertise.mxit.com/about/ [Accessed 12 November 2014].

Mxit. 2014b. *Mxit Brand Index: 31 October 2014.* Available at: http://www.bizcommunity.com /Article/196/78/121289.html [Accessed 21 November 2014].

Mxit. 2014c. *Media products.* Available at: http://advertise.mxit.com/media-products/ [Accessed 12 November 2014].

Naik, P.A. & Peters, K. 2009. A hierarchical marketing communications model of online and offline media synergies. *Journal of Interactive Marketing*, 23(4): 288-299.

Norum, P.S. 2008. The role of time preference and credit card usage in compulsive buying behaviour. *International Journal of Consumer Studies*, 32(3): 269-275.

Oblinger, D.J. & Oblinger, J. 2005. Is it age or IT: First steps toward understanding the Net Generation. In Oblinger D.J. (Ed.). *Educating the Net Generation.* Colorado: Educause.

Okazaki, S. & Taylor, R. T. 2013. Social media and international advertising: theoretical challenges and future directions. *International Marketing Review*, 30(1): 56-71.

Orpana, J. & Tera, J. 2011. Facebook marketing – What do users think of it? Bachelor's Thesis. Turku, Finland: Turku University of Applied Sciences.

Pallant, J. 2010. *SPSS Survival Manual.* Fourth Edition. New York: McGraw-Hill.

Pempek, T.A., Yermolayeva, Y.A. & Calvert, S.L. 2009. College students' social networking experiences on Facebook. *Journal of Applied Developmental Psychology*, 30: 227-238.

Peters, K., Chen, Y., Kaplan, A.M. Ognibeni, B. & Pauwels, K. 2013. Social media metrics – A framework and guidelines for managing social media. *Journal of Interactive Marketing*, 27(4): 281-298.

Petzer, D.J. & De Meyer, C.F. 2013. Trials and tribulations: Marketing in modern South Africa. *European Business Review*, 25(4): 382-390.

Pfeil, U., Arjan, R. & Zaphiris, P. 2009. Age differences in online social networking-a study of user profiles and the social capital divide among teenagers and older users in MySpace. *Computer in Human Behaviour*, 25: 643-654.

Powers, T., Advincula, D., Austin, M.S., Graiko, S. & Snyder, J. 2012. Digital and social media in the purchase decision process. *Journal of Advertising Research*, 52(4): 479-489.

Prensky, M. 2001. Digital natives, digital immigrants. *On the Horizon*, 9(5): 1-15.

Previte, J. & Forrester, E. 1998. Internet advertising: An assessment of consumer attitudes to advertising on the Internet. Paper presented at the Australia-New Zealand Marketing Academy Conference (ANZMAC), University of Otago, Dunedin, 28 November - 3 December.

Pustylnck, I. 2011. Advertising in social networks. *Social Science Research Network*: 1-10, December 25.

Roberts, N. & Vänskä. 2011. Challenging assumptions: Mobile learning for mathematics project in South Africa. *Distance Education*, 32(2): 243-259.

Safko, L. 2010. *The Social Media Bible: Tactics, Tools and Strategies for Business Success.* Second Edition. Hoboken, NJ: Wiley.

Saxena, A. & Khanna, U. 2013. Advertising on social network sites: A structural equation modelling approach. *Vision*, 17(1): 17-25.

Schivinski, B. & Dąbrowski, D. 2013. The effect of social-media communication on consumer perceptions of brands. Working Paper Series A (Economics, Management, Statistics), GUT Faculty of Management and Economics, Gdańsk, 12: 1-20.

Shabnam, S., Choudhury, A. & Alam, I.M. 2013. An emerging of communication: Social media marketing and its managerial implications. *World Review of Business Research*, 3(1): 1-25.

Shambare, R., Rugimbana, R. & Sithole, N. 2012. Social networking habits among students. *African Journal of Business Management*, 6(2): 578-586.

Shankar, V. & Batra, R. 2009. The growing influence of online marketing communications. *Journal of Interactive Marketing*, 23 (4): 285-287.

Shavitt, S., Lowrey, P. & Haefner, J. 1998. Public attitudes toward advertising: more favourable than you might think. *Journal of Advertising Research*, 38(4): 7-22

Skene, J., Cluett, L. & Hogan, J. 2007. Engaging Gen Y students at university: What web tools do they have, how do they use them and what do they want? Paper presented at the 10th Pacific Rim First Year in Higher Education Conference, Brisbane, Australia, 4-6 July.

Smith, K.T. 2012. Longitudinal study of digital marketing strategies targeting Millennials. *Journal of Consumer Marketing*, 29(2): 86-92.

Sobel, K. 2010. Teens: a framework for understanding adolescent online social behaviours on myYearbook, Facebook, MySpace and Twitter. Honours Dissertation. Pennsylvania: Pennsylvania State University, Philadephia, Pa.

Statistics SA. 2012. *Census 2011: Statistical Release*. Pretoria: Statistics South Africa.

Stokes, R. 2013. *eMarketing: The Essential Guide to Marketing in a Digital World*. Fifth Edition. Cape Town: Quirk Education.

Subrahmanyam, K., Reich, S.M., Waechter, N. & Espinoza, G. 2008 Online and offline social networks: Use of social networking sites by emerging adults. *Journal of Applied Developmental Psychology*, 29(6): 420-433.

Tapscott, D. 2009. *Grown Up Digital - How the Net Generation is Changing Your World*. New York, NY: McGraw-Hill

Tavakol, M. & Dennick, R. 2011. Making sense of Cronbach's alpha. *International Journal of Medical Education*, 2: 53-55.

Taylor, D.G., Lewin, J.E. & Strutton, D. 2011. Friends, fans and followers: Do ads work on social networks? *Journal of Advertising Research*, 51(1): 258-275.

Thales, T., Wedel, M. & Pieters, R. 2012. Emotion-induced engagement in internet video advertisements. *Journal of Marketing Research*, 49(2): 144-59.

Thompson, D. & Malaviya, P. 2013. Consumer-generated ads: does awareness of advertising co-creation help or hurt persuasion? *Journal of Marketing*, 77(3): 33-47.

Tsai, M.T., Cheng, N.C. & Chen, K.S. 2011. Understanding online group buying intention: the roles of sense of virtual community and technology acceptance factors. *Total Quality Management & Business Excellence*, 22(10): 1091-1104.

Uitz, I. 2012. Social media – Is it worth the trouble? *Journal of Internet Social Networking & Virtual Communities*: 1-14.

Van der Waldt, D.L.R., Rebello, T.M. & Brown, W.J. 2009. Attitudes of young consumers towards SMS advertising. *African Journal of Business Management*, 3: 444-452.

Van Schalkwyk, D. 2012. Quantitative Statistics. Cape Town: CPUT.

Walsh, G., Henning-Thurau, T., Sassenberg, K. & Bornemann, D. 2010. Does relationship quality matter in eServices? A comparison of online and offline retailing. *Journal of Retailing and Consumer Services*, 17(2): 130-142.

Wang, Y. & Sun, S. 2010. Assessing beliefs, attitudes, and behavioural responses toward online advertising in three countries. *International Business Review*, 19(1): 333-344.

Wessels, P.L. & Steenkamp, L.P. 2009. Generation Y students: appropriate learning styles and teaching approaches in the economic and management sciences faculty. *South African Journal of Higher Education*, 23(5): 1039-1058.

Wilson, C. 2013. *Online advertising to boom in SA: PWC*. Available at: http://www.techcent ral.co.za/online-advertising-to-boom-in-sa-pwc/43930 [Accessed 21 November 2014].

Wilson, M. 2007. Defining Gen Y. *Chain Store Age*, 83(3): 35-40.

Wronski, M. & Goldstruck, A. 2013. *SA Social Media Landscape 2014*. Johannesburg: World Wide Worx & Fuseware.

Wronski, M. & Goldstruck, A. 2014. *Visual platforms, owned by competing giants of social media, grow fastest in SA*. Available at: http://www.bizcommunity.com/Article/196/19/1189 65.html [Accessed 12 November 2014].

Yaakop, A., Anuar, M.M. & Omar, K. 2013. Like it or not: Issue of credibility in Facebook advertising. *Asian Social Science*, 9(3): 154-163.

Yadav, M.S., De Valck, K., Hennig-Thurau, T., Hoffman, D.L. & Spann, M. 2013. Social commerce: A contingency framework for assessing marketing potential. *Journal of Interactive Marketing*, 27(4): 311-323.

Yang, K.C.C. 2003. Internet users' attitudes toward and beliefs about Internet advertising: An exploratory research from Taiwan. *Journal of International Consumer Marketing*, 15(4): 43-65.

Yang, T. 2012. The decision behaviour of Facebook users. *Journal of Computer Information Systems*, 52(3): 50-59.

Yoo, C.Y., Kim, K. & Stout, P.A. 2010. Assessing the effects of animation in online banner advertising: Hierarchy effects model. *Journal of Interactive Advertising*, 4(2):49-60.

# CHAPTER 8 (JOURNAL ARTICLE 6)
# THE INFLUENCE OF MXIT ADVERTISING ON PURCHASE
# INTENTIONS AND PURCHASE AMID GENERATION Y

Journal article 6 ascertains the influence of Mxit advertising on Generation Y's behavioural attitudinal responses, in other words, the fifth and sixth steps of the hierarchy-of-effects response model (namely, intention-to-purchase and purchase). Refer to Figure 8.1 for a graphical display that portrays how this article relates to the overall inquiry.

| Attitude phases | Hierarchy-of-effects model stages | Facebook |
|---|---|---|
| **Cognitive** | Awareness ⇩ Knowledge ⇩ Liking | |
| **Affective** | | **Mxit** |
| **Behavioural (Conative)** | Preference ⇩ Intention-to-purchase ⇩ Purchase | **Social media** |
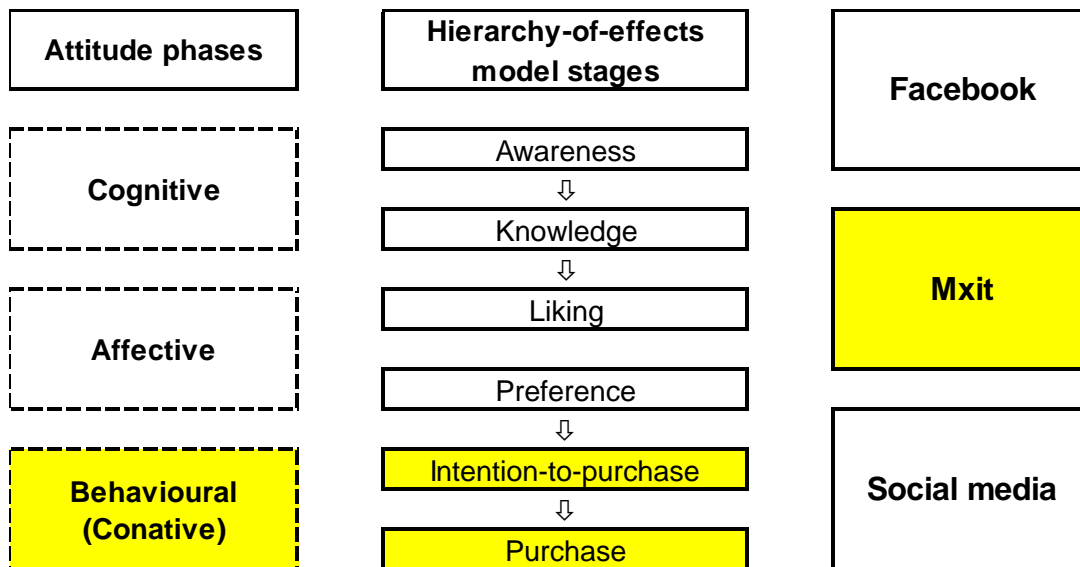
**Figure 8.1: Hierarchy-of-effects response model (Mxit behavioural focus)**
(Lavidge & Steiner, 1961:59-62)

## 8.0    Abstract

Generation Y is the first high-tech generation and is completely dependent on mobile devices and social media to complete various daily tasks, since these individuals have grown up in an epoch of rapid technological innovation and development. Social media's escalation in popularity has been noticed by organisations who desire to find new ways to reach young online communities. Mxit is a social network site in South Africa that allows marketing managers to communicate with consumers via a number of marketing communication options. A steady flow of literature has emerged on social media as a marketing communication channel over the past five years, primarily from first-world countries; academic research has not kept pace within South

Africa. Hence, the primary objective of this investigation was to establish Generation Y's purchase intentions and purchase sentiment towards Mxit advertising. A survey method was utilised to collect 1 228 self-administered questionnaires from Generation Y respondents. Mxit advertising was confirmed to have relatively positive behavioural responses and several demographic and usage variables also had a significant effect. This study has added to the relatively small pool of data to assist academics and practitioners to understand the influence of Mxit advertising on South Africa's youth.

**Key phrases:** Behavioural attitudes, Generation Y, Hierarchy response models, Mxit advertising, Purchase, Purchase intentions, Social media, Social network sites

## 8.1    Introduction

The exponential growth of social network sites (SNS) has been nothing short of astounding, altering both the functionality and purpose of the Internet. Social media platforms attract billions of users, many of whom incorporate these websites into their daily lives and organisation practices (Gensler, Völckner, Liu-Thompkins & Wiertz 2013:242-243; Laroche, Habibi & Richard 2013:76). With rapid development in technology, advertising has changed significantly over the past couple of decades, from the monologue of traditional media to social media where consumers are now in control of the media communication (Curran, Graham & Temple 2011:26). Online advertising income is forecasted to grow at over 25% per annum in SA, which is over double the average growth for Europe and nearly double in comparison to the global average. Online advertising is anticipated to generate income of nearly R4 billion, and consumers are estimated to spend nearly R60 billion online in 2017, with a major portion coming from mobile (Wilson 2013:Internet). As more marketing managers assimilate social network advertising (SNA) into their promotional strategies, the need to investigate the perceptions and attitudes towards marketing communications on social media becomes apparent, especially in terms of the 18 to 30-year-old demographic (known as Generation Y), whose fickleness and aversion to all forms of advertising can increasingly make them an elusive target, but SNA can be a highly successful platform of engagement (Taylor, Lewin & Strutton 2011:258). Mxit is one of the largest social media advertising platforms in South Africa (SA) (Wronski & Goldstruck 2013:114), but there is a lack of inquiry, which researches the effectiveness of this marketing communication conduit.

## 8.2  Problem statement and objectives

The appropriateness of the traditional advertising theories to assess online advertising has been an area of interest to academics and advertising scholars since the arrival of digital advertising (Yoo, Kim & Stout 2010:49). Hierarchy responses models have received extensive attention as a detailed explanation of how advertising works and hence, is a base for measuring advertising effectiveness (Barry 1987:251-295; O'Guinn, Allen & Semenik 2009:269-270; Weilbacher 2001:19-26). These models propose that consumers pass through consecutive phases – awareness and knowledge (cognitive stage); liking and preference (affective stage); and purchase intention and purchase (behavioural stage) – in response to marketing communications. Organisations first aim to satisfy their consumers' lower level attitudinal cognitive stages of the hierarchy response process via their marketing communications and offerings and then progress to the fulfil affective stages, with the entire process culminating in positive behavioural responses that result in favourable purchase intentions and ultimately climax with purchase (Belch & Belch 2015:158-159; Schiffman & Kanuk 2004:256-259).

The development of the hierarchy response levels was based on traditional advertising, although this research investigates if behavioural attitudinal responses are favourably influenced by advertising on an SNS, namely Mxit. Hence, this investigation is important for the development of attitudinal theory, as well as for the many companies in SA that have spent large percentages of their budgets on SNA and need to verify the tangible influence of their targeted prospects' purchase intentions and purchase. Accordingly, this present study attempted to assess the effect of Mxit advertising within the framework of the hierarchy response models in terms of behavioural responses, on Generation Y's attitudes in SA. Consumers' attitudes and perceptions of various forms of Internet advertising have received extensive inquiry. Baltas (2003:505-513) considered the determinants of Internet advertising effectiveness; Burns and Lutz (2006:53-63) investigated the function formats of consumer responses to online advertising; Campbell, Pitt, Parent and Berthon (2011:87-102) examined consumer conversations around Web 2.0 advertising; Cho and Cheon (2004:89-97) explored why people avoid advertising on the internet; Rosenkrans (2009:18-31) analysed the creativeness and effectiveness of online interactive rich media advertising; and Yaveroglu and Donthu (2008:31-43) evaluated advertising repetition and placement issues in online environments.

SNA has also received widespread academic attention of late. Bolton, Parasuraman, Hoefnagels, Migchels, Kabadayi, Gruber, Loureiro and Solnet (2013:245-267) sought to understand Generation Y and their use of social media; Hansson, Wrangmo and Søilen (2013:112-126) explored optimal ways for companies to use Facebook as a marketing channel; Kim, Sun and Young (2013:108-125) investigated the influence of consumer value-based factors on attitude-behavioural intention in social commerce; Kodjamanis and Angelopoulos (2013:53-58) analysed the consumer perception and attitude towards advertising on social networking sites; Labrecque (2014:134-148) examined consumer-brand relationships in social media environments; Laroche *et al.* (2013:76-82) considered how brand loyalty was affected by social media; and McCarthy, Rowley, Ashworth and Pioch (2014:43-75) reflected on managing brands' presence through social media.

There are no studies that investigate the effects of SNA in terms of the recognised hierarchy response theoretical framework in SA. Furthermore, several international inquiries in developed nations have produced conflicting results in terms of behavioural attitudes as a result of SNA. Haigh, Brubaker and Whiteside (2013:62-65) and Ruane and Wallace (2013:321-327) established that SNA yielded a favourable behavioural response, whereas Bannister, Kiefer and Nellums (2013:14-16) and Persaud (2013:42-45) found a predominantly indifferent or negative behavioural response.

Therefore, the first research objective is to ascertain if Mxit advertising has an effect on purchase intentions and purchase among Generation Y in SA. A majority of users access Mxit via mobile phones, log-on multiple times a day and spend nearly 2 hours using this conduit every day (Mxit 2014a:Internet). There is a dearth of research, both locally and internationally, as to whether these various usage variables and others have an influence on SNA efficiency. Organisations would be interested in establishing which usage factors result in the most effective advertising, since this will assist in the targeting of consumers with the highest purchase potential. Furthermore, usage characteristics research would make a valuable contribution to the social media attitude notional framework. Hence, the second research objective was to determine if usage elements had an influence on Generation Y's purchase intentions and purchase as a result of advertising on Mxit. A limited number of inquiries have considered the influence of demographic variables on social media advertising. Shambare, Rugimbana and Sithole (2011:579-584) revealed that different demographical profiles, in terms of gender and education, had an impact on social media usage, but did not take advertising into consideration.

De Lanerolle (2012:18) also established that various demographic factors such as age, income, population group and education, affected Internet and social media usage variables, but also did not consider advertising via this platform. Accordingly, the third research objective was to examine if demographic variables had an impact on Generation Y's purchase intentions and purchase sentiment attributable to Mxit advertising.

Therefore, in summary, the research objectives of this inquiry are as follows:

- To examine the influence of Generation Y's purchase intentions and purchase sentiments towards Mxit advertising.

- To establish if online usage elements affect Generation Y's purchase intentions and purchase perceptions towards Mxit advertising.

- To ascertain whether Generation Y's demographic variables have an effect on purchase intentions and purchase sentiments towards Mxit advertising.

## 8.3   Literature review

### 8.3.1   Overview of Mxit

Mxit was founded in SA in 2005 and is still one of the main mobile social media conduits with almost 5 million active users in Africa (Wronski & Goldstruck 2014). The social medium offers a low cost text based communication app that allows users to exchange text, pictures and compressed sound clips, as well as interact with brands, education and community platforms.
The app is downloaded to the user's cell phone free of charge, with text messages being able to be sent and received by using both mobile devices and computers. Mxit is accessible on over 8 000 types of tablets, cell phones, smartphones, handsets and other mobile devices. Mxit has its own e-commerce platform, consequently the Mxit app, which is known as Tradepost, and informs users about the latest competitions, downloads (music, news, movie information), chat rooms and other happenings. Downloads, chat rooms and other services are paid for by using Moola, which is Mxit's legal tender, which is deducted from the subscribers' airtime (Mxit 2014a:Internet; Wronski & Goldstruck 2013:113-118). Mxit has a number of marketing communication tactics, namely brand apps, splash screens/interstitials, broadcasts messages, banner advertisements and sponsorships, which can be used to reach organisations' desired target audiences (Mxit 2014b:Internet). This SNS also allows organisations to construct and

manage their own apps, communities and games. Some of the top apps on Mxit include: Tradepost, (with over 3.21 million subscribers), followed by Gallery (3.19 million) and Tradepostzaen (3.09 million), which also make for potentially good advertising platforms owing to the high volumes of traffic (Wronski & Goldstruck 2013:119). Furthermore, Mxit primarily reached the lower LSMs, while 92% of subscribers are 13 to 35 years old, making it a feasible online interactive platform to target Generation Y (MXit 2014a:Internet).

A number of studies have investigated Mxit from an educational perspective or provided an outline of why this SNS was utilised so widely, especially amongst Generation Y. Butgereit, Leonard, Le Roux, Rama, De Sousa and Naidoo (2010) examined how games could be used to promote learning and to improve skills in science and mathematics via Mxit. Kaufman (2011:5) explored the learning experiences of learners in Grade 12 as a result of support that they received from peers via Mxit. Kahn (2013) highlighted the evolution of Mxit from a simple instant messaging channel into an integrated multimedia platform that also serves as an education mechanism, financial service association and community support conduit. There have not been any academic inquiries, which establish Generation Y's attitudes towards Mxit advertising, in spite of the extensive use of this platform as a promotional channel and the large young target audience.

### 8.3.2  Generation Y cohort notions

Interactive digital development has grown at an extraordinary pace over the last decade; consequently, Generation Y (born 1982 to 1994) has experienced the proliferation of online digital innovations since the beginning, and, accordingly, these have been integrated into every aspect of their regular lives (Bakewell & Mitchell 2003:95; Howe & Strauss 2000:4-13). Furthermore, digital divergence drives worldwide homogeneity among global population within Generation Y, resulting in a universal cohort who allegedly exhibits similar behaviour and attitudes (Moore 2012:436; Wessels & Steenkamp 2009:1040). Though, Generation Y has largely not formulated long-lasting patterns of consumer behaviour, they tend to spend liberally, but have limited means since a larger proportion are seeking employment; employed in entry-level jobs; and/or still studying. Several investigations revealed that Generation Y consumers do not buy products online to the same degree as the older cohorts (Henrie & Taylor 2009:71-82; Moore 2012:436-444). However, Generation Y is predicted to be the largest cohort compared to any of the previous generations and will have more spending power than ever before as they

climb the corporate ladder and successfully operate their own businesses (McDonald 2014:Internet; Saunders 2014:Internet). Therefore, it is important to gain a more comprehensive understanding of this cohort's sentiments towards SNA, as this is a generation that should not be marginalised by organisations.

### 8.3.3 Attitude theory development

Hamidizadeh, Yazdani, Tabriz and Latifi (2012:131) disclosed that for organisations to plan effectively, the consumers' attitudinal responses to SNS advertising should be investigated in order to utilise their capabilities efficiently. Social media does not only reshape social life, but also affects the consumer behaviour of its users, hence, marketing managers need to not only understand how SNS operate as independent productive social spaces, but also need to understand consumer attitudes for marketing communications on these apps (Kruger & Painter 2011:48-49). Ma and Liu (2010:47) revealed that appropriate online advertising would improve the behavioural response of consumer behaviour. Hudson and Thal (2013:156-160) disclosed that brands did not interact effectively with consumers via social media. The research suggested that organisations should focus on an array of consumer decision stages instead of cognitive and behavioural responses. Kodjamanis and Angelopoulos (2013) determined that SNA advertising had little impact on purchasing intentions and purchase. Hennig-Thurau, Hofacker and Bloching (2013:239) agreed that attempts to execute purchase via SNS had not been effective. Conversely, Albert and Hersinta (2013:119-132) established that consumers who had positive experiences when shopping on SNS, led to favourable behavioural tendencies. Labrecque (2014:139) established positive behavioural (intention-to-purchase) attitudes in terms of brand interaction on SNS. Tan, Kwek and Li (2013:88-98) found a generally favourable affiliation between general attitudes towards SNA among students, and positive associations with purchase intentions and SNA effectiveness.

Hence, there have been several inquiries (Albert & Hersinta 2013:119-132; Gensler 2013:242-256; Hennig-Thurau *et al.* 2013:237-241; Hudson & Thal 2013:156-160; Mir 2012:265-288; Schivinski & Dąbrowski 2013:1-20; Tan *et al.* 2013:88-98; Wang, Yu & Wei 2012:198-208), which investigated advertising on SNS in terms of behavioural responses, but, which produced conflicting results. Furthermore, several studies (Hadija, Barnes & Hair 2012:29; Hutter, Hautz, Dennhardt & Füller 2013:342-351; Kodjamanis & Angelopoulos 2013; Labrecque 2014:134-148; Persaud 2013:43-44; Powers, Advincula, Austin, Graiko & Snyder 2012:479-489) occurred in

Europe and the United States; only students were used as a sample in many instances; small samples were employed; and in isolated cases, examined usage and demographic variables of SNA.

## 8.4    Methodology

### 8.4.1    Sampling

Generation Y is well known for its inclination to be heavy consumers of online digital media, particularly social media, which provides a potentially efficient platform for marketing communications (Bolton *et al.* 2013:247; Eberhardt 2007:18-26; Goodstein 2008:42; Shambare *et al.* 2012:581; Symphony 2013:Internet; Wronski & Goldstruck 2013:47).  Furthermore, several inquiries identified students as the primary users of social media (Bannister *et al.* 2013:5-6; Duggan & Brenner 2013:2; Kim *et al.* 2013:114; Yang 2012:53), while other investigations utilised students as respondents to examine social media advertising and/or attitudes (Adkins 2009:41; Hassan, Fatima, Akram, Abbas & Hasnain 2013:319; Kodjamanis & Angelopoulos 2013:53; Mir 2012:273; Persaud 2013:36; Tan *et al.* 2013:94). However, a majority of this cohort are in their formative years and are yet to pass through a number of life stages and consumption cycles. Therefore, as proposed by Bolton *et al.* (2013:256-259), it was important to select a more complete continuum of Generation Y.

Multi-stage sampling was utilised whereby a number of phases are employed to establish the sample frame and draw the sample (Cooper & Schindler 2006:453; Gupta 2010:206). The first step divided SA geographically and the Western Cape was designated as the data collection geographic site with 11.25% of the SA population residing in this province (Statistics SA 2012:25). The second step divided and selected certain townships and suburbs, and urban and rural communities in the Western Cape. The third step identified specific companies, universities, colleges, sports clubs, religious and other community groups. Finally, once permission was received from the organisations, participants were systematically chosen and voluntarily requested to participate in the inquiry. Hence, the unemployed (nearly a third of Generation Y) do not work (Statistics SA 2012:61) and employed young adults, in addition to students, were surveyed to realise a more comprehensive sample of Mxit users in this cohort, as recommended by Jordaan, Ehlers & Grove (2011:16).

### 8.4.2    Research instrument development and collection of data

The research instrument comprised of three sections in the form of a questionnaire. Firstly, five usage characteristics (access, number of years of usage, log-on frequency, hours of usage per log-on, and frequency of profile update) of Mxit users were determined by means of multiple-choice questions. Secondly, two constructs were formed by modifying scale items from Putrevu and Lord (1994:83), Taylor and Hunter (2002:473-474), and Wu, Wei and Chen (2008:226-227) for purchase intentions; and Martinez-Lopez, Luna and Martinez (2005:333-334), Patwardhan and Ramaprasad (2005:12-13), and Hamidizadeh *et al.* (2012:146-149) for purchase. Each construct included nine items consisting of 5-point Likert-scale statements, which ranged from "strongly disagree" (1) to "strongly agree" (5). Therefore, a high mean score was indicative of a high level of purchase intentions and purchase (collectively representing Mxit advertising behavioural attitudinal responses), while the opposite was true. Thirdly, the demographic variables (gender, age and ethnic group) were requested. A pre-test of fifty respondents was utilised to detect and rectify potential problematic elements in the questionnaire such as refine the construct item and multiple-choice questions to ensure that they were reliable, and to ensure that provision was made for all response choices (Barker 2003:327-328; Unrau, Gabor & Grinnell 2007:179). Final adaptations were completed to validate the constructs before the commencement of the survey. The large quantity of data that was required for this investigation was collected via a self-administered structured questionnaire. Twelve fieldworkers were trained by the researcher and surveyed members of the Generation Y cohort over a two month period. The questionnaires were then checked in terms of completeness, edited, coded, captured and analysed via SPSS (version 22).

### 8.5    Data analysis and results

The sample included 1 228 members of the Generation Y cohort in the Western Cape. As expected, Mxit was accessed by a majority of participants (73.4%) via mobile devices; nearly 63% logged on to Mxit on a daily basis; spent one to three (78.4%) hours per log-on; and two-thirds updated their profile a minimum of once a week. The survey included a majority of females (57.3%); and the ethnic groups fundamentally reflected the Western Cape's ethnicity (Statistics SA 2012:21). The demographics of the sample also portrayed Mxit's typical audience profile (Mxit 2014a:Internet). Tables 8.1 and 8.2 provide a comprehensive overview of the usage characteristics and demographics of Generation Y's respondents that utilise Mxit based on the sample in this study.

**Table 8.1: Mxit usage characteristics**

| Mxit usage characteristics | n | % |
|---|---|---|
| **Access** | | |
| Mobile device | 901 | 73.4 |
| PC | 45 | 3.6 |
| Mobile device and PC | 282 | 23.0 |
| **Length of usage** | | |
| ≤ 1 year | 160 | 13.0 |
| 2 years | 246 | 20.0 |
| 3 years | 275 | 22.4 |
| 4 years | 228 | 18.6 |
| ≥ 5 years | 319 | 26.0 |
| **Log-on frequency** | | |
| Daily | 771 | 62.8 |
| 2 - 4 a week | 280 | 22.8 |
| Once a week | 116 | 9.4 |
| 2 - 4 a month | 28 | 2.3 |
| Once a month | 33 | 2.7 |
| **Log-on duration** | | |
| ≤ 1 hour | 355 | 28.9 |
| 2 hours | 350 | 28.5 |
| 3 hours | 258 | 21.0 |
| 4 hours | 119 | 9.7 |
| ≥ 5 hours | 146 | 11.9 |
| **Profile update incidence** | | |
| Daily | 360 | 29.3 |
| 2 - 4 a week | 228 | 18.6 |
| Once a week | 227 | 18.5 |
| 2 - 4 a month | 145 | 11.8 |
| Once a month | 268 | 21.8 |

**Source:** Calculated from survey results

**Table 8.2: Mxit demographics**

| Demographics | n | % |
|---|---|---|
| **Gender** | | |
| Male | 524 | 42.7 |
| Female | 704 | 57.3 |
| **Age** | | |
| 18 - 20 | 655 | 53.3 |
| 21 - 24 | 465 | 37.9 |
| 25 - 30 | 108 | 8.8 |
| **Ethnic group** | | |
| White | 90 | 7.3 |
| Black | 683 | 55.6 |
| Coloured | 412 | 33.6 |
| Indian/Asian | 43 | 3.5 |

**Source:** Calculated from survey results

As mentioned in the methodology section, the participants' purchase intentions and purchase sentiment towards Mxit advertising was calculated by means of nine-item scales for each of the hierarchy response levels (Tables 8.3 and 8.4 below).

**Table 8.3: Mxit advertising purchase intentions scale (means, standard deviations and one-sample bi-nominal standardised test)**

| Purchase intentions scale items | Mean | SD | P | Test statistic |
|---|---|---|---|---|
| I will buy products that are advertised on Mxit in the near future (PI1) | 3.09 | 1.334 | .019 | 2.342 |
| I desire to buy products that are promoted on Mxit (PI2) | 3.08 | 1.341 | .153 | 1.430 |
| Advertisements on Mxit do not increase purchase intent of featured brands (PI3)* | 3.24 | 1.350 | .001 | 7.831 |
| Advertisements on Mxit have a positive influence on my purchase decisions (PI4) | 2.97 | 1.128 | .600 | 0.524 |
| I would buy the products that are advertised on Mxit if I had the money (PI5) | 3.15 | 1.213 | .001 | 6.013 |
| I do not intend to acquire products that are promoted on Mxit (PI6)* | 3.27 | 1.275 | .001 | 7.355 |
| I am likely to buy some of the products that are promoted on Mxit (PI7) | 3.01 | 1.064 | .112 | 1.588 |
| I plan to purchase the products that are advertised on Mxit (PI8) | 2.96 | 1.106 | .840 | 0.202 |
| Advertisements on Mxit have a negative influence on buying decisions (PI9)* | 3.36 | 1.140 | .001 | 9.896 |

* Negatively phrased statement scores were recoded

**Source:** Calculated from survey results

Likert scale statements that are negatively phrased are essential to minimise response bias, but it is imperative that these statements' scores are reversed; otherwise it would have a negative influence on the Cronbach's α value. A third of the statements in each of the nine item scales were reversed via SPSS before Cronbach's α was determined for each scale of the hierarchy response model (Field 2009:675-677). Cronbach's α was 0.833 for Mxit's advertising purchase intentions scale (Table 8.3) and 0.774 for the Mxit advertising purchase scale (Table 8.4), thereby exhibiting acceptable internal reliability. This indicates that participants tended to "agree" that Mxit advertising resulted in purchase intentions and purchase. A non-parametric one-sample bi-nominal standardised test was also employed to ascertain whether there was a significant difference in terms of the individual construct items.

**Table 8.4: Mxit advertising purchase scale (means, standard deviations and one-sample bi-nominal standardised test)**

| Purchase scale items | Mean | SD | P | Test statistic |
|---|---|---|---|---|
| Advertisements on Mxit make me less loyal to brands (P10)* | 3.64 | 1.228 | .001 | 16.904 |
| I buy products that are advertised on Mxit (P11) | 2.78 | 1.329 | .001 | 6.898 |
| I use many of the products that are promoted on Mxit (P12) | 2.83 | 1.346 | .001 | 5.081 |
| I do not purchase products that are featured on Mxit (P13)* | 3.50 | 1.193 | .001 | 13.340 |
| Advertisements on Mxit affect my purchase behaviour positively (P14) | 2.76 | 1.191 | .001 | 5.148 |
| Advertisements on Mxit help make me loyal to the promoted products (P15) | 2.83 | 1.209 | .001 | 4.634 |
| Advertisements on Mxit affect my purchase behaviour negatively (P16)* | 3.50 | 1.042 | .001 | 15.256 |
| I purchase products that are promoted on Mxit (P17) | 2.71 | 1.117 | .001 | 7.649 |
| Advertisements on Mxit affect my buying actions positively (P18) | 2.85 | 1.103 | .001 | 4.123 |

* Negatively phrased statement scores were recoded

**Source:** Calculated from survey results

The test revealed that there was a significant difference at p < 0.001 for all nine of the purchase construct items, and that there was a significant difference at p < 0.001 and p < 0.05 for five of the purchase intentions scale items. Pearson correlation coefficient analysis showed a positive relationship collectively among the purchase intentions and purchase constructs (Tables 8.5 and 8.6).

**Table 8.5: Pearson's correlation coefficient results for the Mxit advertising purchase intentions scale**

| PI scale items | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|---|---|---|---|---|---|---|---|---|---|
| PI (1) | 1 | | | | | | | | |
| PI (2) | .733** | 1 | | | | | | | |
| PI (3)* | .298** | .288** | 1 | | | | | | |
| PI (4) | .765** | .602** | .273** | 1 | | | | | |
| PI (5) | .607** | .819** | .247** | .639** | 1 | | | | |
| PI (6)* | .333** | .291** | .683** | .268** | .295** | 1 | | | |
| PI (7) | .750** | .597** | .278** | .784** | .632** | .295** | 1 | | |
| PI (8) | .584** | .773** | .237** | .548** | .756** | .275** | .592** | 1 | |
| PI (9)* | .324** | .232** | .653** | .332** | .291** | .750** | .302** | .158** | 1 |

* Negatively phrased statement scores were recoded

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

**Source:** Calculated from survey results

**Table 8.6: Pearson's correlation coefficient results for the Mxit advertising purchase scale**

| P scale items | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
|---|---|---|---|---|---|---|---|---|---|
| P (10)* | 1 | | | | | | | | |
| P (11) | .747** | 1 | | | | | | | |
| P (12) | .264** | .201** | 1 | | | | | | |
| P (13)* | .717** | .522** | .175** | 1 | | | | | |
| P (14) | .622** | .811** | .221** | .584** | 1 | | | | |
| P (15) | .337** | .265** | .728** | .248** | .267** | 1 | | | |
| P (16)* | .723** | .529** | .225** | .739** | .524** | .277** | 1 | | |
| P (17) | .550** | .728** | .197** | .486** | .730** | .224** | .609** | 1 | |
| P (18) | .320** | .240** | .733** | .253** | .276** | .795** | .253** | .170** | 1 |

* Negatively phrased statement scores were recoded

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

**Source:** Calculated from survey results

Wald's Chi-square established if the observed frequencies were significantly different in comparison to the projected frequencies via a Generalised Linear Model (GLM) analysis of variance (ANOVA) (Urdan 2010:162). Bonferroni correction pair-wise comparisons post hoc tests were utilised on the estimated marginal means that allowed the comparison between the predictor (Mxit usage and demographic variables) and dependent variables (purchase intentions

and purchase), consequently establishing where there were significant differences between these variables (Hinton, Brownlow, McMurray & Cozens 2004:156). The varying number of observations for the predictor variable results were "normalised" through the use of the GLM ANOVA. Larger standard errors are attributable to a lower number of observations, for example, there were a much greater number of participants aged 18 - 20 compared to the 25 - 30 years group (van Schalkwyk 2012:3). Tables 8.7 and 8.8 display the influence of usage and demographics variables on Mxit advertising purchase intentions and purchase with regards to Wald's Chi-Square tests, which were founded on the Bonferroni correction pairwise post hoc test among the estimated marginal means.

**Table 8.7: Influence of usage and demographics variables on Mxit advertising purchase intentions**

| Independent variables | Type III | | |
| --- | --- | --- | --- |
| | Wald's Chi-square | df | p |
| Access | 2.976 | 2 | .226 |
| Length of usage | 23.702 | 4 | .000* |
| Log-on frequency | 6.801 | 4 | .147 |
| Log-on duration | 15.379 | 4 | .004** |
| Profile update incidence | .804 | 4 | .938 |
| Gender | .112 | 1 | .738 |
| Age | 2.799 | 2 | .247 |
| Ethnic group | 7.747 | 3 | .052 |

* Wald's Chi-square test showed a significant difference at p<0.001

** Wald's Chi-square test showed a significant difference at p<0.05

**Source:** Developed by author from survey data

The Wald's Chi-square test verified that there was a significant difference at $p < 0.001$ for purchase intentions (M = 3.12, SD = 0.799) because of Mxit advertising. No significant differences were found for access, log-on frequency and profile update incidence, neither for any of the demographic factors (gender, age and ethnic group), whereas *Bonferroni correction* pairwise comparisons of estimated marginal means disclosed a significant difference for the following variables:

*Length of usage* ($p < 0.001$): Respondents who had used Mxit for 2 years (M = 3.17, SE = 0.082) and 3 years (M = 3.05, SE = 0.078) exhibited higher purchase intention levels than those who had used the SNS conduit for 5 years (M = 2.84, SE = 0.079); and

*Log-on duration* ($p < 0.05$): Respondents who logged on for 2 hours (M = 3.06, SE = 0.075) displayed greater purchase intentions tendencies compared to those who logged on for ≤ 1 hour (M = 2.85, SE = 0.074).

