Master of Information Systems Dissertation

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Engaging customers and the public profile via social networking and micro-blogging websites

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Abstract

Online social networks and micro-blogs are becoming increasingly important to organisations within the marketing process enabling business to conduct marketing research, marketing communications and customer service. There remains paucity in the body of knowledge as to how organisations in South Africa are using specific social media technologies to conduct social media marketing. This research report takes a specific focus on the micro-blogging and social networking phenomena and addresses the problem: What are the differences between organisations utilizing social networking and those utilizing micro-blogging, to conduct market research, marketing communications and deal with customer complaints in South Africa?

A review of the literature informed the research study that organisations use a variety of tools and techniques in researching customers on social media platforms. Micro-blogging and social networking services were found to be valid channels for organisations to communicate marketing information as well as deal with customer complaints due to product/service problems. The study design allowed the collected data to be quantitatively analysed measuring independence between organisations using micro-blogging and social networking services within the marketing process.

An analysis of the two groups revealed a differing approach to monitoring customers and the tools used in conducting marketing communications. Response to customer complaints on micro-blogging and social networking differ, but not in importance and frequency. Engagement activities between business and customer do not differ between the two groups. To compliment this study further research is needed to understand the perceptions of consumers in South Africa who use social media to engage with brands, the application of sentiment analysis techniques by business and research to validate the comparative findings.

Abstract

Both micro-blogging and social networking offers organisations in South Africa the opportunity to engage and collaborate with their customers. To establish a wide-reaching social media presence organisations will be better equipped using both social networking and micro-blogging services. Further recommendations and implications are also discussed.

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Chapter 1 : Introduction

Chapter 1 will provide a summary and background for the research study. The research background and purpose will be presented to provide a broader description of the research study topic. Next, the research problem statement is defined and discussed followed by the research objectives and questions. The chapter also introduces a brief discussion and motivation of the research methodology and design. Furthermore the limitations, delimitations and assumptions of the study are stated. The chapter concludes by presenting a brief outline of the research report.

1.1 Background and purpose

The social networking phenomenon in the broader community has grown at a rapid rate as of 2009. Facebook, a popular online social networking service, registered a total user count of more than 750 million at the start of 2011 (Rao, 2011). As at the end of October 2012, that user base has grown to an astonishing 1 billion, of which there is 584 million daily active users (Facebook, 2012). In comparison, the mid-year population of South Africa as of 2011 was estimated at 50.59 million (Statistics South Africa, 2011). That equates to only 5.05% of the total Facebook user count. On the micro-blogging service Twitter, it was recorded that people send an estimated average of 200 million tweets per day on average (Twitter, 2011a). On June 25th 2009 the day Michael Jackson died, an average of 456 messages were posted every second (Twitter, 2011b). During the 2012 London Olympics when Usain Bolt won a consecutive 200m gold medal, an average of 1333 messages were posted per second (Twitter, 2012). This is evident of people becoming more familiar with micro-blogging and social networking services, and engaging more on these social media platforms.

In the early 1990's, the marketing of products and services became popular with businesses striving to find new strategies to enhance their own image and relationships with customers. Marketing departments within business became conscious of the fact that customers and retention of customers was a vital component of business' strategy in its continuing survival

(Reichheld & Teal, 2001). Relationship marketing enabled business to focus on customer relationships compared to traditional marketing philosophies of transactional marketing, whereby the main focus of business was to secure sales of its products and services.

The emergence of social media has allowed the birth of a new type of customer, a social customer that is active on the social media platform (Greenberg, 2010). The vast amounts of User Generated Content (UGC) that is produced on social networking and micro-blogging websites are providing organisations with an interesting opportunity to listen to their customers (Daugherty, Eastin, & Bright, 2008). This additional channel is allowing organisations to gather more insightful information about their customers and market to them in a more customer-orientated manner (Stone, 2009). Although this is becoming a progressive reality, organisations need to align their business processes with this new type of philosophy (Lee-Kelley, Gilbert , & Mannicom, 2003). Customers are now able to communicate on a much greater scale with each another on micro-blogging and social networking websites that was not possible before the birth of social media (Hennig-Thurau, Malthouse, Friege, Gensler, Lobschat, Rangaswamy, & Skiera, 2010). Social media has offered customers the opportunity to share and communicate information between each other and, this empowers them and changes how value is created (Sigala, 2011). This has further enhanced the customers' ability to share their buying preferences with each other through word-of-mouth (WOM) (Eikelmann, Hajj, & Peterson, 2008; Trusov, Bucklin, & Pauwels, 2009). The ability to construct long-lasting and loyal relationships with the organisation's customers has become critical to service each individualized customer through his/her preferred channel, i.e. telephone, email, micro-blogs, social networks (Davenport, Harris, & Kohli, 2001).

Organisations can use social media as a support mechanism for many marketing functions (Kaplan & Haenlein, 2010). Not only have organisations benefited from the great rise in social media use, but also the customers that are tied to them. Compared to traditional forms of marketing, the customer is becoming more immersed in the marketing process enabling

them to be influencers/advocates of products and/or services compared to being dictated to by business.

All this has implications for how business should strategize and adapt their social media strategies. Engaging customers is evolving from a static business strategy to a more diverse strategy, incorporating social media (Woodcock, Green, & Starkey, 2011). This encompasses the evolution from monitoring the relationship that the organisation has with the customer to monitoring what exactly the customer has to say about that relationship.

Smith & Zook (2011) propose that traditional marketing communications tools need to be intergrated with online forms of marketing communication that are valid for social media. In the traditional sense of marketing communications, Fill (2009) proposes the following marketing communications tools namely advertising, sales promotion, public relations, direct marketing, personal selling. The applications valid for social media platforms are advertising, sales promotion, public relations, interactive/direct marketing and word-of-mouth/viral marketing (Fill, 2009 ; Smith & Zook, 2011).

Kaplan & Haenlein (2010) provides a framework classification of social media. These include collaborative projects, blogs including micro-blogging, content communities, social networking, virtual games and virtual social worlds. Social networking is classified as websites that require a user to create a personal profile page and enable online users to connect to other users (Boyd & Ellison, 2008). In so doing, people can form relationships with one another and are able to communicate between each other. The biggest and most successful online applications of social networking are *Facebook, MySpace, LinkedIn, Google+* and *Pinterest* (Boyd & Ellison, 2008). Micro-blogging is a type of blogging that allows people to post concise messages/updates of up to 140 characters (Java, Song, Finin, & Tseng, 2007). This shorter form of blogging encourages faster content generation as the time and effort needed to post content is considerably lower (Stevens, 2008). These posted messages/updates are broadcast to other subscribers of the micro-blogging service.

As proposed by Kaplan & Haenlein (2010), social media comprises of multiple applications. Research streams have focused primarily on the application of social media as a single entity or, each individual stream in isolation. The scope/setting of this study will strictly include both social networking and micro-blogging only. See Figure 1.1.

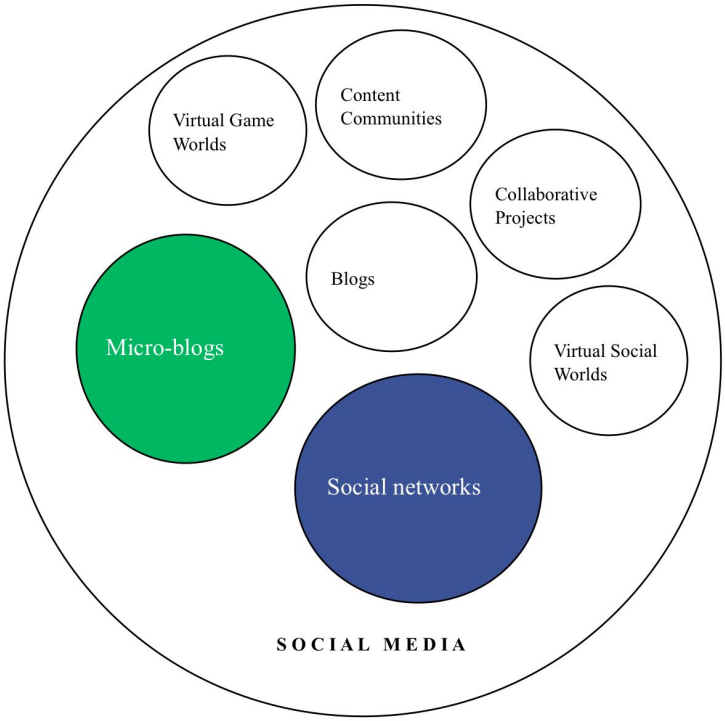

Figure 1.1: Study social media scope, adapted from Kaplan & Haenlein (2010 & 2011)

It is evident that organisations have now realized the potential use of customer data residing on social networking (Sigala, 2011) and micro-blogging websites. So while customer data exists on these platforms, it is important to get an understanding of how organisations are strategically monitoring and using the data from the social networking and micro-blogging websites to better market their products/services as well as service their customers.

The purpose of this research is therefore to explore and describe the organisational use of social networking versus micro-blogging services in South Africa to monitor and engage customers (market research), communicate marketing information (marketing communications) and service its customers (respond to customer complaints). The research study is primarily descriptive with an embedded exploratory purpose. The exploratory nature

of the study seeks to explore the quantitative data collected to confirm the theoretical underpinnings of the study and recognize the various methods used by organisations aligned to the purpose of the study. The research purpose is also extended to describe how organisations are utilizing social networking and micro-blogging services through analysis of the quantitative data collected.

1.2 Social media use in South Africa

Many people see South Africa as an emerging market with vast potential for growth. Internet Communication Technologies (ICT) in South Africa is an important element of socio-economic and developmental growth in the country (Department of Communications, 2010).

Broadband usage and costs in South Africa has been at the peril of discussion since its inception in 2002. This attribution could be credited to the initial existence of a national telecoms monopoly in the country. The potential for business to capitalize on Internet technologies to drive business efforts through the Internet was not viable for all organisations due to the high costs of broadband Internet. Infrastructure seemed to be a major challenge for the development of broadband Internet in South Africa (Boekhorst & Britz, 2004 ; Cross & Adam, 2007 ; Ngcobo & Herselman, 2007). In recent years however, the situation has changed dramatically. The introduction of the second national operator brought about much needed competition and as a result broadband costs fell dramatically. The Seacom cabling that was installed in South Africa has provided much relief in terms of bandwidth usage and speed. This further enabled the general public and organisations of all sizes to establish a presence online.

From a user perspective, on the popular micro-blogging website Twitter, there was an estimated 1.1 million users in South Africa as of 2011 (World Wide Worx & Fuse, 2011). The same study found that there was an estimated 4.2 million users in South Africa on the social networking website Facebook.

From a business perspective, Patricios (2008) conducted a study that aimed to describe the perception of marketers in South Africa in relation to social media. The study revealed that South African marketers viewed social media to have an impact on an organisation's brand and that the power of the customer has increased. The study also revealed that marketers in South Africa have embraced social media with their aim to gain feedback from customers, engage with them and develop new products. The findings implicate that South African marketers would spend more time on social media planning as of 2011.

1.3 Research questions and objectives

The main aim of this research project will be to address the research problem statement,

What are the differences between organisations utilizing social networking and those utilizing micro-blogging, to conduct market research, marketing communications and deal with customer complaints in South Africa?

Three types of knowledge exist regarding the customer. *Knowledge for the customer* which can be seen as satisfying the customer's knowledge needs (García-Murillo & Annabi, 2002); *Knowledge about the customer* which is information which personalizes and profiles the customer (Davenport & Marchand, 1999); *Knowledge from the customer* is customer knowledge about the organisation's products and services (García-Murillo & Annabi, 2002).

Marketing of products and services are popular within business and, striving to find new strategies to enhance its own image and relationships with customers has always been a priority. Marketing departments within business are conscious of the fact that customers and retention of its customers are a vital component of their business' strategy in its continuing survival (Reichheld & Teal, 2001 ; Grönroos, 1994).

Social media has become an important marketing component in business. Traditional means of conducting business through channels such as printed media, television and radio has become insufficient. Organisations are starting to embrace social media tools as a component

of their marketing functions. Social networking and micro-blogging services has become mainstream social media applications in recent years. Micro-blogging websites are being used by business as a marketing research tool to monitor their customers and what they are conversing about their brand (Jansen, Zhang, Sobel, & Chowdury, 2009 ; Ehrlich & Shami, 2010). The use of social networking as a marketing communications tool has been implemented by business to provide information to the customer. Customer service has always been a marketing imperative for business in sustaining a long and successful presence. In particular, dealing with customer complaints and resolving problems pertaining to products and services are a vital component in maintaining a high level of service compliance. Social networking has allowed organisations to spread their reach in servicing customers and dealing with customer complaints (Sigala, 2011).

Although the marketing function within business has now extended itself to include applications of social media, the exact proliferation of this new form of media is still in its infancy. Many organisations are adopting and using social media as a result of its enormous rise in popularity but with minimal foresight. As the customer forms a vital part of any businesses' existence, it is important to get an understanding of how organisations are utilizing social media as a marketing tool focused solely around the customer. As discussed in Section 1.1, various applications of social media exist. Applying Kaplan & Haenlein's (2010) lens of social media, the study of the social media phenomenon with a particular focus on social networking and micro-blogging will provide an important micro lens on how organisations are conduncting marketing functions in relation to market research, marketing communications and dealing with customer complaints.

In addition to the problem statement definition, the following objectives have been set out:

1. Find out how organisations are utilizing social networking and micro-blogging websites to conduct market research, marketing communications, and dealing with customer complaints.

2. Compare the varying applications of market research, marketing communications and complaint handling between organisations using social networking and micro-blogging websites.

The objectives of the study are two-fold. The first objective is to get an understanding of the social networking and micro-blogging phenomena in isolation and secondly to get an understanding of how different/similar these two applications of social media are implemented together in an organisational wide strategy to aid the market research of customers, marketing communications of products and services, and dealing with customer complaints.

In alignment to the research objectives of the study, the following research questions are therefore posed:

RQ1: What are the differences in monitoring and engagement elements between organisations using social networking and micro-blogging websites to research their customers?

RQ2: What are the differences in marketing communications usage between social networking and micro-blogging websites to communicate marketing information?

RQ3: What are the differences in response status, frequency, and importance of responding to customer complaints for social networking and micro-blogging websites?

The three components to be tested in the study are in alignment with the three marketing components proposed by Kaplan & Haenlein (2011a) that are valid for both micro-blogging and social networking. The three marketing components include (1) **market research**, (2) **marketing communications** and (3) customer service in relation to **customer complaints**. The aim of Research Question One is to ascertain how organisations are conducting market research on their customers and their brands, which entails the measure of their monitoring and engagement with their customers. Research Question Two intends to ascertain the presence and usage of marketing communications tools between organisations who use social networking and micro-blogging services. Marketing communications will be applied to advertising, sales promotions, direct/interactive marketing, public relations and word-of-mouth/viral marketing (Fill, 2009 ; Smith & Zook, 2011). Research question three will aim to test if organisations are utilizing social networking or micro-blogging services as a means to deal with customer complaints relating to their products and/or services.

1.4 Hypotheses to be explored

The research study will test the following hypotheses that extend from each of the 3 research questions.

Hypotheses extending from RQ1,

***H1*$_0$**: There is no significant difference (no association) between *social networking* and *micro-blogging* on alert service usage to monitor customer mentions/conversations.

***H2*$_0$**: There is no significant difference between *social networking and micro-blogging* on search service usage amongst organisations who monitor their customer mentions/conversations.

***H3*$_0$**: There is no significant difference between *social networking and micro-blogging* on monitoring software usage to monitor customers.

***H4*$_0$**: There is no significant difference between *social networking and micro-blogging* on sentiment analysis usage.

***H5*$_0$**: There is no significant difference between *social networking and micro-blogging* on perceived accuracy of assigned sentiment.

***H6*$_0$**: There is no significant difference between *social networking and micro-blogging* on customer engagement using Social media platforms.

***H7*$_0$**: There is no significant difference between *social networking and micro-blogging* on customer engagement frequency.

***H8*$_0$**: There is no significant difference between *social networking and micro-blogging* on co-creating products/services with customers using social media services.

***H9*$_0$**: There is no significant difference between *social networking and micro-blogging* on Importance of incorporating customer feedback into new product/service development.