**Table 8.8: Influence of usage and demographics variables on Mxit advertising purchase**

| Independent variables | Type III | | |
|---|---|---|---|
| | Wald's Chi-Square | df | p |
| Access | .643 | 2 | .725 |
| Length of usage | 18.299 | 4 | .001* |
| Log-on frequency | 8.081 | 4 | .089 |
| Log-on duration | 3.599 | 4 | .463 |
| Profile update incidence | 2.776 | 4 | .596 |
| Gender | .027 | 1 | .870 |
| Age | 11.677 | 2 | .003** |
| Ethnic group | 5.976 | 3 | .113 |

* Wald's Chi-square test showed a significant difference at p<0.001

** Wald's Chi-square test showed a significant difference at p<0.05

**Source:** Developed by author from survey data

The Wald's Chi-Square test confirmed that there was a significant difference at p < 0.001 for purchase (M = 3.04, SD = 0.716), which was attributable to Mxit advertising. No significant differences were realised on account of access, log-on frequency, duration of log-on, gender and race; however, *Bonferroni correction* pairwise comparisons of estimated marginal means proved a significant difference amongst the following variables:

*Length of usage* (p < 0.001): Respondents who had utilised Mxit for 2 years (M = 3.19, SE = 0.074) showed greater purchase levels compared to those who had used Mxit for 5 years (M = 2.98, SE = 0.071); and

*Age* (p < 0.05): Mxit users who were aged 25 - 30 years (M = 3.18, SE = 0.084) displayed higher purchase tendencies than those aged 18 - 20 years (M = 2.95, SE = 0.061).

## 8.6 Discussion and managerial implications

### 8.6.1 Behavioural attitudes towards Mxit advertising

Advertising on Mxit had a positive influence on behavioural responses among Generation Y, which supports the first research objective and the hierarchy response models, be it at a low margin. Additionally, this study is in consensus with several other recent inquiries (Hutter *et al.* 2013:342-351; Labrecque 2014:134-148; Persaud 2013:43-44; Powers *et al.* 2012:479-489; Schivinski & Dąbrowski 2013:1-20; Tan *et al.* 2013:88-98; Wang *et al.* 2012:198-208) in developed countries, therefore, attesting that analogous behavioural responses exist among emerging and first-world nations. Schivinski and Dąbrowski (2013:14) established that organisations' SNS communications caused positive behavioural responses in terms of attitudes towards the brand, which influenced consumer buying decisions. Wang *et al.* (2012:204-205)

revealed that consumer socialisation via peer communication affected purchasing decisions directly and product attitude was positively related with intention-to-purchase. Persaud (2013:43-44) established that higher levels of interactivity on SNS were more positively correlated to intention-to-purchase and favourable attitudes towards the brand. Vision Critical conducted a survey among nearly 6 000 respondents and established that two out of five individuals purchased items as a result of disseminating information on a SNS (Seave 2013:Internet).

Therefore, managers should encourage greater interaction and information sharing among Generation Y through the multitude of interactive platforms that Mxit offers, especially via brand apps. Mir (2012:282) revealed that a positive attitude towards SNA favourably effects consumers advertising clicking behaviour and, consequently, has an impact on their online purchasing behaviour. Powers *et al.* (2012:480) disclosed that consumers were continually contemplating possible purchases and assessing the different brands on offer, known as "passive" shopping. Subsequently, from time to time, information and/or advice would come to consumers spontaneously that was needed to make a purchase. The study also reported that one in five consumers believed social media was important in their final purchase decision. Ramnarain and Govender (2013:1888) found that over 90% of Generation Y use social media channels to search for information, which has a significant influence on their purchasing decision. Nearly eight out of ten disclosed that SNS had a direct impact on their buying activities.

Madahi and Sukati (2012:153-154) agreed that consumers are influenced by advertising, social media, articles, peer recommendations and many other factors that provide a significant amount of information, which positively influenced purchase intentions. Therefore, it is imperative that marketing managers provide up-to-date and regular information via their marketing communications on Mxit and other SNS. Conversely, Hadija *et al.* (2012:29) state that only one out of twenty consumers had bought a brand owing to SNA, but this was a qualitative study that comprised of twenty Generation Y respondents. Hennig-Thurau *et al.* (2013:239-240) report that attempts to execute social commerce on leading SNS had not been effective, but noted that the consumers' worth to an organisation should not only be limited to the purchase of their products. Hadija *et al.* (2012:29) indicate that only one out of twenty consumers had bought a brand advertised on SNS. The main factors that led consumers to buy were good celebrity endorsements and recommendations. Gensler *et al.* (2013:250) concurred that managers should also consider the influence that SNS may have on social connections and purchases based on their endorsements of the brands. There are a number of apt celebrities from a multitude of genres to choose from in SA, which marketing managers could employ to provide information and endorse their brands.

Finally, organisations could stimulate interaction, disseminate up-to-date information and encourage peer recommendations, as proposed by the abovementioned studies, by adopting several of the advertising channels available on Mxit. These include brand apps, sponsorships, interstitials, banner advertisements and broadcasts messages, which can be used to reach the Generation Y via some of the high traffic apps traffic on Mxit such as Tradepost and Gallery (Mxit 2014b:Internet; Wronski & Goldstruck 2013:119). Accordingly, this investigation provides significant information, not only with regards to the advancement of hierarchy response theory and academic discourse, but also for the large number of managers that have spent or plan to spend noteworthy percentages of their marketing communications budgets on SNS such as Mxit.

### 8.6.2  Usage elements' influence on purchase intentions and purchase

Particular usage elements had a favourable effect on Generation Y's purchase intentions and purchase as a result of exposure to Mxit advertising, thereby fulfilling the second research objective. Length of usage was found to have an impact on both intention-to-purchase and purchase, with young adults who had used Mxit for a short length of time, displaying more favourable behavioural responses to Mxit advertising. This is a logical postulation, since inexperienced consumers would be more susceptible to marketing communications. The extent of consumer experience for other online platforms has also been assessed by several other studies, which confirmed that experience levels had an impact on purchase decisions (Hoffman, Kalsbeek & Novak 1996:36-46; Martinez-Lopez *et al.* 2005:322-323; Novak, Hoffman & Yung 2000:22-42). Cox (2010:25) also revealed that Internet users with less usage experience have increased positive attitudes towards online advertising than those with more experience. Hutter *et al.* (2013:347) established that consumer's engagement with an organisation's SNS page had a favourable impact on the consumer's intention-to-purchase. Therefore, marketing managers should continually provide current information and promote interaction with experienced Mxit users via chat rooms, games, downloads, and change their advertising frequently so that they do not become bored with brands. Generation Y respondents who spent a longer period (2 hours) logged on to Mxit resulted in higher purchase intentions than those who spent an hour or less. This is also a reasonable observation, as this would allow a greater quantity of time to engage with brand marketing communications.

Bridges, Briesch and Shu (2009:29) established that the longer an advertisement is present on a consumer's SNS page, the more likely it will result in purchase behaviour. McMahan, Hovland

and McMillan (2009:70) also asserted that users who have spent more time on the website were increasingly likely to have higher purchase intentions owing to online advertising. Wronski and Goldstruck (2014:Internet) reported that Mxit users were the most engaged in SA spending nearly 2 hours a day on this interactive mobile platform. Managers can utilise competitions, brand apps, broadcast posts, branded games and many other promotional tactics, which are available on Mxit to keep young consumers on the platform longer, which should increase behavioural responses. Therefore, there are several discernable variances within Generation Y, which astute marketing managers can take advantage of to increase purchase intentions and purchase sentiment, thereby encouraging positive behavioural responses from this cohort in SA.

### 8.6.3 Demographic variables impact on behavioural responses

Demographic variables had little impact on Generation Y's behavioural responses to advertising on Mxit. Gender and ethnic groups were confirmed to have no effect on purchase intentions and purchase perceptions attributable to Mxit advertising, while only age was proved to influence purchase. Older Mxit users maintained more favourable sentiments to purchase than the younger members of this cohort, which is again an acceptable notion. A greater proportion of the older users are employed, whereas younger users would mostly be students or unemployed and, therefore, have less disposable income. Sobel (2010:24) found that young consumers' interest varied in purchasing via SNS. However, SNS may not appear to be the most effective channel to encourage young consumers to buy online, with only one in five being favourably disposed towards SNS to make a purchase online.

Moore (2012:441) also established that Generation Y does not purchase products online to the same degree as Generation X in spite of their prolific use of interactive technology to engage with retailers and brands. Generation Y demonstrated a much higher amalgamation of interactive media in all facets, with the exception of purchasing online. Furthermore, the younger Generation Y members are still in their formative years in terms of enduring consumption tendencies, however, they are inclined to spend generously when they have money, but tend to have restricted resources. The older Generation Y cohort members border Generation X in terms of their age, which would explain their more positive perceptions towards purchase as a consequence of Mxit advertising. Generation Y spending power is expected to grow exponentially in the near future, so marketing managers and brands should establish and maintain relationships now via the numerous interactive marketing commination conduits that are offered by Mxit so that they will benefit from this potentially lucrative phenomenon.

## 8.7    Limitations and future inquiry direction

Mxit has various advertising platforms that were collectively analysed, whereas future investigations could examine them separately to establish if they resulted in different outcomes. A number of other large SNS such as Facebook, Twitter, YouTube and LinkedIn also warrant inquiry in SA, as does the other two attitude levels, namely cognitive and affective responses. Future research could also take other cohorts such as Generation X and Z into consideration. The survey design can only make observations for a given point in time; therefore, a longitudinal method would result in a more comprehensive series of results. A quantitative design was employed by providing statistical valid findings, but qualitative data would deliver a deeper understanding of Generation Y's behavioural responses. Researchers in other countries could replicate this study to establish if there was a significant difference between the results in comparison to SA, thereby realising a broader and more encompassing understanding of SNA.

## 8.8    Conclusion

Social media conduits should not merely be another new promotion element to implement simply because others are using it, but are essential for brand engagement, behavioural responses and the enhancement of brand images in the current interactive marketing communication climate. The empirical findings determined that Mxit advertising resulted in a favourable influence on purchase intent and purchase among Generation Y, thereby the first research objective was fulfilled. Two usage elements, namely usage length and period of time spent, had an effect on Generation Y's behavioural responses, therefore the second research objective was partly satisfied. Different age groups also had an effect on Generation Y's behavioural responses, with older members of the cohort exhibiting more positive perceptions to purchase, thus the third research objective was also partially attained. These considerations are important for the enduring success in social media marketing communications, since not only does the research add to the cohort, SNA and attitude construct development, but it also provides tangible proof that the large sums of money spent by marketing managers on Mxit and other SNS have a meaningful behavioural effect on their young target market. Furthermore, organisations can use social media elements as a means to collect information to stay abreast of consumers' attitudes and perceptions of the organisation and its brands. It is important to remain active and maintain a presence on SNS, but managers should recognise that SNS are a practical marketing communication channel, which, if implemented effectively, can yield favourable commercial benefits (Hutter *et al.* 2013:347).

## 8.9    References

**ADKINS AM.** 2009. Myspace, Facebook, and the strength of internet ties - online social networking and bridging social capital. Akron, OH: University of Akron. (Master dissertation.)

**ALBERT CR & HERSINTA A.** 2013. Shopping on social networking sites: a study on Facebook consumers' psychological characteristics. *Journal Communication Spectrum* 2(2):119-132.

**BAKEWELL C & MITCHELL VW.** 2003. Generation Y female consumer decision making styles. *International Journal of Retail and Distribution Management* 31:95-106.

**BALTAS G.** 2003. Determinants of Internet advertising effectiveness: an empirical study. *International Journal of Market Research* 45(4):505-513.

**BANNISTER A, KIEFER J & NELLUMS J.** 2013. College students' perceptions of and behaviours regarding Facebook advertising: an exploratory study. *The Catalyst* 3(1):1-20.

**BARKER RL.** 2013. The social work dictionary. 5th ed. Washington, DC: National Association of Social Workers Press.

**BARRY TE.** 1987. The development of the hierarchy of effects: an historical perspective. *Current Issues and Research in Advertising* 10(2):251-295.

**BELCH GE & BELCH MA. 2015.** Advertising and promotion: an integrated marketing communication perspective. 10th ed. Singapore: McGraw-Hill.

**BOLTON RN, PARASURAMAN A, HOEFNAGELS A, MIGCHELS N, KABADAYI S, GRUBER T, LOUREIRO YK & SOLNET D.** 2013. Understanding Generation Y and their use of social media: a review and research agenda. *Journal of Service Management* 24(3):245-267.

**BRIDGES E, BRIESCH RA & SHU SB.** 2009. The impact of advertising of child adult and all family RTE cereal markets. Kent, OH: Kent State University.

**BURNS KS & LUTZ RJ.** 2006. The function of format: consumer responses to six online advertising formats. *Journal of Advertising* 35(1):53-63.

**BUTGEREIT L, LEONARD B, LE ROUX C, RAMA H, DE SOUSA M & NAIDOO T.** 2010. Dr Math gets MUDDY: The "Dirt" on how to attract teenagers to mathematics and science by using multi-user dungeon games over Mxit on cell phones. Durban: IIMC (IST-Africa 2010 Conference of International Information Management Corporation; 19-21 May.)

**CAMPBELL C, PITT LF, PARENT M & BERTHON PR.** 2011. Understanding consumer conversations around ads in a Web 2.0 world. *Journal of Advertising* 40(1):87-102.

**CHO CH & CHEON HJ.** 2004. Why do people avoid advertising on the internet? *Journal of Advertising* 33(4):89-97.

**COOPER DR & SCHINDLER PS.** 2006. Marketing research. London, UK: Macmillan.

**COX SA.** 2010. Online social network attitude toward online advertising formats. Rochester, NY: The Rochester Institute of Technology. (Master dissertation.)

**CURRAN K, GRAHAM S & TEMPLE C.** 2011. Advertising on Facebook. *International Journal of E-Business Development* 1(1):26-33.

**DE LANEROLLE I.** 2012. The New Wave: who connects to the Internet, how they connect and what they do when they connect. Johannesburg: South African Network Society Project & University of Witwatersrand.

**DUGGAN M & BRENNER J.** 2013. The demographics of social media users. Washington, DC: Pew Research Centre's Internet & American Life Project.

**EBERHARDT DM.** 2007. Facing up to Facebook. *About Campus* 12(4):18-26.

**FIELD A.** 2009. Discovering statistics using SPSS. 3rd ed. London, UK: Sage.

**GENSLER S, VÖLCKNER F, LIU-THOMPKINS Y & WIERTZ C.** 2013. Managing brands in the social media environment. *Journal of Interactive Marketing* 27(4):242-256.

**GOODSTEIN A.** 2008. What would Madison Avenue do? *School Library Journal* 54(5):40-43, May.

**GUPTA SL. 2010.** Marketing research. New Delhi, IND: Excel Books.

**HADIJA Z, BARNES SB & HAIR N.** 2012. Why we ignore social networking advertising. *Qualitative Market Research: An international Journal* 15(1):19-32.

**HAIGH MM, BRUBAKER P & WHITESIDE E.** 2013. Facebook: examining the information presented and its impact on stakeholders. *Corporate Communications: An International Journal* 18(1):52-69.

**HAMIDIZADEH MR, YAZDANI N, TABRIZ AA & LATIFI MM.** 2012. Designing and validating a systematic model of e-advertising. *International Journal of Marketing Studies* 4(2):130-149.

**HANSSON L, WRANGMO A. & SØILEN KS.** 2013. Optimal ways for companies to use Facebook as a marketing channel. *Journal of Information, Communication and Ethics in Society* 11(2):112-126.

**HASSAN UM, FATIMA S, AKRAM A, ABBAS J & HASNAIN A.** 2013. Determinants of consumer attitude towards social-networking sites advertisement: testing the mediating role of advertising value. *Middle-East Journal of Scientific Research* 16(3):319-330.

**HENNIG-THURAU T, HOFACKER CF & BLOCHING B.** 2013. Marketing the pinball way: understanding how social media change the generation of value for consumers and companies. *Journal of Interactive Marketing* 27(4):237-241.

**HENRIE KM & TAYLOR DC.** 2009, Use of persuasion knowledge by the millennial generation. *Young Consumers* 10(1):71-81.

**HINTON PR, BROWNLOW C, MCMURRAY I & COZENS B.** 2004. SPSS explained. New York, NY: Routledge.

**HOFFMAN DL, KALSBEEK WD & NOVAK TP.** 1996. Internet and web use in the United States: baselines for commercial development. *Communications of the ACM* 39:36-46.

**HOWE N & STRAUSS W.** 2000. Millennials rising: the next great generation. New York, NY: Vintage.

**HUDSON S & THAL K.** 2013. The impact of social media on the consumer decision process: Implications for tourism marketing. *Journal of Travel & Tourism Marketing* 30:156-160.

**HUTTER K, HAUTZ J, DENNHARDT S & FÜLLER J.** 2013. The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. *Journal of Product & Brand Management* 22(5/6):342-351.

**JORDAAN Y, EHLERS L & GROVE JM.** 2011. Advertising credibility across media channels: perceptions of Generation Y consumers. *Communicare* 30(1):1-20.

**KAHN M.** 2013. ICT innovation in South Africa: lessons learnt from Mxit. Kyoto, Japan: ITU (Kaleidoscope Academic Conference - Building Sustainable; 22-24 April.)

**KAUFMAN S.** 2011. Investigating adolescents' experiences of using Mxit as a source of peer-support during Grade 12. Potchefstroom: North-West University (Master dissertation.)

**KIM S, SUN K & YOUNG D.** 2013. The influence of consumer value-based factors on attitude-behavioral intention in social commerce: The differences between high- and low-technology experience groups. *Journal of Travel and Tourism Marketing* 30:108-125.

**KODJAMANIS A & ANGELOPOULOS S.** 2013. Consumer perception and attitude towards advertising on social networking sites: the case of Facebook. North Cyprus, Famagusta: ICCMTD (International Conference on Communication, Media, Technology and Design; 2-4 May.)

**KRUGER F & PAINTER D.** 2011. New frontiers in communication: a qualitative study of the use of social networking site Facebook. *New Voices in Psychology* 7(2):48-67.

**LABRECQUE LI.** 2014. Fostering consumer-brand relationships in social media environments: the role of parasocial interaction. *Journal of Interactive Marketing* 28(2):134-148.

**LAROCHE M, HABIBI MR & RICHARD M.** 2013. To be or not to be in social media: how brand loyalty is affected by social media? *International Journal of Information Management* 33:76-82.

**MA J & LIU H.** 2010. Advertising management influence of online advertising – A study of white-collar workers in online advertising context. Halmstad, SWE: University of Halmstad. (Master dissertation.)

**MADAHI A. & SUKATI I.** 2012. The effect of external factors on purchase intention amongst young generation in Malaysia. *International Business Research* 5(8):153-159.

**MARTINEZ-LOPEZ FJ, LUNA P & MARTINEZ FJ.** 2005. Online shopping, the standard learning hierarchy, and consumers' Internet expertise. *Internet Research* 15(3):312-334.

**MCCARTHY J, ROWLEY J, ASHWORTH CJ & PIOCH E.** 2014. Managing brand presence through social media: The case of UK football clubs. *Internet Research* 24(2):43-75.

**MCDONALD C.** 2014. Millennials rising: the next generation. [Internet: http://www.bizcommunity.com/Article/ 196/423/117374.html; downloaded on 2014-11-05.]

**MCMAHAN C, HOVLAND R & MCMILLAN S.** 2009. Online marketing communications exploring online customer behaviour by examining gender differences and interactivity within Internet advertising. *Journal of Interactive Advertising* 10(1):61-76.

**MIR IA.** 2012. Consumer attitudinal insights about social media advertising: a South Asian perspective. *The Romanian Economic Journal* 15(45):265-288.

**MOORE M.** 2012. Interactive media usage among millennial consumers. *Journal of Consumer Marketing* 29(6):436-444.

**MXIT.** 2014a. About Mxit. [Internet: http://advertise.mxit.com/about/; downloaded on 2014-11-05.]

**MXIT.** 2014b. Media products. [Internet: http://advertise.mxit.com/media-products/; downloaded on 2014-11-05.]

**NOVAK T, HOFFMAN D & YUNG Y.** 2000. Measuring the customer experience in online environments: a structural modelling approach. *Marketing Science* 19(1):22-42.

**O'GUINN TC, ALLEN CT & SEMENIK RJ.** 2009. Advertising and integrated brand promotion. 5th ed. Mason, OH: South-Western Cengage Learning.

**PATWARDHAN P & RAMAPRASAD J.** 2005. Rational integrative model of online consumer decision making. *Journal of Interactive Advertising* 6(1):2-13.

**PERSAUD C.** 2013. The effects of interactivity and involvement on users' attitude toward and perception of brands and purchase intent on Facebook. Louisiana, BA: Louisiana State University (Master thesis.)

**POWERS T, ADVINCULA D, AUSTIN MS, GRAIKO S & SNYDER J.** 2012. Digital and social media in the purchase decision process. *Journal of Advertising Research* 52(4):479-489.

**PUTREVU S & LORD RK.** 1994. Comparative and non-comparative advertising: Attitude effects under cognitive and affective involvement conditions. *Journal of Advertising.* 23(2):77-90.

**RAMNARAIN Y & GOVENDER KK.** 2013. Social media browsing and consumer behaviour: exploring the youth market. *African Journal of Business Management* 7(18):1885-1893.

**ROSENKRANS G.** 2009. The creativeness and effectiveness of online interactive rich media advertising. *Journal of Interactive Advertising* 9(2):18-31.

**RUANE L & WALLACE E.** 2013. Generation Y females online: insights from brand narratives. *Qualitative Market Research: An International Journal* 16(3):315-335.

**SAUNDERS M.** 2014. The millennial persona. [Internet: http://www.bizcommunity.com/Article/196/347/117347.html; downloaded on 2014-11-05.]

**SCHIFFMAN LG & KANUK LL.** 2004. Consumer behaviour. 3rd ed. Upper Saddle River, NJ: Prentice Hall.

**SCHIVINSKI B & DĄBROWSKI D.** 2013. The effect of social-media communication on consumer perceptions of brands. *Working Paper Series A (GUT Faculty of Management and Economics)* 12:1-20.

**SEAVE A.** 2013. How social media moves consumers from 'sharing' to 'purchase'. [Internet: http://www.forbes.com/sites/avaseave/2013/07/22/how-social-media-moves-consumers-from-sharing-to-purchase/; downloaded on 2014-11-18.]

**SHAMBARE R, RUGIMBANA R & SITHOLE N.** 2012. Social networking habits among students. *African Journal of Business Management* 6(2):578-586.

**SOBEL K.** 2010. Teens: a framework for understanding adolescent online social behaviours on myYearbook, Facebook, MySpace and Twitter. University Park, Philadephia, PA: Pennsylvania State University. (Honours dissertation.)

**STATISTICS SA** see STATISTICS SOUTH AFRICA.

**STATISTICS SOUTH AFRICA.** 2012. Census 2011: in brief, statistics. Pretoria: Statistics South Africa.

**SYMPHONY.** 2013. Digital-first millennials put a premium on value engagement. [Internet: http://www.emarketer.com/article/digital-first-millennials-put-premium-on-value-engagement/1009946; downloaded on 2014-10-20.]

**TAN WJ, KWEK CL & LI Z.** 2013. The antecedents of effectiveness interactive advertising in the social media. *International Business Research* 6(3):88-98.

**TAYLOR DG, LEWIN JE & STRUTTON D.** 2011. Friends, fans and followers: do ads work on social networks? *Journal of Advertising Research* 51(1):258-275.

**TAYLOR SA & HUNTER GL.** 2002. The impact of loyalty with e-CRM software and e-services. *International Journal of Service Industry Management* 13(5):452-474.

**UNRAU YA, GABOR PA & GRINNELL RM.** 2013. Evaluation in social work: the art and science of practice. London, UK: Oxford University Press.

**URDAN TC.** 2010. Statistics in Plain English. 3$^{rd}$ ed. New York, NY: Routledge.

**VAN SCHALKWYK D.** 2012. Quantitative statistics. Cape Town: CPUT. (Unpublished.)

**WANG X, YU C & WEI Y.** 2012. Social media peer communication and impacts on purchase intentions: a consumer socialization framework. *Journal of Interactive Marketing* 26(4):198-208.

**WEILBACHER WM.** 2001. Point of view: does advertising cause a "hierarchy of effects? *Journal of Advertising Research* 41(6):19-26.

**WESSELS PL & STEENKAMP LP.** 2009. Generation Y students: appropriate learning styles and teaching approaches in the economic and management sciences faculty. *South African Journal of Higher Education* 23(5):1039-1058.

**WILSON C.** 2013. Online advertising to boom in SA: PWC. [Internet: http://www.techcentral.co.za/online-advertising-to-boom-in-sa-pwc/43930; downloaded on 2014-11-12.]

**WRONSKI M & GOLDSTRUCK A.** 2013. SA social media landscape. Johannesburg: World Wide Worx & Fuseware.

**WRONSKI M & GOLDSTRUCK A.** 2014. Visual platforms, owned by competing giants of social media, grow fastest in SA. [Internet: http://www.bizcommunity.com/Article/196/19/118965.html; downloaded on 2014-11-15.]

**WU SI, WEI PL & CHEN JH.** 2008. Influential factors and relational structure of Internet banner advertising in the tourism industry. *Tourism Management* 29(1):221-236.

**YANG T.** 2012. The decision behaviour of Facebook users. *Journal of Computer Information Systems* 52(3):50-59.

**YAVEROGLU I & DONTHU N.** 2008. Advertising repetition and placement issues in online environments. *Journal of Advertising* 37(2):31-43.

**YOO CY, KIM K & STOUT P.** 2010. Assessing the effects of animation in online banner advertising: hierarchy effects model. *Journal of Interactive Advertising* 4(2):49-60.

# CHAPTER 9 (JOURNAL ARTICLE 7)
# SOCIAL MEDIA MARKETING COMMUNICATIONS' EFFECT ON ATTITUDES AMONG MILLENNIALS IN SOUTH AFRICA

Journal article 7 examines the effect of social media marketing communications on Millennials' cognitive, affective and behavioural attitudinal responses, in other words, all six steps of the hierarchy-of-effects response model. Refer to Figure 9.1 for an illustration that graphically depicts how this article interrelates with the rest of the study.

| Attitude phases | Hierarchy-of-effects model stages | Facebook |
|---|---|---|
| **Cognitive** | Awareness ⇩ Knowledge ⇩ Liking | |
| **Affective** | | **Mxit** |
| **Behavioural (Conative)** | Preference ⇩ Intention-to-purchase ⇩ Purchase | **Social media** |
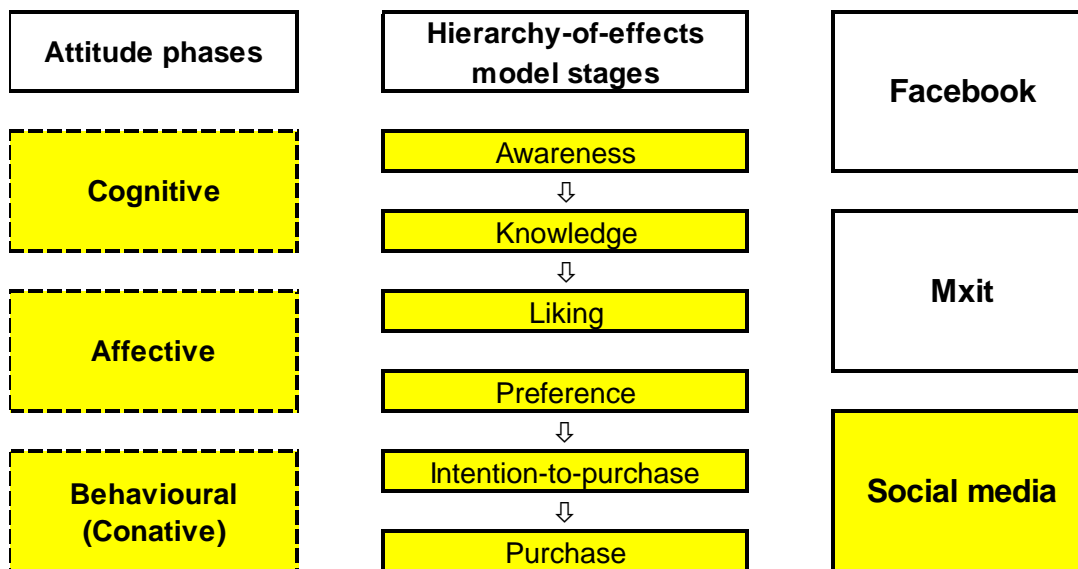
**Figure 9.1: Hierarchy-of-effects response model (social media attitudinal focus)**

(Lavidge & Steiner, 1961:59-62)

## 9.0    Abstract

Online interpersonal interaction and communication has become an important aspect of social activities, especially among Millennials (young adults). However, the African continent has the lowest Internet access across the globe, but the development and rapid adoption of mobile technology has led to a major increase in the usage of Internet and new online Information and Communications Technology (ICT) channels, which are collectively referred to as social media. Social media platforms have become an integral part of everyday life and marketing communications via these digital channels has become one of the latest trends in South Africa (SA). The most commonly used social medium in the world is Facebook, whereas Mxit is the

largest locally established online ICT conduit. However, not much is known about Millennials' attitudes towards social media as an advertising medium. Therefore, several surveys were used to investigate the effect of social media (Facebook and Mxit) marketing communications have on each of the hierarchy response model attitude stages among Millennials in SA. The results confirm that social media marketing communications have a significant influence on all of the hierarchy response model attitude stages, but on a declining degree as South African Millennials progress to the higher stages. Furthermore, the findings also reveal that several online usage and demographic characteristics have a significant influence on attitudes towards these new interactive ICT conduits.

**Keywords:** Social media marketing communications, Facebook, Mxit, Millennials, Hierarchy response model attitudes, South Africa

## 9.1    Introduction

Over the past decade a number of innovative Information and Communications Technology (ICT) platforms have emerged, providing people with an array of novel communication possibilities. A new category of interactive ICT has been characterized as social media, which allows users from across the word to communicate via text, instant messaging and social network site (SNS) pages, thereby establishing a global community (Kleinhans et al., 2013). Social media is primarily used as a personal online ICT channel for private communications among friends, family and affiliates; however, companies have taken advantage of these innovative digital ICT channels to reach billions of potential consumers with their marketing communications. Hence, it is important to both academia and marketers to establish what consumer's attitudes' are towards commercial communications on this new online ICT platform, which has invaded their personal communication circles.

Attitudes towards marketing communications have been broadly researched over the past century, since it was posited that consumers pass through a series of hierarchical attitudinal stages in response to advertising, namely awareness and knowledge (cognitive phase), liking and preference (affective phase), and intention-to-purchase and purchase (behavioral phase) (Belch & Belch, 2015). These attitude stages were found to closely reflect marketing communication effectiveness and, therefore, each stage of the hierarchy response model may

serve as a marketing communication objective. The hierarchy response model attitude stages have been equated to a sales or purchase funnel (also known as the communications effects pyramid), since it becomes progressively more difficult to accomplish the higher level objectives. Therefore, the number of potential consumers decline as they move up the pyramid. However, the sales funnel is yet to be tested in terms of social media marketing communications, since this model was developed via traditional advertising (Belch & Belch, 2015; Safko, 2010; Yoo et al., 2010).

A number of empirical studies have established that online marketing communications have a significant influence on the various levels of consumer attitudes (Bianchi & Andrews, 2012:253-275; Blasco-Arcas et al., 2014; Campbell et al., 2011; Davidavičienė & Tolvaišas, 2011; Lu et al., 2013:27–68; Punj, 2011), where companies may seek differing responses from consumers, depending on the sought-after marketing communication objective. Several studies (Hansson et al., 2013; Hautz et al., 2014; He & Zha, 2014; Logan, 2014; Lukka & James, 2014; Murphy, 2014), mainly in first-world countries, have also investigated different aspects of the hierarchical attitudinal effect of social media marketing communications, but few have considered developing economies such as South Africa (SA). Global digital marketing communications' spending was $137.5 billion in 2014, and is predicted to grow to $154 billion by the end of 2015, with social network advertising (SNA) accounting for 27% and mobile advertising 30% of this total (eMarketer, 2014a; eMarketer, 2014b; eMarketer, 2014d). Global business-to-consumer (B2C) ecommerce revenue was estimated to be $1 500 trillion in 2014 and forecasted to surpass $1 770 trillion by the end of 2015, with a majority of the growth coming from mobile and online users in emerging markets in Africa and Asia (eMarketer, 2014c).

Two out of three South Africans are aged 30 years or younger, with nearly a quarter of the population deemed to be a member of the Millennial cohort (Statistics SA, 2012). Millennials are an important consumer group as they provide an indication of future purchase tendencies towards brands and, hence, their perceptions of social media marketing communications are significant to companies (Barenblatt, 2015; Jordaan et al., 2011). Millennials are experienced in a broad range of ICT channels, especially in terms of computers, the Internet and mobile devices (cell phones, smartphones and tablets), which they have grown up with and, which they also use widely for interaction via social media such as Facebook, Mxit, YouTube, Google+ and Twitter.

Bolton et al. (2013) reveal that a majority of social media research has been conducted in developed nations, predominantly in Europe and the United States (US), whereas little inquiry has taken place in developing economies (especially in Africa). Wang et al. (2012) concur that more social media research should be conducted in other countries, since consumer sentiments from dissimilar cultural backgrounds would differ. Therefore, this investigation is significantly important to both local and international researchers, since little research has been conducted on attitudes towards social media marketing communications in SA, and will make a noteworthy addition to attitudinal theory development regarding this new category of online ICT platforms (Yadav et al., 2013).

Consequently, this empirical investigation aims to provide further insight into the following research questions:

- What influence do social media marketing communications have on each of the hierarchy response model attitude stages among Millennials in SA?
- Do South African Millennials' online usage characteristics have an effect on the hierarchy response model attitude stages regarding social media marketing communications?
- Do South African Millennials' demographical characteristics have an impact on the hierarchy response model attitude stages concerning social media marketing communications?

## 9.2    Literature review

### 9.2.1    Social media context

Modern digital technology is continuously and rapidly changing in this present era. The Internet was initially a virtual information sharing space, but has developed into an online ICT platform that facilitates an online social environment, which promotes face-to-face interaction and relationships via social media (Kruger & Painter, 2011). Social media is only a little more than a decade old, but the rate of adoption has been faster than any other interactive ICT conduit in history, and is taking a larger proportion of people's time, especially among digital savvy Millennials (Matthee, 2011). Social media can take many different forms such as SNS (Facebook, LinkedIn and Google+), blogs and micro-blogs (Twitter), collaborative projects (Wikipedia), video-sharing communities (YouTube), virtual game worlds (World of Warcraft),

virtual social worlds (Second Life) and instant messaging (Mxit), although most of these social media categories are often collectively referred to as SNS (Kaplan & Haenlein, 2010). Brands use social media to initiate and participate in dialogues with consumers; foster relationships; deliver customer support; create brand communities; and connect with consumers by using interactive applications (apps) such as posting videos and photos; responding to comments; and marketing communications (Lipsman et al., 2012; Park et al., 2011).

The development of social media has also prompted change in marketing communications and the consumer decision-making process (Kozinets et al., 2010; Shankar & Malthouse, 2007). Marketing communications enables social media to generate revenue in order to survive, but too much commercial content can reduce the appeal. Therefore, social media should gain consumer acceptance in order to successfully integrate marketing communications into SNS, but sites that do not manage this prudently may result in negative attitudes that will evidently lead to a decline in membership and revenue (Clemons et al., 2010). This new digital ICT operating environment is far more interactive compared to traditional media and provides significant information about target audiences who are no longer only spectators, but also participants in the marketing communication process. Both negative and positive information is communicated by consumers who take ownership over the content that they share (Kalampokis et al., 2013; Orpana & Tera, 2011; Uitz, 2012). Social media provides a platform that gives consumers an opportunity to voice their opinions, as well as to access an infinite amount of brand information, which affects several aspects of consumer behavior such as awareness, purchase decisions and post-purchase evaluation.

Traditionally, ICT infrastructure and services have been good in SA, but have seen a steady decline over the past two decades. However, the exponential growth and use of mobile devices has ensured the prolific growth of social media in SA (Lesame, 2013). This study collectively investigated the leading locally established SNS in SA, Mxit, and the foremost SNS in the world, Facebook.

As mentioned above, SA's largest local established SNS is known as Mxit, which principally provides a private instant messaging service to its users at a fraction of the cost of an SMS. This predominantly mobile ICT conduit also created public chat rooms that permit users to meet and engage with other anonymous users online, while it also provides companies with a direct

marketing communications in real-time (Kahn, 2013; Mxit 2015). At its peak in 2010, Mxit was transmitting 250 million messages per day and claimed to have 50 million users across the world (in 120 countries, but mainly in Africa), with 17 million users in SA. However, Mxit numbers have decreased significantly to 4.9 million active users, largely owing to WhatsApp and the advent of smartphone usage, but still remains one of the largest SNS in SA (Thomas, 2015). Over 8 000 mobile devices can be used to access Mxit (Mxit, 2015), but a majority of Mxit users still use feature phones that mainly encompasses lower to middle income consumers, which provides a unique platform for marketers to reach this target market in a social space. This mobile ICT channel also provides a number of free community support mechanisms in the form of education, health care, and agricultural applications, which are largely used by various South African government departments and non-profit organizations (Kahn, 2013).

Facebook is an online SNS that allows individuals to communicate and share information via the creation of a page and personalized profile. The user's Facebook page includes an individualized feed that permits news updates from "friends", whereas the profile allows the user to display information regarding their daily activities, interests, personal particulars, photographs, videos and groups. Individuals can communicate with one another via a chat function (instant messaging), wall posts and status updates. Facebook is the largest SNS in the world with a reported 1.49 billon users, of which 88% also access this interactive ICT platform via mobile devices (Facebook, 2015). Wronski and Goldstruck (2015) report that there were 11.8 million Facebook users in SA that mainly consisted of Generation Z (teenagers and younger) and Millennials. This makes Facebook an attractive market for companies to target these particularly indecisive and unpredictable consumers with relevant marketing communications strategies and tactics.

### 9.2.2 Millennials perspective

Millennials, also referred to as Generation Y, are aged from eighteen years old to early thirties, and represent 2.5 billion people or roughly a third of the world's population. New interactive ICT have provided Millennial consumers with an array of conduits to connect, communicate, and socialize. There are over 10 million Millennials in SA, with a majority owning a smartphone or feature phone, and three out of four access the Internet and social media via mobile devices (Barenblatt, 2015).

World Wide Worx and Student Brands (2015) report that communication is the overriding factor for students' use of technology, with 97% of them using Facebook. Over 50% of students felt that they were at least a little addicted to SNS, with a quarter stating that their smartphones and social media were given preference to studying, and 20% were emotionally influenced by what they viewed on social media. Millennials are seduced by any ICT service that makes their lives easier, especially via innovative and efficient apps. They live in a technological context, which necessitates for them to be continuously connected and online, as well as have a preference for engaging with brands on social media, and shopping online (Barenblatt, 2015; Barney, 2011; Tapscott, 2009).

The advent of ICT channels such as social media, smartphones and apps has altered the manner in which Millennial consumers engage with organizations and has led to a broad range of lifestyle decisions. Companies and their brands need to adapt and respond to these substantial changes by learning to use these new digital ICT platforms to effectively target Millennial consumers (Bakewell & Mitchell, 2003:95; Bevan-Dye & Dondolo, 2014; Howe & Straus, 2000). The rapid growth of social media in Africa is a lucrative opportunity for marketers, but there is a dearth of attitudinal research on the influence of social media marketing communications on this continent.