***H10*$_0$**: There is no significant difference between *social networking and micro-blogging* on online brand advocate knowledge.

***H11*$_0$**: There is no significant difference between *social networking and micro-blogging* on importance of knowing online brand advocates.

Hypotheses extending from RQ2,

***H12*$_0$**: There is no significant difference between *social networking and micro-blogging* on frequency of marketing communications.

***H13*$_0$**: There is no significant difference between *social networking and micro-blogging* on social media advertising usage.

***H14*$_0$**: There is no significant difference between *social networking and micro-blogging* on social media sales promotion usage.

***H15*$_0$**: There is no significant difference between *social networking and micro-blogging* on social media direct/interactive marketing usage.

***H16*$_0$**: There is no significant difference between *social networking and micro-blogging* on social media viral marketing usage.

***H17*$_0$**: There is no significant difference between *social networking and micro-blogging* on social media public relations usage.

***H18*$_0$**: There is no significant difference between *social networking and micro-blogging* on importance of social media for public relations usage.

***H19*$_0$**: There is no significant difference between *social networking and micro-blogging* on internal social media organisational communications usage.

Hypotheses extending from RQ3,

***H20*$_0$**: There is no significant difference between *social networking and micro-blogging* on responding to customer complaints.

***H21*$_0$**: There is no significant difference between *social networking and micro-blogging* on frequency of responding to customer complaints.

***H22*$_0$**: There is no significant difference between *social networking and micro-blogging* on importance of responding to customer complaints.

1.5 Motivation and justification for the research

After the introduction of popular social media websites such as MySpace, Facebook, Twitter, Tumblr and LinkedIn, to name a few, community interest has grown exponentially. As a result, research interest has grown enormously in the field of social media. A plethora of research already exists exhibiting the use of social media. Social media research streams include organisational use to engage customers (Sigala, 2011; Senadheera, Warren, & Leitch, 2011), inner-organisational use relating to productivity of employees (Skeels & Grudin,

2009), information seeking (Xiang & Gretzel, 2010) and even trying to predict the future (Asur & Huberman, 2010). If that is not intuitive enough, Facebook co-founder Mark Zuckerberg previously announced that Facebook will be used as a tool to connect organ donors with people who desperately need lifesaving organ transplants (Zuckerberg & Sandberg, 2012)! While the research streams listed are far from exhaustive, organisational use of social media to augment their sales, marketing and customer service are prominent in literature.

With the emergence and recent popularity of micro-blogging, research interest in this area has grown but still remains inferior to social networking, for now. Within the context of the research study, researchers have advocated use of social networking and micro-blogging services as a means to engage with customers. Richter, Riemer, & vom Brocke (2011) propose that social networking websites can be used as a medium to engage customers. More specifically they advocate that organisations can use social networking sites for advertising, product development and market intelligence. Kaplan & Haenlein (2011a) in their study of micro-blogging found that organisations could utilize micro-blogging websites across 3 stages of the marketing process namely marketing research, marketing communications and customer service. They advocate monitoring and engaging customers on micro-blogging websites in the context of market research. Marketing communications in the context of advertising and branding is advocated on micro-blogging websites and finally complaint management in the context of customer service.

Considering Kaplan & Haenlein's (2010) framework classification of social media, research has primarily focused in isolation and as a whole. In other words, research investigating *specific* organisational use of social networking websites exists in the literature (Bolotaeva & Cata, 2011; Casteleyn, Mottart, & Rutten, 2009 ; Johnson, 2011), in addition research investigating *specific* organisational use of micro-blogging websites exists in the literature (Greer & Ferguson, 2011 ; Curran, O'Hara, & O'Brien, 2011 ; Ehrlich & Shami, 2010). These studies primarily focused on an inductive approach of enquiry. The study of the social

media phenomenon as a whole has also been explored in literature (Berthon, Pitt, Plangger, & Shapiro, 2012; Sigala, 2011 ; Patricios, 2008 ; Wigley & Zhang, 2011).

It could be argued that these inductive approaches have provided a framework of how these social networking and micro-blogging websites could be used in isolation. Kaplan & Haenlein (2011b) calls for more analysis to be done on how micro-blogging can be implemented and integrated into an overall social media communication strategy. Richter *et al*. (2011) calls for more analysis on how social networking can be used as a driver for a broader organisational social media strategy. The intended research study would like to merge these overlapping organisational uses to engage customers using social networking and micro-blogging services. In other words, a **specific lens and comparison of social networking and micro-blogging** use by organisations to engage customers along the themes of marketing research, marketing communications and customer complaints will be an advancement towards understanding how organisations can implement a social media strategy as a whole.

1.6 Methodology and design

The primary data collection technique conducted is an online survey-based questionnaire. This allowed the researcher to collect data for a target population ranging over South Africa. The purpose of this research is primarily descriptive with an embedded exploratory purpose. The exploratory nature of the study seeks to explore the quantitative data collected to confirm the theoretical underpinnings of the study and recognize the various methods used by organisations aligned to market research, communicating to and servicing customers. The research purpose is also extended to describe the process flow of the research setting.

An exploratory and descriptive type study is well suited in exploring the research problem to get an understanding of how organisations are utilizing social networking and micro-blogging services. The descriptive nature of the proposed research will serve useful in describing the

differing usage by organisations in utilizing social networking and micro-blogging to conduct market research, marketing communications and deal with customer complaints.

The literature survey will also serve as a secondary source enabling the researcher to be immersed in the current literature pertaining to the study. Literature sources will include papers from reputable journals and conferences as well as books that are cited as a credible source of information for the study topic. The literature review will provide the theoretical underpinnings in formulating a research framework model to answer the research questions.

The study will adopt a positivist epistemological stance in making sense of an observable social reality. A positivist approach is better suited in enabling the researcher to draw analysis from a theory informed research instrument. The quantitative data collection is further enabled through a positivist view. A highly structured methodology will be adopted as advocated by a positivist stance (Gill & Johnson, 2002).

The population source is all major sectors of South Africa, which would include all sub sectors including retail, telecommunications, manufacturing, and other relevant sectors. The random sampling technique entails selecting your sampling frame at random using a random number generator. Stratified random sampling can be seen as an adaptation to random sampling where the target population is divided into different strata and random sampling done on these individual strata (Creswell, 2008). De Vaus (2002) suggests that one's sampling frame is already split into different strata. Conducting a census will not be feasible for the study. Therefore, to draw a representative sample of South Africa, the researcher would adopt the random stratified sampling technique. This would allow the sample to be equally distributed across the various industry sectors (retail, telecommunications, manufacturing, etc.).

1.7 Limitations, delimitations and assumptions

Although the research study was rigorously prepared some limitations, delimitations and assumptions are applicable.

Each organisation has its own unique set of characteristics and attributes that sets itself out from the competition and each other. With regard to organisational strategy and structure, the responsibility of different functions within an organisation may not be the same with each organisation targeted in the study. Social media can be seen as a strategic business function (Phillips & Young, 2009 ; Thackeray, Neiger, Hansen, & McKenzie, 2008 ; Woodcock *et al.*, 2011). The target population is therefore carefully selected to include participants who have control of business strategy and social media governance within the organisation.

There is a lack of literature investigating the use of social media by organisations in South Africa. Although this provides an opportunity to fill the literature gap, it also allows for paucity in the theoretical underpinnings directly related to South Africa. The study conducted by Patricios (2008) provides valuable insights for social media as a whole in the context of South Africa. Research investigating the sub components that comprise social media in isolation are yet to be explored in the South African business context. More research is needed investigating the sub components of social media and how orgnisations are utilizing them.

1.8 Definition of terms

Online brand advocate: Someone who speaks favourably about an organisation's products/services by sharing comments/messages to other potential customers on the social media platform (in hope that the potential customers will join in on purchasing the brand/service).

Co-creation: A marketing strategy used by organisations in collaboration with their customers. The aim is to utilize customer ideas to collaboratively, (1) create the next generation of product/service ***modifications*** or (2) create ***new*** products/services**.**

Blogging: A community with a shared common interest where people post diary-type entries about the experiences, opinions and hobbies via internet-based applications.

Micro-blogging: A form of blogging that allows users of a micro-blogging service to post concise messages/updates (roughly up to 140 characters only). These messages/updates are broadcast to other subscribers of the micro-blogging service.