### 9.2.3   Attitudes and hierarchy response models

Over the past century numerous advertising response models for setting marketing communication objectives have been developed to portray the hierarchical stages that consumers may pass through up until the purchase (Barry, 1987). The most renowned models are: AIDA (Strong, 1925); hierarchy-of-effects (Lavidge & Steiner, 1961); innovation adoption (Rodgers, 1962); and association (Preston, 1982). This research is largely based on the hierarchy-of-effects model, but emphasis has been placed on the intention-to-purchase response stage, as advocated by Batra and Vanhonacker (1986); Brown and Stayman (1992); Holbrook (1975); Howard and Sheth (1969); Mackenzie et al. (1986); O'Brien (1971); Preston (1982); and Shimp (1981). The hierarchy-of-effects model proposes that consumer experience a series of attitudinal stages from cognitive (awareness and knowledge), to affective (liking and preference) and finally behavioral (intention-to-purchase and purchase) in response to marketing communications (refer to Figure 9.2).

| Attitude phases | Hierarchy-of-effects model stages |
|---|---|

**Cognitive**

Awareness
⇩
Knowledge
⇩

**Affective**

Liking

Preference
⇩

**Behavioural (Conative)**

Intention-to-purchase
⇩
Purchase
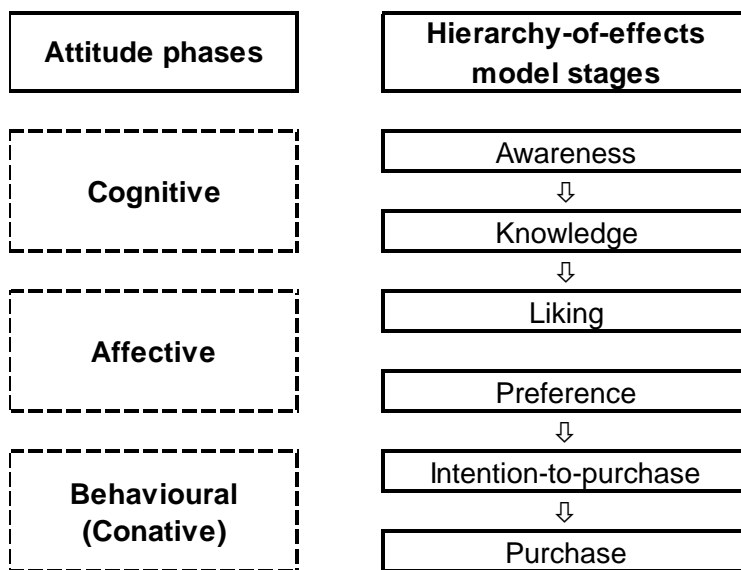
**Figure 9.2: Hierarchy-of-effects response model**

(Batra & Vanhonacker, 1986; Holbrook, 1975; Howard & Sheth, 1969; Lavidge & Steiner, 1961; O'Brien, 1971; Preston, 1982)

The attitude toward advertising can be described as the inclination to react in a positive or negative way to specific marketing communications. Prior research has revealed that attitudes towards advertising are efficient measures of marketing communications effectiveness (Mackenzie et al., 1986).

Social media marketing communications enables consumers to engage with online ICT platforms in different ways, but consumers have greater control over whether they decide to become aware, engage and build affinity with advertised brands. The hierarchy response model is still applicable to SNA in terms of the attitudinal stages, but should allow consumers to progress through all of the stages from awareness to purchase. Therefore, once consumers have become aware and interested in the brands as a result of the information provided by SNA, the SNS should then provide extra incentive to connect with them and lead the consumer through the final stages of the hierarchy to enable a direct purchase (Mabry, 2010).

A number of studies have investigated various aspects of attitudes towards social media marketing communications, but as mentioned in prior text, this was done mainly in developed countries. Barreto (2013) found low levels of attention (cognitive) towards Facebook advertising amid 20 US students. Logan et al. (2013) disclosed that 259 US students believed that Facebook advertising provided sufficient information (cognitive), but was most effective when it was found to be entertaining (affective). Hassan et al. (2013) concluded that Facebook advertising was informative (cognitive) and entertaining (affective) amid 310 Pakistani

respondents when they had favorable attitudes towards the value of advertising. Tan et al. (2013) found that there was a favorable connection between social media advertising effectiveness and attitudes, which also includes intention-to-purchase (behavioral), among 149 Malaysian students. Leung et al. (2013) determined that Facebook and Twitter influenced attitudes towards the hotel industry, which resulted in intention-to-purchase (behavioral), but cognition had no influence among 408 US respondents. Haigh et al. (2013) reported that Facebook pages had a favorable effect on attitudes and purchase intention (behavioral) amid 275 US respondents. Hardwick et al. (2014) also determined both negative and positive attitudes towards Facebook advertising among 25 United Kingdom (UK) participants when considering the purchase of mobile phones.

It is clear that the abovementioned inquiries exhibit divergent results, since several utilized small sample sizes; some used qualitative data; and/or a majority made use of students as respondents. Furthermore, a number of these investigations only examined one social medium and/or one attitude level, and few considered usage and/or demographic factors. Attitudes towards social media marketing communications have not been suitably measured in SA in terms of the hierarchy response models stages. Additionally, little is known about whether social media usage and demographic characteristics influence the attitudes of Millennials. Consequently, the research objectives of this study aim to ascertain if social media marketing communications has an influence on the hierarchy model attitude stages among South African Millennials, and also to consider the effect of specific usage and demographic variables towards social media marketing communications in terms of the aforementioned model.

### 9.2.4 Theoretical context

There is still some deliberation concerning how to gauge social media marketing communication effectiveness. Several researchers have focused on SNS click-through rates (CTR) or other online metric measurement tools (Hennig-Thurau et al., 2013:237-241; Liu-Thompkins & Rogerson, 2012:71-82; Peters et al., 2013:284; Tucker, 2012:12) instead of attitudinal studies. The researcher also considered CTR (or metrics) for this investigation since it plays an important role, but it is also important to understand what transpires following the click. The effectiveness of interactive ICT platforms should also be examined by means of a more comprehensive viewpoint, since online marketing communication have a major influence on attitudes that cannot be reflected only via CTR. Factors that are inherent to users such as their personal inclinations, attitudes, perceptions and motivation, therefore, also have a significant impact on online advertising effectiveness (Davidavičienė, 2012; Jimmy, 2015).

The hierarchy-of-effects model was also the first to take into account the three attitude components, namely cognitive, affective and behavioral responses (Barry, 1987:263); therefore, providing a rational approach for data collection data in terms of each of the three attitudinal responses by means of three separate concise questionnaires for the social media that was investigated. Furthermore, every phase may be utilized as an advertising objective by organizations and their brands (Belch & Belch, 2015). As mentioned above, the response model suggests that the effects of advertising may take place over an extended time period, with several academics hypothesizing that the instantaneous impact of advertising on purchases is relatively small (Aaker & Carman, 1982:57-70; Tellis, 1998:134-144). Hence, marketing communication might not result in immediate sales, but the progression of effects must transpire in order for the consumer to move though the complete hierarchy, thereby justifying selection of the response model, which was used in the study.

## 9.3    Methodology

### 9.3.1    Research design

A positivist paradigm has been adopted with the aim to objectively evaluate the social world and predict human behavior (Schiffman & Kanuk, 2004). This research seeks to establish attitudes towards social media marketing communications as a measure to predict future consumer behavior. The research plan or framework of the inquiry, which is a guide to collect and analyze the data, is viewed as the blueprint to complete the research. The research design ensures that the study will answer the applicable research questions and/or objectives in an economical, valid and reliable manner (Cooper & Schindler, 2006). Hence, this study is descriptive in nature and used a cross-sectional survey design to collect data.

Descriptive research, as implied by its name, describes characteristics of groups and people (Zikmund & Babin, 2007). It typically takes a cross-section of a population (Millennials in SA) and reveals their predisposition at a given point in time (attitudes toward social media advertising) on which the research can be built. Cross-sectional survey designs are typically related to descriptive research and used for the collection of data from a large research population (Hair et al., 2009; Wiid & Diggines, 2009), in other words, Millennials in SA, which will allow for clearer distinctions from more traditional approaches that are used to effectively reach this group, as well as elaborate on previous research on this topic. Other reasons for the selection of this research design are that surveys, which are conducted on a face-to-face basis, also have high

response rates and large research populations can be reached by a comparatively small number of fieldworkers over a short time period.

### 9.3.2 Sampling

The research population comprised of 18 - 30 years olds (Millennials) who used and have been exposed to marketing communication on prescribed social media (Facebook and Mxit), which equates to approximately 7.5 million Millennials in SA (Barenblatt, 2015). This study surveyed a mix of employed and unemployed individuals, as well as students in different communities in both rural and urban, and high income and low income areas in order to obtain a representative sample of the research population in SA. A multi-stage sampling method was used. Firstly, the Western Cape was chosen out of the nine provinces in SA, since nearly one million of the research population resides in this province. Secondly, cluster sampling was employed to divide the Western Cape into geographic areas by means of census data to include a representative range of society (Statistics SA, 2012). Thirdly, a variety of organizations (community and commercial) was then chosen randomly via a telephone directory. In the final stage, once telephonic approval was obtained, systematic sampling was used, whereby every third Millennial respondent was invited to participate voluntarily in the survey within the aforementioned organizations.

### 9.3.3 Research instrument and data collection

A total of three questionnaires were used to collect the data, one for each of three attitudinal responses (cognitive, affective and behavioral). The questionnaires were used to collect the data on a face-to-face basis. The purpose of the research could be quickly explained to respondents by administering the questionnaires face-to-face, whilst obtaining the necessary consent. The questionnaires were also self-administered, since they allowed for the questions to be completed without the aid of the researcher, and all of the questions were standardized (structured). This administration method allows for more accurate answers, since respondents were able to request assistance if they did not understand any of the questions, as well as completeness, since the fieldworker was able to immediately scan the questionnaire once it was returned (Birn, 2004; De Vos et al., 2011).

Participants were first screened by means of filter questions to ascertain their eligibility to participate in the study. Double dichotomous filter questions determined if the respondent had

utilized Facebook and/or Mxit, and if they had observed any marketing communications on these social mediums, after it was established that the participant formed part of the Millennial cohort. The respondent was then voluntarily invited to participate in the study if their answer was affirmative to both of these questions.

A majority of the questions comprised of multiple-choice questions on five social media usage characteristics and three demographic factors, as well as Likert scales that assessed on different levels of the hierarchy-of-effects advertising response model (a total of six constructs). The questionnaires did not request respondents to list any specific products or brands, but simply focused on their attitudes towards social media marketing communications, which increased the response rate owing to the brevity of the questionnaires (one page in length). Each construct included nine items, which comprised of five-point symmetric Likert scale statements ranging from "strongly disagree" (1) to "strongly agree" (5). Lower mean scores signified low attitudinal responses, whereas the opposite was true.

The awareness and knowledge constructs, which assess cognitive attitudinal responses, were principally developed from Ducoffe (1996), and Duncan and Nelson (1985) constructs. The liking and preference constructs, which evaluate affective attitudinal responses, were adapted from Ducoffe (1996), Duncan and Nelson (1985), and Lin et al. (2008); and Martin et al. (2002) and Wang and Sun (2010), respectively. The intention-to-purchase and purchase constructs, which assess behavioral attitudinal responses, were largely adapted from Martinez-Lopez (2005), Putrevu and Lord (1994), Taylor and Hunter (2002) and Wu et al. (2008); and Hamidizadeh et al. (2012) and Patwardhan and Ramaprasad (2005), respectively. Several pre-tests and pilot studies were conducted, as recommended by Burns and Bush (2000) and Zikmund (2000), in order to fine-tune the Likert scale constructs, as well as to refine the research process.

Consequently, over fifteen thousand Millennial respondents participated in the study, and each completed one of the questionnaires. The completed questionnaires were edited, coded, captured and analyzed via the SPSS statistical software (version 22).

## 9.4    Results

Ultimately, 15 027 Millennials social media users were surveyed in SA. As anticipated, social media was most commonly accessed via mobile device and PC and/or mobile device only, collectively accounting for 88.1% of responses. This high mobile access usage trend is

confirmed by both international (Barker et al., 2013; Hardwick et al., 2014; Pescher et al., 2014) and local (Andrews, 2014; Bevan-Dye & Dondolo, 2014; Swanepoel, 2015) research among Millennials. Table 9.1 offers a comprehensive overview of the usage and demographic characteristics of Millennial respondents who use social media in SA.

**Table 9.1: Social media usage and demographic characteristics of Millennials in SA hierarchy response model attitudes**

| | Overall | | Cognitive | | Affective | | Behavioural | |
|---|---|---|---|---|---|---|---|---|
| **Usage Characteristics** | **n** | **%** | **n** | **%** | **n** | **%** | **n** | **%** |
| **Access** | | | | | | | | |
| Mobile Device | 5 674 | 37.8 | 2 197 | 40.0 | 1 844 | 38.5 | 1 633 | 34.4 |
| PC | 1 793 | 11.9 | 608 | 11.1 | 622 | 13.0 | 563 | 11.9 |
| Mobile Device & PC | 7 560 | 50.3 | 2 687 | 48.9 | 2 320 | 48.5 | 2 553 | 53.8 |
| **Length of usage** | | | | | | | | |
| ≤ 1 year | 1 923 | 12.8 | 695 | 12.7 | 605 | 12.6 | 623 | 13.1 |
| 2 years | 3 304 | 22.0 | 1 181 | 21.5 | 1 097 | 22.9 | 1 026 | 21.6 |
| 3 years | 3 697 | 24.6 | 1 347 | 24.5 | 1 226 | 25.6 | 1 124 | 23.7 |
| 4 years | 2 947 | 19.6 | 1 047 | 19.1 | 962 | 20.1 | 938 | 19.8 |
| ≥ 5 years | 3 156 | 21.0 | 1 222 | 22.3 | 896 | 18.7 | 1 038 | 21.9 |
| **Log-on frequency** | | | | | | | | |
| Daily | 9 159 | 61.0 | 3 446 | 62.7 | 2 810 | 58.7 | 2 903 | 61.1 |
| 2 - 4 a week | 3 297 | 21.9 | 1 165 | 21.2 | 1 038 | 21.7 | 1 094 | 23.0 |
| Once a week | 1 612 | 10.7 | 548 | 10.0 | 558 | 11.7 | 506 | 10.7 |
| 2 - 4 a month | 562 | 3.7 | 175 | 3.2 | 243 | 5.1 | 144 | 3.0 |
| Once a month | 397 | 2.6 | 158 | 2.9 | 137 | 2.9 | 102 | 2.1 |
| **Log-on duration** | | | | | | | | |
| ≤ 1 hour | 6 473 | 43.1 | 2 310 | 42.1 | 1 749 | 36.5 | 2 414 | 50.8 |
| 2 hours | 3 919 | 26.1 | 1 458 | 26.5 | 1 307 | 27.3 | 1 154 | 24.3 |
| 3 hours | 2 219 | 14.8 | 768 | 14.0 | 861 | 18.0 | 590 | 12.4 |
| 4 hours | 1 125 | 7.5 | 411 | 7.5 | 444 | 9.3 | 270 | 5.7 |
| ≥ 5 hours | 1 291 | 8.6 | 545 | 9.9 | 425 | 8.9 | 321 | 6.8 |
| **Profile update incidence** | | | | | | | | |
| Daily | 4 495 | 29.9 | 1 593 | 29.0 | 1 498 | 31.3 | 1 404 | 29.6 |
| 2 - 4 a week | 3 526 | 23.5 | 1 317 | 24.0 | 1 144 | 23.9 | 1 065 | 22.4 |
| Once a week | 2 860 | 19.0 | 1 082 | 19.7 | 889 | 18.6 | 889 | 18.7 |
| 2 - 4 a month | 1 608 | 10.7 | 594 | 10.8 | 497 | 10.4 | 517 | 10.9 |
| Once a month | 2 538 | 16.9 | 906 | 16.5 | 758 | 15.8 | 874 | 18.4 |
| **Demographics** | | | | | | | | |
| **Gender** | | | | | | | | |
| Male | 6 668 | 44.4 | 2 486 | 45.3 | 2 065 | 43.1 | 2 117 | 44.6 |
| Female | 8 359 | 55.6 | 3 006 | 54.7 | 2 721 | 56.9 | 2 632 | 55.4 |
| **Age** | | | | | | | | |
| 18 - 20 | 7 306 | 48.6 | 2 820 | 51.3 | 2 509 | 52.4 | 1 977 | 41.6 |
| 21 - 24 | 5 544 | 36.9 | 1 905 | 34.7 | 1 733 | 36.2 | 1 906 | 40.1 |
| 25 - 30 | 2 177 | 14.5 | 767 | 14.0 | 544 | 11.4 | 866 | 18.2 |
| **Population group** | | | | | | | | |
| White | 2 039 | 13.6 | 639 | 11.6 | 503 | 10.5 | 897 | 18.9 |
| Black | 7 492 | 49.9 | 2 960 | 53.9 | 2 611 | 54.6 | 1 921 | 40.5 |
| Coloured | 4 782 | 31.8 | 1 637 | 29.8 | 1 450 | 30.3 | 1 695 | 35.7 |
| Indian/Asian | 714 | 4.8 | 256 | 4.7 | 222 | 4.6 | 236 | 5.0 |

The length of usage was relatively evenly spread from one or less to five or more years of social media usage. One would have expected that a majority of Millennials would have been using social media for a greater number of years; however, this result is not unexpected in SA, where a large portion of the population are termed as previously disadvantaged individuals (PDIs) (Black and Colored), principally as a result of Apartheid. A number of Millennials only have the economic means to acquire a mobile device (and the accompanying airtime and data costs) later in life in comparison to their international counterparts, and some only gain access to a computer for the first time when they embark on tertiary education studies or when they become employed (De Lanerolle, 2012; Lesame, 2013; Petzer & Meyer, 2013).

A majority of Millennials logged on to social media on a daily basis (61%), which is also comparable to other global (Logan, 2014; Lukka & James, 2014; Murphy, 2014) and South African (De Lanerolle, 2012; Dlodlo & Dhurup, 2013; Wronski & Goldstruck, 2013) studies.

South African Millennials were commonly found to spend one (43.1%) or two (26.1%) hours per log on period. However, many were found to log on multiple times a day in other studies, especially via mobile devices (Azzie, 2014; Hardwick et al., 2014, Mitek & Zogby, 2014), thereby increasing the duration of usage (Dlodlo & Dhurup, 2013), but this factor was not measured in this inquiry.

Over 72% of Millennial respondents in SA were found to update their profile daily, 2 – 4 times, or once a week. This usage factor has not been measured in many other studies and, consequently, delivered novel results in the cross-analysis with the different hierarchy response model attitude stages that are discussed in later text.

The respondents' gender showed a slight bias in terms of female respondents (55.6%), which is in line with the demographical composition of South Africa's population (Statistics SA, 2012).
The 18 – 20 and 21 – 24 year olds collectively comprised of a little over 85% of the sample. Again, there is a dearth of attitudinal research in terms of whether there are significant differences towards social media marketing communications between age groups within a cohort, especially in terms of the Millennial cohort.

The population groups basically replicated the ethnicity of those who reside in the Western Cape in SA, hence Black (49.9%) and Colored (31.8%) respondents comprised of a majority of the sample (Statistics SA, 2012).

### 9.4.1  Social media marketing communications effect on attitudes

As mentioned above, the respondents' attitudes (for each hierarchy response model stage) towards social media marketing communications was measured via constructs that each comprised of nine items. Cronbach's α is a popular index of reliability that is used to establish the correlation between the construct variables. Reliability is the extent to which a research instrument is consistent in terms of the construct that it measures, and the results are repeatable. Any value, which is greater than 0.7 is acceptable, whereas a value of 0.8 or more is considered to be good (Maree, 2007:215-216). Table 9.2 reflects acceptable values for the liking, preference and purchase constructs, and good values for the awareness, knowledge and intention-to-purchase constructs.

**Table 9.2: Social media marketing communications effect on hierarchy response model attitude stages (Mean, SD, Cronbach α and *p*)**

|  | Mean | SD | Cronbach α | *p* |
|---|---|---|---|---|
| Awareness construct | 3.41 | 0.835 | 0.851 | 0.000* |
| Knowledge construct | 3.35 | 0.804 | 0.830 | 0.000* |
| Liking construct | 3.20 | 0.704 | 0.753 | 0.000* |
| Preference construct | 3.16 | 0.683 | 0.743 | 0.000* |
| Intention-to-purchase construct | 2.99 | 0.807 | 0.841 | 0.000* |
| Purchase construct | 2.96 | 0.673 | 0.753 | 0.000* |

* Wald's Chi-square test showed a significant difference at p<0.001

Wald's Chi-square distribution statistic was utilized to assess if there were significant differences for each of the hierarchy response model attitude stages (Field, 2009). Table 9.2 reveals that there was a significant difference for each of the hierarchy attitude stages in terms of social media marketing communications among South African Millennials at p<0.001.

### 9.4.2  Usage characteristics effect on attitudes

Analysis of variance (ANOVA) tests were conducted via a Generalized Linear Model (GLM) to investigate the relationships between dependent (hierarchy response model attitudes) and independent (usage and demographic factors) variables. Wald's Chi-square statistic was used to ascertain if there were significant differences for the independent variables of each hierarchy response model attitude stage. Post hoc tests, in the form of Bonferroni correction pairwise comparisons, were executed since the sizes of the groups were different. The post hoc tests located where the significant differences were in terms of the pairwise comparison between the dependent and independent variables (Field, 2009).

Table 9.3 displays the effect of usage characteristics on social media hierarchy response model attitude stages *vis-à-vis* Wald's Chi-Square tests, and Bonferroni correction pairwise comparisons post hoc tests, among Millennials in SA.

**Access:** Social media marketing communications was found to be most effective when accessed by mobile devices (smartphones, feature phones and tablets) for awareness, knowledge and intention-to-purchase, and also displayed the highest mean values for two other hierarchy response attitude stages (liking and purchase).

**Length of usage:** Millennials who had used social media for 5 years or more displayed more favorable cognitive attitudes (awareness and knowledge), whereas respondents who had utilized social media for less than 5 years exhibited  significantly positive affective attitudes (liking and preference) to marketing communications on these online ICT platforms.

**Log-on frequency:** This usage characteristic displayed little influence on hierarchy response attitudinal stages, except in terms of preference, where South African Millennials showed positive sentiment when logging on to social media 2 - 4 times a month versus those who logged on a daily basis. The high standard error value in this study indicates that there were a low number of Millennial respondents who accessed social media several times a month.

**Log-on duration:** The Millennial users who spent two or more hours logged on social media showed greater favorable attitudes across all hierarchy response stages in comparison to those who had used these interactive conduits for one hour or less.

**Profile update incidence:** South African Millennials who updated their social media profiles more frequently presented the most positive attitudes to marketing communications across all hierarchy response stages versus those who updated on a less frequent basis.

### 9.4.3   Demographic characteristics effect on attitudes

Table 9.3 also shows the impact of demographic characteristics on social media hierarchy response model attitude stages in terms of Wald's Chi-Square tests, and Bonferroni correction pairwise comparisons post hoc tests, among South African Millennials.

**Table 9.3: Effect of usage and demographic characteristics on social media hierarchy response model attitude stages**

| | Awareness | | | Knowledge | | | Liking | | | Preference | | | Intention-to-purchase | | | Purchase | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | M | SE | p | M | SE | p | M | SE | p | M | SE | p | M | SE | p | M | SE | p |
| **Access** | | | | | | | | | | | | | | | | | | |
| Mobile Device (1) | 3.37 | 0.029 | 0.000* | 3.30 | 0.028 | 0.008** | 3.20 | 0.026 | 0.076 | 3.18 | 0.025 | 0.487 | 3.01 | 0.032 | 0.002** | 3.01 | 0.027 | 0.063 |
| PC (2) | 3.21 | 0.039 | (1 & 3) - (2)[A] | 3.19 | 0.037 | (1) - (2)[B] | 3.14 | 0.033 | | 3.16 | 0.032 | | 2.88 | 0.040 | (1) - (2 & 3)[B] | 2.94 | 0.034 | |
| Mobile Device & PC (3) | 3.32 | 0.028 | | 3.27 | 0.027 | | 3.15 | 0.025 | | 3.19 | 0.024 | | 2.93 | 0.030 | | 2.97 | 0.025 | |
| **Length of usage** | | | | | | | | | | | | | | | | | | |
| ≤ 1 year (1) | 3.22 | 0.039 | 0.000* | 3.23 | 0.037 | 0.001* | 3.21 | 0.036 | 0.000* | 3.17 | 0.035 | 0.000* | 2.90 | 0.041 | 0.157 | 2.94 | 0.034 | 0.164 |
| 2 years (2) | 3.26 | 0.034 | (5) - (1, 2, 3, 4)[A] | 3.23 | 0.032 | (5) - (1, 2, 4)[A] | 3.23 | 0.030 | (1, 2, 3, 4) - (5)[A] | 3.24 | 0.029 | (2, 3, 4) - (5)[A] | 2.99 | 0.036 | | 3.01 | 0.030 | |
| 3 years (3) | 3.30 | 0.033 | | 3.26 | 0.031 | | 3.17 | 0.028 | | 3.19 | 0.028 | | 2.96 | 0.035 | | 2.98 | 0.030 | |
| 4 years (4) | 3.31 | 0.034 | | 3.21 | 0.033 | | 3.15 | 0.029 | | 3.20 | 0.029 | | 2.93 | 0.036 | | 2.99 | 0.030 | |
| ≥ 5 years (5) | 3.41 | 0.034 | | 3.34 | 0.032 | | 3.05 | 0.030 | | 3.09 | 0.030 | | 2.92 | 0.036 | | 2.95 | 0.030 | |
| **Log-on frequency** | | | | | | | | | | | | | | | | | | |
| Daily (1) | 3.35 | 0.024 | 0.135 | 3.28 | 0.023 | 0.465 | 3.15 | 0.022 | 0.067 | 3.14 | 0.021 | 0.040** | 2.98 | 0.025 | 0.271 | 3.01 | 0.021 | 0.275 |
| 2 - 4 a week (2) | 3.34 | 0.031 | | 3.29 | 0.030 | | 3.14 | 0.028 | | 3.15 | 0.027 | (4) - (1)[B] | 2.98 | 0.031 | | 2.96 | 0.026 | |
| Once a week (3) | 3.28 | 0.039 | | 3.24 | 0.037 | | 3.15 | 0.033 | | 3.16 | 0.033 | | 2.94 | 0.039 | | 2.95 | 0.033 | |
| 2 - 4 a month (4) | 3.32 | 0.064 | | 3.27 | 0.062 | | 3.28 | 0.047 | | 3.29 | 0.046 | | 2.98 | 0.068 | | 2.98 | 0.057 | |
| Once a month (5) | 3.21 | 0.068 | | 3.19 | 0.065 | | 3.10 | 0.062 | | 3.14 | 0.060 | | 2.82 | 0.081 | | 2.97 | 0.068 | |
| **Log-on duration** | | | | | | | | | | | | | | | | | | |
| ≤ 1 hour (1) | 3.22 | 0.028 | 0.000* | 3.13 | 0.027 | 0.000* | 3.03 | 0.025 | 0.000* | 3.05 | 0.025 | 0.000* | 2.81 | 0.029 | 0.000* | 2.86 | 0.024 | 0.000* |
| 2 hours (2) | 3.36 | 0.032 | (2 & 3) - (1)[A] | 3.33 | 0.031 | (2, 3, 4) - (1)[A] | 3.13 | 0.028 | (2, 3, 4, 5) - (1)[A] | 3.18 | 0.028 | (2, 3, 4, 5) - (1)[A] | 3.00 | 0.033 | (2, 3, 4) - (1)[A] | 3.01 | 0.028 | (2, 3, 4) - (1)[A] |
| 3 hours (3) | 3.36 | 0.037 | | 3.34 | 0.035 | | 3.23 | 0.031 | | 3.24 | 0.030 | | 2.95 | 0.040 | | 2.97 | 0.034 | |
| 4 hours (4) | 3.29 | 0.045 | | 3.28 | 0.044 | | 3.24 | 0.038 | | 3.20 | 0.037 | | 3.01 | 0.053 | | 3.05 | 0.044 | |
| ≥ 5 hours (5) | 3.26 | 0.043 | | 3.18 | 0.041 | | 3.18 | 0.040 | | 3.21 | 0.039 | | 2.93 | 0.051 | | 2.97 | 0.043 | |
| **Profile update incidence** | | | | | | | | | | | | | | | | | | |
| Daily (1) | 3.29 | 0.034 | 0.001* | 3.29 | 0.032 | 0.000* | 3.28 | 0.029 | 0.000* | 3.26 | 0.028 | 0.000* | 3.05 | 0.035 | 0.000* | 3.05 | 0.030 | 0.000* |
| 2 - 4 a week (2) | 3.37 | 0.034 | (2 & 3) - (4)[A] | 3.33 | 0.033 | (1, 2, 3) - (4)[A] | 3.21 | 0.030 | (1) - (3, 4, 5)[A] | 3.20 | 0.029 | (1) - (4 & 5)[A] | 2.98 | 0.037 | (1) - (3, 4, 5)[A] | 3.02 | 0.031 | (1) - (4 & 5)[A] |
| Once a week (3) | 3.35 | 0.035 | | 3.28 | 0.033 | | 3.12 | 0.031 | | 3.17 | 0.030 | | 2.95 | 0.038 | | 2.99 | 0.031 | |
| 2 - 4 a month (4) | 3.22 | 0.040 | | 3.16 | 0.038 | | 3.08 | 0.036 | (2) - (4)[A] | 3.15 | 0.035 | (2) - (5)[A] | 2.87 | 0.042 | (2) - (5)[A] | 2.91 | 0.035 | (2) - (4 & 5)[A] |
| Once a month (5) | 3.27 | 0.034 | | 3.22 | 0.033 | | 3.13 | 0.031 | | 3.10 | 0.030 | | 2.85 | 0.036 | | 2.89 | 0.030 | |
| **Gender** | | | | | | | | | | | | | | | | | | |
| Male (1) | 3.32 | 0.028 | 0.171 | 3.26 | 0.027 | 0.617 | 3.13 | 0.025 | 0.005** | 3.16 | 0.024 | 0.044** | 2.94 | 0.031 | 0.715 | 2.98 | 0.026 | 0.238 |
| Female (2) | 3.28 | 0.028 | | 3.25 | 0.027 | | 3.19 | 0.024 | (2) - (1)[B] | 3.20 | 0.024 | (2) - (1)[B] | 2.93 | 0.030 | | 2.96 | 0.025 | |
| **Age** | | | | | | | | | | | | | | | | | | |
| 18 - 20 (1) | 3.32 | 0.028 | 0.341 | 3.28 | 0.027 | 0.090 | 3.20 | 0.024 | 0.026** | 3.20 | 0.023 | 0.145 | 2.94 | 0.031 | 0.982 | 2.96 | 0.026 | 0.671 |
| 21 - 24 (2) | 3.31 | 0.030 | | 3.24 | 0.029 | | 3.15 | 0.026 | | 3.16 | 0.025 | | 2.94 | 0.031 | | 2.98 | 0.026 | |
| 25 - 30 (3) | 3.27 | 0.036 | | 3.24 | 0.035 | | 3.14 | 0.035 | (1) - (3)[B] | 3.17 | 0.034 | | 2.94 | 0.037 | | 2.98 | 0.031 | |
| **Population group** | | | | | | | | | | | | | | | | | | |
| White (1) | 3.17 | 0.039 | 0.000* | 3.13 | 0.037 | 0.000* | 3.08 | 0.036 | 0.000* | 3.14 | 0.035 | 0.449 | 2.85 | 0.036 | 0.000* | 2.94 | 0.030 | 0.237 |
| Black (2) | 3.35 | 0.025 | (2 & 3) - (1)[A] | 3.32 | 0.024 | (2 & 3) - (1)[A] | 3.22 | 0.022 | (2 & 3) - (1)[A] | 3.18 | 0.021 | | 3.03 | 0.029 | (2 & 3) - (1)[A] | 2.98 | 0.024 | |
| Coloured (3) | 3.36 | 0.029 | | 3.34 | 0.028 | | 3.22 | 0.025 | | 3.16 | 0.025 | | 2.97 | 0.031 | | 2.96 | 0.026 | |
| Indian/Asian (4) | 3.32 | 0.055 | | 3.22 | 0.053 | | 3.13 | 0.049 | | 3.22 | 0.048 | | 2.90 | 0.056 | | 3.01 | 0.047 | |

* Wald's Chi-square test showed a significant difference at p<0.001

** Wald's Chi-square test showed a significant difference at p<0.05

[A] Bonferroni correction pairwise comparisons mean difference is significant at the 0.001 level

[B] Bonferroni correction pairwise comparisons mean difference is significant at the 0.05 level

**Gender:** This demographic characteristic demonstrated minimal impact on hierarchy response attitudes stages, with the exception of liking and preference, where female respondents exhibited a more favorable predisposition to marketing communications on these online ICT platforms.

**Age:** This demographic characteristic also proved to have little effect on hierarchy response attitudes stages, except in terms of liking, where younger Millennials demonstrated more positive attitudes towards social media marketing communications.

**Population group:** Black and Colored Millennials in SA exhibited significantly more favorable attitudes for four of the hierarchy response stages (awareness, knowledge, liking and intention-to-purchase) in comparison to their White counterparts. Furthermore, these PDIs also demonstrated higher mean values than the White respondents for the remaining two hierarchy response attitude stages (preference and purchase).

## 9.5    Discussion

The results show that the lower hierarchy levels have higher construct means, which steadily decline for each successive hierarchy response attitude stage, until the ultimate purchase. This clearly replicates the purchase funnel, which was discussed in prior text, since Millennials' attitudes decline as they move up the pyramid. Consequently, this posits that social media marketing communications creates similar predispositions when compared to the purchase funnel model that was developed via traditional marketing communications (Belch & Belch, 2015; Safko, 2010; Yoo et al., 2010).

Several investigations have also explored one or more attitudinal stages of hierarchy response models in terms of SNA. Hadija et al. (2012) found low cognition (cognitive) and neutral affective attitudes towards SNA among 20 US college students. Ruane and Wallace (2013) established that Facebook and Twitter generated awareness and provided information (cognitive), and positively influenced the purchase (behavioral) of fashion brands among 14 Irish participants. Hamidizadeh et al. (2012) ascertained that social media advertising resulted in positive cognitive, affective and behavioral attitudinal responses from 267 Tehran Refah chain store customers in Iran. Van Noort (2012) found that higher levels of interactivity online caused favorable cognitive, affective and behavioral attitudinal responses among 169 Dutch students. Lukka and James (2014) found negative, neutral and positive attitudes towards Facebook advertising among 465 Bangkok university students. Hansson et al. (2013) reported favorable

positive attitudes towards marketing on Facebook among 158 Swedish consumers. Yang (2012:56) indicated that Facebook had a favorable influence on cognitive and affective responses, as well as purchase intentions among 256 Taiwanese respondents. Kodjamanis and Angelopoulos (2013) concluded that Facebook advertising had little influence on intention-to-purchase and buying behavior (behavioral) amid 364 UK respondents.

However, the above results vary between both developing and developed countries owing to the different contexts in which the research was conducted, while a number used convenience samples that solely comprised of students to represent Millennials. This inquiry confirms that South African Millennials have favorable attitudes regarding all of the hierarchy response model stages as a result of social media marketing communications. However, as mentioned above, the respondents' predisposition diminished as they progressed to the higher level behavioral attitudinal responses, which is analogous to the communications effects pyramid theory.

Social media marketing communications displayed the most favorable awareness and knowledge levels (cognitive responses), as well as intention-to-purchase when accessed via mobile devices such as cell phones, smartphones, feature phones and tablets among South African Millennials. This is not an unexpected result as a majority of social media users access these ICT platforms via mobile devices. Swanepoel (2015) disclosed that mobile platforms had become the foremost mass media and the top advertising conduit in Africa with 93% having access to a mobile network. Almost 11 million users access the Internet via mobile devices in SA, which accounts for 90% of broadband connectivity (Wilson, 2013). Additionally, 50% of Africa's 200 million Internet population comprises of Facebook members, with 80% using mobile devices to access this ICT platform (Mendelsohn, 2014).

The rise in smartphones has meant that there has been enormous growth in terms of users accessing social media via mobile devices, as they did not have access to computers. A majority of individuals tend to have their mobile devices with them on a 24/7 basis, which implies that they are always connected and available. This in turn provides organizations and their brands with significant marketing communications opportunities to reach and connect with their target audiences quickly and easily (Barker et al., 2013; Redsicker, 2013).

Millward Brown found that individuals spend more than two and a half hours a day on their phones in SA, of which 14% is spent on social media. A third of consumers in the US spend at least one hour before buying something versus nearly 90% in SA, which is nearly double in comparison to computers (Andrews, 2014). Mitek and Zogby (2014) revealed that nearly 90% of

US Millennials' smartphones did not leave their side, while many companies did not offer good mobile functionality. The Mobile Marketing Association (2015) disclosed that half of Millennials in the UK could recall an advertisement on their mobile devices, while 49% disclosed that they had interacted with mobile advertisements. SA Millennials exhibit even greater mobile growth and use in comparison to their US and UK counterparts, with eMarketer (2014e) establishing that SA had the twelfth fastest smartphone usage growth (27.1%) across the globe in 2014. Furthermore, Facebook accounted for over 20% of global mobile advertising spending in 2014 (eMarketer, 2014b) and, therefore, offers companies an effective mobile ICT platform to reach Millennials.

South African Millennials who had utilized social media for 5 years or more exhibited the most positive awareness and knowledge levels towards SNA. Young adults who have used social media for an extended period of time would have become accustomed to the design and functionality of social media; therefore, they would also have greater cognitive awareness of the advertisements, which will be useful to acquire knowledge of certain companies and products. A number of other investigations also confirmed that the degree of online users experience on several interactive ICT conduits had an effect on hierarchy response model attitudes and consumer decision-making stages (Balabanis & Vassileiou, 1999, Hoffman et al., 1996; Liao & Cheung, 2001; Sago, 2013).

Conversely, favorable affective responses were displayed by less experienced Millennials, which is also an acceptable notion, since long-time social media users would have become habituated marketing communications and not as easily influenced. Several studies also established that Internet users with less experience were more readily influenced by online marketing communications (Cox, 2010; Previte & Forrester, 1998).

There was no discernable trend in terms of log-on frequency influence on social media marketing communications, and this was, therefore, a largely inconsequential result that warrants further research. Consequently, several inquiries also yielded divergent results *vis-à-vis* log-on frequency: Maddox and Gong (2005) and Roberts (2010) indicated that more active digital ICT users were more prone to favorable hierarchy response predispositions; Yang (2003) ascertained that online ICT users were more likely to view online marketing communications negatively; whereas Chandra et al. (2012) concluded that there was no difference between regular and intermittent social media users in terms of cognitive and affective hierarchy response attitude stages towards marketing communications on these interactive ICT channels.

South African Millennial respondents who spent two or more hours logged on to social media displayed positive attitudinal responses across all hierarchy response model stages to marketing communications, compared to those who had spent one hour or less. This is reasonable supposition, since the longer time Millennials spent on social media, the greater the possibility of them viewing and interacting with marketing communication on these online ICT channels. McMahan et al. (2009) reported that online users who spent extended periods of time on websites increase the probability of more favorable behavioral responses. Yet, Yang (2003) posited that Internet users who spent several hours online tended to have unfavorable sentiments towards marketing communications, but both of the aforementioned inquires only considered websites and not social media.

Favorable attitudinal responses were exhibited by Millennials in SA, who updated their social media profiles on a regular basis, compared to those who update less frequently across all hierarchy response model stages as a result of social media and Facebook advertising. This is a rational discovery, as greater interactivity on social media sites would increase the likelihood of Millennials engaging with other components such as marketing communications. Chandra et al. (2012) confirmed that regular digital ICT users exhibited more favorable hierarchy response attitudes towards social media marketing communications.

There was no noticeable trend in terms of gender on the other hierarchy response attitude stages, which necessitates additional investigation. Accordingly, a number of other studies reported conflicting findings in terms of results *vis-à-vis* gender on various interactive ICT conduits: Bannister et al. (2013); Taylor et al. (2011) and Walter (2014) established that women had more favorable attitudes towards social media marketing communications than men in terms of varied hierarchy response stages;  Sago (2013) disclosed that women had lower affective sentiments from using social media; while Barreto (2013) and Agrawal and Jaliwani (2013) found that there were no significant differences among attitudinal responses towards social media.

There were no other perceptible trends regarding age in *vis-à-vis* marketing communications on this online ICT channel, which requires supplementary inquiry. Accordingly, several other investigations reported contrary results concerning age: Maddox and Gong (2005) indicated that young online users had positive attitudes towards online marketing communications; Sobel (2010:24) ascertained that young social media users displayed a range of differing, but predominantly unfavorable behavioral responses; whereas Moore (2012) revealed that Generation X exhibited more positive behavioral tendencies than Generation Y in terms of

various interactive ICT channels. However, it should also be taken into consideration that none of the above-mentioned studies considered age differences within a single cohort.

Black and Colored South African Millennials respondents displayed the most positive attitudinal responses across a majority of the hierarchy response model stages as a result of social media advertising when compared to their White counterparts. This is not an unexpected finding, since the Black middle class has grown substantially over the past two decades (post-Apartheid), and whose spending power now exceeds their White compatriots in SA (Petzer & Meyer, 2013). Statistics SA (2012) confirmed that 78% of the South African Internet population comprised of PDIs, of which a majority used mobile devices to go online. Many PDIs still live in relative poverty, but many were first introduced to social media via the Mxit. Grier and Deshpande (2001) revealed that Black ethnic groups in SA were more likely to be positively affected by marketing communications. White Millennials, generally, have more experience with social media than their Black and Colored compatriots and, therefore, are less susceptible to accompanying marketing communications on these digital ICT channels.

## 9.6 Limitations and future inquiry

This investigation is not without limitations, and provides opportunities for future investigation. There are many different types of SNA that can be utilized to target Millennials, but these were collectively assessed, whereas different attitudinal responses may arise in terms of the hierarchy response model stages if the various forms of SNA are analyzed on an individual basis. This study also did not examine specific brands of advertising on social media, but assessed SNA in general terms, which may also be an avenue for further research. This inquiry employed surveys to gather data that takes a snap shot of the research population, but a longitudinal approach examines research subjects over an extended period time, which would result in more comprehensive outcomes regarding attitudinal responses towards social media marketing communications. The quantitative design is frequently employed to analyze the attitudes of research populations, as used in this investigation, but a qualitative approach may provide a deeper understanding and further clarification of the motivations of Millennial respondents' social media behavioral outcomes and attitudinal responses.

## 9.7 Conclusion

This research was a pioneering academic study, which showed the effect of social media marketing communication on South African Millennials in terms of the hierarchy-of-effects

attitude stages. The suitability of traditional marketing communication theories to social media and other online ICT platforms has been a focal point among advertising researchers and practitioners since the emergence of interactive advertising.

Although, from a theoretical viewpoint, hierarchy response models were formed via traditional advertising inquiry, there remains a dearth of research regarding the influence of SNA concerning this recognized theoretical framework. This investigation revealed that social media marketing communications had a significant impact on all of the hierarchy response attitude stages, but on a declining scale, which is congruent with the communications effects pyramid model theory. Hence, this study confirmed that traditional theories remain relevant to the interactive advertising environment, since the basic principles of online advertising tend to be equivalent to ATL marketing communication objectives, and theoretical ideologies, which were established for ATL advertising, are also appropriate for interactive advertising. Therefore, it can be concluded that social media follows equivalent notions when compared to the hierarchy-of-effects model attitude stages. This investigation has made an important contribution to theory development and attitudinal research in terms of new ICT platforms.

Additionally, a number of usage and demographic characteristics impact on the hierarchy response model stages, several of which had not been considered in prior social media research in SA and around the world, which were also found to have differing influences on Millennials' attitudinal responses. The most noticeable of which were the favorable influence of extended log-in periods (2 hours or more), frequent (daily) profile update incidence and Black Millennial South Africans' attitudinal responses, across a majority of the hierarchy response model stages, towards social media marketing communications.

Therefore, from a practical perspective, organizations should include a variety of SNSs' large selection of apps and social plugins to keep Millennials occupied on social for extended time periods, which should result in favorable hierarchy attitudinal responses. SNA should also be changed on a regular basis to avoid advertising wear out, particularly when targeting Millennials who quickly become uninterested with stagnant interactive ICT platforms that they access daily. Organizations should also consider the use of social media games, contests, virtual gifting, photo up-loaders and other interactive promotional tactics, which enable marketers to promote word-of-mouth among SNS friends whilst creating brand experiences. South African Black Millennials represent a lucrative target audience that receives increased exposure to SNA, which should be exploited by shrewd marketers and brands. Social media provides information on demographic characteristics in terms of who have interacted on an organization's SNS,

therefore, allowing for more efficient targeting, which should result in increased positive attitudinal responses among specifically targeted population groups.

From a society perspective, SA was previously considered to be the African leader regarding ICT infrastructure development, but access to these services has seen a decline in comparison to several other African nations (Lesame, 2013). However, this study has revealed that a majority of South African Millennials not only have access to and spend copious amounts of time on social media, but also display positive predispositions towards marketing communications on these interactive ICT channels, especially as a result of the explosion of mobile devices, which have served as mechanisms to circumvent the deteriorating ICT infrastructure in SA.

Rapid growth in the acceptance and usage of these new online ICT conduits has coerced organizations to reconsider their marketing communication strategies in order to remain relevant and to interact with Millennials in an ever expanding digital arena in SA and across the globe. Yet, many organizations have used social media marketing communications without actually knowing the true attitudinal influence that it has on their consumers. This study has made an important contribution towards understanding the effects of social media marketing communications in emerging markets on a global basis. While the study was limited to South African Millennials, it has provided a sound platform for future local and international research within this field.

## 9.8    References

Aaker, D.A. & Carman, J.M. (1982). Are you over advertising? *Journal of Advertising Research*, 22(4):57-70.

Agrawal, K. & Jaliwala, H. (2013). Effect of social media on e-purchase amongst youth. *International Journal of Business Management & Research*, 3(2):131-136.

Andrews, J. (2014). Insights into the average South African mobile phone user. http://www.bizcommunity.com/Article/196/78/121069.html#more (Accessed 8 April 2015).

Azzie, A. (2014). Millennials - are online marketers missing the mark? http://www.bizcommunity.com/Article/196/16/121887.html (Accessed 7 April 2015).

Bakewell, C. & Mitchell, V.W. (2003). Generation Y female consumer decision making styles. *International Journal of Retail and Distribution Management*, 31:95-106.

Balabanis, G. & Vassileiou, S. (1999). Some attitudinal predictors of home-shopping through the Internet. *Journal of Marketing Management*, 15:361-385.

Bannister, A., Kiefer, J. & Nellums, J. (2013). College students' perceptions of and behaviors regarding Facebook advertising: An exploratory study. *The Catalyst*, 3(1):1-20.

Barenblatt, C. (2015). Marketing to Millennials. http://www.bizcommunity.com/Article/196/347/ 123834.html#more (Accessed 31 March 2015).

Barker, M., Barker, D., Bormann, N. & Neher, K. (2013). *Social Media Marketing: A Strategic Approach*. International Edition. Mason, OH.: South-Western, Cengage Learning.

Barney, L. (2011). Social media the holy grail for Generation X, Y. *Money Management Executive*, 19(17):1-8.

Barreto, A.M. (2013). Do users look at banner ads on Facebook. *Journal of Research in Interactive Marketing*, 7(2):119-139.

Barry, T.E. (1987). The development of the hierarchy of effects: An historical perspective. *Current Issues and Research in Advertising*: 251-295.

Batra, R. & Vanhonacker, W.R. (1986). *The Hierarchy of Advertising Effects: An Aggregate Field Test of Temporal Precedence*. New York: Columbia Business School.

Belch, G. E. & Belch, M. A. (2015). *Advertising and Promotion: An Integrated Marketing Communication Perspective*. 10th Edition. Singapore: McGraw-Hill.

Bevan-Dye, A. & Dondolo, B. (2014). Enigma generation - Generation Y. http://www.bizcommun ity.com/Article/196/19/117207.html#more (Accessed 2 April 2015).

Bianchi, C. & Andrews, L. (2012). Risk, trust, and consumer online purchasing behavior: a Chilean perspective. *International Marketing Review*, 29(3):253-275.

Birn, R.J. (2004). *The Effective Use of Market Research*. 4th Edition. London: Kogan Page.

Blasco-Arcas, L., Hernandez-Ortega, B. & Jimenez-Martinez, J. (2014). The online purchase as a context for co-creating experiences. Drivers of and consequences for customer behavior. *Internet Research*, 24(3):211-242.

Bolton, R.N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T., Loureiro, Y.K. & Solnet, D. (2013). Understanding Generation Y and their use of social media: a review and research agenda. *Journal of Service Management*, 24(3):245-267.

Brown, S.P. & Stayman, D.M. (1992). Antecedents and consequences of attitude toward the ad: a meta-analysis. *Journal of Consumer Research*, 19(1):34-51.

Burns, A. & Bush, R. (2000). *Marketing Research*. 3rd Edition, New Jersey: Prentice-Hall.

Campbell, C., Pitt, L.F., Parent, M. & Berthon, P.R. (2011). Understanding consumer conversations around ads in a Web 2.0 world. *Journal of Advertising*, 40(1):87-102.

Chandra, B., Goswami, S. & Chouhan, V. (2012). Investigating attitude towards online advertising on social media - an empirical study. *Management Insight*, 8(10):1-14.

Clemons, E.K., Barnett, S., & Appadurai, A. (2010). The future of advertising and the value of social network websites: Some preliminary examinations. Proceeding of the Ninth International

Conference on Electronic Commerce. ACM International Conference Proceeding Series, Minneapolis.

Cooper, D.R. & Schindler P.S. (2006). *Marketing Research*. London: Macmillan.

Cox, S.A. (2010). Online social network attitude toward online advertising formats. Master dissertation. Rochester: The Rochester Institute of Technology.

Davidavičienė, V. & Tolvaišas, J. (2011). Measuring quality of e-commerce web sites: case of Lithuania. *Economics and Management*, 16:723-729.

De Lanerolle, I. (2012). *The New Wave: Who connects to the Internet, how they connect and what they do when they connect*. Johannesburg: South African Network Society Project & University of Witwatersrand.

De Vos, A.S., Strydom, H., Fouché, C.B. & Delport, C.S.L. (2011). *Research at Grass Roots*. 4th Edition. Pretoria: Van Schaik.

Dlodlo, N. & Dhurup, N. (2013). Examining social media dimensions among a cohort of Generation Y consumers in South Africa. *Mediterranean Journal of Social Sciences*, 4(14):329-338.

Ducoffe, R.H. (1996). Advertising value and advertising on the Web. *Journal of Advertising Research*, 36(5):21-35.

Duncan, C.P. & Nelson, J.E. (1985). Effects of humor in a radio advertising experiment. *Journal of Advertising*, 14(2):33-64.

eMarketer. (2014a). Digital ad spending worldwide to hit $137.53 billion in 2014. http://www.emarketer.com/Article/Digital-Ad-Spending-Worldwide-Hit-3613753-Billion-2014/10 10736/8 (Accessed 31 March 2015).

—. (2014b). Driven by Facebook and Google, mobile ad market soars 105% in 2013. http://www.emarketer.com/Article/Driven-by-Facebook-Google-Mobile -Ad-Market-Soars-10537-2013/1010690 (Accessed 31 March 2015).

—. (2014c). Social ad spending per user remains highest in North America. http://www.emarketer.com/Article/Social-Ad-Spending-per-User-Remains-Highest-North-Amer ica/1010505 (Accessed 31 March 2015).

—. (2014d). Global B2C ecommerce sales to hit $1.5 trillion this year driven by growth in emerging markets. http://www.emarketer.com/Article/Global-B2C-Ecommerce-Sales-Hit-15-Trillion-This-Year-Driven-by-Growth-Emerging-M arkets/1010575 (Accessed 31 March 2015).

—. (2014e). Smartphone user growth in South Africa among fastest worldwide. http://www.emarketer.com/Article/Smartphone-User-Growth-South-Africa-Among-Fastest-World wide/1011752/2 (Accessed 10 April 2015).

Facebook. (2015). Stats. https://newsroom.fb.com/company-info/. (Accessed 21 October 2015).

Field, A. (2009). *Discovering Statistics using SPSS*. 3rd Edition. London: Sage.

Grier, S. & Deshpande, R. (2001). The influences of social status on group identity and social status. *Journal of Marketing Research*, 38:216-224.

Hadija, Z., Barnes, S.B. & Hair, N. (2012). Why we ignore social networking advertising. *Qualitative Market Research: An international Journal*, 15(1):19-32.

Haigh, M.M., Brubaker, P. & Whiteside, E. (2013). Facebook: examining the information presented and its impact on stakeholders. *Corporate Communications: An International Journal*, 18(1):52-69.

Hair, J.F., Bush, R.P. & Ortinau, D.J. (2009). *Marketing Research*. New York: McGraw Hill/Irwin.

Hamidizadeh, M.R., Yazdani, N. Tabriz, A.A. & Latifi, M.M. (2012). Designing and validating a systematic model of e-advertising. *International Journal of Marketing Studies*, 4(2):130-149.

Hansson L, Wrangmo A. & Søilen KS. (2013). Optimal ways for companies to use Facebook as a marketing channel. *Journal of Information, Communication and Ethics in Society*, 11(2):112-126.

Hardwick, J., Delarue, L., Ardley, B. & Taylor, N. (2014). *Computer-Mediated Marketing Strategies: Social Media and Online Brand Communities*. Lincoln: University of Lincoln & Business School IGI Global.

Hassan, U.M., Fatima, S., Akram, A., Abbas, J. & Hasnain, A. (2013). Determinants of consumer attitude towards social-networking sites advertisement: testing the mediating role of advertising value. Middle-East *Journal of Scientific Research*, 16(3):319-330.

Hautz, J., Füller, J., Hutter, K. & Thürridl, C. (2014). Let users generate your video ads? The impact of video source and quality on consumers' perceptions and intended behaviors. *Journal of Interactive Marketing*, 28(1):1-15.

He, W. & Zha, S. (2014). Insights into the adoption of social media mashups. *Internet Research*, 24(2):21-42.

Hennig-Thurau, T., Hofacker, C.F. & Bloching, B. (2013). Marketing the pinball way: Understanding how social media change the generation of value for consumers and companies. *Journal of Interactive Marketing*, 27(4):237-241.

Hoffman, D.L., Kalsbeek, W.D. & Novak, T.P. (1996). Internet and web use in the United States: baselines for commercial development. *Communications of the ACM*, 39:36-46.

Holbrook, M.B. (1975). A Review of Advertising Research. In *Advertising and the Public Interest*, eds. Howard, J.A & Hulbert, J. Chicago: Crain.

Howard, J.A. & Sheth, J.N. (1969). *The Theory of Buyer Behavior*. New York: John Wiley & Sons, Inc.

Howe, N. & Strauss, W. (2000). *Millennials Rising: The Next Great Generation*. New York: Vintage Books.

Jimmy, R. (2015). Metrics that matter. http://www.bizcommunity.com/Article/196/16/127335. html (Accessed 17 August 2015).

Jordaan, Y., Ehlers, L. & Grove, J.M. (2011). Advertising credibility across media channels: perceptions of Generation Y consumers. *Communicare,* 30(1):1-20.

Jothi, P.S., Neelamalar, M. & Prasad, R.S. (2011). Analysis of social networking sites: A study on effective communication strategy in developing brand communication. *Journal of Media and Communication Studies*, 3(7):234-242.

Kahn, M. (2013). ICT innovation in South Africa: Lessons learnt from Mxit. Proceedings of the 2013 ITU Kaleidoscope Building Sustainable Communities Academic Conference. Kyoto, Japan, 22-24 April.

Kalampokis, E., Tambouris, E. & Tarabanis, K. (2013). Understanding the predictive power of social media. *Internet Research,* 23(5):544-559.

Kaplan, A. & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1):59-68.

Kleinhans, R., van Ham, M. & Swarttouw-Hofmeijer, C. (2013). Using ICT, social media and mobile technologies to foster self-organization in urban and neighborhood governance conference, Delft University of Technology, Prometheusplein, Delft, 16-17 May.

Kodjamanis, A. & Angelopoulos, S. (2013). Consumer perception and attitude towards advertising on social networking sites: the case of Facebook. Proceedings of International Conference on Communication, Media, Technology and Design, Famagusta, North Cyprus, 02-04 May.

Kozinets, R.V., De Valck, K., Wojnicki, A.C. & Wilner, S.J. (2010). Networked narratives: Understanding word-of-mouth marketing in online communities. *Journal of Marketing*, 74(2):71-89.

Kruger, F. & Painter, D. (2011). New frontiers in communication: A qualitative study of the use of social networking site Facebook. *New Voices in Psychology*, 7(2):48-67.

Lavidge, R.J. & Steiner. G.A. (1961). A model for predictive measurements of advertising effectiveness. *Journal of Marketing*, 24:59-62.

Lesame, N. (2013). Vision and practice: the South African information society experience. *Journal of Multidisciplinary Research*, 5(1):73-90.

Leung, X.Y., Bai, B. & Stahura, K.A. (2013). The marketing effectiveness of social media in the hotel industry: A comparison of Facebook and Twitter. *Journal of Hospitality & Tourism Research*: 1-23.

Liao, Z. & Cheung, T. (2001). Internet-based e-shopping and consumer attitudes: An empirical study. *Information and Management*, 38:299-306.

Lin, A., Gregor, S. & Ewing, M. (2008). Developing a scale to measure the enjoyment of Web experiences. *Journal of Interactive Marketing,* 22(4):40-57.

Lipsman, A., Mudd, G., Rich, M. & Bruich, S. (2012). The Power of "Like". *Journal of Advertising Research*: 52(1):40-52, March.

Liu-Thompkins, Y. & Rogerson, M. (2012). Rising to stardom: An empirical investigation of the diffusion of user-generated content. *Journal of Interactive Marketing*, 26(2):71-82.

Logan, K. (2014). Why isn't everyone doing it? A Comparison of antecedents to following brands on Twitter and Facebook. *Journal of Interactive Advertising*, 14(2):60-72.

Logan, K., Bright, L.F. & Gangadharbatla, H. (2013). Facebook versus television: advertising value perceptions among females. *Journal of Research in Interactive Marketing*, 6(3):164-179.

Lu, L., Chang, H. & Yu, S. (2013). Online shoppers' perceptions of e-retailers' ethics, cultural orientation, and loyalty: an exploratory study in Taiwan. *Internet Research*, 23(1):27-68.

Lukka, V. & James P.T.J. (2014). Attitudes toward Facebook. *Journal of Management and Marketing Research*, 14:1-26.

Mabry, E.M. (2010). Engaging audiences: an analysis of social media usage in advertising. Master dissertation. Louisiana: Louisiana State University.

Mackenzie, S.B., Lutz, R.J. & Belch, G.E. (1986). The role of attitude toward the ad as a mediator of advertising effectiveness: a test of competing explanations. *Journal of Marketing Research*, 23(2):130-43.

Maddox, L.M. & Gong, W. (2005). Effects of URLS in traditional media advertising in China. *International Marketing Review*, 22(6):673-692.

Maree, K. (2007). *First Steps in Research*. Pretoria: Van Schaik.

Martin, B.A.S., Bhimy, A.C. & Agee, T. (2002). Infomercials and advertising effectiveness: An empirical study. *Journal of Consumer Marketing*, 19(6):468-480.

Martinez-Lopez, F.J., Luna, P. & Martinez, F.J. (2005). Online shopping, the standard learning hierarchy, and consumers' internet expertise. *Internet Research*, 15(3):312-334.

Matthee, C. (2011). Towards the two-way symmetrical communication model: The use of social media to create dialogue around brands. Master dissertation. Port Elizabeth: Nelson Mandela Metropolitan University.

McMahan, C., Hovland, R. & McMillan, S. (2009). Online marketing communications exploring online customer behavior by examining gender differences and interactivity within Internet advertising. *Journal of Interactive Advertising*, 10(1):61-76.

Mendelsohn, N. (2014). Facebook reaches a landmark 100-million users in Africa through mobile. http://www.bizcommunity.com/Article/196/78/118594.htm l#more (Accessed 10 April 2015).

Mitek & Zogby Analytics. (2014). Smartphone-Toting Millennials Fuel Demand for Mobile-Optimized Sites. http://www.emarketer.com/Article/Smartphone-Toting-Millennials-Fuel-Demand-Mobile-Optimized-Sites/1011361/2 (Accessed 8 April 2015).

Mobile Marketing Association. (2015). What do UK Millennials think of mobile ads? http://www.emarketer.com/Article/What-Do-UK-Millennials-Think-of-Mobile-Ads/1011968/2 (Accessed 10 April 2015).

Moore, M. (2012). Interactive media usage among millennial consumers. *Journal of Consumer Marketing*, 29(6): 436-444.

Murphy, K. (2014). The influence of content generation on brand attitude and purchase intention within visual social media. MBA Marketing thesis. Dublin: Dublin Business School.

Mxit. (2015). About Mxit. http://advertise.mxit.com/about/ (Accessed 1 March 2015).

O'Brien, T. (1971). Stages of consumer decision making. *Journal of Marketing Research*, 8:282-89.

Orpana, J. & Tera, J. (2011). Facebook marketing – What do users think of it? Bachelor thesis. Turku, Finland: Turku University of Applied Sciences.

Park, H., Rodgers, S. & Stemmle, J. (2011). Health organizations' use of Facebook for health advertising and promotion. *Journal of Interactive Advertising*, 12(1):63-77.

Patwardhan, P. & Ramaprasad, J. (2005). Rational integrative model of online consumer decision making. *Journal of Interactive Advertising*, 6(1):2-13.

Pescher, C., Reichhart, P. & Spann, M. (2014). Consumer decision-making processes in mobile viral marketing campaigns. *Journal of Interactive Marketing*, 28(1):43-54.

Peters, K., Chen, Y., Kaplan, A.M. Ognibeni, B. & Pauwels, K. (2013). Social media metrics – A framework and guidelines for managing social media. *Journal of Interactive Marketing*, 27(4):281-298.

Petzer, D.J. & De Meyer, C.F. (2013). Trials and tribulations: Marketing in modern South Africa. *European Business Review*, 25(4):382-390.

Preston, I.L. (1982). The association model of the advertising communication process. *Journal of Advertising*, (11)2:3-15.

Previte, J. & Forrester, E. (1998). Internet advertising: An assessment of consumer attitudes to advertising on the Internet. Paper presented at the Australia-New Zealand Marketing Academy Conference (ANZMAC), University of Otago, Dunedin, 28 November - 3 December.

Punj, G. (2011). Effect of consumer beliefs on online purchase behavior: The influence of demographic characteristics and consumption values, *Journal of Interactive Marketing*, 25(3):134-144.

Putrevu, S. & Lord, R.K. (1994). Comparative and noncomparative advertising: Attitude effects under cognitive and affective involvement conditions. *Journal of Advertising*, 23:77-90.

Redsicker, P. (2013). 7 Social media trends for consumers: New research. http://www.socialmedia examiner.com/7-social-media-trends-for-consumers-new-research/ (Accessed 11 April 2015).

Roberts, K.K. (2010). Privacy and perceptions: How Facebook advertising affects its users. *The Elon Journal of Undergraduate Research in Communications*, 1(1): 24-34.

Rodgers, E.M. (1962). *Diffusion of Innovations.* New York: Free Press.

Ruane, L. & Wallace, E. (2013). Generation Y females online: insights from brand narratives. *Qualitative Market Research: An International Journal*, 16(3):315-335.

Safko, L. (2010). *The Social Media Bible: Tactics, Tools & Strategies for Business Success*. 2nd Edition. New Jersey: Wiley.

Sago, B. (2013). Factors influencing social media adoption and frequency of use. *International Journal of Business and Commerce*, 3(1):1-14.

Schiffman, L.G. & Kanuk, L.L. (2004). Consumer Behavior. 8th Edition. New Jersey: Prentice Hall.

Shankar, V. & Malthouse, E.C. (2007). The growth of interactions and dialogs in interactive marketing. *Journal of Interactive Marketing*, 21(2):2-4.

Shimp, T.A. (1981). Attitude toward the ad as a mediator of consumer brand choice. *Journal of Advertising*, 10(2):9-15.

Sobel, K. (2010). Teens: a framework for understanding adolescent online social behaviours on myYearbook, Facebook, MySpace and Twitter. Honours Dissertation. Pennsylvania: Pennsylvania State University.

Statistics SA. (2012). *Census 2011: In brief*. Pretoria: Statistics South Africa.

Strong, E.K. (1925). *The Psychology of Selling*. New York: McGraw-Hill.

Swanepoel, H. (2015). Full adoption of mobile marketing in Africa. http://www.bizcommunity.com/Article/196/687/122736.html#more (Accessed 7 April 2015).

Tan, W.J., Kwek, C.L. & Li, Z. (2013). The antecedents of effectiveness interactive advertising in the social media. *International Business Research*, 6(3):88-98.

Tapscott, D. (2009). *Grown Up Digital - How the Net Generation is Changing Your World*. New York: McGraw-Hill.

Taylor, D.G., Lewin, J.E. & Strutton, D. (2011). Friends, fans and followers: Do ads work on social networks? *Journal of Advertising Research*, 51(1):258-275.

Taylor, S.A. & Hunter, G.L. (2002). The impact of loyalty with e-CRM software and e-services. *International Journal of Service Industry Management*, 13(5):452-478.

Tellis, G.J. (1988). Advertising exposure, loyalty, and brand purchase: a two-stage model of choice. *Journal of Marketing Research*, 25(2):134-144.

Thomas, S. (2015). Mxit: the rise and collapse of 'Africa's largest social network'. http://memeburn.com/2015/02/mxit-the-rise-and-collapse-of-africas-largest-social-network/ (Accessed 27 March 2015).

Tucker, C. (2012). Social advertising. *SSRN eLibrary*: 1-28.

Uitz, I. (2012). Social Media – Is it worth the trouble? *Journal of Internet Social Networking & Virtual Communities*: 1-14.

Van Noort, G., Voorveld, H.A.M. & Von Reijmersdal, E.A. (2012). Interactivity in brand web sites: cognitive, affective, and behavioral responses explained by consumers' online flow experience. *Journal of Interactive Marketing*, 26 (4):223-234.

Walter, E. (2014). The growing social media power of women and marketing strategies for reaching them. http://www.clickz.com/clickz/column/23215 29/the-growing-social-media-power-of-women-and-marketing-strategies-for-reaching-them (Accessed 12 April 2015).

Wang, X., Yu, C. & Wei, Y. (2012). Social media peer communication and impacts on purchase intentions: A consumer socialization framework. *Journal of Interactive Marketing*, 26(4):198-208.

Wang, Y. & Sun, S. (2010). Assessing beliefs, attitudes, and behavioral responses toward online advertising in three countries. International Business Review, 19:333-344.

Wiid, J. & Diggins, C. (2009). *Marketing Research*. Cape Town: Juta.

Wilson, C. (2013). Online advertising to boom in SA: PWC. http://www.tech central.co.za/online-advertising-to-boom-in-sa-pwc/43930 (Accessed 11 April 2015).

World Wide Worx & Student Brands. (2015). Student High Tech Survey 2015: Students becoming more tech-savvy. http://www.bizcommunity.com/Article/196/16/125269.html (Accessed 1 April 2015).

Wronski, M. & Goldstruck, A. (2013). *SA Social Media Landscape 2014*. Johannesburg: World Wide Worx & Fuseware.

Wronski, M. & Goldstruck, A. (2014). Facebook gets equal take-up by males and females. http://www.bizcommunity.com/Article/196/19/120926.html (Accessed 1 April 2015).

Wu, S. I., Wei, P. L. & Chen, J. H. (2008). Influential factors and relational structure of Internet banner advertising in the tourism industry. *Tourism Management*, 29:221-236.

Yadav, M.S., De Valck, K., Hennig-Thurau, T., Hoffman, D.L. & Spann, M. (2013). Social commerce: A contingency framework for assessing marketing potential. *Journal of Interactive Marketing*, 27(4):311-323.

Yang, K.C. (2003). Internet users' attitudes toward and beliefs about Internet advertising: An exploratory research from Taiwan. *Journal of International Consumer Marketing*, 15(4):43-65.

Yang, T. (2012). The decision behavior of Facebook users. *Journal of Computer Information Systems*, 52(3):50-59, Spring.

Yoo, C.Y., Kim, K. & Stout, P. (2010). Assessing the effects of animation in online banner advertising: hierarchy effects model. *Journal of Interactive Advertising*, 4(2):49-60.

Zikmund, W.G. & Babin, B.J. (2007). *Essentials of Marketing Research*. 3rd Edition. Mason, OH: Thomson.

—. (2000). *Exploring Marketing Research*. Mason, OH: Thomson South Western.

# CHAPTER 10

# DISCUSSION, LIMITATIONS AND DIRECTIONS

# FOR FUTURE RESEARCH AND CONCLUSIONS

## 10.1  Introduction

No organisation can develop without an effective marketing communication strategy for their brands in order to create favourable hierarchy attitudinal responses among their consumers or users, which begins with awareness and knowledge, and progresses through several other stages that ultimately climax in a predisposition to purchase. A number of organisations and their brands have utilised SNA to accomplish the aforementioned, with SNS such as Facebook and Mxit becoming essential for organisations in their endeavour to promote their brands and engage with young customers amidst an explosion of digital ICT platforms in SA. However, organisations that utilise social media as a marketing communication channel must understand what digital interactive advertising can do, not only in terms of the brands, but also in terms of the users and prospective consumer attitudinal responses. SNS usage has a strong appeal to younger users, namely Generation Y, who spend a considerable amount of time captivated by these SNS owing to the social gathering connectivity, entertainment value and commercial content.

Organisations and their brands can use social media as valuable promotional conduits to appeal, and to develop brand identity and equity, amongst the younger generation. Rapid growth in the acceptance and usage of these new online ICT conduits has coerced organisations to reconsider their marketing communication strategies in order to remain relevant and to interact with Millennials. Furthermore, SNS enables two-way communication among Generation Y consumers, but users may perceive and utilise the information differently, depending on their usage characteristics and demographic factors. Additionally, young consumers are more likely to enjoy and participate in social media brand communities that their peers have evaluated favourably and, therefore, exert significant influence on other users' responses to SNA. However, many organisations and their brands have utilised social media marketing communications without truly understanding the real influence that these digital ICT conduits exert on young consumers' attitudinal responses or whether and what usage and demographic factors have a favourable influence on Generation Y's predispositions. Therefore, the chapter provides a comprehensive overview and shows the interrelationships, which was discussed in prior chapters, of the effect of social media (Article 7: Chapter 9), Facebook (Articles 1 – 3:

Chapters 3 – 5) and Mxit's (Articles 4 – 6: Chapters 6 – 8) marketing communications on the hierarchy response model attitude stages. This chapter also provides a complete summary of usage characteristics and demographic factors influence, which was considered in the previous chapters, on social media (Article 7: Chapter 9), Facebook (Articles 1 – 3: Chapters 3 – 5) and Mxit's (Articles 4 – 6: Chapters 6 – 8) marketing communications attitude stages.

## 10.2 Social media, Facebook and Mxit's marketing communications effect on hierarchy response model attitude stages

Generation Y's attitudes towards social media marketing communications were evaluated in terms of each hierarchy response model stage via six nine-item constructs. As discussed in prior text, Cronbach's Alpha coefficient was used to test the internal consistency of each scale. Table 10.1 illustrates that the social media (Article 7: Chapter 9 – the Facebook and Mxit data was collectively analysed to represent social media), Facebook (Articles 1 – 3: Chapters 3 – 5) and Mxit (Articles 4 – 6: Chapters 6 – 8) constructs all display acceptable and/or good reliability levels with scores of between 0.700 – 0.857 (Maree, 2007:216; Field, 2009:673-675; Pallant, 2010:97-100).

Additionally, Table 10.1 also reveals that the initial hierarchy response model attitude stages such as awareness and knowledge display higher means that progressively decrease for each sequential attitudinal response towards social media (Article 7: Chapter 9), Facebook (Articles 1 – 3: Chapters 3 – 5) and Mxit (Articles 4 – 6: Chapters 6 – 8) marketing communications, until culminating in the eventual purchase. This notion evidently mirrors the communications effects pyramid or purchase funnel that postulates that each hierarchy response model attitude stage becomes increasingly more demanding to achieve, with the number of potential consumers decreasing as they progress down the funnel or up the pyramid, until the final primary marketing communication objective, namely purchase (Safko, 2010:91-93; Belch & Belch, 2015:227-229). Though, the purchase or sales funnel was developed via traditional media marketing communications research that is generally one-way communication, conversely, social media is primarily interactive in nature (Ma & Liu, 2010:7-8). Therefore, this study empirically substantiates that in spite of the high levels of consumer engagement and two-way communication of social media (including Facebook and Mxit) among Generation Y; these interactive ICT platforms still adhere to the principles of communications effects pyramid. Table 10.1 illustrates that the means, for both social media (Article 7: Chapter 9) and Mxit (Articles 4 – 6: Chapters 6 – 8) marketing communications' influence on hierarchy response models' attitude

stages, decline as Generation Y progresses down the purchase funnel for each successive phase. Facebook (Article 3: Chapter 5) follows the same pattern, except for the final two hierarchy response attitude stages (intention-to-purchase and purchase), which have analogous means. Furthermore, Mxit marketing communications resulted in higher means in comparison to Facebook marketing communications' effect on each of hierarchy response models' attitude stages, which substantiate the findings of Wronski and Goldstruck (2014), who reported that Mxit users were the most engaged when compared to all other social media forms in SA.

**Table 10.1: Summary of social media (SM), Facebook (FB) and Mxit marketing communications effect on hierarchy response model's attitude stages (Mean, SD, Cronbach α and *p*)**

| Hierarchy response model attitude stages | Mean | | | SD | | | Cronbach α | | | *p* | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | **SM** | **FB** | **Mxit** | **SM** | **FB** | **Mxit** | **SM** | **FB** | **Mxit** | **SM** | **FB** | **Mxit** |
| Awareness construct | 3.41 | 3.35 | 3.53 | 0.835 | 0.852 | 0.787 | 0.851 | 0.857 | 0.831 | 0.000* | 0.000* | 0.000* |
| Knowledge construct | 3.35 | 3.29 | 3.45 | 0.804 | 0.815 | 0.773 | 0.830 | 0.837 | 0.810 | 0.000* | 0.000* | 0.000* |
| Liking construct | 3.20 | 3.18 | 3.26 | 0.704 | 0.717 | 0.661 | 0.753 | 0.765 | 0.740 | 0.000* | 0.000* | 0.000* |
| Preference construct | 3.16 | 3.15 | 3.17 | 0.683 | 0.701 | 0.622 | 0.743 | 0.764 | 0.700 | 0.000* | 0.000* | 0.000* |
| Intention-to-purchase construct | 2.99 | 2.94 | 3.12 | 0.807 | 0.805 | 0.799 | 0.841 | 0.843 | 0.833 | 0.000* | 0.000* | 0.000* |
| Purchase construct | 2.96 | 2.94 | 3.04 | 0.673 | 0.656 | 0.716 | 0.753 | 0.742 | 0.774 | 0.000* | 0.000* | 0.000* |

* Wald's Chi-square test showed a significant difference at p<0.001

ANOVA was utilised to establish if there was any significance in terms of the different means, though Wald's Chi-square distribution statistic and a GLM was applied to ascertain if there were significant differences between the independent and dependent variables (Maree, 2007:229; Pallant, 2010:239-255). Table 10.1 indicates that there were statistically significant outcomes for each of the hierarchy response model attitude stages in terms of social media (Article 7: Chapter 9), Facebook (Articles 1 – 3: Chapters 3 – 5) and Mxit (Articles 4 – 6: Chapters 6 – 8) marketing communications among Generation Y in SA at p<0.001.

A number of studies abroad have examined a range of social media and Facebook marketing communication factors, which directly or indirectly involved several hierarchy response model attitude stages in a variety of industries and organisations; different environments (business to education); and several cohorts in several countries around the globe.

### 10.2.1 Cognitive hierarchy response model attitude stage responses

Bannister *et al.* (2013:1-20) concluded that Facebook advertising resulted in predominately unfavourable and indifferent attitudes, since SNA was considered as uninformative (cognitive

response) among 283 students in the US. Barreto (2013:1-28) ascertained that Facebook advertisements resulted in lower attention levels (cognitive responses) in comparison to WOM via the SNS among 20 students in the US. Yaakop *et al.* (2013:154-163) revealed that cognitive interactivity resulted in both favourable and unfavourable predispositions towards Facebook advertising among 357 students. Labrecque's (2014:134-148) inquiry determined that brand interaction in different social media settings resulted in positive cognitive attitudinal responses among a total of 380 respondents in the US in three separate studies. Schivinski and Dabrowski (2015:31-53) discovered that both user-generated and organisational Facebook brand communications positively affected awareness (cognitive responses). Refer to Articles 1, 4 and 7 (Chapters 3, 6 and 9) for greater depth of discussion on cognitive responses in terms of the hierarchy-of-effects model.

## 10.2.2 Affective hierarchy response model attitude stage responses

Barnes and Coatney (2014:16) ascertained that organic and paid advertising on Facebook increased page likes (affective responses) in the US. Malthouse *et al.* (2013:270-280) found that although lower levels of consumer engagement requires little cognitive processing of the actual brand content such as clicking on SNA or liking a Facebook page, it may have a significant impact on the consumer's friends' affective and conative attitudinal responses. Conversely, Swani *et al.* (2013:269-294) affirmed that emotional-related message posts on Facebook expedited affective responses in the form of likes for B2C and B2B accounts. Kabadayi and Price (2014:203-223) disclosed different types of individual and mass communication interaction on Facebook and personality traits influenced affective responses in the form of liking and comments among 269 Millennial respondents in the US. Refer to Articles 2, 5 and 7 (Chapters 4, 7 and 9) for greater depth of discussion on affective responses regarding the hierarchy-of-effects model.

## 10.2.3 Behavioural/conative hierarchy response model attitude stage responses

Gensler *et al.* (2013:242-256) established that consumers' social connections resulted in both favourable and unfavourable behavioural (purchase) responses owing to brand stories. Haigh *et al.* (2013:52-69) reported that Facebook pages could have a favourable influence on stakeholders' behavioural attitudinal responses (intention-to-purchase) among 275 students in the US. Kapp *et al.* (2013:135-136) indicated that Facebook advertising resulted in a low CTR (conative response) when used as a recruitment tool. Kodjamanis and Angelopoulos (2013:53-

58) revealed that advertising on Facebook had little influence on purchase intentions and buying practices among 364 students in the UK. Persaud (2013) ascertained that elevated interactivity on Facebook was favourably associated with purchase intentions (behavioural response) among 96 students in the US. Tan *et al.* (2013:88-98) learnt that there was a positive association between purchase SNA effectiveness and behavioural responses (purchase intentions) among 149 Malaysian students. Thompson and Malaviya (2013:33-47) disclosed that brands received positive behavioural responses from consumer-generated advertising when certain conditionals were met (high levels of brand loyalty and similar traits between those who created the advertisements and the receivers thereof). Hardwick *et al.*'s (2014:28-31) research yielded negative and positive behavioural attitudinal responses towards SNA for mobile phone purchases among 25 respondents in the UK. Murphy (2014:56-66) determined that social media resulted in user-generated content that influenced behavioural responses (purchase intentions) favourably among 252 Generation Y respondents in Ireland. Kananukul *et al.* (2015:148-166) revealed that brand trustworthiness was formed through consumers' trust towards Facebook brand pages, which not only resulted in higher levels of brand loyalty, but also resulted in behavioural responses in the form of purchases. Leung *et al.* (2015:147-169) established that customers' Facebook experiences influenced their attitudes towards the Facebook page that affected their attitudes towards the hotel and, consequently, their intention to book (behavioural response) among 408 respondents in the US. Liu *et al.*'s (2015:300-316) investigation suggested that subtle product placements in videos that were placed on social media caused the most positive behavioural responses. Refer to Articles 3, 6 and 7 (Chapters 5, 8 and 9) for greater depth of discussion on behavioural responses *vis-à-vis* the hierarchy-of-effects model.