Sentiment analysis: An attempt to identify and analyze text for opinions and emotions. Typically, customers could direct their opinions/messages at products or services that can be classified as having sentiment ranging from positive to negative.

Social media: A group of internet-based social applications that allow people to share content and interact with each other.

Social networking: A community with a shared common interest revealing online social ties who uses internet-based applications to communicate with each other and share content.

User Generated Content (UGC): Content in the form of text, audio, graphics and video that are produced by online users.

Viral Marketing: Created by organisations are aimed at generating brand awareness about its products/services. The idea is that people will ***share*** the striking marketing information on websites and with other people, thus creating a domino sharing effect.

Word-of-Mouth (WOM): Also referred to as Online Word-of-Mouth (OWOM), is a method/procedure by which some form of information is spread by an online end user to another by means of communicating or sharing that information.

1.9 Overview of the report

The current chapter provided a background to the study; problem statement definition, research objectives and questions; motivation and justification for the research; research methodology and design; limitations, delimitations and assumptions.

Chapter 2: Literature Review

This chapter serves as the literature survey that investigates relevant literature with the aim of providing a theoretical perspective in relation to the problem statement. The theoretical base will serve as a lens of inquiry for the study in order to meet the research objectives and answer the research questions. The literature survey will discuss relevant literature pertaining to social media, social networking and micro-blogging as an entity as well as an enabler for market research, marketing communications and customer service in relation to dealing with customer complaints.

Chapter 3: Research methodology and design

In this chapter the research methodology and design will be discussed. The positivist epistemology is discussed in relation to the research philosophy and approach adopted. A brief discussion regarding the research objectives and questions are presented in conjunction to the problem statement and the relevant theory in literature. Next, the research strategy and instrumentation is presented providing motivation for the use of a survey based questionnaire. The approach to analysing the data statistically is discussed. Furthermore the piloting procedure and validity of the instrument is presented and discussed. Lastly the target and sample population is discussed as well as the access and ethics procedures adopted.

Chapter 4: Research Findings

Chapter 4 presents a report of the research findings in conjunction to the collected research data. The research findings report will include illustrations of all the tested components and each individual question in meeting the research objectives and answering the research

questions. This chapter will provide the base for the analysis and discussion of the research findings.

Chapter 5: Statistical analysis and discussion

This chapter builds on the previous chapter by critically analyzing and discussing the research findings of the research study. The research hypotheses will be used as a measure to analyze the findings.

Chapter 6: Conclusion

In this chapter the conclusions of the research study are discussed. The research questions will be briefly discussed in conjunction to the research findings. Implications of the research will be discussed in relation to theory in the field of study and implications for further research studies are proposed.

1.10 Conclusion

Chapter 1 provided a summary and background for the research that presented a broader description of the research study topic. Next, the research problem statement was defined and explained followed by the research objectives and questions. The chapter also introduced a brief discussion and motivation of the research methodology and design, as well as limitations and assumptions for the study were stated. Chapter 1 concluded with a brief summary of the outline of the research report. Chapter 2 will present a detailed literature review that aims to provide a theoretical foundation for the research study.

Chapter 2 : Social media-Micro-blogging & Social networking

2.1 Introduction

Chapter 1 presented the background to the research study. Chapter 2 reviews all relevant literature pertaining to the social media, social networking and micro-blogging phenomena within the scope of the research study. Relevant marketing literature in relation to organisations using micro-blogging and social networking as a means to monitor and engage with customers, conduct marketing communications and resolve customer complaints are reviewed and discussed.

Section 2.2 discusses the social media concept providing some background to social media and how the phenomenon emerged. A classification of social media applications is discussed providing claim that different classifications such as social networking and micro-blogging are different applications of social media.

The concept of social media marketing is presented in Section 2.3 which discusses the potential of social media applications as a means to conduct market research, marketing communications and deal with customer complaints. Building on from these marketing concepts the varying use of marketing tools is discussed by way of integrated marketing communications.

The theoretical foundations and emergence of micro-blogging and social networking is discussed in Sections 2.4 and 2.5 respectively. Further to the discussion, literature is presented advocating the use of micro-blogging and social networking services as a means to conduct market research, marketing communications and service customers by way of dealing with customer complaints.

2.2 Social Media

Social media has become a daily function for many people and organisations alike. There are claims that social media use is declining as people get more familiar with these technologies. Instead, social media use is continuously growing into new forms and taking on different functions. Social media has been used by international entertainment and music stars (Kaplan & Haenlein, 2012), government has used it to manage and launch political campaigns (Steenkamp, 2011), schools have tested it as a means to facilitate learning and organisations are constantly finding new ways to utilize social media as a means to drive their business. While the aforementioned list of applications is far from exhaustive, social media is being applied in various markets and disciplines that encompass a wide range of functions and it is important to understand what defines it.

2.2.1 Definition and emergence

The traditional web as defined by the start of the Internet termed Web 1.0, has laid the foundations for what the Internet is known to be today. The term Web 1.0 refers to the Internet as an online space where the majority of end users were merely content consumers. The Internet as an offering of Web 1.0 is argued to have had a smaller appeal to end users to be able to create content. Cormode & Krishnamurthy (2008) describe the difference between Web 1.0 and Web 2.0 as the ability for any end user of the Internet to have the ablility to easily contribute, curate and consume Internet content. It is argued that the key difference with Web 2.0 as apposed to Web 1.0 is that a surplus of technology allowing for content creation is present and that the majority of users are creators as apposed to consumers of Internet content. O'Reilly (2007) provided the first conclusive definition of what Web 2.0 entails. He provides a subtle differentiation between the Web 1.0 and Web 2.0 phenomena.

"Web 2.0 is the network as platform, spanning all connected devices; Web 2.0 applications are those that make the most of the intrinsic advantages of that platform: delivering software as a continually-updated service that gets better the more people use it, consuming and

remixing data from multiple sources, including individual users, while providing their own data and services in a form that allows remixing by others, creating network effects through an "architecture of participation," and going beyond the page metaphor of Web 1.0 to deliver rich user experiences" (p. 17).

The term Web 2.0 is often used synonymously with social media. Constantinides & Fountain (2008) assessed the marketing implications of 'online applications commonly described as Web 2.0 or Social Media'. Thackeray *et al*. (2008) discusses the use of 'Web 2.0 Social Media' as a means to enhance an organisation's promotional strategies.

Constantinides, Romero, & Boria (2008) describes social media as the following,

"Inspired by a new generation of Internet applications like the popular online encyclopedia Wikipedia, online photo or video exchanges like Flickr, YouTube and Dreamstime, social networks like Facebook, LinkedIn and MySpace, business collaboration platforms like Slide-share, Joynet and Zimbrs, online communities like SecondLife, influential blogs like En-gadget, Gizmodo or Techcrunch..." (p. 5).

Agichtein, Castillo, Donato, Gionis, & Mishne (2008) offers the following definition,

"Popular social media domains include blogs and web forums, social bookmarking sites, photo and video sharing communities, as well as social networking platforms such as Facebook and MySpace, which offers a combination of all of these with an emphasis on the relationships among the users of the community" (p. 1).

Smith (2009) provides a brief definition,

"Blogs, wikis, video sites and social networks all offer interesting platforms for collecting opinions, content and data" (p. 561).

Although the espoused definitions of social media and Web 2.0 are seemingly overlapping, argument exists that although they define the same set of phenomena there is a subtle

difference between the two. Cooke & Buckley (2008) refer to Web 2.0 as the set of underlying technologies enabling the emergence of online social software charaterised by user-generated content where social media is defined by the set of these online applications. Kaplan & Haenlein (2010) argue from a conceptual point of view that social media differs from the terms Web 2.0 and user-generated content. In alignment with Cooke & Buckley (2008) they advocate Web 2.0 as the set of tools enabling the emergence of social media.

Kaplan & Haenlein's (2010) social media framework will provide an acute lens for the purpose of the research study. The framework classifies social media into 6 categories namely collaborative projects, blogs, content communities, social networking, virtual games and virtual social worlds. Kaplan & Haenlein (2011a) extended their initial framework to include micro-blogs which are inherent to both blogs and social networking but not unique to any one of them in isolation. The extended framework therefore classifies social media into 7 categories with the addition of micro-blogs. See Figure 2.1.