### 10.2.4 Combination of hierarchy response model attitude stage responses

Hassan *et al.* (2013) established that Facebook advertising was considered to be informative (cognitive response) and entertaining (affective) among 310 students. Hutter *et al.* (2013:342-351) determined that a favourable association existed between Facebook brand page engagement and awareness (cognitive attitudinal response) and intention-to-purchase (behavioural attitudinal response). Kumar *et al.* (2013:194-212) ascertained that WOM on SNS resulted in the rise of cognitive and behavioural responses towards brands when consumers with a large influence disseminate the marketing content among their social network of friends. Logan *et al.* (2013:164-179) found that both information (cognitive attitudinal response) and entertainment (affective attitudinal response) are significant determinants of Facebook, and that television advertising is valued among 259 students in the US. Maxwell (2013:3-35) reported

that online shoppers displayed positive cognitive responses towards brand SNS, but had unfavourable conative attitudes. Rohm *et al.* (2013:295-311) considered brand-consumer interaction among 58 US Millennials and discovered that product information (cognitive response) entertainment (affective response); and incentives and promotions to encourage purchase (behavioural response) were important to Generation Y. Ruane and Wallace (2013:315-335) revealed that fashion brand Facebook pages stimulated an awareness of needs and was utilised as a source of information (cognitive response) and motivated behavioural responses (purchase) among Generation Y (students and working professionals) women. Hollebeek *et al.* (2014:149-165) ascertained that consumers who engaged with brands on social media resulted in favourable cognitive and affective attitudinal responses, which increased brand involvement and usage intentions. Soares and Pinho (2014:245-263) affirmed that perceived enjoyment (affective response) strengthened group dynamics and intentions towards Facebook advertising, which increased the value of the advertising and behavioural responses among 126 students. Refer to Articles 1 – 7 (Chapters 3 – 9) for greater depth of discussion on a combination of attitudinal in terms of the hierarchy-of-effects model.

Hence, there have been a copious number of relatively recent international investigations that have directly or indirectly considered both individual and/or a combination of hierarchy response model attitude stages among a variety of social mediums, but which have resulted in deviating findings and none have considered the attitudinal effect of the full hierarchy-of-effects model on SNA. This study's results support the abovementioned inquiries that found favourable predispositions towards social media and Facebook marketing communications (although no international studies have previously considered hierarchy response model attitude stage responses towards Mxit marketing communications). Furthermore, these global investigations were largely executed in first-world countries that have considerably greater online access among the general populace; a much higher gross domestic product (GDP) per capital; and vastly superior broadband online speeds and ICT infrastructure in comparison to emerging countries such as South Africa. Bolton *et al.* (2013:256) and Okazaki and Taylor (2013:57-58) emphasised that most of social media research had transpired in first-world nations (US and Europe) and that it was important for academic inquiry to be conducted in emerging nations. However, it is apparent that the differing online usage factors, general economic well-being and cultural characteristics in developed nations, which yielded mainly positive cognitive, affective and conative altitudinal responses, did not result in divergent attitudinal responses when compared to emerging economies such as SA.

A number of the aforementioned international studies used students as the research population to represent Generation Y, as well as somewhat small sample sizes. Bolton *et al.* (2013:256-257) stressed that social media investigations should use a broader range of respondents to more accurately represent this cohort, since their consumer purchase decision process phases would change as they progressed through different life development stages. This study surveyed a much wider continuum of Millennials and a greater number of respondents (over 15 000) than the abovementioned inquiries, but also demonstrated mainly favourable attitudinal responses for all six of the hierarchy response model stages (although declining predispositions were displayed as Millennials moved from cognitive to affective to behavioural responses in line with the purchase funnel, as discussed in aforementioned text) towards social media and Facebook marketing communication platforms.

**10.2.5 Hierarchy response model attitude stage responses research in SA**

Several studies investigations have assessed various aspects of social media, Facebook and Mxit marketing communications. Du Plessis (2010) assessed two Mxit marketing communication campaigns and found that the campaign needed to be interesting and relevant in order to effectively reach the youth in SA. Naidoo (2011) disclosed that car brands could increase the efficiency of Facebook advertising if they had a respectable reputation among 189 Gauteng consumers. Dhawraj (2012) ascertained that Facebook was utilised as an effective marketing communication channel for the DA's 2009 election campaign. Griffiths (2012:134-136) qualitatively investigated social media brand interaction and communication among 30 teenagers, and established that Mxit resulted in peer-to-peer WOM in terms of their favourite brands, whereas Facebook was a utilised as a channel to express this discontentment on Facebook brand pages. Puffett (2012) found that Facebook was effective in creating brand engagement if the interaction on this interactive ICT platform was managed on a daily basis among ten companies. Ramnarain and Govender (2013:1888) established that nine out of ten Millennials utilised social media to find content (cognitive response) that had a significant influence on purchase decisions among 150 students in KwaZulu Natal. Several of these studies utilised small convenience samples of student respondents, whereas others were qualitative in nature, which investigated organisations' or adolescents' social media usage practices. Furthermore, none of the investigations considered hierarchy response model attitude stages' effect on social media marketing communications amongst a range of interactive ICT platforms regarding hierarchy response models.

**10.2.6 Hierarchy response model investigation reflection**

This inquiry found congruent results in terms of the effectiveness of social media (Article 7: Chapter 9), Facebook (Articles 1 – 3: Chapters 3 – 5) and Mxit's (Articles 4 – 6: Chapters 6 – 8) marketing communications discussed above, but additionally also established favourable attitudinal responses for each of the hierarchy-of-effects model stages in possibly the largest study ever conducted on Generation Y's predisposition to SNA in SA, which fulfils Bolton *et al.*'s (2013:256) mandate to conduct more research in developing countries. Hence, this investigation has made an important contribution towards understanding the effects of social media advertising in emerging markets on a global basis. Peters *et al.* (2013:296) propose that a more universal approach was necessary to successfully measure the compound factors of social media to make informed marketing communication decisions. Okazaki and Taylor (2013:58) also suggest that there was a lack of conclusive theoretical perspectives regarding social media as a marketing communication channel; since these develop theoretical foundations over time. Hence, this was the first study to examine the influence of SNA on the full hierarchy-of-effects model, which is why it has made a significant addition to the limited knowledge in this field. This investigation narrowed the gap between theory and practice by verifying that the hierarchy-of-effects model steps, which were developed by traditional advertising result in analogous attitudes owing to social media advertising when directed at Generation Y in SA. Furthermore, this study also examined the influence of social media, Facebook and Mxit usage and demographic characteristics' influence on each of the hierarchy response model stages of Generation Y attitude responses, which is discussed in the subsequent section.

**10.3 Usage characteristics' influence on social media, Facebook and Mxit marketing communications' attitudes**

A GLM ANOVA, via Wald's Chi-square statistic, was utilised to evaluate the relationship between the dependent variables (hierarchy response model attitude stages) and independent variables (usage and demographic characteristics). However, ANOVA only ascertains whether there is a significant difference between the groups, and not where they vary; therefore, post hoc tests were employed for this task. A commonly used statistical process, referred to as the Bonferroni correction pairwise comparison, was executed to establish the location of the variances between the dependent and independent variables (Field, 2009:372-374; Pallant, 2010:239-255). A summary of the effect of usage and demographic characteristics on each of social media (Article 7: Chapter 9), Facebook (Articles 1 – 3: Chapters 3 – 5) and Mxit (Articles 4

– 6: Chapters 6 – 8) hierarchy response model attitude stages towards marketing communications are displayed in Tables 9.3, 10.2 and 10.3, respectively.

## 10.3.1 Access

Social media advertising displayed the most favourable awareness and knowledge levels (cognitive responses), as well as intention-to-purchase when accessed via mobile devices such as cell phones, smartphones, feature phones and tablets among South African Millennials. Liking and purchase also showed the greatest mean values as a result of SNA, although not at a significant level (Table 9.3). Facebook advertising was shown to be most effective, again in terms of awareness and knowledge, when accessed by both computers and mobile devices (Table 10.2) among Generation Y in SA. Mxit advertising proved to have the greatest influence on awareness and knowledge when accessed via mobile devices (Table 10.3). Hence, this study has demonstrated that mobile devices appear to be the common denominator in improving effectiveness of social media, Facebook and Mxit advertising when the marketing communication objective is to create cognitive responses. Although, high means across the other hierarchy response attitude stages suggest that social media, Facebook and Mxit are accessed via mobile devices, which also play an important role in increasing the effectiveness of marketing communications.

This is not an unforeseen finding as the bulk of social media users access social media by using mobile devices in SA, since almost 12 million people in SA will own a smartphone by the end of 2015 (eMarketer, 2015c). Nearly nine out of ten Facebook users in SA access this digital SNS via mobile devices and this number will continue to grow with the rapid dissemination of smartphones in Africa (Wronski & Goldstruck, 2013:86; World Wide Worx & Fuseware, 2014). Mendelsohn (2014) disclosed that over 80% of the 100 million African Facebook users access this SNS via mobile devices. Although Facebook advertising was found to be most effective when accessed via both computer and mobile device, this is a fitting supposition that the two different technologies would serve to reinforce a brand's marketing communication endeavours when accessed via different technologies. Mxit is mainly a mobile SNS, therefore, it is an acceptable notion that marketing communications on mobile devices would result in more favourable cognitive responses than computers. Nhlapo (2015) confirmed that 91% of Internet users in SA owned a smartphone, with over 80% using these mobile devices to access the Internet and social media. Swanepoel (2015) established that mobile channels had become the most popular marketing communications platform in Africa, with over 90% having access to a

mobile network. The Cosmopolitan SA survey also found that over 90% of South African Millennials owned a smartphone and three-quarters access social media by using this mobile device (Barenblatt, 2015). Azzie (2014) reported that Generation Y incessantly checks their smartphones more than forty times daily. Andrews (2014) indicated that nearly 75% of SA mobile users search for information online while at a retailer to find product information and to compare prices before they consider purchasing a product or brand. Harding (2015) disclosed that use of mobile devices to purchase online increased from 23% in 2013 to over 46% in 2014, whereas the use of computers declined from 63.6% in 2014 from 94.7% in 2013. It is clear from the above discussion that the rapid proliferation of smartphones and other mobile devices has resulted in tremendous growth in user numbers accessing social media via mobile devices in Africa and SA. Furthermore, the bulk of Millennials' mobile devices never leave their side and are always switched on, which means that this cohort can always be reached, and are connected online for extended periods of time. This enables astute marketers to continually stream relevant and interested content via social media marketing communications to increase awareness and knowledge of their brand offerings (Barker *et al.*, 2013:262-264; Redsicker, 2013), as has been verified by this study.

## 10.3.2 Length of usage

South African Generation Y members who had utilised social media and/or Mxit for 5 years or more exhibited the most positive awareness and knowledge levels towards SNA (Tables 9.3 and 10.3). However, liking and preference were found to yield the greatest positive sentiment towards social media, Facebook and Mxit advertising amongst respondents who had used the respective interactive ICT channels for 1, 2, 3 and/or 4 years (Tables 9.3, 10.2 and 10.3). Mxit advertising also resulted in favourable intention-to-purchase and purchase levels when used for 2 and 3 years versus those who had used this mobile SNS platform for 5 or more years (Table 9.3).

It is evident from the study that members of the Generation Y cohort who had utilised SNS and Mxit for 5 or more years became habituated to the commercial content and used it in their quest for information, thereby resulting in greater cognitive responses. Hoffman *et al.* (1996:36-46); Balabanis and Vassileiou (1999:361-385); Liao and Cheung (2001:299-306); Montoya-Weis *et al.* (2003:448-458) and Sago (2013:1-14) affirmed that the amount of experience of online users influenced various consumer decision-making and hierarchy response model attitude stages on different interactive ICT platforms.

On the contrary, the positive liking and preference levels showed by Generation Y, with less experience on social media, Facebook and Mxit is also an appropriate principle. Since, although, the more experienced users had become accustomed to social media, Facebook and Mxit marketing communications, their higher hierarchy response model attitude stages were not as readily positively affected as those with less familiarity who were, therefore, found to be more susceptible in this study (Previte & Forrester, 1998; Cox, 2010:25). Mxit was the only platform that resulted in favourable positive conative responses for less experienced users' exposure to marketing communications on this ICT conduit. Hoffman *et al.* (1999:80-85); Helander and Khalid 2000:612-617; Novak *et al.* (2000:22-42) and Martinez-Lopez *et al.* (2005:322-323) also established that experience levels, on different online ICT channels, were important in influencing consumer purchase decisions. Hence, it is important that organisations should frequently provide current and accurate content; stimulate engagement via apps downloads, competitions and broadcast posts; and continuously change marketing communications so that more experienced SNS users do not become apathetic and bored with their brands.

**10.3.3 Log-on frequency**

Social media advertising only exhibited a favourable predisposition to preference when logging on 2 - 4 times a month contrasted with those who logged on more frequently (Table 9.3), whereas the converse was true for Facebook advertising, where Millennials who logged on a more regular basis (2 - 4 times a month) had a more positive sentiment that those who logged on once a month, in other words, less frequently (Table 10.2). Though, the high standard error value for both of these results indicates that few respondents accessed social media and/or Facebook only several times or once a month, hence these are negligible findings with no apparent trend in terms of log-on frequency effect on social media and Facebook advertising, which requires additional research. However, Mxit advertising yielded higher awareness and knowledge levels for Generation Y cohort members who logged on more frequently (daily) versus those who logged on less frequently, in other words, once a week (Table 10.3).

The abovementioned finding is a reasonable notion, since the more times users logged on to the SNS, the greater the chance that they will interact with commercial content, thereby increasing their cognitive responses. Wronski and Goldstruck (2014) disclosed that Mxit users logged on to Mxit an average of five times daily. Sago (2013:8) affirmed that Internet users who spend more times online resulted in increased exposure to marketing-related content and awareness of interactive advertising. Maddox and Gong (2005:686-687) and Roberts (2010:28-30) also found

that more active online users were more likely to have positive sentiments towards online content to assist with buying decisions, whereas Yang (2003:43-65) found that regular online users were more probable to view online advertising unfavourably. Chandra *et al.* (2012:10-12) established that there was no difference in terms of cognitive and affective responses between frequent and sporadic users towards social media marketing communications, which is largely in line with the results of this study, since this usage characteristic exhibited little influence on hierarchy response attitudinal stages with a few exceptions.

## 10.3.4 Log-on duration

South African Generation Y cohort respondents who spent two or more hours logged on to social media and Facebook displayed positive attitudinal responses across all hierarchy response model stages to marketing communications, compared to those who had spent one hour or less (Tables 9.3 and 10.2). Mxit advertising displays corresponding sentiments in terms of liking, preference and intention-to-purchase (Table 10.3). However, the exception was knowledge, where Millennials who spent 5 or more hours logged on exhibited a less favourable predisposition to interactive advertising than those who spent 1 hour or less (Table 10.3), but the high standard error value indicates that there were few respondents who represent the 5 or more hours category, which could explain the divergent result.

It is a rational deduction that the longer the period of time spent on social media, Facebook and Mxit, the higher the probability that Millennials would observe, engage and be influenced by marketing communications on these interactive ICT platforms. McMahan *et al.* (2009:70) ascertained that online users who spent long time periods on websites result in positive conative responses. Bridges *et al.* (2009:29-32) also found that the greater length of time an advertisement was displayed, the more probability that it would influence purchase decisions. Though, Yang (2003:43-65) established that online users developed negative perceptions to advertising when they spent lengthy periods on time on website. However, a majority of the abovementioned investigations examined websites and not social media. This is one of the first studies to consider log-on duration as independent variable and, hence, has made a valuable contribution to academic discourse and practical implications for marketers. Organisations and their brands should, therefore, encourage young social media users to stay online for longer periods of time via branded apps, games and competitions and many other interactive promotional channels to develop favourable attitudinal responses.

**10.3.5 Profile update incidence**

Favourable attitudinal responses were exhibited by Generation Y in SA, who updated their social media and Facebook profiles on a regular basis (daily, 2 – 4 a week and/or once a week), compared to those who update less frequently (2 – 4 a weekly, once a week, 2 – 4 a month and/or once a month) across all hierarchy response model stages as a result of social media and Facebook advertising (Tables 9.3 and 10.2). Mxit advertising presented equivalent perceptions for awareness and knowledge levels (Table 10.3).

This is a logical supposition discovery, since higher interactivity on digital ICT platforms should result in a greater probability of young users interacting with commercial content and other marketing communications factors. Chandra *et al.* (2012:10-12) affirmed that regular SNS users displayed more positive attitudinal responses towards social media. Persaud (2013:46-55) established that high levels of Facebook interactivity were favourably correlated to attitudes towards brands. Wronski and Goldstruck (2014) also disclosed that Mxit users exhibited the greatest consumer engagement levels compared to other SNS in SA. SNS regularly create new products and apps that compel young users to continually engage and update their profiles more frequently, which increase the likelihood of engagement with marketing and brand-related content. However, this is one of the first investigations to examine the impact of profile update incidence (independent variable) on social media marketing communications in terms of hierarchy response model stages.

**10.3.6 Usage characteristic's inquiry reflection**

This study has heeded the request for additional inquiry by Hoffman and Novak (2012:69), who propose that a sound theoretical social media foundation was necessary on which organisations could build their marketing tactics, particularly regarding usage characteristics such as access via mobile devices. This inquiry ascertained the influence of a number of usage characteristics on consumer attitudes towards SNA regarding each of the hierarchy-of-effects model stages. Hence, this study is valuable to both organisations and academics, since it has generated noteworthy information concerning Generation Y's social media usage propensities, as well as usage characteristic tendencies that resulted in favourable attitudinal responses, which has provided an increased understanding of this cohort's unpredictable consumer behaviour. Therefore, this is a pioneering inquiry that has made a noteworthy addition to SNS research from a practical and theoretical perspective.

**Table 10.2: Effect of usage and demographic characteristics on Facebook hierarchy response model attitude stages summary**

| | Awareness | | | Knowledge | | | Liking | | | Preference | | | Intention-to-purchase | | | Purchase | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | M | SE | p | M | SE | p | M | SE | p | M | SE | p | M | SE | p | M | SE | p |
| **Access** | | | | | | | | | | | | | | | | | | |
| Mobile Device (1) | 3.24 | 0.043 | 0.007** | 3.20 | 0.042 | 0.017** | 3.20 | 0.032 | 0.129 | 3.15 | 0.032 | 0.596 | 2.95 | 0.042 | 0.435 | 2.97 | 0.034 | 0.658 |
| PC (2) | 3.21 | 0.046 | (3) - (1 & 2)[B] | 3.18 | 0.044 | (3) - (1 & 2)[B] | 3.12 | 0.037 | | 3.15 | 0.036 | | 2.89 | 0.044 | | 2.94 | 0.036 | |
| Mobile Device & PC (3) | 3.32 | 0.038 | | 3.28 | 0.037 | | 3.16 | 0.028 | | 3.18 | 0.028 | | 2.92 | 0.035 | | 2.96 | 0.029 | |
| **Length of usage** | | | | | | | | | | | | | | | | | | |
| ≤ 1 year (1) | 3.22 | 0.050 | 0.686 | 3.24 | 0.047 | 0.425 | 3.20 | 0.041 | 0.000* | 3.14 | 0.040 | 0.000* | 2.88 | 0.048 | 0.352 | 2.95 | 0.039 | 0.988 |
| 2 years (2) | 3.24 | 0.044 | | 3.25 | 0.042 | | 3.24 | 0.034 | (1, 2, 3, 4) - (5)[A] | 3.24 | 0.034 | (2, 3, 4) - (5)[A] | 2.93 | 0.042 | | 2.96 | 0.034 | |
| 3 years (3) | 3.27 | 0.042 | | 3.25 | 0.040 | | 3.15 | 0.033 | | 3.18 | 0.032 | | 2.93 | 0.041 | | 2.97 | 0.034 | |
| 4 years (4) | 3.27 | 0.046 | | 3.18 | 0.043 | | 3.16 | 0.034 | | 3.19 | 0.033 | | 2.89 | 0.043 | | 2.96 | 0.035 | |
| ≥ 5 years (5) | 3.28 | 0.046 | | 3.24 | 0.043 | | 3.05 | 0.037 | | 3.06 | 0.036 | | 2.96 | 0.043 | | 2.95 | 0.035 | |
| **Log-on frequency** | | | | | | | | | | | | | | | | | | |
| Daily (1) | 3.27 | 0.031 | 0.693 | 3.22 | 0.029 | 0.319 | 3.14 | 0.025 | 0.103 | 3.15 | 0.025 | 0.029** | 2.94 | 0.030 | 0.320 | 2.97 | 0.024 | 0.481 |
| 2 - 4 a week (2) | 3.31 | 0.038 | | 3.28 | 0.036 | | 3.14 | 0.032 | | 3.17 | 0.031 | (4) - (5)[B] | 2.96 | 0.036 | | 2.96 | 0.030 | |
| Once a week (3) | 3.28 | 0.049 | | 3.27 | 0.046 | | 3.16 | 0.039 | | 3.14 | 0.038 | | 2.88 | 0.045 | | 2.91 | 0.037 | |
| 2 - 4 a month (4) | 3.21 | 0.091 | | 3.24 | 0.086 | | 3.28 | 0.053 | | 3.30 | 0.052 | | 3.00 | 0.076 | | 3.01 | 0.062 | |
| Once a month (5) | 3.22 | 0.100 | | 3.14 | 0.095 | | 3.08 | 0.076 | | 3.04 | 0.074 | | 2.82 | 0.098 | | 2.93 | 0.080 | |
| **Log-on duration** | | | | | | | | | | | | | | | | | | |
| ≤ 1 hour (1) | 3.16 | 0.036 | 0.000* | 3.06 | 0.035 | 0.000* | 3.04 | 0.029 | 0.000* | 3.03 | 0.028 | 0.000* | 2.82 | 0.033 | 0.000* | 2.85 | 0.027 | 0.000* |
| 2 hours (2) | 3.32 | 0.041 | (2 & 3) - (1)[A] | 3.29 | 0.039 | (2, 3, 4, 5) - (1)[A] | 3.15 | 0.032 | (2, 3, 4) - (1)[A] | 3.17 | 0.032 | (2, 3, 4) - (1)[A] | 2.98 | 0.039 | (2) - (1)[A] | 3.01 | 0.032 | (2 & 4) - (1)[A] |
| 3 hours (3) | 3.33 | 0.050 | | 3.29 | 0.047 | | 3.21 | 0.036 | | 3.24 | 0.035 | | 2.92 | 0.051 | | 2.96 | 0.041 | |
| 4 hours (4) | 3.25 | 0.064 | | 3.27 | 0.061 | | 3.24 | 0.045 | | 3.20 | 0.045 | | 3.00 | 0.068 | | 3.06 | 0.056 | |
| ≥ 5 hours (5) | 3.22 | 0.062 | | 3.22 | 0.059 | | 3.17 | 0.052 | | 3.16 | 0.051 | | 2.88 | 0.066 | | 2.91 | 0.054 | |
| **Profile update incidence** | | | | | | | | | | | | | | | | | | |
| Daily (1) | 3.30 | 0.044 | 0.000* | 3.28 | 0.042 | 0.000* | 3.31 | 0.033 | 0.000* | 3.26 | 0.033 | 0.000* | 3.06 | 0.041 | 0.000* | 3.07 | 0.034 | 0.000* |
| 2 - 4 a week (2) | 3.36 | 0.045 | (1) - (4)[A] | 3.31 | 0.042 | (1 & 2) - (4)[A] | 3.19 | 0.035 | (1) - (2, 3, 4, 5)[A] | 3.18 | 0.034 | (1) - (4 & 5)[A] | 2.98 | 0.043 | (1) - (3, 4, 5)[A] | 3.01 | 0.035 | (1) - (3, 4, 5)[A] |
| Once a week (3) | 3.28 | 0.046 | | 3.23 | 0.044 | | 3.11 | 0.036 | | 3.17 | 0.035 | | 2.93 | 0.044 | | 2.97 | 0.036 | |
| 2 - 4 a month (4) | 3.12 | 0.053 | (2) - (4 & 5)[A] | 3.09 | 0.051 | | 3.07 | 0.041 | (2) - (4)[A] | 3.12 | 0.040 | | 2.81 | 0.050 | (2) - (4 & 5)[A] | 2.88 | 0.041 | (2) - (4 & 5)[A] |
| Once a month (5) | 3.22 | 0.045 | | 3.24 | 0.043 | | 3.12 | 0.037 | | 3.07 | 0.036 | | 2.81 | 0.042 | | 2.86 | 0.035 | |
| **Gender** | | | | | | | | | | | | | | | | | | |
| Male (1) | 3.24 | 0.039 | 0.662 | 3.21 | 0.037 | 0.760 | 3.13 | 0.029 | 0.011** | 3.14 | 0.028 | 0.038** | 2.92 | 0.036 | 0.746 | 2.97 | 0.029 | 0.183 |
| Female (2) | 3.26 | 0.039 | | 3.22 | 0.037 | | 3.19 | 0.028 | (2) - (1)[B] | 3.19 | 0.028 | (2) - (1)[B] | 2.91 | 0.036 | | 2.94 | 0.029 | |
| **Age** | | | | | | | | | | | | | | | | | | |
| 18 - 20 (1) | 3.27 | 0.039 | 0.739 | 3.26 | 0.037 | 0.361 | 3.18 | 0.028 | 0.439 | 3.19 | 0.028 | 0.207 | 2.93 | 0.038 | 0.880 | 2.97 | 0.031 | 0.760 |
| 21 - 24 (2) | 3.25 | 0.039 | | 3.22 | 0.037 | | 3.17 | 0.029 | | 3.15 | 0.029 | | 2.91 | 0.037 | | 2.96 | 0.030 | |
| 25 - 30 (3) | 3.24 | 0.045 | | 3.22 | 0.043 | | 3.13 | 0.039 | | 3.15 | 0.038 | | 2.91 | 0.041 | | 2.95 | 0.034 | |
| **Population group** | | | | | | | | | | | | | | | | | | |
| White (1) | 3.11 | 0.047 | 0.000* | 3.11 | 0.045 | 0.000* | 3.07 | 0.040 | 0.005** | 3.13 | 0.040 | 0.217 | 2.79 | 0.041 | 0.000* | 2.91 | 0.034 | 0.141 |
| Black (2) | 3.34 | 0.034 | (2 & 3) - (1)[A] | 3.34 | 0.032 | (2 & 3) - (1)[A] | 3.18 | 0.026 | (2 & 3) - (1)[A] | 3.13 | 0.025 | | 3.01 | 0.035 | (2 & 3) - (1)[A] | 2.96 | 0.029 | |
| Coloured (3) | 3.30 | 0.040 | | 3.30 | 0.038 | | 3.21 | 0.030 | | 3.16 | 0.029 | | 2.96 | 0.037 | | 2.95 | 0.030 | |
| Indian/Asian (4) | 3.27 | 0.068 | | 3.18 | 0.065 | | 3.18 | 0.054 | | 3.23 | 0.054 | | 2.92 | 0.063 | | 3.00 | 0.051 | |

* Wald's Chi-square test showed a significant difference at p<0.001

** Wald's Chi-square test showed a significant difference at p<0.05

[A] Bonferroni correction pairwise comparisons mean difference is significant at the 0.001 level

[B] Bonferroni correction pairwise comparisons mean difference is significant at the 0.05 level

**Table 10.3: Effect of usage and demographic characteristics on Mxit hierarchy response model attitude stages summary**

| | Awareness | | | Knowledge | | | Liking | | | Preference | | | Intention-to-purchase | | | Purchase | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | M | SE | p | M | SE | p | M | SE | p | M | SE | p | M | SE | p | M | SE | p |
| **Access** | | | | | | | | | | | | | | | | | | |
| Mobile Device (1) | 3.48 | 0.043 | 0.001* | 3.37 | 0.043 | 0.158 | 3.27 | 0.022 | 0.074 | 3.18 | 0.021 | 0.683 | 3.09 | 0.062 | 0.226 | 3.09 | 0.056 | 0.725 |
| PC (2) | 3.18 | 0.091 | (1) - (2)[A] | 3.21 | 0.090 | | 3.42 | 0.062 | | 3.15 | 0.052 | | 2.89 | 0.125 | | 3.00 | 0.113 | |
| Mobile Device & PC (3) | 3.38 | 0.050 | | 3.33 | 0.049 | | 3.14 | 0.046 | | 3.14 | 0.043 | | 3.05 | 0.069 | | 3.09 | 0.062 | |
| **Length of usage** | | | | | | | | | | | | | | | | | | |
| ≤ 1 year (1) | 3.21 | 0.066 | 0.000* | 3.24 | 0.065 | 0.000* | 3.31 | 0.059 | 0.017** | 3.21 | 0.052 | 0.559 | 2.97 | 0.086 | 0.000* | 2.93 | 0.077 | 0.001* |
| 2 years (2) | 3.28 | 0.059 | (5) - (1, 2, 3, 4)[A] | 3.21 | 0.058 | (5) - (1, 2, 3)[A] | 3.29 | 0.042 | (1) - (5)[B] | 3.20 | 0.037 | | 3.17 | 0.082 | (2 & 3) - (5)[A] | 3.19 | 0.074 | (2) - (5)[A] |
| 3 years (3) | 3.35 | 0.057 | | 3.29 | 0.057 | | 3.33 | 0.037 | | 3.19 | 0.037 | | 3.05 | 0.078 | | 3.07 | 0.071 | |
| 4 years (4) | 3.36 | 0.059 | | 3.33 | 0.058 | | 3.23 | 0.046 | | 3.19 | 0.044 | | 3.02 | 0.080 | | 3.12 | 0.072 | |
| ≥ 5 years (5) | 3.52 | 0.056 | | 3.45 | 0.055 | | 3.16 | 0.038 | | 3.11 | 0.036 | | 2.84 | 0.079 | | 2.98 | 0.071 | |
| **Log-on frequency** | | | | | | | | | | | | | | | | | | |
| Daily (1) | 3.46 | 0.047 | 0.004** | 3.42 | 0.046 | 0.004** | 3.26 | 0.024 | 0.624 | 3.15 | 0.023 | 0.060 | 3.11 | 0.061 | 0.147 | 3.16 | 0.055 | 0.089 |
| 2 - 4 a week (2) | 3.36 | 0.057 | (1) - (3)[B] | 3.30 | 0.057 | (1) - (3)[B] | 3.25 | 0.043 | | 3.13 | 0.040 | | 3.06 | 0.071 | | 3.03 | 0.064 | |
| Once a week (3) | 3.26 | 0.069 | | 3.20 | 0.068 | | 3.25 | 0.065 | | 3.29 | 0.061 | | 3.13 | 0.086 | | 3.10 | 0.077 | |
| 2 - 4 a month (4) | 3.42 | 0.091 | | 3.33 | 0.090 | | 3.35 | 0.095 | | 3.27 | 0.089 | | 2.98 | 0.157 | | 2.92 | 0.141 | |
| Once a month (5) | 3.24 | 0.092 | | 3.28 | 0.090 | | 3.18 | 0.094 | | 3.27 | 0.091 | | 2.77 | 0.147 | | 3.08 | 0.133 | |
| **Log-on duration** | | | | | | | | | | | | | | | | | | |
| ≤ 1 hour (1) | 3.36 | 0.053 | 0.423 | 3.32 | 0.052 | 0.002** | 3.10 | 0.038 | 0.000* | 3.06 | 0.038 | 0.002** | 2.85 | 0.074 | 0.004** | 2.99 | 0.067 | 0.463 |
| 2 hours (2) | 3.39 | 0.057 | | 3.37 | 0.056 | (1) - (5)[B] | 3.20 | 0.038 | (3, 4, 5) - (1)[A] | 3.16 | 0.036 | (3 & 5) - (1)[B] | 3.06 | 0.075 | (2) - (1)[B] | 3.06 | 0.067 | |
| 3 hours (3) | 3.37 | 0.059 | | 3.37 | 0.058 | | 3.40 | 0.037 | | 3.24 | 0.036 | | 3.02 | 0.080 | | 3.05 | 0.072 | |
| 4 hours (4) | 3.32 | 0.067 | | 3.30 | 0.066 | | 3.36 | 0.051 | | 3.20 | 0.052 | | 3.05 | 0.093 | | 3.08 | 0.084 | |
| ≥ 5 hours (5) | 3.28 | 0.062 | | 3.15 | 0.061 | | 3.28 | 0.055 | | 3.23 | 0.046 | | 3.07 | 0.091 | | 3.11 | 0.082 | |
| **Profile update incidence** | | | | | | | | | | | | | | | | | | |
| Daily (1) | 3.44 | 0.058 | 0.024** | 3.31 | 0.056 | 0.006** | 3.27 | 0.031 | 0.274 | 3.19 | 0.030 | 0.355 | 3.03 | 0.079 | 0.938 | 3.04 | 0.071 | 0.596 |
| 2 - 4 a week (2) | 3.34 | 0.059 | (1) - (5)[B] | 3.34 | 0.058 | (2) - (5)[B] | 3.32 | 0.045 | | 3.21 | 0.039 | | 3.01 | 0.081 | | 3.11 | 0.073 | |
| Once a week (3) | 3.31 | 0.057 | | 3.38 | 0.057 | | 3.25 | 0.046 | | 3.16 | 0.046 | | 3.02 | 0.081 | | 3.09 | 0.073 | |
| 2 - 4 a month (4) | 3.38 | 0.063 | | 3.31 | 0.063 | | 3.20 | 0.070 | | 3.18 | 0.069 | | 3.01 | 0.087 | | 3.03 | 0.078 | |
| Once a month (5) | 3.27 | 0.057 | | 3.18 | 0.056 | | 3.19 | 0.043 | | 3.11 | 0.040 | | 2.97 | 0.079 | | 3.02 | 0.071 | |
| **Gender** | | | | | | | | | | | | | | | | | | |
| Male (1) | 3.39 | 0.049 | 0.012** | 3.31 | 0.048 | 0.607 | 3.23 | 0.030 | 0.225 | 3.16 | 0.028 | 0.651 | 3.02 | 0.070 | 0.738 | 3.06 | 0.063 | 0.870 |
| Female (2) | 3.30 | 0.049 | (1) - (2)[B] | 3.29 | 0.048 | | 3.28 | 0.025 | | 3.18 | 0.024 | | 3.00 | 0.069 | | 3.05 | 0.062 | |
| **Age** | | | | | | | | | | | | | | | | | | |
| 18 - 20 (1) | 3.35 | 0.048 | 0.642 | 3.32 | 0.047 | 0.509 | 3.31 | 0.022 | 0.000* | 3.18 | 0.021 | 0.406 | 2.95 | 0.068 | 0.247 | 2.95 | 0.061 | 0.003** |
| 21 - 24 (2) | 3.38 | 0.052 | | 3.28 | 0.051 | | 3.10 | 0.041 | (1) - (2)[A] | 3.13 | 0.039 | | 2.99 | 0.071 | | 3.05 | 0.064 | (3) - (1)[B] |
| 25 - 30 (3) | 3.31 | 0.070 | | 3.32 | 0.069 | | 3.24 | 0.087 | | 3.22 | 0.087 | | 3.09 | 0.094 | | 3.18 | 0.084 | |
| **Population group** | | | | | | | | | | | | | | | | | | |
| White (1) | 3.42 | 0.081 | 0.346 | 3.30 | 0.080 | 0.480 | 3.11 | 0.077 | 0.000* | 3.04 | 0.072 | 0.000* | 3.16 | 0.097 | 0.052 | 3.18 | 0.088 | 0.113 |
| Black (2) | 3.30 | 0.043 | | 3.27 | 0.043 | | 3.32 | 0.026 | (1, 3 & 4) - (2)[A] | 3.25 | 0.024 | (1 & 3) - (2)[A] | 3.06 | 0.064 | | 3.02 | 0.057 | |
| Coloured (3) | 3.34 | 0.048 | | 3.33 | 0.047 | | 3.21 | 0.032 | | 3.07 | 0.029 | | 2.99 | 0.067 | | 2.98 | 0.060 | |
| Indian/Asian (4) | 3.33 | 0.093 | | 3.31 | 0.092 | | 2.85 | 0.080 | | 3.03 | 0.100 | | 2.82 | 0.131 | | 3.05 | 0.118 | |

\* Wald's Chi-square test showed a significant difference at p<0.001

\*\* Wald's Chi-square test showed a significant difference at p<0.05

[A] Bonferroni correction pairwise comparisons mean difference is significant at the 0.001 level

[B] Bonferroni correction pairwise comparisons mean difference is significant at the 0.05 level

## 10.4 Demographic characteristics' influence on social media, Facebook and Mxit marketing communications' attitudes

### 10.4.1 Gender

This demographic factor did not have a large influence on the hierarchy response model stages; though females displayed higher levels of liking and preference in comparison to male Millennials in terms of social media and Facebook marketing communications (Tables 9.3 and 10.2), whereas young males exhibited greater awareness with regard to Mxit advertising (Table 10.3). However, there were no discernable trends in terms of gender relating to the other hierarchy response model stages, which warrants further inquiry.

Several other investigations also yielded divergent results *concerning* gender on a variety of online ICT channels. Sago (2013:8) established that males exhibited more favourable affective predispositions than females regarding SNS, whereas Wolin and Korgaonkar (2003:380-383) also found that females were more irritated by online advertising than males. Taylor *et al*. (2011:268); Bannister *et al*. (2013:10); Logan *et al*. (2013:174-176); Ruane and Wallace (2013:327-329); and Walter (2014) disclosed that men had less favourable attitudinal responses towards SNA than women regarding the different hierarchy response model stages, which was largely congruent with the finding of this inquiry. Wiese *et al*. (2014:1-7) also reported that female students spent more time on Facebook and are, therefore, more likely to interact with commercial content. Barreto (2013:23) and Agrawal and Jaliwani (2013:136) ascertained that there were no noteworthy differences regarding gender in terms of attitudinal responses towards SNS. Females use SNS proportionally compared to males, but yet organisations and their brands still spend more of their advertising budgets targeting men on social media such as Facebook (Davis & Rosenstein, 2012a). AdParlor (2012) also discovered that SNA CTR were higher for females than males regarding Facebook. Hence, marketers should take advantage of higher CTR, as well as of the fact that female Millennials also participate in a greater quantity of social media activities and are more prepared to make online purchases than men (Walter, 2014).

### 10.4.2 Age

This demographic factor also demonstrated a limited influence on hierarchy response model stages with the exception of liking as a result of social media and Mxit advertising, where

younger aged Millennials (18 – 20 years) display more favourable sentiments than their older counterparts, 25 – 30 year olds, for social media (Table 9.3) and those aged 21 – 24 in terms of Mxit (Table 10.3). Generation Y aged 25 – 30 years also exhibited a greater positive predisposition to purchase, as a result of Mxit advertising, in comparison to those aged 18 – 20 years (Table 10.3). Again, this was not a prominent result, as there were no other noticeable trends in terms of the other hierarchy response model stages in terms of age's influence on SNA, hence additional investigation is necessary.