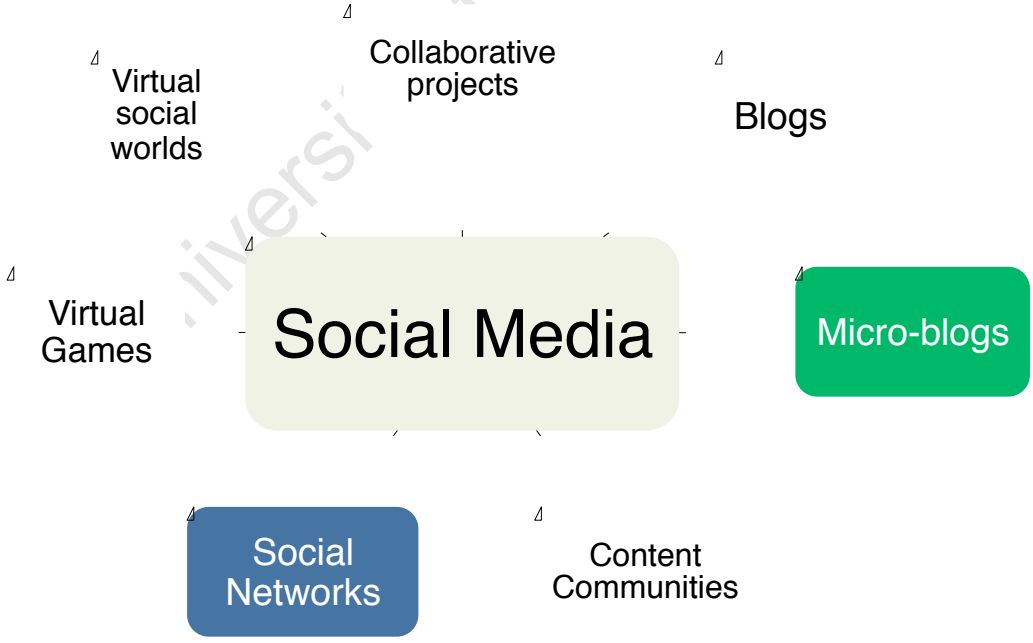

Figure 2.1: Social Media classification (Kaplan & Haenlein, 2010 & 2011a)

Social media, like Web 2.0, is a broad term, allowing researchers to interpret and classify its function in many different ways (Beer, 2008). The blue colored block emphasizing social networks and green emphasizing micro-blogs depict the research focus. The research study will exclusively investigate micro-blogging and social networking use by organisations.

2.3 Social media marketing

Section 2.2 described and explained the social media phenomena. Section 2.3 builds on the social media foundations to define and explain the key concepts relevant to social media marketing. Social media marketing seeks to engage customers using social technologies by conducting marketing strategies that are applied at an organisation level. Kaplan & Haenlein (2011a) conducted a study investigating the use of micro-blogging services by organisations. Their findings show that organisations can use micro-blogging as a means to conduct (1) market research, (2) marketing communicating and (3) service their customers by dealing with product or service problems. Organisations have also used social networking services in particular to conduct market research, marketing communications and service their customers through complaintment management practices. Before the various applications of market research, marketing communications and dealing with customer complaints are discusssed in relation to social networking and micro-blogging, it is vital to understand what defines these components. Sections 2.3.1 to 2.3.4 aims to discuss the reoccuring practices of market research, marketing communications and dealing with customer complaints that should be applied on social media applications.

2.3.1 Market research

Market research practices have existed long before the emergence of social technologies, but have sometimes been critical of not providing the insights that are representative of the market. In relation to traditional forms of market research, there has been a need for more in-depth insights and a much broader reach for gathering information from customers (Chadwick, 2006). With the emergence and vast adoption of social media applications,

organisations are now offered the opportunity to monitor and engage with customers to more easily gather meaningful information. The ability to monitor and track customer conversations amongst each other on social media applications are possible and offers organisations a better understanding of customer behavior (Cooke & Buckley, 2008). Mangold & Faulds (2009) in their argument of social media as a component of the communications mix advocate that social media allows organisations to **engage** with, and **monitor** their customers for market research purposes. Casteleyn *et al.* (2009) analysed consumer intentions on Facebook, immersed in the framework of Burke (1945 & 1978). Through this lens they discuss how consumers are 'putting on a show' where these actions or intentions could be *monitored* by organisations to find out what is being portrayed against their brand.

Evans (2010) proposes that listening to customers and engaging with them online is an important pre-marketing process before marketing communications can be conducted. Listening and analyzing what customers are saying about an organisation's products or services informs the marketing process by understanding the information conveyed by the customer and allows the organisation to respond.

Monitoring and paying attention to customer conversations is an important process in understanding what is being said about an organition's brands and services. More importantly, when organisations are trying to understand what the online community are saying about their brands it is important to identify key **brand influencers/advocates** (Algesheimer & Dholakia, 2005).

Booth & Matic (2011) presents an approach to identify a brand's advocates that reside on social media platforms. A brand advocate/influencer can be defined as a loyal customer towards a brand that actively participates in social media activities and engages other people increasing brand visibility and enhancing brand awareness (Lowenstein, 2011). Customers and potential consumers alike hold a higher credibility for information received from fellow

users of a social media platform or from other "offline" consumers (Kirby & Marsden, 2006; Brown, Broderick, & Lee, 2007). Social media **monitoring software** provide organisations with the ability to use 3rd party platforms to monitor their brands (Baird & Parasnis, 2011). Paul May, CEO of BuzzStream, a 3rd party social media analysis tool, stated that *'purchase decisions are now influenced by complex networks of friends, family, and peers. The new market winners will be the companies that excel at identifying and engaging with their customers' influencers across the Social Web'* (Evans, 2010, p. 3). While brand advocates are a valuable source of information for monitoring and analysing a brand, they can also play a vital role in the marketing communications process by serving as entry points for the marketing communication channel (Evans, 2010).

The potential of knowing who a brand's advocates are allows an organisation to development products and services in conjunction with customers who are extensively connected with the brand (Ferguson, 2008 ; Lagrosen, 2005). The collaboration activity lies at the top of the engagement process where organisations have the potential to engage with customers in a vairty of ways. **Engagement** with customers can also be initiated through advocated curation of products and services (Evans, 2010 ; Barefoot & Szabo, 2010). The curation of products and services enables an organsation to gather information by allowing customers to rate, review or judge certain products or services.

Interactivity and engagement with customers not only plays an important part in the process of researching customers but is also a key element in the **co-creation** process of **incorporating customer feedback** into new/existing product design or modificaitons (Prahalad & Ramaswamy, 2004). Co-creation is a marketing strategy used by organisations in collaboration with their customers. The aim is to utilize customer ideas to collaboratively create the next generation of product/service modifications or create new products/services.

Activities to conduct market research on customers via social media applications also extend to online keyword searching (Weber, 2009 ; Zeng, Huang, & Jiang, 2011). **Keyword search**

is the process of conducting a search using "key word" search terms on a variety of social applications and 3rd party search applications. Zarrella (2010) suggests that in order to create a valid and reliable customer and brand mapping, keyword search should be conducted using items such as the organisation name, key employee names, product/service names, competitors and industry terms. Organisations are also able to monitor their customers using paid-for 3rd party application tools that provide an automated interface to conduct market research (Laine & Frühwirth, 2010).

Search services form an important component in monitoring customers and an organisation's brand image online. Zarrella (2010) advocates that search services form a critical part within a social media strategy to allow business to monitor what customers are saying about their products/services. Search services such as Google search, Bing social, Facebook search and Twitter search are available to organisations to monitor and track what people are saying about their brand. Alert services are a useful means for organisations to monitor and keep track of what customers are talking about their brands online (Barnes & Mattson, 2008; Kietzmann, Hermkens, McCarthy, & Silvestre, 2011, Brown, 2010, p. 38-42; (Evans, 2008, p. 79-103; Pikas, 2005) . An **alert service** is an automated service where one can setup a pre-defined set of search parameters and the user will be "alerted" (via email) when the the search parameters are met.

Weber (2009) also suggests the communicated language between an organisation and the online community can affect the reach of a market research programme. Ramsay (2010) states that organisations need to 'use language relevant to the channel' that is being targeted. While the world-wide popular language may be English there are countries that are host to more than one regularly used language. South Africa has 11 official languages where English is the 4th most popular spoken language in the country (SouthAfricaInfo, 2012).