Consequently, a number of other studies have also established divergent findings regarding age. Moore (2012:439-441) determined that older generations (Baby Boomers and Generation X) showed more favourable conative tendencies than the Millennials *vis-à-vis* different online ICT conduits, which makes logical sense as older consumers would have greater financial means to purchase. Hence, this notion supports the findings of this study, where older Millennials displayed more favourable behavioural responses towards Mxit advertising, since there is an overlap between the ages of the younger Generation X and older Generation Y cohort members. Sobel (2010:24) confirmed the aforementioned results by demonstrating that young SNS users mainly exhibited predominantly negative conative responses. Maddox and Gong (2005:683) revealed that young Web users exhibited favourable sentiments towards online advertising, which supports the positive affective response findings regarding the social media Mxit advertising, but the aforementioned study's focus was on the Internet, and not on social media, which is more interactive. Mulero and Adeyeye (2013:13) established that social network marketing was predominantly used and accepted by younger respondents. However, Ipsos OTX (2012) found that younger consumers demonstrated a larger inclination to like brands (affective response) as a result of peer endorsements. Yet, none of the aforementioned inquiries considered age differences within a solitary cohort in terms of hierarchy response model stages towards SNA; hence this study has made a preliminary contribution to academic discourse.

## 10.4.3 Population group

Black and Coloured South African Generation Y cohort respondents displayed the most positive attitudinal responses across a majority of the hierarchy response model stages, namely awareness, knowledge, liking and intention-to-purchase as a result of social media and Facebook advertising when compared to their White counterparts (Tables 9.3 and 10.2). Black Millennials in SA also exhibited the most favourable liking and preference levels when compared to the other population groups in SA in terms of Mxit advertising (Table 10.3). This is not an

unforeseen result, since the South African online population has changed considerably over the last 20 years ago with a majority of Internet users now being Black (De Lanerolle, 2012:8-9; Statistics SA, 2012a:102). A noteworthy Black middle class has developed, whose buying power now exceeds their White compatriots. Though, a large portion of the population still lives in poverty, many are able to access the Internet and social media via mobile devices, especially the Black Millennials, who have prominent future ambitions that have stimulated a demand for products that are not commonly linked to this consumer group (Petzer & Meyer, 2013:382-386; Radebe, 2013; Shevel, 2013). Grier and Deshpande (2001:220) established that Black South Africans displayed a higher probability of being favourably influenced by advertising. Shavitt *et al.* (1998:7-22) also affirmed that Black participants exhibited the most positive predisposition towards advertising on the Internet. Furthermore, White Generation Y cohort members mostly have higher experience levels in using social media than their Black counterparts, who are, therefore, more vulnerable to SNA. Hence, this phenomenon has resulted in increased exposure to social media advertising, which now provides organisations and their brands with a new avenue to reach this profitable market via interactive ICT channels. Furthermore, few studies have considered the effect of population groups on SNA regarding the hierarchy response model stages.

### 10.4.4 Demographic characteristic's investigation reflection

SA exhibits massive ethnicity, while many formerly oppressed PDI groups have increased their social class standing, which has resulted in an increase in social media usage (Petzer & Meyer 2013:382-386), and hence, this study ascertained that PDIs were more susceptible to SNA. Therefore, this investigation is valuable to academics and organisations because of the lack of inquiry concerning the culturally diverse South African landscape, especially in terms of social media advertising. Bolton *et al.* (2013:257) disclosed that there was a dearth of research for other demographic characteristics (for example age and gender) within the Generation Y cohort. Although, this study only found limited demographical variance within the Millennial generation, this ground-breaking investigation has made a significant contribution to both theoretical and practical perspectives of social media and attitudinal research development frameworks.

### 10.5   Limitations and directions for future research

This investigation is not without limitations, and provides opportunities for future inquiry. There are many different types of social media, Facebook and Mxit advertising that can be utilised to

target Millennials, but these were collectively assessed, whereas different attitudinal responses may arise in terms of the hierarchy response model stages if the various forms of SNA are analysed on an individual basis. This study also did not examine specific brands of advertising on social media, but assessed SNA in general terms, which may also be an avenue for further research. Generation Y are the predominant social media users, but a more complete representation of the hierarchy response model stages could be acquired by also examining the Baby Boomers, Generation X and Generation Z's attitudinal responses to SNA. Furthermore, a comparison between the different generations may also yield interesting and significant results to build on the theoretical attitudinal perspectives towards social media marketing communications discovered in this study. Only two social mediums were considered in this inquiry, whereas future investigation could examine other popular interactive ICT platforms marketing communications such as YouTube, Twitter, LinkedIn, Instagram, WeChat, Pinterest and Google+. This investigation employed surveys to gather data that takes a snap shot of the research population, but a longitudinal approach examines research subjects over an extended period time, which would result in more comprehensive outcomes regarding attitudinal responses towards social media marketing communications, as implied by Kalampokis *et al.* (2013:553-554) and Schoen *et al.* (2013:532). The quantitative design is frequently employed to analyse the attitudes of research populations, as used in this investigation, but a qualitative approach may provide a deeper understanding and further clarification of the motivations of Millennial respondents' social media behavioural outcomes and attitudinal responses. This research only considered SA, which is an emerging country with its own set of unique and diverse cultural influences. However, other developing and developed nations should be investigated to ascertain if Generation Y does indeed share homogeneous predispositions towards SNA in spite of the large disparities in general economic well-being and access to ICT platforms, thereby offering a more comprehensive perspective (Kennedy *et al.*, 2008:108-109; Wessels & Steenkamp 2009:1040; Lingelbach *et al.*, 2012:136-145; Bolton *et al.*, 2013:251-257; Lesame, 2013:82-86; Petzer & Meyer 2013:382-386; Moore, 2012:436-443). Furthermore, upon reflection, the researcher should also have included a broader range of demographic factors such as education level, employment status and monthly income, as well as included options that differentiate between the different mobile devices (cell phones, feature phones, smartphones and tablets) to access social media in the research instruments. The aforementioned factors would have provided a more complete demographical and social media usage profile of South African Millennials and may have possibly resulted in additional noteworthy outcomes.

**Table 10.4: Summative integration of journal articles**

| Article | Scope | Methodology | Key findings |
|---|---|---|---|
| One (Ch. 3) | Facebook, cognitive attitude stage (awareness and knowledge) | Quantitative, survey, self-administered questionnaire, Generation Y, multi-stage sampling, 3 634 respondents, GLM ANOVA, Wald's Chi-Square, Bonferroni post hoc test | Facebook advertising was found to have a favourable effect on the awareness and knowledge hierarchy-of-effects model stages. Facebook advertising yielded the most positive cognitive attitudinal responses when Generation Y accessed this social medium via both mobile devices and PCs; spent 2 or more hours logged on; updated their profile daily or weekly; and was a PDI (Black and Coloured). |
| Two (Ch. 4) | Facebook, affective attitude stage (liking and preference) | Quantitative, survey, self-administered questionnaire, Generation Y, multi-stage sampling, 3 601 respondents, GLM ANOVA, Wald's Chi-Square, Bonferroni post hoc test | Facebook advertising exhibited a positive influence on the liking and preference hierarchy-of-effects model stages. Facebook advertising generated the most favourable affective attitudinal responses when Generation Y used this SNS for less than 5 years; spent 2 or more hours logged on; updated their profile daily; and was a female. |
| Three (Ch. 5) | Facebook, behavioural attitude stage (intention-to-purchase and purchase) | Quantitative, survey, self-administered questionnaire, Generation Y, multi-stage sampling, 3 521 respondents, GLM ANOVA, Wald's Chi-Square, Bonferroni post hoc test | Facebook advertising showed a positive impact on the intention-to-purchase and purchase hierarchy-of-effects model stages. Facebook advertising produced the most positive behavioural attitudinal responses when Generation Y used this interactive ICT platform for less than 5 years; spent at least 2 hours logged on; updated their profile daily; and was a PDI (Black and Coloured). |
| Four (Ch. 6) | Mxit, cognitive attitude stage (awareness and knowledge) | Quantitative, survey, self-administered questionnaire, Generation Y, multi-stage sampling, 1 858 respondents, GLM ANOVA, Wald's Chi-Square, Bonferroni post hoc test | Mxit advertising was found to have a favourable effect on the awareness and knowledge hierarchy-of-effects model stages. Mxit advertising yielded the most positive cognitive attitudinal responses when Generation Y utilised this instant messaging platform for at least 5 years; logged on daily; and updated their profile daily or weekly. |
| Five (Ch. 7) | Mxit, affective attitude stage (liking and preference). | Quantitative, survey, self-administered questionnaire, Generation Y, multi-stage sampling, 1 185 respondents, GLM ANOVA, Wald's Chi-Square, Bonferroni post hoc test | Mxit advertising exhibited a positive influence on the liking and preference hierarchy-of-effects model stages. Mxit advertising generated the most favourable affective attitudinal responses when Generation Y spent 2 or more hours logged on to this social medium and was a PDI (Black). |
| Six (Ch. 8) | Mxit, behavioural attitude stage (intention-to-purchase and purchase). | Quantitative, survey, self-administered questionnaire, Generation Y, multi-stage sampling, 1 228 respondents, GLM ANOVA, Wald's Chi-Square, Bonferroni post hoc test | Mxit advertising showed a positive impact on the intention-to-purchase and purchase hierarchy-of-effects model stages. Mxit advertising produced the most positive behavioural attitudinal responses when Generation Y used this interactive ICT platform for 2 years (less experienced). |
| Seven (Ch. 9) | Social media, cognitive, affective and behavioural attitude stages (awareness, knowledge, liking, preference, purchase intent and purchase). | Quantitative, survey, self-administered questionnaire, Generation Y, multi-stage sampling, 15 027 respondents, GLM ANOVA, Wald's Chi-Square, Bonferroni post hoc test | Social media advertising demonstrated a favourable influence all of the hierarchy-of-effects model stages. Social media advertising displayed the most positive attitudinal responses when Generation Y spent 2 or more hours logged on; updated their profile daily or weekly; and was a PDI (Black and Coloured). |

## 10.6    Conclusions

Bolton *et al.* (2013:256) disclosed that most social media inquiry was conducted in first-world countries. However, not much was known about attitudes towards SNS as an advertising medium in emerging nations. Hence, this study has made a noteworthy contribution towards understanding the effects of SNA in developing countries on an international global basis. Hence, this inquiry examined the impact of social media as a marketing communication channel in terms of the hierarchy-of-effects model stages on South African Generation Y's attitudinal responses in order to establish a new paradigm (in other words from a SNA perspective instead of via traditional ATL advertising). Table 10.4 provides a summative integration of the journal articles regarding the scope, methodology and findings. Table 10.4 also shows the interrelation between the journal articles in terms of the hierarchy-of-effects model stages, usage and demographic characteristic's findings.

The study ascertained that social media (Article 7: Chapter 9), Facebook (Articles 1 – 3: Chapters 3 – 5) and Mxit (Articles 4 – 6: Chapters 6 – 8) advertising had a noteworthy effect on all of the hierarchy response model stages, namely awareness (Articles 1, 4 and 7: Chapters 3, 6 and 9), knowledge (Articles 1, 4 and 7: Chapters 3, 6 and 9), liking (Articles 2, 5 and 7: Chapters 4, 7 and 9), preference (Articles 2, 5 and 7: Chapters 4, 7 and 9), intention-to-purchase (Articles 3, 6 and 7: Chapters 5, 8 and 9) and purchase (Articles 3, 6 and 7: Chapters 5, 8 and 9), but on a decreasing scale, which is analogous to the purchase funnel principles (refer to Table 10.4 for a summary of the hierarchy response model stages key findings for each article). Additionally, a number of usage and demographic characteristics impact on the hierarchy response model stages, several of which had not been considered in prior social media research in SA and around the world, which were also found to have differing influences on Generation Y's attitudinal responses.

Therefore, this inquiry is also important for organisations and academics, as it has provided important information regarding Millennials' SNS usage patterns, which has offered a greater understanding of this cohort's consumer behaviour. The most noticeable of which were the favourable influence of extended log-on periods (2 hours or more) and frequent (daily) profile update incidence across a majority of the hierarchy response model stages towards social media, Facebook and Mxit marketing communications (refer to Table 10.4 for a summary of

usage characteristic's key findings for each article). SA displays vast cultural diversity and has witnessed noteworthy growth in the Black middle class, which has progressively adopted mobile devices and social media (Petzer & Meyer 2013:382-386). Hence, this study is also important for organisations and academics owing to the limited research on ethnicity influence on SNA. Several other demographic characteristics such as age variance and gender differences within a specific cohort (Bolton *et al.* 2013:257) were investigated owing to a dearth of attitudinal investigation. The most noticeable demographic characteristic result of this study was the positive influence of Black Millennial South Africans' attitudinal responses across most of the hierarchy response model stages towards social media, Facebook and Mxit marketing communications (refer to Table 10.4 for a summary of demographic characteristic's key findings for each article).

Organisations have begun to recognise that the incremental proliferation of social media marketing communications and the rapid growth other interactive ICT channels has irrevocably changed consumer behaviour, especially among the youth, across the globe. Numerous organisations have dedicated large portions of their marketing communication budgets to social media, but without knowing the true influence on consumers' attitudinal responses. Furthermore, few social media marketing communication theories or models have been forthcoming, which, therefore, limits the effectiveness of social media marketing communication strategies. Consequently, this inquiry has taken the first step towards bridging the gap regarding the attitude stages that transpire before purchase, which is of vital importance to organisations. This study is also important for organisations and their brands in the onset of the twenty-first century, since this inquiry has not only contributed to the limited body of knowledge concerning social media and $A_{ad}$ theories in the milieu of Generation Y, but it also provides information that will enhance opportunities for more accurate predictions of this cohort's infamously unpredictable future consumer purchase behaviour.

In conclusion, this inquiry was a pioneering theoretical and practical study, which has demonstrated the effect of social media as a marketing communication channel on Generation Y in SA regarding the hierarchy-of-effects model stages and $A_{ad}$ theory development, whilst it also fashioned a comprehensive paradigm for further SNA investigation from both a local and global perspective.

# REFERENCES

Aaker, D.A. & Carman, J.M. 1982. Are you over advertising? *Journal of Advertising Research*, 22(4):57-70.

Aaker, D.A., Kumar, V. & Day, G.S. 2004. *Marketing Research.* 8th Edition. New York: John Wiley & Sons.

AdParlor. 2012. *Women click on more Facebook advertisements*. http://www.emarketer.com/Article/Women-Click-on-More-Facebook-Advertisements/1009058 [6 August 2014].

Agrawal, K. & Jaliwala, H. 2013. Effect of social media on e-purchase amongst youth. *International Journal of Business Management & Research*, 3(2):131-136.

Akhlaq, A. & Ahmed, E. 2015. Digital commerce in emerging economies. *International Journal of Emerging Markets*, 10(4):634-647.

Alemán, A.M.M. & Wartman, K.L. 2009. *Online Social Networking on Campus: Understanding What Matters in Student Culture*. 1st Edition New York: Routledge.

Alhabash, S., McAlister, A.R., Hagerstrom, A., Quilliam, E.T., Rifon, N.J. & Richards, J.I. 2013. Between likes and shares: effects of emotional appeal and virality on the persuasiveness of anticyberbullying messages on Facebook. *Cyberpsychology, Behavior, and Social Networking*, 16(3):175-182.

Allport, G.W. 1935. Attitudes. In C.M, Murchinson (Ed), *A Handbook of Social Psychology*, Worchester, MA: Clark University Press.

Andrews, J. 2014. *Insights into the average South African mobile phone user*. http://www.bizcommunity.com/Article/196/78/121069.html#more [26 May 2015].

Angeles, S. 2014. *Google+: Do's and don'ts for small businesses*. http://www.businessnewsdaily.com/7016-google-plus-tips.html [6 June 2015].

Annalect. 2015a. *Do Millennials actually use smartphones for shopping*? http://www.emarketer.com/Article/Do-Millennials-Actually-Use-Smartphones-Shopping/1012363/2 [16 June 2015].

Annalect. 2015b. *How Millennials use, or don't use, social for shopping*. http://www.emarketer.com/Article/How-Millennials-Use-Dont-Use-Social-Shopping/1012367/2 [2 May 2015].

Arens, W.F. 2004. *Contemporary Advertising*. 9th Edition. New York: McGraw-Hill Irwin.

Arens, W.F. 2006. *Contemporary Advertising*. 10th Edition. New York: McGraw-Hill Irwin.

Assmus, G., Farley, J. & Lehmann, D. 1984. How advertising affects sales: meta-analysis of econometric results. *Journal of Marketing Research*, 21(1):65-74.

Azzie, A. 2014. *Millennials - are online marketers missing the mark?* http://www.bizcommunity.com/Article/196/16/121887.html [26 May 2015].

Balabanis, G. & Vassileiou, S. 1999. Some attitudinal predictors of home-shopping through the Internet. *Journal of Marketing Management*, 15:361-385.

Ballapragada, K.M. 2013. A content analysis of Facebook as a communication tool between university and its students. Unpublished Master dissertation, University of KwaZulu-Natal, Westville, KwaZulu-Natal.

Bannister, A., Kiefer, J. & Nellums, J. 2013. College students' perceptions of and behaviours regarding Facebook advertising: An exploratory study. *The Catalyst*, 3(1):1-20.

Barker, M., Barker, D., Bormann, N. & Neher, K. 2013. *Social Media Marketing: A Strategic Approach*. International Edition. Mason, OH: South-Western, Cengage Learning.

Barenblatt, C. 2015. *Marketing to Millennials*. http://www.bizcommunity.com/Article/196/347/1 23834.html#more [30 March 2015].

Barnes, J. & Coatney, K. 2014. Social advertising using Facebook: some experimental results using Duck Dynasty ads to promote rural tourism in Mississippi. Working Paper 2323-14 for presentation at the 2014 Southern Agricultural Economics Association Annual Meeting, Texas, Dallas, 1-4 February.

Barreto, A.M. 2013. Do users look at banner ads on Facebook. *Journal of Research in Interactive Marketing*, 7(2):119-139.

Barrie, J. 2015. *Nobody is using Google+*. http://www.businessinsider.com/google-active-users-2015-1 [6 June 2015].

Barry, T.E. 1987. The development of the hierarchy of effects: An historical perspective. *Current Issues and Research in Advertising*, 10(2):251-295.

Batra, R. & Vanhonacker, W.R. 1986. *The Hierarchy of Advertising Effects: An Aggregate Field Test of Temporal Precedence*. New York: Columbia Business School.

Beerli, A. & Martin-Santana, J.D. 1999. Design and validation of an instrument for measuring advertising effectiveness in the printed media. *Journal of Current Issues and Research in Advertising*, 21(2):11-30.

Belch, G.E. & Belch, M.A. 2012. *Advertising and Promotion: An Integrated Marketing Communication Perspective*. 9th Edition. New York: McGraw-Hill.

Belch, G.E. & Belch, M.A. 2015. *Advertising and Promotion: An Integrated Marketing Communication Perspective*. 10th International Edition. Singapore: McGraw-Hill.

Berndt, A. 2007. Media habits among Generation Y consumers. Proceedings of the 19th Annual Conference of the Southern African Institute of Management Scientists, Johannesburg, South Africa, 19-21 September.

Berthon, P.R., Pitt, L.F., Plangger, K. & Shapiro, D. 2012. Marketing meets Web 2.0, social media, creative consumers: Implications for international marketing strategy. *Business Horizons*, 55(3):261-271.

Bevan-Dye, A.L. & Dondolo, B. 2014. *Enigma generation - Generation Y*. http://www.bizcommu nity.com/Article/196/19/117207.html#more [2 May 2015].

Bevan-Dye, A.L., Garnett, A. & de Klerk, N. 2012. Materialism, status consumption and consumer ethnocentrism amongst Black Generation Y students in South Africa. *African Journal of Business Management*, 6(16):5578-5586.

Bhattacherjee, A. 2012. *Social Science Research: Principles, Methods, and Practices*. Tampa, FL: USF Tampa Bay Open Access Textbooks.

Birn, R.J. 2004. *The Effective Use of Market Research*. 4th Edition. London: Kogan Page.

Black, A. 2010. Gen Y: Who they are and how they learn. *Education Horizons*: 92-101, Winter.

Blasco-Arcas, L., Hernandez-Ortega, B. & Jimenez-Martinez, J. 2014. The online purchase as a context for co-creating experiences. Drivers of and consequences for customer behaviour. *Internet Research*, 24(3):211-242.

Bless, C., Higson-Smith, C. & Kagee, A. 2007. *Fundamentals of Social Research Methods*. Cape Town: Juta.

Blumberg, B., Cooper, D.R. & Schindler, P.S. 2008. *Business Research Methods*. 2nd Edition. London: McGraw-Hill.

Blumberg, B., Cooper, D.R. & Schindler, P.S. 2011. *Business Research Methods*. 3rd Edition. London: McGraw-Hill.

Bolton, R.N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T., Loureiro, Y.K. & Solnet, D. 2013. Understanding Generation Y and their use of social media: a review and research agenda. *Journal of Service Management*, 24(3):245-267.

Bond, C., Ferraro, C., Luxton, S. & Sands, S. 2010, Social media advertising: An investigation of consumer perceptions, attitudes, and preferences for engagement. Proceedings of the Australian and New Zealand Marketing Academy (ANZMAC) Conference - Doing More with Less, Department of Management University of Canterbury, Christchurch, New Zealand, 29 November - 1 December.

Botha, J.A.R., Brink, A., Machado, R. & Rudansky, S. 1997. *Consumer-orientated marketing communication*. Pretoria: Unisa.

Boyd, D.M. & Ellison, N.B. 2008. Social network sites: definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1):210-230.

Bretenbach, D. 2013. *Facebook: At the right place, at the right time*. http://www.bizcommunity.com/Article/196/78/109530.html [2 June 2015].

Brewer, C. 2015. *Latest from the research front*. http://www.bizcommunity.com/Article/196/19/126526.html [3 June 2015].

Bridges, E. Briesch, R.A. & Shu, S.B. 2009. *The impact of advertising of child adult and 'all family' RTE cereal markets*. Kent, OH: Kent State University.

Britten, S. 2010. Mxit. *Sunday Times*: 18, December 5.

Brown, S.P. & Stayman, D.M. 1992. Antecedents and consequences of attitude toward the ad: a meta-analysis. *Journal of Consumer Research*, 19(1):34-51.

Bruhn, M., Schnebelen, S. & Schäfer, D. 2013. Antecedents and consequences of the quality of e-customer-to-customer interactions in B2B brand communities. *Industrial Marketing Management*, 43(1):164-176.

Bruner, G.C. & Kumar, A. 2000. Web commercials and advertising hierarchy-of-effects. *Journal of Advertising Research*, 40(1/2):35-42.

Burns, A.C. & Bush, F.R. 2012. *Basic Marketing Research*. 3rd Edition. Upper Saddle River, NJ: Pearson Education.

Butgereit, L.L. 2009. How Dr Math reaches pupils with competitions and computer games by using Mxit. Proceedings International Information Management Corporation (IIMC) IST-Africa 2009 Conference, Lake Victoria, Kampala, Uganda, 6-8 May.

Butgereit, L.L. & Botha, R.A. 2011. A Lucene stemmer for Mxit lingo. Proceedings of the 13th World Wide Web Applications Annual Conference, Johannesburg, South Africa, 14-16 September.

Butgereit, L.L., Leonard, B., Le Roux, C., Rama, H., De Sousa, M. & Naidoo, T. 2010. Dr Math gets MUDDY: The "Dirt" on how to attract teenagers to mathematics and science by using multi-user dungeon games over Mxit on cell phones. Proceedings of the International Information Management Corporation (IIMC) IST-Africa 2010 Conference, Durban, South Africa, 19-21 May.

Callingham, M. 2004. *Market Intelligence: How and Why Organizations Use Market Research*. London: Kogan Page Ltd.

Cant, M., Brink, A. & Brijball, S. 2002. *Customer Behaviour: A Southern African Perspective*. 1st Edition. Lansdowne: Juta.

Cant, M., Gerber-Nel, C., Nel, D. & Kotze, T. 2005. *Marketing Research*. Pretoria: Van Schaik Publishers.

Cant, M., Gerber-Nel, C., Nel, D. & Kotzé, T. 2008. *Marketing Research*. 2nd Edition. Pretoria: Van Schaik Publishers.

Carlson, N. 2011. *LinkedIn's IPO filing: All the long-held secrets you want to know*. http://www.businessinsider.com/linkedin-s1 [6 September 2014].

Chaffey, D. 2006. *E-Business and E-Commerce Management*. 3rd Edition. New York: Financial Times/Prentice Hall.

Chan, C. 2012. Marketing the academic library with online social network advertising. *Library Management*, 33(8/9):479-489.

Chandra, B., Goswami, S. & Chouhan, V. 2012. Investigating attitude towards online advertising on social media - an empirical study. *Management Insight*, 8(10):1-14.

Charton, D. 2012. *Time to look past marketing in social media strategy*. http://www.bizcommunity.com/Article/196/23/78275.html [18 April 2015].

Chatterjee, P. 2008. Are unclicked ads wasted? Enduring effects of banner and pop-up ad exposures on brand memory and attitudes. *Journal of Electronic Commerce Research*, 9(1):51-61.

Chi, H. 2011. Interactive Digital Advertising vs. Virtual Brand Community: Exploratory Study of User Motivation and Social Media Market Responses in Taiwan. *Journal of Interactive Advertising*, 12(1):44-61.

Chieruzzi, M. 2015. *Types of Facebook ads.* http://adespresso.com/academy/guides/facebook-ads-beginner/facebook-ads-types/ [10 June 2015].

Chigona, W., Chigona, A. Ngqokelela, B. & Mpofu, S. 2009. Mxit: Uses, perceptions and self-justifications. *Journal of Information, Information Technology, and Organisations*, 4:1-16.

Chigona, W., Kamkwenda, G., & Manjoo, S. 2008. Uses and gratifications of mobile internet among the South African Students. *South African Journal of Information Management*, 10(3):38-57.

Chisnall, P. 2005. *Marketing Research*. 7th Edition. London: McGraw-Hill.

Chu, S. 2011. Viral advertising in social media: participation in Facebook groups and responses among college-aged users. *Journal of Interactive Advertising*, 121(1):30-43.

Churchill G. A. 1994. *Marketing Research: Methodological Foundations*. 1st Edition. Mason, OH: Thomson Learning.

Churchill, G.A. & Lacobucci, D. 2004. *Marketing Research: Methodological Foundations*. 8th Edition. Mason, OH: Thomson South-Western.

Churchill, G.A. & Lacobucci, D. 2010. *Marketing Research: Methodological Foundations*. 10th Edition. Mason, OH: South-Western, Cengage Learning.

Cloete, E. 2012. An exploration of the strategic implementation of marketing communication within social networking communication context. Unpublished Master dissertation, North-West University, Potchefstroom.

Codrington, G. & Marshall, S.G. 2011. *Five Generations.* http://www.sustainable-employee-motivation.com/generation-gap.html [24 October 2014].

Cohen, L., Manion, L. & Morrison, K. 2007. *Research Methods in Education*. 6th Edition. Oxon: Routledge.

Constantinides, E. & Fountain, S.J. 2007. Web 2.0: Conceptual foundations and marketing issues. *Journal of Direct and Digital Marketing Practice*, 9(3):231-244.

Cooper, D.R. & Schindler, P.S. 2006. *Marketing Research Methods. 6th Edition.* New York: McGraw-Hill.

Cooper, D.R. & Schindler, P.S. 2008. *Business Research Methods.* 7th Edition. New York: McGraw-Hill.

Copely, P. 2004. *Marketing Communication Management*. Oxford: Elsevier Butterworth-Heinemann.

Coupey, E. 2001. *Marketing and the Internet: Conceptual Foundations*. New Jersey: Prentice Hall.

Cox, S.A. 2010. Online social network attitude toward online advertising formats. Unpublished Master dissertation, The Rochester Institute of Technology, Rochester, NY.

Crealock, M. 2008. The teachers write – about Millennials. *Bridges*, 6(2):10-11, January.

Curran, K., Graham, S. & Temple, C. 2011. Advertising on Facebook. *International Journal of E-Business Development*, 1(1):26-33.

Cvijikj, I.P. & Michahelles, F. 2013. Online engagement factors on Facebook brand pages. *Social Network Analysis and Mining*, 3(4):843-861.

Davidavičienė, V. & Tolvaišas, J. 2011. Measuring quality of e-commerce web sites: case of Lithuania. *Economics and Management*, 16:723-729.

Davidavičienė, V. 2012. Effectiveness factors of online advertising. In Business and Management. 2012. Proceedings of the 7th International Scientific Conference, Vilnius Gediminas Technical University, Vilnius, Lithuania, 10-11 May.

Davidson, J. 2015. *Here's how many Internet users there are*. http://time.com/money/3896219/internet-users-worldwide/ [28 November 2015].

Davis, V. & Rosenstein, R. 2012a. *Men are cheap efficient gender targeting with Facebook ads*. New York: Resolution Media & Kenshoo Social.

Davis, V. & Rosenstein, R. 2012b. *Metrics that matter: Introducing Exposure Rate, a New Facebook Advertising KPI*. New York: Resolution Media & Kenshoo Social.

De Haan, E., Wiesel, T. & Pauwels, K. 2013. Which advertising forms make a difference in online path to purchase? *MSI Working Paper Report*: 13-104.

De Lanerolle, I. 2012. The new wave: Who connects to the Internet, how they connect and what they do when they connect. Johannesburg: South African Network Society Project & University of Witwatersrand.

De Vos, A.S., Strydom, H., Fouché, C.B. & Delport, C.S.L. 2011. *Research at Grass Roots*. 4th Edition. Pretoria: Van Schaik.

De Vries, L., Gensler, S. & Leeflang, P.S.H. 2012. Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of Interactive Marketing*, 26(2): 83-91.

Dede, C. 2004. Planning for 'Neomillenia' learning styles: Implications for investments in technology and faculty. *Harvard Graduate School of Education*: 1-32, August.

Dhawraj, R. 2012. An investigation of the Democratic Alliance 2009 election campaign and how social networking through Facebook helped increase the party vote-share through Facebook helped increase the party vote-share. Unpublished Master dissertation, University of South Africa, Pretoria.

Dlodlo, N. & Dhurup, N. 2013. Examining social media dimensions among a cohort of Generation Y consumers in South Africa. *Mediterranean Journal of Social Sciences*, 4(14):329-338.

Dotson, M.F. & Hyatt, E.M. 2005. Major influence factors in children's consumer socialisation. *Journal of Consumer Marketing*, 22(3):35-42.

Dovey, J. 2014. Above-the-line adspend. *Financial Mail AdFocus*: 73, November.

Du Chenne, S. 2011. High on aspiration, but cynical. *AdReview*: 48-51, April 28.

Du Plessis, C. 2010. Mobile marketing communications to the youth: An Analysis of the Mxit Platform. Proceedings of the International Conference on e-Business, University of Piraeus, Athens, Greece, 26-28 July.

Du Plessis, F., Van Heerden, N. & Cook, G. 2010. *Integrated Advertising*. 3rd Edition. Pretoria: Van Schaik.

Du Plessis, G.G. & Rousseau, D. 2007. Personality and psychographics. In Du Plessis, P.J. & Rousseau, G.G. *Buyer behaviour: Understanding Consumer Psychology and Marketing*. 4th Edition. Cape Town: Oxford University Press.

Du Plessis, P.J. & Rousseau, G.G. 2003. *Buyer Behaviour: A Multi-Cultural Approach*. 3rd Edition. Cape Town: Oxford.

Du Plooy, G.M. 2009. *Communication Research: Techniques, Methods and Applications.* Cape Town: Juta.

Du Toit, J. 2009. *Car magazine mixes it up*. http://www.marketingmix.co.za/pebble.asp?relid=5192 [13 October 2014].

Du Toit, J. 2011. *Social networks drive connections – Mxit*. http://stelliesjol.com/social-networks-drive-connections-Mxit/ [5 November 2014].

Ducoffe, R.H. 1996. Advertising value and advertising on the Web. *Journal of Advertising Research*, 36(5):21-35.

Duffett, R.G. 2014. The Essentials of SA Marketing Communications. 5th Edition. Cape Town: CPUT.

Duncan, C.P. & Nelson, J.E. 1985. Effects of humor in a radio advertising experiment. *Journal of Advertising*, 14(2):33-64.

Effective Measure & IAB. 2014. *Majority buy digitally in South Africa - but not frequently*. http://www.emarketer.com/Article/Majority-Buy-Digitally-South-Africabut-Not-Frequently/1010887/2 [3 June 2015].

eMarketer. 2014a. *Mobile social affects UK Millennials' path to purchase*. http://www.emarketer. com/Article/Mobile-Social-Affects-UK-Millennials-Path-Purchase/1010540/2 [16 June 2015].

eMarketer. 2014b. *Retail sales worldwide will top $22 trillion this year*. http://www.emarketer.com/Article/Retail-Sales-Worldwide-Will-Top-22-Trillion-This-Year/1011765/2 [18 April 2015].

eMarketer. 2015a. *Facebook closes in on 1 billion mobile users worldwide nearly three-quarters of Facebook's ad revenues will come from mobile this year*. http://www.emarketer.com/Article/Facebook-Closes-on-1-Billion-Mobile-Users-Worldwide/1011881 [10 June 2015].

eMarketer. 2015b. *Social network ad spending to hit $23.68 billion worldwide in 2015*. http://www.emarketer.com/Article/Social-Network-Ad-Spending-Hit-2368-Billion-Worldwide-2015/1012357/2 [18 April 2015].

eMarketer. 2015c. *United Arab Emirates leads Middle East and Africa in mobile phone penetration*. http://enews.emarketer.com/q/Yh6C0JjCMbIK_ZGeo_BZonGX1kdh5rnldCUeUHbCt6NmxoRGvRhy5L3CZ [2 June 2015].

Engel, I.F., Blackwell, R.D. & Miniard, P.W 1995. *Consumer Behaviour.* International Edition. Orlando, FL: Dryden Press.

Ennis, L.S. & Gambrell, E.A. 2010. A comparison of undergraduate faculty and millennial students regarding the utilization of weblog and podcast technology in a teacher education department. *Journal of Distance Education*, 11(1):114-122.

Evans, L. 2010. *Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media.* Indianapolis: Que.

Facebook. 2015a. *Company info.* http://newsroom.fb.com/Company-Info/ [5 June 2015].

Facebook. 2015b. *Facebook adverts guide.* https://www.facebook.com/business/ads-guide/?tab0=Mobile%20News%20Feed [11 June 2015].

Facebook. 2015c. *Facebook pages.* https://www.facebook.com/about/pages [11 June 2015].

Fiegerman, S. 2014. *Instagram tops 300 million active users, likely bigger than Twitter.* http://mashable.com/2014/12/10/instagram-300-million-users/ [5 June 2015].

Field, A. 2009. *Discovering Statistics Using SPSS.* 3$^{rd}$ Edition. London: Sage.

Francke, E. & Weideman, M. 2008. South African youth and mobile technology impact: The Mxit phenomenon. *Journal of Business and Management Dynamics*: 81-94.

Frankfort-Nachmias, C. & Leon-Guerrero, A. 2006. *Social Statistics for a Diverse Society.* Thousand Oaks: Sage.

Gensler, S., Völckner, F., Liu-Thompkins, Y. & Wiertz, C. 2013. Managing brands in the social media environment. *Journal of Interactive Marketing*, 27(4):242-256.

Gerlitz, C. & Helmond, A. 2013. The like economy: social buttons and the data-intensive web. *New Media & Society*, 15(8):1348-1365.

Giles, J. 2009. *What is ICT?* http://www.michalsons.co.za/what-is-ict/2525 [6 June 2015].

Golden, M. 2011. *Social Media Strategies for Professionals and their Firms: The Guide to Establishing Credibility and Accelerating Relationships.* Hoboken, NJ: Wiley.

Goldstruck, A. & Wronski, M. 2015. *SA Social Media Landscape 2016.* Johannesburg: World Wide Worx & Fuseware.

Goodstein, A. 2008. What would Madison Avenue do? *School Library Journal*, 54(5):40-43.

Gratton, C. & Jones, I. 2010. *Research Methods for Sport Studies.* 2$^{nd}$ Edition. New York: Routledge.

Gravetter, F.J. & Forzano, LA.B. 2009. *Research Methods for the Behavioural Sciences.* 3$^{rd}$ Edition. Belmont, CA: Wadsworth, Cengage Learning.

Green, P.E. & Tull, D.S. 1975. *Research for Marketing Decisions.* 3$^{rd}$ Edition. New Jersey: Prentice-Hall.

Grier, S. & Deshpande, R. 2001. The influences of social status on group identity and social status. *Journal of Marketing Research*, 38(2):216-224.

Griffiths, S. 2012. International communication and brand interaction on mobile social media – South African adolescents' use of Mxit, Facebook and Twitter. Unpublished Master thesis, University of Cape Town, Cape Town.

Grinnell, R.M. & Unrau, Y.A. 2008. *Social Work Research and Evaluation: Quantitative and Qualitative Approaches*. New York, UK: Oxford University Press.

Gummerus, J., Liljander, V., Weman, E. & Pihlstrom, M. 2012. Customer engagement in a Facebook brand community. *Management Research Review*, 35(9):857-877.

Gupta, S.L. 2010. *Marketing Research*. New Delhi: Excel Books.

Hadija, Z., Barnes, S.B. & Hair, N. 2012. Why we ignore social networking advertising. *Qualitative Market Research: An International Journal*, 15(1):19-32.

Haenlein, M. 2013. Social interactions in customer churn decisions: The impact of relationship directionality. *International Journal of Research in Marketing*, 30(3):236-248.

Haigh, M.M., Brubaker, P. & Whiteside, E. 2013. Facebook: examining the information presented and its impact on stakeholders. *Corporate Communications: An International Journal*, 18(1):52-69.

Hair, J.F., Bush, R.P. & Ortinau, D.J. 2009. *Marketing Research.* New York: McGraw Hill/Irwin.

Hamidizadeh, M.R., Yazdani, N. Tabriz, A.A. & Latifi, M.M. 2012. Designing and validating a systematic model of e-advertising. *International Journal of Marketing Studies*, 4(2):130-149.

Hansson, L., Wrangmo, A. & Søilen, K.S. 2013. Optimal ways for companies to use Facebook as a marketing channel. *Journal of Information, Communication and Ethics in Society*, 11(2):112-126.

Harding, W. 2015. *The state of e-commerce in South Africa*. http://www.bizcommunity.com/Article/196/394/126894.html#more [3 June 2015].

Hardwick, J., Delarue, L., Ardley, B. & Taylor, N. 2014. *Computer-Mediated Marketing Strategies: Social Media and Online Brand Communities*. Lincoln, UK: University of Lincoln & Business School IGI Global.

Hassan, U.M., Fatima, S., Akram, A., Abbas, J. & Hasnain, A. 2013. Determinants of consumer attitude towards social-networking sites advertisement: testing the mediating role of advertising value. *Middle-East Journal of Scientific Research*, 16(3):319-330.

Hautz, J., Füller, J., Hutter, K. & Thürridl, C. 2014. Let users generate your video ads? The impact of video source and quality on consumers' perceptions and intended behaviors. *Journal of Interactive Marketing*, 28(1):1-15.

Hawkins, D.I., Best, R.J. & Coney, K.A. 2004. *Consumer Behaviour: Building Marketing Strategy*. 9th Edition. New York: McGraw-Hill Irwin.

Haydam, N. & Mostert, T. 2013. *Marketing Research for Managers*. Cape Town: African Paradigms Marketing Facilitators.

Helander, M. & Khalid, H. 2000. Modelling the customer in electronic commerce. *Applied Ergonomics*, 31:609-619.

Hennig-Thurau, T., Hofacker, C.F. & Bloching, B. 2013. Marketing the pinball way: Understanding how social media change the generation of value for consumers and companies. *Journal of Interactive Marketing*, 27(4):237-241.