Although social media monitoring can be a powerful monitoring tool for organisations, it is important that organisations set clear objectives for monitoring their customers (Aarne,

Järvinen, & Heikki, 2012). Without clear objectives set, organisations are unable to successfully **measure their return on investment** for social media activites as there is no measurement scale.

2.3.2 Marketing communications

Marketing can be defined as those set of business processes by which organisations try to create interest, promote and sell their products or services to potential customers. Marketing communications is the process by which the organisation *communicates information* in order to create interest, promote and sell their products or services. Fill (2009) describes marketing communications as 'a management process through which an organisation engages with its various audiences' and 'through an understanding of an audience's preferred communication environments' organisations can 'convey messages that are of significant value, audiences are encouraged to offer attitudinal, emotional and behavioral responses' (p. 16).

Fill (2009) further suggests that the marketing communications mix can be seen as the set of *tools*, *media* and *messages*. The media component is the marketing channel that is used to communicate the information that includes radio, television, print and online forms of media. The messages component is the actual message that is being conveyed to the target audience. The tools component is defined by the communication strategy adopted that includes advertising, sales promotion, personal selling, public relations and direct marketing.

Mangold & Faulds (2009) argues that social media is an additional component of the communication mix providing an online channel to communicate with customers.
In this regard, See Figure 2.2.

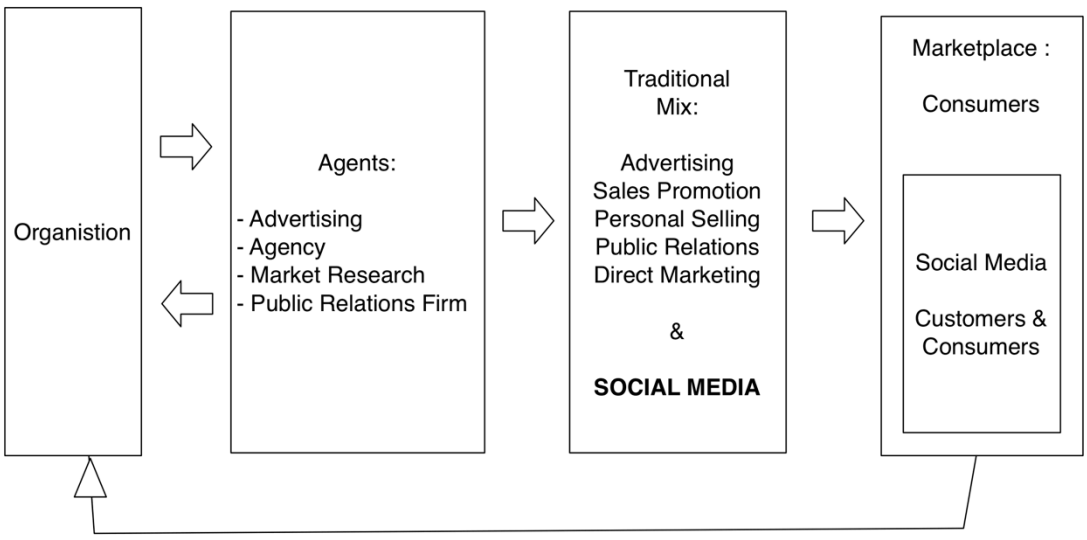

Figure 2.2: Communications Mix (Mangold & Faulds, 2009)

In alignment with Fill (2009), Mangold & Faulds (2009) defines the traditional communication mix to include advertising, sales promotions, personal selling, public relations and direct marketing. As depicted, social media is argued to be part of the communications mix, illustrating a shift in the marketing communications paradigm. Kotler & Keller (2011) defines the communications mix to include word-of-mouth marketing in addition to the traditional communications mix. Word-of-mouth marketing, also known as viral marketing, is a form of marketing communications that encourages people to spread marketing information by "word of mouth" on social media platforms. Smith & Zook (2011) provides a detailed literary overview of marketing communications and how online technologies can be merged with traditional communication strategies to best market information. The channels relevant to online social applications include advertsing, sales promotion, direct/interactive marketing, public relations and word-of-mouth/viral marketing. Social media is advocated as an additional channel by which orgnisations can conduct marketing communicaitons to effectively target their customers.

Organisations therefore need to align their communication strategies to include communication strategies suited to social media as well as traditional forms of marketing communications. See Figure 2.3 for the combined marketing communications.

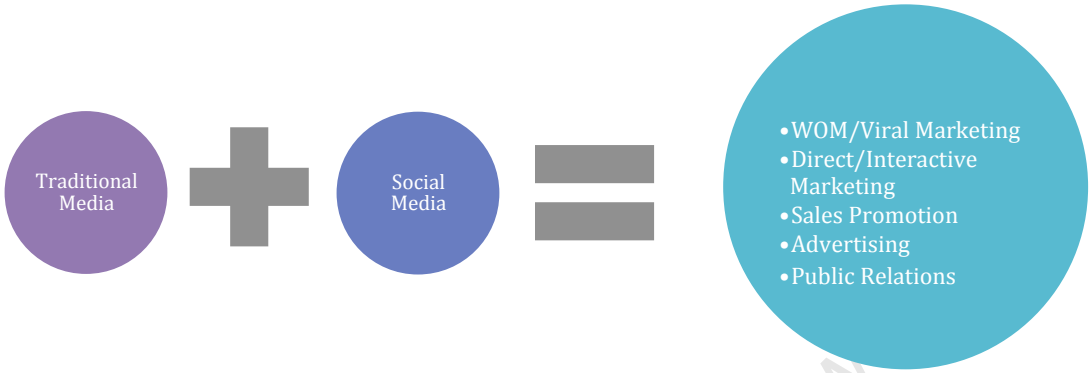

Figure 2.3: Marketing Communications Mix, adapted from Fill (2009), Kotler & Keller (2011) and, Smith & Zook (2011)

With the proliferation of online social technologies, the manner in which organisations are communicating with their customers has evolved to include all channels to achieve maximum exposure in the marketplace. By this, organisations need to integrate all forms of media in a structured and methodological manner to achieve their outcomes and goals in their marketing communications efforts.

Advertising plays an important role in the marketing communication process as it allows business to engage and inform customers as well as the general public about products and services. Advertising is commonly used to develop and enhance an organisation's corporate image. Fill (2009, p. 483) states 'the key strengths of advertising have been to develop brand awareness, values and associations'. Kotler & Keller (2011, pp. 504–518) suggests that the main purpose of advertising can be extended to the following themes namely,

1. *Informative advertising* (create brand awareness and knowledge of new products or new features of existing products)

2. *Persuasive advertising* (create liking, preference, conviction, and purchase of a product or service)
3. *Reminder advertising* (stimulate repeat purchase of products and services)
4. *Reinforcement advertising* (convince current purchasers that they made the right choice)

While advertising aims to dissemenate information and engage a target population, Belch & Belch (2003) notes that **Sales Promotion** is designed to 'provide extra value or incentives to the sales force, the distributors, or the ultimate consumer and can stimulate immediate sales' (p. 21). These outcomes are made possible through two devices namely consumer and trade promotions (Belch & Belch, 2003, p. 510-594). Consumer promotions are of the type that are directed at the end consumer to persuade them to buy a certain product/service which include premiums, prizes and competitions, free trials, frequency programs (Kotler & Keller, 2011). Trade promotions are incentives given to a retailer/wholesaler to encourage them to promote a brand which include price-off deals and trade allowances (Kotler & Keller, 2011 ; Fill, 2009). While these promotional tools can be dissemenated online, promotional tools that lend itself strictly to the online domain include the use of **virtual gifts** and **digital coupons** (Smith & Zook, 2011).

Internet advertising has been explored and used by business before the emergence of social media technologies. With the ever growing popularity and use of social media services marketers have latched onto this phenomenon and have used it as a means to communicate and interact directly with customers and potential customers. Interaction is the primary feature of **Direct/Interactive marketing** where business and the consumer becomes engaged in communication. The objective of this form of marketing is soliciting information from the customer and in return communicating relevant marketing information that reflects the customers' interest and needs (Fill, 2009).