Hershatter, A. & Epstein, M. 2006. *Is your firm ready for the Millennials?* http://knowledge.emory.edu/article.cfm?articleid=950 [25 November 2014].

Hill, R.P. & Moran, N. 2011. Social marketing meets interactive media. *International Journal of Advertising*, 30(5):815-838.

Hoffman, D.L., Kalsbeek, W.D. & Novak, T.P. 1996. Internet and web use in the United States: Baselines for commercial development. *Communications of the ACM*, 39:36-46.

Hoffman, D.L., Novak, T.P. & Peralta, M. 1999. Building consumer trust in online environments: The case for information privacy. *Communications of the ACM*, 42(4):80-85.

Hoffman, D.L. & Novak, T.P. 2012. Toward a deeper understanding of social media. *Journal of Interactive Marketing*, 26(2):69-70.

Holbrook, M.B. 1975. A Review of Advertising Research. In *Advertising and the Public Interest*, eds. Howard, J.A & Hulbert, J. Chicago: Crain.

Hollebeek, L.D., Glynn, M.S. & Brodie, R.J. 2014. Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2):149-165.

Hollis, N. 1994. The link between TV ad awareness and sales: new evidence from sales response modelling. *Journal of the Market Research Society*, 36(1):41-55.

Howard, J.H. & Sheth, J.D. 1969. *The Theory of Buyer Behaviour*. New York: John Wiley & Sons.

Howe, N. & Strauss, W. 1992. *Generations: The History of America's Future, 1584 to 2069*. New York: HarperCollins.

Howe, N. & Strauss, W. 2000. *Millennials Rising: The Next Great Generation*. New York: Vintage Books.

Hoy, M.G. & Milne, G. 2010. Gender differences in privacy-related measures for young adult Facebook users. *Journal of Interactive Advertising*, 10(2):28-45.

Hoyer, W.D. & MacInnis, D.J. 2010. *Consumer Behaviour*. 5th Edition. Mason, OH: South-Western Cengage Learning.

Hudson, S. & Hudson, R. 2013. Engaging with consumers using social media: a case study of music festivals. *International Journal of Event and Festival Management*, 4(3):206-223.

Hutter, K., Hautz, J., Dennhardt, S. & Füller, J. 2013. The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. *Journal of Product & Brand Management*, 22(5):342-351.

IAB see Internet Advertising Bureau.

Immordino-Yang, M.H., Christodoulou, J.A. & Singh, V. 2012. Rest is not idleness: implications of the brain's default mode for human development and education. *Perspectives on Psychological Science*, 7(4):352-364.

Instagram. 2015. *Homepage*. https://instagram.com/ [5 June 2015].

Internet Advertising Bureau. 2015. *Social media buyer's guide*. http://www.iab.net/socialmediabuyersguide/ [10 June 2015].

Internet World Stats. 2015. *World Internet users and population statistics*. http://www.internetworldstats.com/stats.htm [17 April 2015].

Ipsos OTX. 2012. *The ripple effect of following a brand on social media*. http://www.emarketer.com/Article.aspx?R=1009177 [1 July 2014].

Jaffit, D. 2015. *Marketing to Millennials*. http://www.bizcommunity.com/Article/196/423/127064.html [2 May 2015].

James, A. & Levin, J. 2015. Digital Natives: A portrait of tech and urban youth. *Sunday Times Generation Next 2015*: 16, May.

Janssen, C. 2015. *Information and Communications Technology (ICT)*. http://www.techopedia.com/definition/24152/information-and-communications-technology-ict [6 June 2015].

Jimmy, R. 2015. *Metrics that matter*. http://www.bizcommunity.com/Article/196/16/127335.html [2 May 2015].

Jones, A. 2011. Friending brands: A critical analysis of the entry of two South African telecommunication brands into the networked social media space of Facebook brands into the networked social media space of Facebook. Unpublished Master dissertation, University of Witwatersrand, Johannesburg.

Jothi, P.S., Neelamalar, M. & Prasad, R.S. 2011. Analysis of social networking sites: A study on effective communication strategy in developing brand communication. *Journal of Media and Communication Studies*, 3(7):234-242.

Jordaan, Y., Ehlers, L. & Grove, J.M. 2011. Advertising credibility across media channels: Perceptions of Generation Y consumers. *Communicare*, 30(1):1-20.

Kabadayi, S. & Price, K. 2014. Consumer – brand engagement on Facebook: liking and commenting behaviors. *Journal of Research in Interactive Marketing*, 8(3):203-223.

Kahn, M. 2013. ICT innovation in South Africa: Lessons learnt from Mxit. Proceedings of the 2013 ITU Kaleidoscope Academic Conference - Building Sustainable Communities, Kyoto, Japan, 22-24 April.

Kalampokis, E., Tambouris, E. & Tarabanis, K. 2013. Understanding the predictive power of social media. *Internet Research*, 23(5):544-559.

Kananukul, C., Jung, S. & Watchravesringkan, K. 2015. Building customer equity through trust in social networking sites. *Journal of Research in Interactive Marketing*, 9(2):148-166.

Kaplan, A. & Haenlein, M. 2010. Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1):59-68.

Kapp, J.M., Peters, C. & Oliver, D.P. 2013. Research recruitment using Facebook advertising: big potential, big challenges. *Journal of Cancer Education*, 28:134-137.

Karanja, B. 2014. *Young people drive Twitter growth in Africa*. http://www.indiaafricaconnect.in/index.php?param=news/3956/the-big-story/114 [2 June 2015].

Kardes, F.R., Cline, T.W. & Cronley, M.L. 2008. *Consumer Behaviour: Science and Practice*. Mason, OH: South-Western, Cengage Learning.

Kaufman, S. 2011. Investigating adolescents" experiences of using Mxit as a source of peer-support during Grade 12. Unpublished Master dissertation, North-West University, Potchefstroom.

Kaushik, A. 2009. *Quote of the day: 'Social media is like teen sex'*. http://www.cnet.com/news/quote-of-the-day-social-media-is-like-teen-sex/ [1 May 2015].

Kennedy, G.E., Judd, T.S., Churchward, A., Gray, K. & Krause, K. 2008. First year students' experiences with technology: Are they really digital natives? *Australasian Journal of Educational Technology*, 24:108-122.

Kent, R.A. 1993. *Marketing Research in Action*. New York: Routledge.

Khuon, T. 2014. *Peter Pan Syndrome: What makes the Millennials different?* http://agilelifestyle.net/peter-pan-syndrome-complex [17 June 2015].

Kietzman, J.H., Hermkens, K., McCarthy, I.P. & Silvestre, B.S. 2011. Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3):241-251.

Kim, D., Spiller, L. & Hettche, H. 2015. Analyzing media types and content orientations in Facebook for global brands. *Journal of Research in Interactive Marketing*, 9(1):4-30.

Kim, S., Sun, K. & Young, D. 2013. The influence of consumer value-based factors on attitude-behavioral intention in social commerce: The differences between high- and low-technology experience groups. *Journal of Travel and Tourism Marketing*, 30:108-125.

Kodjamanis, A. & Angelopoulos, S. 2013. Consumer perception and attitude towards advertising on social networking sites: the case of Facebook. Proceedings of International Conference on Communication, Media, Technology and Design, Famagusta, North Cyprus, 2-4 May.

Koekemoer, L. 2004. *Advertising*. 1st Edition. Lansdowne, Cape Town: Juta.

Kolter, P. 1991. *Marketing Management. Analysis, Planning, Implementation and Control*. 7th Edition. New Jersey: Prentice Hall.

Kramper, MA. 2012. Discourses of health, sexuality and gender in the H360° HIV/AIDS education portal on MXit. Unpublished Master thesis, University of Cape Town, Cape Town.

Kumar, R. 2011. *Research Methodology*. Sage Publishing: Pretoria.

Kumar, V., Bhaskaran, V., Mirchandani, R. & Shah, M. 2013. Creating a measurable social media marketing strategy: Increasing the value and ROI of intangibles and tangibles for hokey pokey. *Marketing Science*, 32(2):194-212.

Labrecque, L.I. 2014. Fostering consumer-brand relationships in social media environments: The role of parasocial interaction. *Journal of Interactive Marketing*, 28(2):134-148.

Lamb, C.W., Hair, J.F., McDaniel, C., Boshoff, C. & Terblanche, N.S. 2008. *Marketing*. 3$^{rd}$ Edition. Cape Town: Oxford University Press.

Laroche, M., Habibi, M.R. & Richard, M. 2013. To be or not to be in social media: How brand loyalty is affected by social media? *International Journal of Information Management*, 33:76-82.

Lavidge, R.J. & Steiner, G.A. 1961. A model of predictive measurement of advertising effectiveness. *Journal of Marketing*, 25(6):59-62.

Lazarevic, V. 2012 Encouraging brand loyalty in fickle Generation Y consumers. *Young Consumers: Insight and Ideas for Responsible Marketers*, 13(1):45-61.

Lesame, N. 2013. Vision and practice: the South African information society experience. *Journal of Multidisciplinary Research*, 5(1):73-90.

Leung, X.Y., Bai, B. & Stahura, K.A. 2015. The marketing effectiveness of social media in the hotel industry: A comparison of Facebook and Twitter. *Journal of Hospitality & Tourism Research*, 39(2):147-169.

Levin, J. 2015. *SA youth annual spend over R111bn*. http://www.bizcommunity.com/Article/196/347/126561.html [16 June 2015].

Liao, Z. & Cheung, T. 2001. Internet-based e-shopping and consumer attitudes: An empirical study. *Information and Management*, 38: 299-306.

Lin, A., Gregor, S. & Ewing, M. 2008. Developing a scale to measure the enjoyment of Web experiences. *Journal of Interactive Marketing,* 22(4):40-57.

Lingelbach, D., Patino, A. and Pitta, D.A. 2012. The emergence of marketing in Millennial new ventures. *Journal of Consumer Marketing*, 29(2):136-145.

LinkedIn. 2015. *About us*. https://www.linkedin.com/about-us [5 June 2015].

Lipsman, A., Mudd, G., Rich, M. & Bruich, S. 2012. The power of "Like". *Journal of Advertising Research*: 52(1):40-52.

Little, J. 1979. Aggregate advertising models: state of the art. *Operations Research*, 27:629-667.

Liu, S., Chou, C. & Liao, H. 2015. An exploratory study of product placement in social media. *Internet Research*, 25(2):300-316.

Liu-Thompkins, Y. & Rogerson, M. 2012. Rising to stardom: An empirical investigation of the diffusion of user-generated content. *Journal of Interactive Marketing*, 26(2):71-82.

Logan, K. 2014. Why isn't everyone doing it? A comparison of antecedents to following brands on Twitter and Facebook. *Journal of Interactive Advertising*, 14(2):60-72.

Logan, K., Bright, L.F. & Gangadharbatla, H. 2013. Facebook versus television: Advertising value perceptions among females. *Journal of Research in Interactive Marketing*, 6(3):164-179.

Lower, J. 2008. Brace yourself here comes Generation Y. *Critical Care Nurse*, 28(5):80-84.

Luck, D.J., Wales, H.G., Taylor, D.A. & Rubin, R.S. 1972. *Marketing Research*. 5th Edition. New Jersey: Prentice-Hall.

Lukka, V. & James, P.T.J. 2014. Attitudes toward Facebook. *Journal of Management and Marketing Research*, 14:1-26.

Lutz, R.J. 1985. Affective and cognitive antecedents of attitude toward the ad: a conceptual framework. In Alwitt, L. & Mitchell, A.A. (Eds). *Psychological Processes and Advertising Effects: Theory, Research and Application*. Hillsdale, NJ: Lawrence Erlbaum.

Ma, J. & Liu, H. 2010. Advertising management influence of online advertising – A study of white-collar workers in online advertising context. Unpublished Master dissertation, University of Halmstad, Halmstad, Sweden

MacKenzie, S.B. & Lutz, R.J. 1989. An empirical examination of the structural antecedents of attitude toward the ad in an advertising pretesting context. *Journal of Marketing*, 53(2):48-65.

MacKenzie, S.B., Lutz, R.J. & Belch, G.E. 1986. The role of attitude toward the ad as a mediator of advertising effectiveness: a test of competing explanations. *Journal of Marketing Research*, 23(2):130-143.

Maddox, L.M. & Gong, W. 2005. Effects of URLS in traditional media advertising in China. *International Marketing Review*, 22(6):673-692.

Madikane, N. 2015. *Female Millennials are the most confident and ambitious of any female generation*. http://www.bizcommunity.com/Article/196/19/125253.html#more [16 June 2015].

Makoe, M. 2010. Exploring the use of Mxit: a cell-phone social network to facilitate learning in distance education. *Open Learning: The Journal of Open, Distance and e-Learning*, 25(3):251-257.

Malhotra, A., Malhotra, C.K. & See, A. 2013. How to create brand engagement on Facebook. *MIT Sloan Management Review*, 54(2):18-20.

Malhotra, N. K. 1993. *Marketing Research: An Applied Orientation*. 1st Edition. New Jersey: Prentice Hall.

Malibo, C.M. 2011. University of Johannesburg Millennials' communication of brand perception on Facebook: Implications for reputation management. Unpublished Master dissertation, University of Johannesburg, Johannesburg.

Mallett, M. 2014. *The 7 types of Facebook ads: and when to use each*. http://www.interactivitydigital.com/14706/ [10 June 2015].

Malthouse, E.C., Haenlein, M., Skiera, B., Wege, E. & Zhang, M. 2013. Managing customer relationships in the social media era: Introducing the social CRM house. *Journal of Interactive Marketing*, 27(4):270-280.

Mangold, W.G. & Faulds, D.J. 2009. Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4):357-365.

Maree, K. 2007. *First Steps in Research.* Pretoria: Van Schaik.

Martin, B.A.S., Bhimy, A.C. & Agee, T. 2002. Infomercials and advertising effectiveness: An empirical study. *Journal of Consumer Marketing*, 19(6):468-480.

Martin, C.A. 2005. From high maintenance to high productivity: what managers need to know about Generation Y. *Industrial and Commercial Training*, 37(1):39-44.

Martinez-Lopez, F.J., Luna, P. & Martinez, F.J. 2005. Online shopping, the standard learning hierarchy, and consumers' internet expertise. *Internet Research*, 15(3):312-334.

Martins, J.H., Loubser, M. & Van Wyk, H., de J. 1996. *Marketing Research: A South Africa Approach.* Pretoria: Unisa Press.

Maseko, B. 2011. *Social media & youth sourcing.* http://www.bizcommunity.com/Article/196/423/58918.html [11 November 2014].

Mashego, T. 2011. Pay day for Mxit, MiWallet. *Sunday Times*: 3, February 13.

Matthee, C. 2011. Towards the two-way symmetrical communication model: The use of social media to create dialogue around brands. Unpublished Master dissertation, Nelson Mandela Metropolitan University, Port Elizabeth.

Maxwell, J. 2013. Demystifying the online shopper 10 myths of multichannel retailing. *PwC's Multichannel Retail Survey*: 3-35, January.

McCarthy, J., Rowley, J., Ashworth, C.J. & Pioch, E. 2014. Managing brand presence through social media: the case of UK football clubs. *Internet Research*, 24(2):43-75.

McCrindle, M. & Wolfinger, E. 2009. *The ABC of XYZ: Understanding the Global Generations*. New South Wales: UNSW Press.

McDaniel, C. & Gates, R. 2004. *Marketing Research Essentials.* 4th Edition. New York: John Wiley & Sons.

McDaniel, C. & Gates, R. 2008. *Marketing Research Essentials*. 6th edition. New York: John Wiley & Sons.

McDonald, C. 2014. *Millennials rising: The Next Generation*. http://www.bizcommunity.com/Article/196/423/117374.html [16 June 2015].

McMahan, C., Hovland, R. & McMillan, S. 2009. Online marketing communications exploring online customer behavior by examining gender differences and interactivity within Internet advertising. *Journal of Interactive Advertising*, 10(1):61-76.

Meier, G. 2013. *The state of social media in South Africa 2013*. http://www.bluemagnet.co.za/blog/the-state-of-social-media-in-south-africa-2013 [6 June 2015].

Mendelsohn, N. 2014. *Facebook reaches a landmark 100-million users in Africa through mobile*. http://www.bizcommunity.com/Article/196/78/118594.html#more [25 May 2015].

Meyerson, M. 2010. *Success Secrets of Social Media Marketing Superstars*. New York: Entrepreneur Press.

Miller, M. 2011. *The Ultimate Web Marketing Guide*. Indiana: Pearson Education.

Mina, S. 2012. We create, we connect, we respect, therefore we are: Intellectual, social, and cultural value in online communications. *Journal of Interactive Marketing*, 26(4):209-222.

Minton, E., Lee, C., Orth, U., Kim, C. & Kahle, L. 2012. Sustainable marketing and social media: A cross-country analysis of motives for sustainable behaviours. *Journal of Advertising*, 41(4):69-84.

Mir, I.A. 2012. Consumer attitudinal insights about social media advertising: A South Asian perspective. *The Romanian Economic Journal*, 15(45):265-288.

Mitek & Zogby Analytics. 2014. *Smartphone-toting Millennials fuel demand for mobile-optimized sites*. http://www.emarketer.com/Article/Smartphone-Toting-Millennials-Fuel-Demand-Mobile-Optimized-Sites/1011361/2 [16 June 2015].

Molnár, G. 2011. Social technographics profiles of students at University of Pecs. Unpublished Master dissertation, University of Pecs, Pecs, Hungary.

Montoya-Weis, M., Voss, G. & Grewall, D. 2003. Determinants of online channel use and overall satisfaction with a relational, multi-channel service provider. *Journal of the Academy of Marketing Science*, 31(4):448-458.

Moore, D.L. & Hutchinson, J.W. 1983. The effects of ad affect on advertising effectiveness. *Advances in Consumer Research*, 10:526-531.

Moore, M. 2012. Interactive media usage among Millennial consumers. *Journal of Consumer Marketing*, 29(6):436-444.

Morrissey, G.E., Coolican, M.J. & Wolfgang, D.F. 2011. Millennial students in alternative teacher education. Paper presented at the American Educational Research Association Annual Conference, University of Michigan, New Orleans (LA), 10 April.

Morton, L.P. 2002. Targeting Generation Y. *Public Relations Quarterly*, 47:46-48.

Mouton, J. 2001. *How to Succeed in your Master's and Doctoral Studies: a South African Guide and Resource Book*. Pretoria: Van Schaik.

Mulero, O. & Adeyeye, M. 2013. An empirical study of user acceptance of online social networks marketing. *SACJ*, 50:6-14, July.

Murphy, K. 2014. The influence of content generation on brand attitude and purchase intention within visual social media. Unpublished MBA thesis, Dublin Business School, Dublin, Ireland.

Murray, J. 2011. *Cloud network architecture and ICT*. http://itknowledgeexchange.techtarget.com/modern-network-architecture/cloud-network-architecture-and-ict/ [6 June 2015].

Mwaba, K. 2014. *Born Frees positive about SA despite socio-economic challenges*. http://www.bizcommunity.com/Article/196/19/118318.html [26 May 2015].

Mxit. 2015a. *About Mxit*. http://get.Mxit.com/about/ [5 June 2015].

Mxit. 2015b. *Advertise on Mxit*. http://advertise.Mxit.com [12 June 2015].

Naidoo, T. 2011. The effectiveness of advertising through the social media in Gauteng. Unpublished Master dissertation, North-West University, Potchefstroom.

Nargundkar, R. 2008. *Marketing Research*. 3rd Edition. New York: McGraw-Hill.

Naylor, R.W., Lamberton, C.P. & West, P.M. 2012. Beyond the "Like" button: the impact of mere virtual presence on brand evaluations and purchase intentions in social media settings. *Journal of Marketing*, 76(6):105-120.

Nhlapo, S. 2015. *Millennials forsake TV for smart devices*. http://www.bizcommunity.com/Article/196/347/126519.html#more [2 May 2015].

Nicholson, D.R. 2011. Mobile technologies - information on the move … or stuck in a groove? A South African perspective. *Library and Information Science Research Electronic Journal*, 21(2):1-22, September.

Nikirk, M. 2009. Today's Millennial generation: A look ahead to the future they create. *Techniques: Connecting Education and Careers*, 84(5):20-23.

Noble, S.M., Haytko, D.L. & Phillips, J. 2009. What drives college-age Generation Y consumers? *Journal of Business Research*, 62(6):617-628.

Novak, T.P., Hoffman, D.L. & Yung, Y. 2000. Measuring the customer experience in online environments: a structural modelling approach. *Marketing Science*, 19(1):22-42.

O'Brien, T. 1971. Stages of consumer decision making. *Journal of Marketing Research*, 8:282-289.

O'Guinn, T.C., Allen, C.T. & Semenik, R.J. 2009. *Advertising & Integrated Brand Promotion*. 5th Edition. Mason, OH: South-Western Cengage Learning.

O'Reilly, T. 2005. *What is Web 2.0?* http://oreilly.com/lpt/a/6228 [11 November 2014].

Okazaki, S. & Taylor, C.R. 2013. Social media and international advertising: Theoretical challenges and future directions. *International Marketing Review*, 30(1):56-71.

Orpana, J. & Tera, J. 2011. Facebook marketing – What do users think of it? Unpublished Bachelor thesis, Turku University of Applied Sciences, Turku, Finland.

Pallant, J. 2010. *SPSS Survival Manual*. 4th Edition. New York: McGraw-Hill.

Parasuraman, A., Grewal, D. & Krishnan, R. 2007. *Marketing Research.* 2nd Edition. Boston: Houghton Mifflin.

Park, J. & Gursoy, D. 2012. Generation effects on work engagement among US hotel employees. *International Journal of Hospitality Management*, 31(4):1195-1202.

Patterson, M. 2014. *A beginner's guide to Facebook advertising*. http://sproutsocial.com/insights/facebook-advertising-guide/ [8 June 2015].

Patwardhan, P. & Ramaprasad, J. 2005. Rational integrative model of online consumer decision making. *Journal of Interactive Advertising*, 6(1):2-13.

Persaud, C. 2013. The effects of interactivity and involvement on users' attitude toward and perception of brands and purchase intent on Facebook. Unpublished Master thesis, State University, Louisiana.

Peters, K., Chen, Y., Kaplan, A.M. Ognibeni, B. & Pauwels, K. 2013. Social media metrics – A framework and guidelines for managing social media. *Journal of Interactive Marketing*, 27(4):281-298.

Petzer, D.J. & De Meyer, C.F. 2013. Trials and tribulations: Marketing in modern South Africa. *European Business Review*, 25(4):382-390.

Phakathi, P. 2013. *Online shoppers enjoy the services.* http://www.bizcommunity.com/Article/196/544/95671.html [3 June 2015].

Pi, S.M., Liao, H.L., Liu, S.H. & Lee, I.S. 2011. Factors influencing the behaviour of online group-buying in Taiwan. *African Journal of Business Management*, 5(16):7120-7129.

Pickels, M. 2007. *Millennial Generation won't be much like Baby Boomers.* http://www.alliancetrends.org/demographics-population.cfm?id=34 [27 November 2014].

Pince, I. 2014. A phenomenological study of young adults' experiences of Facebook. Unpublished Master dissertation, Nelson Mandela Metropolitan University, Port Elizabeth.

Pinterest. 2015. *About.* https://about.pinterest.com/en [6 June 2015].

Pitta, D.A. 2013. Facebook's increasing level of ad sophistication. *Journal of Consumer Marketing*, 30(1):1-3.

Plummer, L. 2011. *What is Google+.* http://www.pocket-lint.com/news/40785/what-is-google-android-iphone-apps [25 May 2014].

Pombo, A. 2015. *Youth marketers, here's why traditional advertising doesn't cut it anymore....* http://www.bizcommunity.com/Article/196/347/127714.html#more [26 May 2015].

Powers, T., Advincula, D., Austin, M.S., Graiko, S. & Snyder, J. 2012. Digital and social media in the purchase decision process. *Journal of Advertising Research*, 52(4):479-489.

Prag, H. 2010. *Adventures in Twitter-land.* www.marketingmix.co.za/pebble.asp?relid=9355 [19 July 2014].

Prensky, M. 2001. Digital natives, digital immigrants. *On the Horizon*, 9(5):1-6.

Preston, I.L. 1982. The association model of the advertising communication process. *Journal of Advertising*, (11)2:3-15.

Preston, I.L. & Thorson, E. 1983. Challenges to the use of the hierarchy models in predicting advertising effectiveness. Proceedings of the Annual Convention of American Academy of Advertising, Lawrence, Kansas: 28-33.

Preston, I.L. & Thorson, E. 1984. The expanded association model: Keeping the hierarchy concept alive. *Journal of Advertising Research*, 24:59-65.

Previte, J. & Forrester, E. 1998. Internet advertising: An assessment of consumer attitudes to advertising on the Internet. Paper presented at the Australia-New Zealand Marketing Academy Conference (ANZMAC), University of Otago, Dunedin, 28 November - 3 December.

Puffett, L. 2012. Facebook as a tool for social customer relationship marketing. Unpublished Master thesis, Nelson Mandela Metropolitan University, Port Elizabeth.

Punj, G. 2011. Effect of consumer beliefs on online purchase behavior: The influence of demographic characteristics and consumption values. *Journal of Interactive Marketing*, 25(3):134-144.

Putrevu, S. & Lord, R.K. 1994. Comparative and noncomparative advertising: Attitude effects under cognitive and affective involvement conditions. *Journal of Advertising*, 23(2):77-90.

Puybaraud, M. 2010. *Generation Analysis*. London: Johnson Controls.

Puzakova, M., Hyokjin, K. & Rocereto, J. 2013. When humanizing brands goes wrong: The detrimental effect of brand anthropomorphization amid product wrongdoings. *Journal of Marketing*, 77(3):81-100.

Radebe, K. 2013. *Young, middle class and black*. http://www.moneyweb.co.za/moneyweb-economic-trends/young-middle-class-and-black [25 April 2015].

Ralph, N. 2015. *WhatsApp touts 800M monthly active users*. http://www.cnet.com/news/whatsapp-touts-800m-monthly-active-users/ [4 June 2015].

Ramnarain, Y. & Govender, K.K. 2013. Social media browsing and consumer behaviour: Exploring the youth market. *African Journal of Business Management*, 7(18):1885-1893.

Redsicker, P. 2013. *7 Social media trends for consumers: New research*. http://www.socialmediaexaminer.com/7-social-media-trends-for-consumers-new-research/ [11 April 2015].

Roberts, K.K. 2010. Privacy and perceptions: How Facebook advertising affects its users. *The Elon Journal of Undergraduate Research in Communications*, 1(1):24-34.

Roberts, N. & Vänskä. 2011. Challenging assumptions: Mobile learning for mathematics project in South Africa. *Distance Education*, 32(2):243-259.

Rodgers, E.M. 1962. *Diffusion of Innovations*. New York: Free Press.

Rohm, A., Kaltcheva, V.D. & Milne, G.R. 2013. A mixed-method approach to examining brand-consumer interactions driven by social media. *Journal of Research in Interactive Marketing*, 7(4):295-311.

Rose, L. 2009. Welcome to the...iGeneration! *The Psychology of Technology*: 8-12, August.

Rowley, J. 1998. Promotion and marketing communications in the information marketplace. *Library Review*, 47(8):383-387.

Ruane, L. & Wallace, E. 2013. Generation Y females online: insights from brand narratives. *Qualitative Market Research: An International Journal*, 16(3):315-335.

Safko, L. 2010. *The Social Media Bible: Tactics, Tools & Strategies for Business Success*. 2nd Edition. Hoboken, NJ: Wiley.

Sago, B. 2013. Factors influencing social media adoption and frequency of use. *International Journal of Business and Commerce*, 3(1):1-14.

Sashi, C.M. 2012. Customer engagement, buyer-seller relationships and social media. *Management Decision*, 50(2):253-272.

Saunders, M. 2014. *The Millennial Persona*. http://www.bizcommunity.com/Article/196/347/1173 47.html [19 June 2015].

Saunders, M., Lewis, P. & Thornhill, A. 2009. *Research Methods for Business Students*. Harlow: Pearson Education.

Saxena, A. & Khanna, U. 2013. Advertising on social network sites: A structural equation modeling approach. *Vision*, 17(1):17-25.

Scarpi, D. 2012. Work and fun on the internet: The effects of utilitarianism and hedonism online. *Journal of Interactive Marketing*, 26:53-67.

Schiffman, L.G. & Kanuk, L.L. 2004. *Consumer Behaviour*. 8th Edition. Upper Saddle River, NJ: Prentice Hall.

Schiffman, L.G. & Kanuk, L.L. 2008. *Consumer Behaviour.* 9th Edition. Upper Saddle River, NJ: Prentice Hall.

Schivinski, B. & Dabrowski, D. 2013. The effect of social-media communication on consumer perceptions of brands, Working Paper Series A (Economics, Management, Statistics), GUT Faculty of Management and Economics, Gdańsk, 12:1-20.

Schivinski, B. & Dabrowski, D. 2015. The impact of brand communication on brand equity through Facebook. *Journal of Research in Interactive Marketing*, 9(1):31-53.

Schlosser, A.E. & Shavitt, S. 1999. Survey of Internet users' attitudes toward internet advertising. *Journal of Interactive Marketing*, 13(3):34-54.

Schmidt, D. 2014. *Which social channels are right for your brand*? http://www.bizcommunity.co m/article/196/669/122715.html [25 May 2015].

Schoen, H., Gayo-Avello, D., Metaxas, P.T., Mustafaraj, E., Strohmaier, M. & Gloor, P. 2013. The power of prediction with social media. *Internet Research*, 23(5):528-543.

Schroer, W.J. 2010. *Generations X, Y, Z and the others*. http://www.socialmarketing.org/news letter/features/generation3.htm [24 October 2014].

SEM see Sustainable Employee Motivation.

Shambare, R., Rugimbana, R. & Sithole, N. 2012. Social networking habits among students. *African Journal of Business Management*, 6(2):578-586.

Shavitt, S., Lowrey, P. & Haefner, J. 1998. Public attitudes toward advertising: more favourable than you might think. *Journal of Advertising Research*, 38(4):7-22.

Sheldon, A.F. 1911. *The Art of Selling*. Chicago: The Sheldon School.

Shevel, A. 2013. *Black Diamonds outshine whites*. http://www.bdlive.co.za/national/2013/04/28/black-diamonds-outshine-whites [25 April 2015].

Shezi, L. 2015. *What do SA's 24.9 mil Internet users spend most of their time doing online?* http://www.htxt.co.za/2015/01/21/what-do-sas-24-9-mil-internet-users-spend-most-of-their-time-doing-online/ [3 June 2015].

Shimp, T.A. 1981. Attitude toward the ad as a mediator of consumer brand choice. *Journal of Advertising*, 10(2):9-15.

Shimp, T.A. 2010. *Integrated Marketing Communication in Advertising and Promotion*. 8th Edition. Mason OH: South Western Cengage Learning.

Shipman, S. 2010. Study reveals what attracts Generation Y go-getters. *Management Today*, 28(6):48.

Skene, J., Cluett, L. & Hogan, J. 2007. Engaging Gen Y students at university: What web tools do they have, how do they use them and what do they want? Paper presented at the 10th Pacific Rim First Year in Higher Education Conference, Brisbane, Australia, 4-6 July.

Smith, A., Fischer, E. & Yongjian, C. 2012. How does brand-related user-generated content differ across YouTube, Facebook, and Twitter? *Journal of Interactive Marketing*, 26(2):102-113.

Smith, C. 2010. *Black to the future - South Africa's Gen-Y*. http://www.tomorrowtoday.co.za/2010/03/02/%E2%80%9Cblack-to-the-future%E2%80%9D-south-africa%E2%80%99s-gen-y/ [28 November 2014].

Smith, C. 2013. Retailers say social media is having an impact on their bottom lines. *Business Insider*: 21, June.

Smith, C. 2015. *By the numbers: 15 MySpace stats and facts then and now*. http://expandedramblings.com/index.php/myspace-stats-then-now/ [9 June 2015].

Smith, K.T. 2012. Longitudinal study of digital marketing strategies targeting Millennials. *Journal of Consumer Marketing*, 29(2):86-92.

Smith, S.M. & Albaum, G.S. 2005. *Fundamentals of Marketing Research*. Thousand Oaks, CA: Sage.

Soares, A.M. & Pinho, J.C. 2014. Advertising in online social networks: the role of perceived enjoyment and social influence. *Journal of Research in Interactive Marketing*, 8(3):245-263.

Sobel, K. 2010. Teens: a framework for understanding adolescent online social behaviours on myYearbook, Facebook, MySpace and Twitter. Unpublished Honours dissertation. Pennsylvania State University, Philadephia, Pa.

Socialbakers. 2015a. *Facebook statistics - brands*. http://www.socialbakers.com/statistics/facebook/pages/total/brands/ [11 June 2015].

Socialbakers. 2015b *Facebook statistics - brands in South Africa*. http://www.socialbakers.com/statistics/facebook/pages/total/south-africa/brands/ [11 June 2015].

Statista. 2015. *Global social networks ranked by number of users 2015*. http://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/ [6 June 2015].

Statistics SA see Statistics South Africa.

Statistics South Africa. 2012a. *Census 2011: In brief*. Pretoria: Statistics South Africa.

Statistics South Africa. 2012b. *Census 2011: Municipal Fact Sheet*. Pretoria: Statistics South Africa.

Stewart, D.W. 1999. Advertising wearout: what and how you measure matters. *Journal of Advertising Research*, 39(5):39-42.

Stewart, F. 2014. *The great Facebook swindle*. http://www.bizcommunity.com/Article/196/423/113609.html [2 June 2015].

Stokes, R. 2009. *eMarketing: The Essential Guide to Online Marketing*. 2nd Edition. Cape Town: Quirk Education.

Stokes, R. 2013. *eMarketing: The Essential Guide to Marketing in a Digital World*. 5th Edition. Cape Town: Quirk Education

Stork, C., Calandro, E. & Gillward, A. 2013. Internet going mobile: Internet access and use in 11 African countries. *Info*, 15(5):34-51.

Strong, E.K. 1925. *The Psychology of Selling*. New York: McGraw-Hill.

Student Brands. 2015. *Student high tech survey 2015: Students becoming more tech-savvy*. http://www.bizcommunity.com/Article/196/16/125269.html [3 June 2015].

Sustainable Employee Motivation. 2011. *Understanding Generation Y*. http://www.sustainable-employee-motivation.com/generation-Y.html [24 October 2014].

Swanepoel, H. 2015. *Full adoption of mobile marketing in Africa*. http://www.bizcommunity.com/Article/196/687/122736.html#more [2 June 2015].

Swanepoel, T.L. & Thomas, K.G.F. 2012. Malicious MXit? South African adolescents' use of mobile-based communication applications. *Journal of Child & Adolescent Mental Health*, 24(2):117-132.

Swani, K., Milne, G.R. & Brown, B.P. 2013. Spreading the word through Likes on Facebook: evaluating the message strategy effectiveness of Fortune 500 companies. *Journal of Research in Interactive Marketing*, 7(4):269-294.

Tan, W.J., Kwek, C.L. & Li, Z. 2013. The antecedents of effectiveness interactive advertising in the social media. *International Business Research*, 6(3):88-98.

Tavakol, M. & Dennick, R. 2011. Making sense of Cronbach's Alpha. *International Journal of Medical Education*, 2:53-55.

Taylor, D.G., Lewin, J.E. & Strutton, D. 2011. Friends, fans and followers: Do ads work on social networks? *Journal of Advertising Research*, 51(1):258-275.

Taylor, S.A. & Hunter, G.L. 2002. The impact of loyalty with e-CRM software and e-services. *International Journal of Service Industry Management*, 13(5):452-478.

Tellis, G.J. 1988. Advertising exposure, loyalty, and brand purchase: a two-stage model of choice. *Journal of Marketing Research*, 25(2):134-144.

Tham, A., Croy, G. & Mair, J. 2013. Social media in destination choice: Distinctive electronic word-of-mouth dimensions. *Journal of Travel & Tourism Marketing*, 30:144-155.

Thomas, L. 2011. *The McGraw-Hill 36-hour Course: Online Marketing*. New York: McGraw-Hill.

Thomas, S. 2015. *Mxit: the rise and collapse of 'Africa's largest social network'*. http://memeburn .com/2015/02/Mxit-the-rise-and-collapse-of-africas-largest-social-network/ [5 June 2015].

Thompson, D. & Malaviya, P. 2013. Consumer-generated ads: Does awareness of advertising co-creation help or hurt persuasion? *Journal of Marketing*, 77(3):33-47.

Tsai, M.T., Cheng, N.C. & Chen, K.S. 2011. Understanding online group buying intention: the roles of sense of virtual community and technology acceptance factors. *Total Quality Management & Business Excellence*, 22(10):1091-1104.

Tucker, C. 2012. Social advertising. *SSRN eLibrary*: 1-28.

Tustin, D.H. Ligthelm, A.A., Martins, J.H. & van Wyk, H. 2005. *Marketing Research in Practise*. 1st Edition. Pretoria: Unisa Press.

Tuten, T. & Michael, S. 2012. *Social Media Marketing*. Englewood Cliffs, NJ: Prentice Hall.

Twitter. 2015. *Company*. https://about.twitter.com/company [5 June 2015].

Uitz, I. 2012. Social media – Is it worth the trouble? *Journal of Internet Social Networking & Virtual Communities*: 1-14.

Urdan, T.C. 2010. *Statistics in Plain English*. 3rd Edition. New York, NY: Routledge.

Utermark, C. 2015. *African youth account for 65% of the continent's R10tn consumer spending and ad targeting*. http://www.bizcommunity.com/Article/196/669/129895.html [16 June 2015].

Van der Linde, K. 2011. Mediating identity, 'mobile-ising' culture: The social impact of Mxit in the relational lives of teens. Unpublished Master thesis, University of Cape Town, Cape Town.

Van Noort, G., Voorveld, H.A.M. & Von Reijmersdal, E.A. 2012. Interactivity in brand web sites: Cognitive, affective, and behavioral responses explained by consumers' online flow experience. *Journal of Interactive Marketing*, 26(4):223-234.

Van Schalkwyk, D. 2012. Interview with CPUT statiscian on 29 May 2012, Cape Town.

Van Rooyen, A.A. 2010. Integrating Mxit into a distance education Accounting module. *Progressio*, 32(2):52-64.

Vermeulen, J. 2015. *Massive WeChat growth in South Africa*. http://mybroadband.co.za/news/ smartphones/117498-massive-wechat-growth-in-south-africa.html [5 June 2015].

Vogt, W.P. & Johnson, R.B. 2011. *Dictionary of Statistics and Methodology: A Nontechnical Guide for the Social Sciences*. 4th Edition. Thousand Oaks: Sage.

Walker, R. 2013. *Research in Motion to regain market share with BBM*. http://www.southafrica. info/about/media/social-media-121113.htm#ixzz2tIsBQWSn [2 June 2015].

Wallace, E., Buil, I., & de Chernatony, L. 2012. Facebook "friendship" and brand advocacy. *Journal of Brand Management*, 20(2):128-146.

Walter, E. 2014. *The growing social media power of women and marketing strategies for reaching them*. http://www.clickz.com/clickz/column/2321529/the-growing-social-media-power-of-women-and-marketing-strategies-for-reaching-them [12 April 2015].

Wang, X., Yu, C. & Wei, Y. 2012. Social media peer communication and impacts on purchase intentions: A consumer socialization framework. *Journal of Interactive Marketing*, 26(4):198-208.

Wang, Y. & Sun, S. 2010. Assessing beliefs, attitudes, and behavioral responses toward online advertising in three countries. *International Business Review*, 19(1):333-344.

WeChat, 2015. *FAQ - iPhone - What is WeChat?* http://www.wechat.com/en/faq.html#iphone [6 June 2015].

Wedbush. 2011. *What makes Facebook fan pages successful?* http://www.emarketer.com/Article.aspx?R=1008205 [27 August 2014].

Weinberg, B.D., de Ruyter, K., Dellarocas, C., Buck, M. & Keeling, D.I. 2013. Destination social business: exploring an organization's journey with social media, collaborative community and expressive individuality. *Journal of Interactive Marketing*, 27(4):299-310.

Wells, W.D., Burnett, J. & Moriarty, S. 1998. *Advertising Principles & Practice.* 4th Edition. New Jersey: Prentice-Hall.

Wells, W.D., Burnett, J. & Moriarty, S. 2000. *Advertising Principles & Practice.* 5th Edition. New Jersey: Prentice-Hall.

Welman, J.C. & Kruger, S.J. 1991. *Research Methodology for the Business and Administrative Science.* Cape Town: Oxford University Press.

Welman, J.C. & Kruger, S.J. 2001. *Research Methodology.* 2nd Edition. Cape Town: Oxford University Press.

Wessels, P.L. & Steenkamp, L.P. 2009. Generation Y students: appropriate learning styles and teaching approaches in the economic and management sciences faculty. *South African Journal of Higher Education*, 23(5):1039-1058.

Whiting, A. & Williams, D. 2013. Why people use social media: a uses and gratifications approach. *Qualitative Research: An International Journal*, 16(4):362-369.

Wiese, M., Lauer, J., Pantazis, G. & Samuels, J. 2014. Social networking experiences on Facebook: A survey of gender differences amongst students. *Acta Commercii*, 14(1-218):1-7.

Wiid, J. & Diggins, C. 2009. *Marketing Research.* Cape Town: Juta.

Williamson. D.A. 2012. *Getting the most out of Facebook advertisements*. http://www.emarketer.com/Article.aspx?R=1009144 [1 May 2015].

Wilson, M & Gerber, L.E. 2008. How generational theory can improve teaching: Strategies for working with the "Millennials". *Currents in Teaching and Learning*, 1(1):29-44, Fall.

Wolin, L.D. & Korgaonkar, P. 2003. Web advertising: Gender differences in beliefs, attitudes and behaviour. *Internet Research*, 13(5):375-385.

World Wide Worx & Fuseware. 2014. *South African social media landscape 2015 – executive summary*. http://www.worldwideworx.com/wp-content/uploads/2014/11/Exec-Summary-Social-Media-2015.pdf [4 June 2015].

Wright, R. 2006. *Consumer Behaviour*. London: Thomson Learning.

Wronski, M. & Goldstruck, A. 2012. *SA Social Media Landscape 2012*. Johannesburg: World Wide Worx & Fuseware.

Wronski, M. & Goldstruck, A. 2013. *SA Social Media Landscape 2014*. Johannesburg: World Wide Worx & Fuseware.

Wronski, M. & Goldstruck, A. 2014. *Visual platforms, owned by competing giants of social media, grow fastest in SA*. http://www.bizcommunity.com/Article/196/19/11896_5.html [26 May 2015].

Wu, S. I., Wei, P. L. & Chen, J. H. 2008. Influential factors and relational structure of Internet banner advertising in the tourism industry. *Tourism Management*, 29(1):221-236.

Yaakop, A., Anuar, M.M. & Omar, K. 2013. Like it or not: Issue of credibility in Facebook advertising. *Asian Social Science*, 9(3):154-163.

Yadav, M.S. de Valck, K., Hennig-Thurau, T., Hoffman, D.L. & Spann, M. 2013. Social commerce: A contingency framework for assessing marketing potential. *Journal of Interactive Marketing*, 27(4):311-323.

Yang, K.C.C. 2003. Internet users' attitudes toward and beliefs about Internet advertising: An exploratory research from Taiwan. *Journal of International Consumer Marketing*, 15(4):43-65.

Yang, T. 2012. The decision behaviour of Facebook users. *Journal of Computer Information Systems*, 52(3):50-59.

Yoo, C.Y., Kim, K. & Stout, P.A. 2010. Assessing the effects of animation in online banner advertising: Hierarchy effects model. *Journal of Interactive Advertising*, 4(2):49-60.

YouTube. 2015. *Statistics*. http://www.youtube.com/yt/press/statistics.html [5 June 2015].

Yu, D. 2014. *The smart marketer guide to Facebook's 15 ad types*. http://www.socialfresh.com/facebook-ad-types/ [10 June 2015].

Zikmund, W.G. 2000. *Exploring the Marketing Research*. Mason, OH: Thomson South Western.

Zikmund, W.G. 2003. *Business Research Methods*. 7th Edition. Mason, OH: Thomson South-Western.

Zikmund, W.G. & Babin, B.J. 2007. *Essentials of Marketing Research*. 3rd Edition. Mason, OH: Thomson South-Western.

Zikmund, W.G & Babin, B.J. 2010. *Essentials of Marketing Research*. 4th Edition. Mason, OH: South-Western Cengage Learning.

Zikmund, W.G. & Babin, B.J. 2012. *Essentials of Marketing Research*. 5th Edition. Mason, OH: South-Western Cengage Learning.

*The influence of Facebook advertising on cognitive attitudes amid Generation Y*

**Rodney Graeme Duffett**
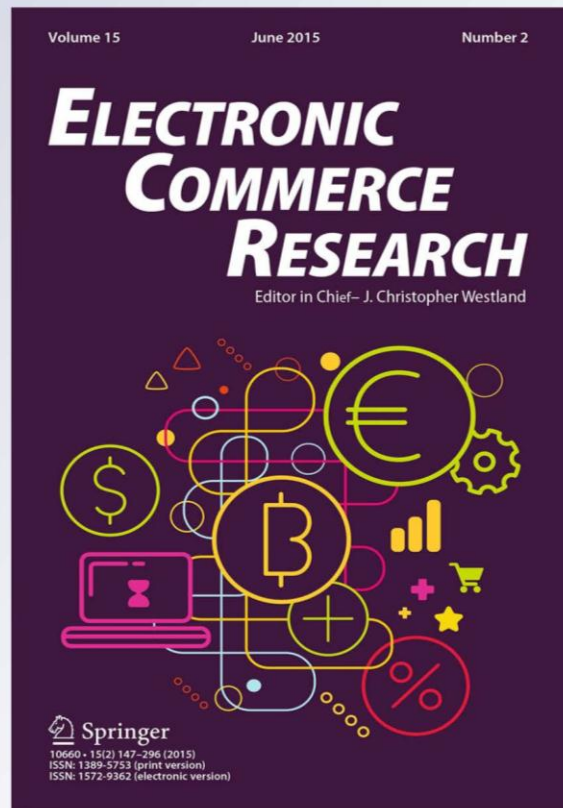
Springer

# The influence of Facebook advertising on cognitive attitudes amid Generation Y

Rodney Graeme Duffett

**Abstract** Social media has irrevocably transformed the manner in which society communicates and has altered perceptions and attitudes. The proliferation of Facebook usage has connected consumers to each other, to marketers and to brands in a manner that is as inventive, and has altered the world as we know it. However, research on Facebook is still in its infancy in an emerging country such as South Africa. Generation Y is a significant consumer group and, consequently, their attitudes towards social media advertising are of significant importance to marketers. This has triggered the question whether the largest social medium's marketing communications effectively reaches young adults in South Africa, and what influence it has on their cognitive attitudes, which leads to their buying behavior. The results suggest that Facebook advertising has a favorable effect on the awareness and knowledge hierarchy-of-effects model levels amongst Generation Y in South Africa. The research is beneficial to marketers who intend to make use of this powerful conduit to target this vacillating cohort.

**Keywords** Facebook advertising · Generation Y · Awareness · Knowledge · Cognitive attitudes · South Africa

## 1 Introduction

Marketing communication plays an integral part in the survival of companies in this global recessionary aeon. The past decade has seen a major shift of marketing communication budgets from traditional to more digital interactive media such as the Internet and social media in order to reach a huge number of consumers, especially the fickle

R. G. Duffett (✉)
Marketing Department, Faculty of Business, Cape Peninsula University of Technology, P O Box 652, Cape Town 8000, South Africa
e-mail: duffetr@cput.ac.za

# APPENDIX B

# Electronic Journal of Information Systems in Developing Countries (Journal article 2)

## EFFECT OF GEN Y'S AFFECTIVE ATTITUDES TOWARDS FACEBOOK MARKETING COMMUNICATIONS IN SOUTH AFRICA

**Rodney G Duffett**
Cape Peninsula University of Technology
South Africa
duffetr@cput.ac.za

**ABSTRACT**

The ubiquitous role of technology in the lives of Generation (Gen) Y consumers is commonly recognized in scholarly circles, as well as the pervasive use of interactive and social media among younger consumers, which is significant for marketers from an advertising perspective. Widespread usage of social media such as Facebook is generating billions of dollars in advertising revenue, however, little is known about the attitudes of consumers towards advertising on this conduit in developing countries, especially in terms of the effect of various usage characteristics and demographic factors. This study investigates the influence of Facebook advertising on affective attitudes amongst Gen Y in South Africa (SA). The findings of the inquiry revealed a generally positive predisposition towards Facebook advertising *vis-à-vis* affective attitudes, which makes a noteworthy contribution to the limited social media research on hierarchy response theory in developing countries. This investigation should also assist companies and their brands to understand what makes Gen Y like and develop a preference for their products that are promoted on Facebook, as well as the impact of various usage and demographics variables, thereby abetting the development and implementation of more effective marketing communications on this vast digital interactive medium in South Africa.

**Keywords:** South Africa, Facebook, Marketing Communications, Gen Y, Affective Attitudes, Liking, Preference

## 1. INTRODUCTION

Social network sites (SNS) have rapidly emerged over the past decade, and within this short span of time, these sites have become a platform for users to express their feelings. SNS are traditionally online communities that share common activities and interests, and provide an array of ways for users to interact with one another via instant messaging, voice chat, videos, photographs, discussion groups and file-sharing (Zarrella, 2010). Online consumers spend increasing amounts of time expressing themselves on SNS, and it is anticipated that SNS will significantly influence purchase decisions. Furthermore, the massive user base of these sites makes them lucrative media for organizations to place advertisements. The most recent statistics indicate that Facebook is the largest SNS in the world, with 1.35 billion subscribers (Facebook, 2014a). Therefore, SNS have become imperative for global marketing communications, and are commanding a larger share of advertising budgets, especially to reach the younger generation, which is known as Gen Y. The adoption of SNS is prevalent and common among younger consumers who progressively incorporate social networking into their everyday lives (Shambare et al., 2012; Saxena and Khanna, 2013). Hence, owing to the enormous value of social network advertising (SNA) on Facebook, YouTube, LinkedIn, Twitter and others, further research is warranted.

There is also an absence of agreed factors in the research of online advertising effectiveness. The emphasis has been placed on social media metrics, as opposed to attitudinal responses, whereas online advertising has significant effects on attitudes that are

# Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials

Rodney Graeme Duffett
*Department of Marketing, Cape Peninsula University of Technology,*
*Cape Town, South Africa*

## Abstract

**Purpose** — The purpose of this paper is to investigate the influence of behavioural attitudes towards the most popular social medium in the world, Facebook, amongst Millennials in South Africa (SA), and to determine whether various usage and demographic variables have an impact on intention-to-purchase and purchase perceptions.

**Design/methodology/approach** — Quantitative research was conducted by means of a survey among a sample of over 3,500 respondents via self-administered structured questionnaires in SA. A generalised linear model was used to analyse the data.

**Findings** — The results confirm that advertising on Facebook has a positive influence on the behavioural attitudes (intention-to-purchase and purchase) of Millennials who reside in SA. The usage characteristics, log on duration and profile update incidence, as well as the demographic influence of ethnic orientation also resulted in more favourable perceptions of Facebook advertising.

**Research limitations/implications** — Research on Facebook advertising was only conducted in SA, whereas other emerging countries warrant further investigation to establish if they share the slight positive sentiment towards intention-to-purchase and purchase. This inquiry only provides a "snap shot" of behavioural attitudes, usage and demographic factors towards social media advertising, whereas future research could consider the development of cognitive, affective and behavioural attitudes towards Facebook advertising by employing longitudinal and qualitative research designs.

**Practical implications** — Organisations and managers should consider that their existing Facebook advertising strategies may only have a limited effect on intention-to-purchase and purchase in SA. However, certain usage characteristics, namely the more time spent logged on to Facebook and the greater frequency of profile update incidence, as well as the demographic variable, namely black and coloured Millennials, resulted in more favourable behavioural attitudes towards Facebook advertising. Hence, organisations and managers should be prepared to alter or adapt their Facebook advertising tactics accordingly when targeting the notoriously fickle Millennials.

**Originality/value** — This investigation found that Facebook advertising has a nominal positive influence on behavioural attitudes among Millennials, which is in congruence with the communications of the effect pyramid model that was established through traditional advertising research. This paper also makes a noteworthy contribution to attitudinal research in emerging countries where there is a dearth of research in social media advertising.

**Keywords** Social media, South Africa, Millennials, Behavioural attitudes, Facebook advertising, Intention-to-purchase

**Paper type** Research paper

# APPENDIX D

## Southern African Business Review article acceptance e-mail

## (Journal article 4)

**From:** Koekemoer, Erna [mailto:Koekeem@unisa.ac.za]
**Sent:** 29 September 2015 03:54 PM
**To:** Rodney Duffett
**Subject:** SABR manuscript

Dear Mr Duffett

It is with pleasure that we inform you that your article 'Mxit advertising's influence on cognitive attitudes amongst Millennials' will be published in Volume 20, 2016. Your article will most probably be published during the first quarter of 2016. The DHET approved a change of the frequency of the *Southern African Business Review (*SABR). From 2016 onwards the SABR will consist of only one volume running from January to December each year. This implies that Volume 20, 2016 will be published next year. Articles will continuously be published as and when ready for publication. Invoices for publication will be issued on publication of the article.

It is also important to note that the SABR is recently included in the Norwegian list of journals. All journals contained on this list are acknowledged by the SA DHET for research output subsidies.

Attached please find a declaration to be completed by the author(s) who contributed to the article and return to Ms Koekemoer.

Kind regards

Prof AA Ligthelm
Chief Editor: SABR

Erna Koekemoer

Administrative Editor | College of Economic and Management Sciences | PO Box 392 | Unisa 0003 |
Tel: (012) 4293228 | Fax: (012) 4292544 | Email: koekeem@unisa.ac.za |
www.unisa.ac.za/sabusinessreview

# Mxit marketing communications' influence on liking and preference among Gen Y

**RG Duffet**
*Marketing Department*
*Cape Peninsula University of Technology*

duffetr@cput.ac.za

## ABSTRACT

The advent of digital and social media has resulted in noteworthy changes in the advertising and marketing environment, which have required companies to approach young consumers in a different manner. Gen Y (young adults) consumers are dependent on the Internet, social network sites, instant messaging and mobile devices to search, organise and transmit information, as well as for entertainment purposes. Marketers are, therefore, compelled to communicate with these digital savvy consumers on social platforms, which they frequent on a regular basis. While organisations have constructed social network profiles and buy online advertising space to promote their brands, many still do not fully comprehend how to successfully integrate social media into their marketing communication strategies. Research on social media marketing communications and the perceptions of users are somewhat limited in a developing country such as South Africa. Mxit is a large social network site in South Africa that mainly uses a mobile platform for users to text each other at a low cost. The inquiry's main aim was to ascertain Gen Y's affective attitudinal responses to Mxit marketing communications. The survey design was utilised to sample 1 185 Gen Y participants. These Gen Y respondents demonstrated positive perceptions to Mxit marketing communications in terms of liking and preference hierarchy response levels with several usage and demographic characteristics also having a noteworthy impact. This research serves as a clear indication that marketers should commence or continue to use Mxit as an effective online marketing communication tool, and makes contributions in terms of the application of cohort and attitude theories in the context of Gen Y respondents' attitudes towards SNA in a developing nation.

**Keywords:**   Mxit, mobile social network sites, marketing communications, Gen Y, affective attitudes, liking, preference

The phenomenal growth of technology, especially in terms of social media, has impacted on almost every aspect of daily life over the past decade. This digital interactive Web 2.0 platform has changed the way that people and organisations communicate and operate globally. Social network sites (SNS) are the largest social media conduit that aims to facilitate the building of social relations and networks among individuals who share activities, backgrounds, interests and real-life connections within their personal networks via virtual online communities (Boyd & Ellison 2007:210-211; Safko, 2010:21-26). SNS have

# The influence of Mxit advertising on purchase intentions and purchase amid Generation Y

RG DUFFETT

(Cape Peninsula University of Technology)

[duffetr@cput.ac.za]

**Abstract**

Generation Y is the first high-tech generation and is completely dependent on mobile devices and social media to complete various daily tasks, since these individuals have grown up in an epoch of rapid technological innovation and development. Social media's escalation in popularity has been noticed by organisations who desire to find new ways to reach young online communities. Mxit is a social network site in South Africa that allows marketing managers to communicate with consumers via a number of marketing communication options.

A steady flow of literature has emerged on social media as a marketing communication tool over the past five years, primarily from first-world countries, academic research has not kept pace within South Africa. Hence, the primary objective of this investigation was to establish Generation Y's purchase intentions and purchase sentiment towards Mxit advertising.

A survey method was utilised to collect 1 228 self-administered questionnaires from Generation Y respondents. Mxit advertising was confirmed to have relatively positive behavioural responses and several demographic and usage variables also had a significant effect. This study has added to the relatively small pool of data to assist academics and practitioners to understand the influence of Mxit advertising on South Africa's youth.

**Key phrases**

*behavioural attitudes, Generation Y, hierarchy response models, Mxit advertising, purchase, purchase intentions, social media, social network sites*

## 1.    INTRODUCTION

The exponential growth of social network sites (SNS) has been nothing short of astounding, altering both the functionality and purpose of the Internet. Social media platforms attract billions of users, many of whom incorporate these websites into their daily lives and organisation practices (Gensler, Völckner, Liu-Thompkins & Wiertz 2013:242-243; Laroche, Habibi & Richard 2013:76). With rapid development in technology, advertising has changed significantly over the past couple of decades, from the monologue of traditional media to

# APPENDIX G

## The African Journal of Information Systems article acceptance e-mail

## (Journal article 7)

From: Peter N. Meso [editor-ajis-1333-1542277@digitalcommons.kennesaw.edu]
Sent: 21 October 2015 03:24 PM
To: Rodney Duffett
Cc: The Authors; The Editors
Subject: MS #1333 - The African Journal of Information Systems

Dear Rodney G. Duffett Mr and Myles Wakeham Dr

Your submission "SOCIAL MEDIA MARKETING COMMUNICATIONS EFFECT ON ATTITUDES AMONG MILLENNIALS IN SOUTH AFRICA" has been accepted into The African Journal of Information Systems.

Please prepare the paper in line with the AJIS submission template. Include authors and their affiliations in the paper.

When you are satisfied that your submission is ready, please upload your revision. If you are satisfied with the submission as it is, let me know that as well.

The current version of your paper is available here:
http://digitalcommons.kennesaw.edu/cgi/preview.cgi?article=1333&context=ajis

You may also view the referee reports and preview your article on that page. To submit revisions, use the Revise Submission link on that page.

Send your camera ready submission by the due date; to download a Word document for compliance to AJIS camera ready format and style, follow this link:
http://digitalcommons.kennesaw.edu/ajis/submission_template.doc

Please make sure that your paper adheres to the formatting requirements at
http://digitalcommons.kennesaw.edu/ajis/styleguide.html

Thank you,

Peter N. Meso
Editor

# Questionnaire - Facebook advertising (Cognitive attitudes)

**QUESTIONNAIRE: FACEBOOK ADVERTISING (Cognitive)**

**Instructions: Please answer all questions. Mark with an "X" where applicable.**

1. Do you use Facebook?  Yes ☐  No ☐

2. Have you noticed an advertisement (ad) on Facebook?  Yes ☐  No ☐

3. How do you access Facebook?  Mobile device ☐  PC ☐  Mobile device & PC ☐

4. How long have you used Facebook?

   ≤ 1 Year ☐  2 Years ☐  3 Years ☐  4 Years ☐  ≥ 5 Years ☐

5. How often do you log on to Facebook?

   Daily ☐  2-4 times a week ☐  Once a week ☐  2-4 times a month ☐  Once a month ☐

6. How many hours do you spend on Facebook per log-in?

   ≤ 1 Hour ☐  2 Hours ☐  3 Hours ☐  4 Hours ☐  ≥ 5 Hours ☐

7. How often do update your Facebook profile?

   Daily ☐  2-4 times a week ☐  Once a week ☐  2-4 times a month ☐  Once a month ☐

8. Please indicate the extent to which you agree / disagree regarding the Facebook statements below:

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---|---|---|---|---|---|
| Advertisements on Facebook are effective in creating awareness of brands | | | | | |
| Advertising on Facebook alerts me to new company offerings | | | | | |
| I have NOT become aware of new advertisements on Facebook | | | | | |
| Advertisements on Facebook attract my attention to certain brands | | | | | |
| I notice new advertisements on Facebook | | | | | |
| I CANNOT recall any advertisements on Facebook | | | | | |
| I view/click on advertisements on Facebook since they attract my attention | | | | | |
| I can remember several advertisements that I see on Facebook | | | | | |
| Advertising on Facebook does NOT alert me to new products | | | | | |
| Advertisements on Facebook do NOT inform me about a company's offerings | | | | | |
| Advertising on Facebook is a convenient source of information | | | | | |
| Advertisements on Facebook provide me with new product knowledge | | | | | |
| Advertisements on Facebook do NOT provide much information on brands | | | | | |
| Advertisements on Facebook provide useful data about company offerings | | | | | |
| Advertisements on Facebook are effective in providing information on brands | | | | | |
| Advertisements on Facebook are a POOR source of knowledge | | | | | |
| I use advertisements on Facebook to find new information about products | | | | | |
| Advertisements on Facebook provide me with valuable product knowledge | | | | | |

**9. Gender:**  Male ☐  Female ☐

**10. Age:**  18 – 20 years old ☐  21 – 24 years old ☐  25 – 30 years old ☐

**11. Population group:**  White ☐  Black ☐  Coloured ☐  Indian/Asian ☐

**Thank you for your time and participation!**

# Questionnaire - Facebook advertising (Affective attitudes)

**QUESTIONNAIRE: FACEBOOK ADVERTISING (Affective)**

**Instructions: Please answer all questions. Mark with an "X" where applicable.**

1. Do you use Facebook?     Yes ☐    No ☐

2. Have you noticed an advertisement (ad) on Facebook?    Yes ☐    No ☐

3. How do you access Facebook?    Mobile device ☐    PC ☐    Mobile device & PC ☐

4. How long have you used Facebook?

   ≤ 1 Year ☐     2 Years ☐     3 Years ☐     4 Years ☐     ≥ 5 Years ☐

5. How often do you log on to Facebook?

   Daily ☐    2-4 times a week ☐    Once a week ☐   2-4 times a month ☐    Once a month ☐

6. How many hours do you spend on Facebook per log-in?

   ≤ 1 Hour ☐     2 Hours ☐     3 Hours ☐     4 Hours ☐     ≥ 5 Hours ☐

7. How often do update your Facebook profile?

   Daily ☐    2-4 times a week ☐    Once a week ☐   2-4 times a month ☐    Once a month ☐

**8. Please indicate the extent to which you agree / disagree regarding the Facebook statements below:**

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---|---|---|---|---|---|
| Advertising on Facebook has made me like the brands more | | | | | |
| Advertising on Facebook adds to the enjoyment of using Facebook | | | | | |
| Advertisements on Facebook are irritating and annoying | | | | | |
| Advertisements on Facebook are entertaining and fun | | | | | |
| Facebook has a positive influence on me liking advertised products | | | | | |
| Advertising on Facebook has made me like the products less | | | | | |
| I have positive feelings for brands that are advertised on Facebook | | | | | |
| There are too few advertisements on Facebook | | | | | |
| Facebook has a negative effect on me liking advertised brands | | | | | |
| I have no interest in brands that are advertised on Facebook | | | | | |
| Advertisements on Facebook have increased my preference for specific products | | | | | |
| Advertising on Facebook improves the image of companies | | | | | |
| I avoid products that are advertised on Facebook | | | | | |
| Advertisements on Facebook are relevant to me and my interests | | | | | |
| Advertisements on Facebook are effective in stimulating my preference in brands | | | | | |
| Advertisements on Facebook are ineffective in gaining my interest in products | | | | | |
| I prefer brands that are promoted on Facebook | | | | | |
| Advertisements on Facebook have a positive effect on my preference for brands | | | | | |

**9. Gender:**    Male ☐     Female ☐

**10. Age:**    18 – 20 years old ☐     21 – 24 years old ☐     25 – 30 years old ☐

**11. Population group:**   White ☐     Black ☐     Coloured ☐     Indian/Asian ☐

**Thank you for your time and participation!**

# APPENDIX J

## Questionnaire - Facebook advertising (Behavioural attitudes)

**QUESTIONNAIRE: FACEBOOK ADVERTISING (Behavioural)**

**Instructions: Please answer all questions. Mark with an "X" where applicable.**

1. Do you use Facebook?                                                                 Yes ☐    No ☐

2. Have you noticed an advertisement (ad) on Facebook?                    Yes ☐    No ☐

3. How do you access Facebook?         Mobile device ☐      PC ☐      Mobile device & PC ☐

4. How long have you used Facebook?

   ≤ 1 Year ☐          2 Years ☐          3 Years ☐          4 Years ☐          ≥ 5 Years ☐

5. How often do you log on to Facebook?

   Daily ☐    2-4 times a week ☐    Once a week ☐    2-4 times a month ☐    Once a month ☐

6. How many hours do you spend on Facebook per log-in?

   ≤ 1 Hour ☐          2 Hours ☐          3 Hours ☐          4 Hours ☐          ≥ 5 Hours ☐

7. How often do update your Facebook profile?

   Daily ☐    2-4 times a week ☐    Once a week ☐    2-4 times a month ☐    Once a month ☐

8. Please indicate the extent to which you agree / disagree regarding the Facebook statements below:

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---|---|---|---|---|---|
| I will buy products that are advertised on Facebook in the near future | | | | | |
| I desire to buy products that are promoted on Facebook | | | | | |
| Advertisements on Facebook do not increase purchase intent of featured brands | | | | | |
| Advertisements on Facebook have a positive influence on my purchase decisions | | | | | |
| I would buy the products that are advertised on Facebook if I had the money | | | | | |
| I do not intend to acquire products that are promoted on Facebook | | | | | |
| I am likely to buy some of the products that are promoted on Facebook | | | | | |
| I plan to purchase the products that are advertised on Facebook | | | | | |
| Advertisements on Facebook have a negative influence on buying decisions | | | | | |
| Advertisements on Facebook make me less loyal to brands | | | | | |
| I buy products that are advertised on Facebook | | | | | |
| I use many of the products that are promoted on Facebook | | | | | |
| I do not purchase products that are featured on Facebook | | | | | |
| Advertisements on Facebook affect my purchase behaviour positively | | | | | |
| Advertisements on Facebook help make me loyal to the promoted products | | | | | |
| Advertisements on Facebook affect my purchase behaviour negatively | | | | | |
| I purchase products that are promoted on Facebook | | | | | |
| Advertisements on Facebook affect my buying actions positively | | | | | |

**9. Gender:**    Male ☐       Female ☐

**10. Age:**    18 – 20 years old ☐          21 – 24 years old ☐          25 – 30 years old ☐

**11. Population group:**  White ☐          Black ☐          Coloured ☐          Indian/Asian ☐

**Thank you for your time and participation!**

# APPENDIX K

## Questionnaire - Mxit advertising (Cognitive attitudes)

**QUESTIONNAIRE: MXIT ADVERTISING (Cognitive)**

**Instructions: Please answer all questions. Mark with an "X" where applicable.**

1. Do you use Mxit?                                                          Yes ☐   No ☐

2. Have you noticed an advertisement (ad) on Mxit?                           Yes ☐   No ☐

3. How do you access Mxit?      Mobile device ☐      PC ☐      Mobile device & PC ☐

4. How long have you used Mxit?

   ≤ 1 Year ☐        2 Years ☐        3 Years ☐        4 Years ☐        ≥ 5 Years ☐

5. How often do you log on to Mxit?

   Daily ☐     2-4 times a week ☐     Once a week ☐   2-4 times a month ☐   Once a month ☐

6. How many hours do you spend on Mxit per log-in?

   ≤ 1 Hour ☐        2 Hours ☐        3 Hours ☐        4 Hours ☐        ≥ 5 Hours ☐

7. How often do update your Mxit profile?

   Daily ☐     2-4 times a week ☐     Once a week ☐   2-4 times a month ☐   Once a month ☐

**8. Please indicate the extent to which you agree / disagree regarding the Mxit statements below:**

|  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---|---|---|---|---|---|
| Advertisements on Mxit are effective in creating awareness of brands |  |  |  |  |  |
| Advertising on Mxit alerts me to new company offerings |  |  |  |  |  |
| I have not become aware of new advertisements on Mxit |  |  |  |  |  |
| Advertisements on Mxit attract my attention to certain brands |  |  |  |  |  |
| I notice new advertisements on Mxit |  |  |  |  |  |
| I cannot recall any advertisements on Mxit |  |  |  |  |  |
| I view/click on advertisements on Mxit since they attract my attention |  |  |  |  |  |
| I can remember several advertisements that I see on Mxit |  |  |  |  |  |
| Advertising on Mxit does not alert me to new products |  |  |  |  |  |
| Advertisements on Mxit do not inform me about a company's offerings |  |  |  |  |  |
| Advertising on Mxit is a convenient source of information |  |  |  |  |  |
| Advertisements on Mxit provide me with new product knowledge |  |  |  |  |  |
| Advertisements on Mxit do not provide much information on brands |  |  |  |  |  |
| Advertisements on Mxit provide useful data about company offerings |  |  |  |  |  |
| Advertisements on Mxit are effective in providing information on brands |  |  |  |  |  |
| Advertisements on Mxit are a poor source of knowledge |  |  |  |  |  |
| I use advertisements on Mxit to find new information about products |  |  |  |  |  |
| Advertisements on Mxit provide me with valuable product knowledge |  |  |  |  |  |

**9. Gender:**     Male ☐        Female ☐

**10. Age:**     18 – 20 years old ☐        21 – 24 years old ☐        25 – 30 years old ☐

**11. Population group:**  White ☐        Black ☐        Coloured ☐        Indian/Asian ☐

**Thank you for your time and participation!**

# APPENDIX L

## Questionnaire - Mxit advertising (Affective attitudes)

**QUESTIONNAIRE: MXIT ADVERTISING (Affective)**

**Instructions: Please answer all questions. Mark with an "X" where applicable.**

1. Do you use Mxit?      Yes ☐   No ☐

2. Have you noticed an advertisement (ad) on Mxit?     Yes ☐   No ☐

3. How do you access Mxit?    Mobile device ☐    PC ☐    Mobile device & PC ☐

4. How long have you used Mxit?

≤ 1 Year ☐     2 Years ☐     3 Years ☐     4 Years ☐     ≥ 5 Years ☐

5. How often do you log on to Mxit?

Daily ☐    2-4 times a week ☐    Once a week ☐    2-4 times a month ☐    Once a month ☐

6. How many hours do you spend on Mxit per log-in?

≤ 1 Hour ☐     2 Hours ☐     3 Hours ☐     4 Hours ☐     ≥ 5 Hours ☐

7. How often do update your Mxit profile?

Daily ☐    2-4 times a week ☐    Once a week ☐    2-4 times a month ☐    Once a month ☐

**8. Please indicate the extent to which you agree / disagree regarding the Mxit statements below:**

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---|---|---|---|---|---|
| Advertising on Mxit has made me like the brands more | | | | | |
| Advertising on Mxit adds to the enjoyment of using Mxit | | | | | |
| Advertisements on Mxit are irritating and annoying | | | | | |
| Advertisements on Mxit are entertaining and fun | | | | | |
| Mxit has a positive influence on me liking advertised products | | | | | |
| Advertising on Mxit has made me like the products less | | | | | |
| I have positive feelings for brands that are advertised on Mxit | | | | | |
| There are too few advertisements on Mxit | | | | | |
| Mxit has a negative effect on me liking advertised brands | | | | | |
| I have no interest in brands that are advertised on Mxit | | | | | |
| Advertisements on Mxit have increased my preference for specific products | | | | | |
| Advertising on Mxit improves the image of companies | | | | | |
| I avoid products that are advertised on Mxit | | | | | |
| Advertisements on Mxit are relevant to me and my interests | | | | | |
| Advertisements on Mxit are effective in stimulating my preference in brands | | | | | |
| Advertisements on Mxit are ineffective in gaining my interest in products | | | | | |
| I prefer brands that are promoted on Mxit | | | | | |
| Advertisements on Mxit have a positive effect on my preference for brands | | | | | |

**9. Gender:**   Male ☐     Female ☐

**10. Age:**   18 – 20 years old ☐     21 – 24 years old ☐     25 – 30 years old ☐

**11. Population group:**   White ☐    Black ☐    Coloured ☐    Indian/Asian ☐

**Thank you for your time and participation!**

# APPENDIX M

## Questionnaire - Mxit advertising (Behavioural attitudes)

**QUESTIONNAIRE: MXIT ADVERTISING (Behavioural)**

**Instructions: Please answer all questions. Mark with an "X" where applicable.**

1. Do you use Mxit?  Yes ☐  No ☐

2. Have you noticed an advertisement (ad) on Mxit?  Yes ☐  No ☐

3. How do you access Mxit?  Mobile device ☐  PC ☐  Mobile device & PC ☐

4. How long have you used Mxit?

   ≤ 1 Year ☐  2 Years ☐  3 Years ☐  4 Years ☐  ≥ 5 Years ☐

5. How often do you log on to Mxit?

   Daily ☐  2-4 times a week ☐  Once a week ☐  2-4 times a month ☐  Once a month ☐

6. How many hours do you spend on Mxit per log-in?

   ≤ 1 Hour ☐  2 Hours ☐  3 Hours ☐  4 Hours ☐  ≥ 5 Hours ☐

7. How often do update your Mxit profile?

   Daily ☐  2-4 times a week ☐  Once a week ☐  2-4 times a month ☐  Once a month ☐

8. Please indicate the extent to which you agree / disagree regarding the Mxit statements below:

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---|---|---|---|---|---|
| I will buy products that are advertised on Mxit in the near future | | | | | |
| I desire to buy products that are promoted on Mxit | | | | | |
| Advertisements on Mxit do not increase purchase intent of featured brands | | | | | |
| Advertisements on Mxit have a positive influence on my purchase decisions | | | | | |
| I would buy the products that are advertised on Mxit if I had the money | | | | | |
| I do not intend to acquire products that are promoted on Mxit | | | | | |
| I am likely to buy some of the products that are promoted on Mxit | | | | | |
| I plan to purchase the products that are advertised on Mxit | | | | | |
| Advertisements on Mxit have a negative influence on buying decisions | | | | | |
| Advertisements on Mxit make me less loyal to brands | | | | | |
| I buy products that are advertised on Mxit | | | | | |
| I use many of the products that are promoted on Mxit | | | | | |
| I do not purchase products that are featured on Mxit | | | | | |
| Advertisements on Mxit affect my purchase behaviour positively | | | | | |
| Advertisements on Mxit help make me loyal to the promoted products | | | | | |
| Advertisements on Mxit affect my purchase behaviour negatively | | | | | |
| I purchase products that are promoted on Mxit | | | | | |
| Advertisements on Mxit affect my buying actions positively | | | | | |

**9. Gender:**  Male ☐  Female ☐

**10. Age:**  18 – 20 years old ☐  21 – 24 years old ☐  25 – 30 years old ☐

**11. Population group:**  White ☐  Black ☐  Coloured ☐  Indian/Asian ☐

**Thank you for your time and participation!**

329

**Respondent consent form**

Cape Peninsula
University of Technology

**Title of the research project:**

*Social media as a marketing communication channel amongst Generation Y: A new paradigm for hierarchy response models*

**Principal investigator:** Rodney Duffett

**Address:** Cape Peninsula University of Technology,
Corner of Tennant and Keizersgracht Street
Cape Town

**Contact number and e-mail:** 021 460-3072 and duffetr@cput.ac.za

Dear Respondent

The purpose of this questionnaire is to determine the influence of social media (Facebook and Mxit) marketing communication (advertising) on attitudes among young adults in South Africa. Should you be willing to participate, you must be 18 – 30 years old. You will be required to answer questions regarding your usage of Facebook (or Mxit) and your perceptions towards advertising on this social network site, as well as complete a section regarding your demographical details (your gender, age and population group).

You are free to withdraw at any time during answering of the questionnaire as participation to answer this questionnaire is voluntary.

The questionnaire will take approximately 10 minutes of your time. As the respondent, you will gain no direct benefit from participation, but added generalised knowledge may be obtained. No discomfort, harm, risk or injury is expected to occur as a result of your participation in this research project.

The information that you provide to us will be used as part of our research, while your identity will not be revealed and your responses will remain anonymous. Your participation in this research is appreciated. Please sign below if you are willing to participate.

**Declaration by respondent**

By signing below, I _____ agree to take part in the research project entitled:

*Social media as a marketing communication channel amongst Generation Y: A new paradigm for hierarchy response models*

I declare that:

- I have read or had read to me this information and consent form and it is written in a language in which I am fluent and with, which I am comfortable.
- I have had a chance to ask questions and all my questions have been adequately answered.
- I understand that taking part in this research project is **voluntary** and I have not been pressured into taking part.
- I may choose to discontinue the research project at any time and will not be penalised or prejudiced in any way.

Signed at *(place)* _____    on *(date)* _____

_____          _____
**Signature of respondent**                                        **Signature of witness**

**Declaration by fieldworker**

I *(name)* _____ declare that:

- I explained the information in this document to _____
- I encouraged him/her to ask questions and took adequate time to answer them.
- I am satisfied that he/she adequately understands all aspects of the research project, as discussed above.
- I did not use an interpreter.

Signed at *(place)* _____    on *(date)* _____

_____          _____
**Signature of fieldworker**                                        **Signature of witness**

# APPENDIX O

## WCED research approval letter

**WESTERN CAPE Education Department**
Provincial Government of the Western Cape

**REFERENCE:** 20110613-0021
**ENQUIRIES:** Dr A T Wyngaard

Mr Rodney Duffett
Symphony Way
Bellville
7530

**Dear Mr Rodney Duffett**

**RESEARCH PROPOSAL: SOCIAL MEDIA AS A MARKETING COMMUNICATION TOOL AMONGST GENERATION Y: A NEW PARADIGM FOR HIERARCHY RESPONSE MODELS**

Your application to conduct the above-mentioned research in schools in the Western Cape has been approved subject to the following conditions:

1.  Principals, educators and learners are under no obligation to assist you in your investigation.
2.  Principals, educators, learners and schools should not be identifiable in any way from the results of the investigation.
3.  You make all the arrangements concerning your investigation.
4.  Educators' programmes are not to be interrupted.
5.  The Study is to be conducted from **18 July 2011 till 30 September 2014**
6.  No research can be conducted during the fourth term as schools are preparing and finalizing syllabi for examinations (October to December).
7.  Should you wish to extend the period of your survey, please contact Dr A.T Wyngaard at the contact numbers above quoting the reference number.
8.  A photocopy of this letter is submitted to the principal where the intended research is to be conducted.
9.  Your research will be limited to the list of schools as forwarded to the Western Cape Education Department.
10. A brief summary of the content, findings and recommendations is provided to the Director: Research Services.
11. The Department receives a copy of the completed report/dissertation/thesis addressed to:
    **The Director: Research Services**
    **Western Cape Education Department**
    **Private Bag X9114**
    **CAPE TOWN**
    **8000**

We wish you success in your research.

Kind regards.
Signed: Audrey T Wyngaard
for: **HEAD: EDUCATION**
**DATE: 14 June 2011**