Public relations is an important component of any marketing communications strategy as it helps maintain a positive corporate image. Kotler & Keller (2011) states that 'a public is any group that has an actual or potential interest in or impact on a company's ability to achieve its objectives' and 'public relations includes a variety of programs to promote or protect a company's image or individual products' (p. 527). Their sentiment is built on the premise that a public relations campaign has an objective to build awareness and credibility throught tools such as events, sponsorships, news, speeches, public service activities and identity media. Smith & Zook (2011, p. 311-339) builds on this foundation and suggests that a successful online public relations campaingn comprises of two components namely, (a) developing credibilty and (b) then raising visibility. Developing credibility encompasses the organisation's product and services, maintaining some form of social responsibility through community involvement and crisis management and, upkeeping a positive corporate image. Raising visibility entails devices such as *press conferences, press releases, speeches and presentations, exhibitions/seminars* and *events*.

Viral marketing campaigns created by organisations are aimed at generating brand awareness about its products/services. The idea is that people will share the striking marketing information on websites and with other people, thus creating a domino sharing effect. Viral marketing has also been discussed as word-of-mouth marketing (Kozinets, De Valck, Wojnicki, & Wilner, 2010) in the marketing literature. The communication strategy deployed with this form of marketing is typically based on dissementating marketing information with the intent of having people share/spread the information to others that are visible to their online network.

2.3.3 Customer service and complaint management

Customer service forms part of a marketing management chain that enables organisations to keep customers satisfied. History shows that no product supply or service is free of product defects, bad service or general problems relating to a products or service. Complaint

management is a practice that allows organisations to deal with customer complaints in a structured and methodological manner to solve product and service problems. While customer complaints can portray a brand or organisation in a negative manner, they do however help organisation detect product and service flaws and in return improve the quality of products and services.

Inghilleri & Solomon (2010) advocates a 6 step framework to problem resolution namely (1) identify the problem, (2) analyze the problem, (3) generate a potential solution, (4) select and plan best solution, (5) implement the solution and (6) evaluate the solution. Goodman (2009) provides an additional 5-step framework for 'dealing *with customers' problems and addressing their causes'* on social networking websites (p. 51). The steps include (1) solicit and welcome complaints, (2) identify key issues, (3) assess the customer's problem and the potential causes, (4) negotiate an agreement and (5) take action to follow through and follow up. Shankman (2011) provides a simplistic 4-step approach to problem resolution in relation to complaint management in summary to the works of Inghilleri & Solomon (2010) and, Goodman (2009). These steps include (1) *listen to the customer,* (2) *understand the problem,* (3) *plan your response* and (4) *respond to the customer.*

Many South African consumers continue to post their customer complaints online at a customer service portal called Hellopeter (Hart, Thavarajoo, & Thobejane, 2011). The Hellopeter service requires people to register an account whereafter they are allowed to post customer complaints or compliments relating to products and services. In response, organisations are allowed to respond to these complaints or compliments by posting a reply back to the customer on the Hellopeter service. Currently there are 2060 organisations that are registered with the service and are continually providing service to customers (Hellopeter, 2012). The service is also integrated into the popular social networking website Facebook where users are able to post messages on the customer service portal via Facebook.

2.3.4 Integrated marketing communications

Integrated marketing communications is the integration and mixing of marketing communication tools, messages, brands, technology, employees and relationships with internal and external parties (Fill, 2009). In other words, organisations are able to communicate marketing information using a wide range of methods, media and channels to those people outside of the organisation. For the purpose of the research study, an emphasis will be placed on the communications tools and marketing communication mix used by organisations.

Social media is a marketing channel that can be integrated into the marketing and communication strategies of an organisation (Bolotaeva & Cata, 2011). Kaplan & Haenlein (2010) advocate that the integration of social media and traditional forms of media channels is vital as this forms part of the whole organisational image. Burton & Soboleva (2011) in their discussion of organisational use of micro-blogging services to conduct marketing, suggests that micro-blogging provides an 'additional channel in an integrated marketing communications strategy'.

With the emergence of additional marketing channels such as social networking and micro-blogging, academic discourse calls for a better understanding of what integrated marketing communications entails (Owen & Humphrey, 2009 ; Kitchena & Schultz, 2009). Insight into how organisations are conducting marketing communications using social networking and micro-blogging services will provide evidence towards forming a conceptual map how these social technologies can be applied in an intergrated marketing communications strategy. Kaplan & Haenlein (2011a) calls for more research and analysis to be conducted to investigate how organisations should integrate micro-blogging into an overall communications strategy.

In an environment where organisations are able to market on social networking and micro-bloggings websites, it is important that marketing communications are aligned and integrated

across all forms of media (Kaplan & Haenlein, 2012). In an integrated marketing communications setup, organisations who market information on social networking websites need to ensure activity alignment on micro-blogging websites. Social networking and micro-blogging services allows for content to be posted synchronously across various social media platforms (Zarrella, 2010). This allows the organisation to provide a single and unified marketing image to customers and the general public.

2.4 Micro-blogging

2.4.1 Micro-blogging emergence and definition

As the term suggests, the micro-blogging phenomenon emerged as an evolution from blogging (Zhang, Qu, Cody, & Wu, 2010 ; Costa, Beham, Reinhardt, & Sillaots, 2008). Several micro-blogs are also argued to have some characteristics of social networking (Golbeck, Grimes, & Rogers, 2010). These characteristics include users being able to communicate and interact with each other where permitted users can track each other's posts/messages and they are able to create a personal online space depicting their own character which includes a picture of themselves and their name. Although micro-blogging has characteristics that are unique to both blogging and social networking, micro-blogs are very unique compared to both blogging and social networking as well.

By default, users of a micro-blogging service are commonly allowed to monitor/track/follow any other user of the micro-blogging service. Java *et al.* (2007) conducted a content analysis of users' posts and messages on the popular micro-blogging website Twitter. They found that users' main reasons for use of a micro-blogging service were general unstructured dialogue, having conversations with other users, tracking acquitances and friends but more importanly sharing information, and reporting news and requesting information. Honeycutt & Herring (2009) analysed roughly 37,000 public message posts and updates on the popular micro-blogging website Twitter. In their analysis they found that dialogue was more of an interactive type as apposed to more general messages or posts relating to daily activities.

Micro-blogging services allow users to post restricted short messages about their daily activities in a diary type format. Humphreys (2010) argues that while micro-blogs can be compared to blogging and social networking, historical diaries share common similarities to the format of micro-blogs. These similarities include the semi public nature of micro-blogs as well as the limited length of these diary type messages or posts similar to micro-blogs. The content of micro-blogs also shares many similarities in that users often disseminate pieces of information relating to their life events and experiences of products and services.

From a user perspective, the primary use of micro-blogging is that it offers people an online space to share their life experiences ranging across a broad spectrum. These shared life events on micro-blogs also include user experiences with products and services (Kwak, Lee, Park, & Moon, 2010). The position of people only sharing "what they are currently doing now" has changed, people are exerting their personal experiences of products and services irrespective if it was good or bad. Zhao & Rosson (2009) conducted a study that was aimed at investigating the practical and personal experience of participants using micro-blogging within the workplace. Their analysis highlighted 3 main areas of how participants were using micro-blogging services. It was found that participants used micro-blogging as a means of, (1) providing frequent updates about their personal activities, (2) dissemenating information relating to their acitivtes as they happen in real-time and (3) using the micro-blogging service as a means to gather information from other users.

Kietzmann *et al.* (2011) provides a framework for classifying the functional blocks of any social media application. The framework consists of 7 functional areas relevant to all social media applications. These include (1) presence, (2) sharing, (3) relationships, (4) identity, (5) conversations, (6) groups and (7) reputation. These 7 elements can be applied in assessing the functionality of any social media application. They however advise that not all the functions are persistent to each and every socia media application.

In relation to that claim, they state that, Twitter a micro-blogging service, is '*centered around exchanging short messages that are mostly real-time status updates*' and 'i*s more about conversation than identity*' where '*relationships hardly matter'*. For the espoused functions of micro-blogging using the functional social media framework of Kietzmann *et al.* (2011), See Table 2.1.

Function	Presence	Sharing	Relationships	Identity	Conversations	Groups	Reputation
Micro-blogs							

Table 2.1: Micro-blogging functionalities (Kietzmann *et al.* , 2011)

The espoused functionalities for micro-blogging is mainly sharing and seeking information as well as conversing with people (Honeycutt & Herring, 2009 ; Humphreys, 2010 ; Java *et al.*, 2007 ; Kwak *et al.*, 2010 ; Zhao & Rosson, 2009). On most social media applications users are able to present a form of identity that identifies them within the online space but does not seem to be a major feature for micro-blogging applications. Relationships are present through the existence of "connections" within a micro-blogging service but has not been a major reason for use. Groups and reputation have a low level function on micro-blogging services.

Section 2.4.1 defined and discussed the theoretical underpinnings of the micro-blogging phenomenon. In alignement to the research study focus, Sections 2.4.2 to 2.4.4 discusses marketing literature pertaining to micro-blogging that is relevant to organisational use within the scope of the research study.

2.4.2 Micro-blogging as a market research tool

Both the general public and business use of micro-blogging services has grown tremendously in the past 5 years. This has resulted in organisations incorporating micro-blogging services in

their marketing efforts and in particularly using it as a tool to engage and monitor what their customers are talking about.

Kaplan & Haenlein (2011a) in their study of micro-blogging use by organisations advocates that market research can be applied to monitor and understand what customers are saying about a brand. Their analysis of computer manufacturer Dell's use of micro-blogging services illustrates that by engaging customers allowed them to understand their customers better and provided them with an opportunity to gain valuable feedback with regard to their products and services. This provided the organisation with an opportunity to communicate the relevant information back into the various departments within the organisation allowing them to better market their products and service their customers. Micro-blogging provides organisations with the ability to source information from the social media platform and use this information in a strategic manner (Lin, 2012). Micro-blogging also provides an information source for organisations to conduct sentiment analysis (Agarwal, Xie, Vovsha, Rambow, & Passonneau, 2011; Bermingham & Smeaton, 2010; Davidov, Tsur, & Rappoport, 2010; Diakopoulos & Shamma, 2010; Kouloumpis, Wilson, & Moore, 2011; Li, Hoi, Chang, & Jain, 2010).

The content residing on micro-blogging websites is a rich source of information where people can understand what is happening in the marketplace, understanding current trends and getting up-to-date news (Ehrlich & Shami, 2010). In an organisational view, the natural feedback loop is to bring all the customer-communicated information back into the organisation, but it also provides for an opportunity to respond to the customer (Bulearca & Bulearca, 2010).

Zeng, Huang, & Jiang (2011) analysed the marketing potential of micro-blogging services using a social network analysis lens providing insight on a content and network level. They advocate on a content level that micro-blogging websites allows one to monitor and gather information from customers. Furthermore, as discussed by Weber (2009), they established that organisations could use keyword search functionality built into the micro-blogging

services to monitor and see what customers and potential customers are talking about with regard to the brand.

Curation is another important aspect of the collaboration and engagement process as it initiates dialogue between organisation and consumer. Additionaly it advocates content creation by the customer that can be used as feedback when conducting marketing communications. Organisations that use micro-blogging services exihibit intentions of curation by asking customers questions to stimulate engagement and feedback (Msimangira, 2012).

Weber (2009) discusses the importance of using the appropriate spoken language in a community when engaging and collaborating with customers. Honeycutt & Herring (2009) in their study of the collaborative and conversational nature of Twitter, they identify that in their targeted dataset English and Japanese were the unexpected dominant language used. This again highlights the importance of engaging and communicating marketing information that is both appealing and relevant to the local market.

As the discussed micro-blogging literature suggests, organisations are able to take full advantage of the market research potential of using this type of service. By monitoring and engaging with customers on micro-blogging services organisations are able to monitor and engage with the general public as well as their customers. Organisations are further able to collaborate with customers in building deeper and more profound relationships as well as bringing their customer market much closer to business. If organisations take full advantage of the conversational and collaborative potential, their marketing communications becomes more focused and informed enabling the them to better market their products and services.

2.4.3 Micro-blogging as a marketing communications tool

While it is known that market research is able to better inform marketing communications, researchers have explored the potential of using micro-blogging as a means to conduct

marketing communications. Research suggests that organisations are attempting to conduct Advertising, Sales promotions, Public relations and Direct/Interactive marketing via micro-blogging services (Kaplan & Haenlein, 2011a).

Previous research has suggested that people somewhat disfavoured the concept of Internet **advertising** (Schlosser, Shavitt, & Kanfer, 1999). Others have rejected this claim and suggested that although a minority of people disfavour Internet advertising many people preferred advertisements that were individualised and targeted (Gordon & Lima-Turner, 1997). Online social applications allow users to interact with each other and organisations are able to conduct market research on their customers allowing them to communicate more focused marketing information. Brooks & Cheshire (2012) conducted a survey of over 400 Internet users assessing their sentiment on online advertisements. Their results showed that users of micro-blogging services exhibited positive attitudes towards all forms of advertising.

Online **sales promotion** strategies have been discussed and analysed by previous scholars. Changchien, Lee, & Hsu (2004) proposed an online promotion decision support system whereby the analysis of customer behaviour patterns can inform marketing strategies, in particular personalized promotion products. The use of promotional tools on micro-blogging services in particular can play a vital role in meeting promotional objectives of a given promotional strategy (Kichatov & Mihajlovski, 2010 ; Msimangira, 2012). Greer & Ferguson (2011) conducted a content analysis of 488 television station Twitter accounts in relation to strategic media promotions. The results show promotional forms of marketing were used to promote the station's brand itself through web, contest, program and general promotions. Zeng *et al.* (2011) studied the business value of marking on micro-blogging services through a content analysis approach as well. On a content level they advocate the use of sales promotion mechanisms where tools such as discounts and price-offs can be used to attract current and potential customers. On a network level they suggest that brand advocates can serve as a useful entry point for attracting other users in their network.

Henderson & Bowley (2010) state that 'the internet can be viewed as a "dialogic medium" which helps **public relations** maintain an open-ended conversation with publics' (p. 242). Social media is seen as new form of media in the marketing communications mix but as a public relations tool it can be viewed as an additional media tool parralel to traditional forms of media (Wolf & Archer, 2012). When social media became a popular media channel for organisations, public relations practitioners' adoption and use of micro-blogging services were initially low (Eyrich, Padman, & Sweetser, 2008). This later changed as public relations practitioners increasily viewed micro-blogging services as a means to communicate with the public. Evans, Twomey, & Talan (2011) explored the use of Twitter as a public relations tool as part of a marketing communications campaign. Their findings suggest that micro-blogging is an important public relations tool of a communication strategy and allows for direct relationhsip-building and connection with the general public. Organisations have also realised the potential of micro-blogging services as a valid channel for customer relations in building strong relationships and maintaining a positive corporate image (Curran *et al.*, 2011). While public relations is important to market an organisation in a positive manner, negative publicity can also be mitigated by proper public relations practices. Micro-blogging can be used as a crisis management tool in dealing with negative corporate publicity. Zeng *et al.* (2011) states, 'when negative news about company emerges in society, the enterprise can search the key words/tags about the company crisis issue on microblogs' and 'the enterprise also can clarify the rumors on its official microblog' by targeting the organisation's online brand advocates and influencers.

Interactive marketing is built on the premise of connecting, collaborating and interacting with customers (Fill, 2009). Before the birth of micro-blogging services scholars have discussed the potential of interactive marketing being operationalised through social technologies allowing for collaboration and simultaneous engagement between consumer and business (Haeckel, 1998). Although micro-blogging services enables one to share personal life experiences, research suggests that people also use it as a means for sending directed

messages to each other for soliciting and sharing information relevant to two parties (Honeycutt & Herring, 2009). Burton & Soboleva (2011) argues that Twitter allows for 'interpersonal interactivity' between an organisation and customer through the exchange of messages, reposting of customer and organisational messages, and directed messages from consumer to organisation. Their analysis and subsequent findings indicate that organisations are not fully making use of the interactive capabilities of micro-blogging due to the fact that they do not yet know how to fully employ a micro-blogging strategy.

Micro-blogs and in particular Twitter is having an effect on how people are able to dissemenate brand information on the Internet (Hennig-Thurau, Wiertz, & Feldhaus, 2012). Kaplan & Haenlein (2011a) discusses the **viral marketing** potential of micro-blogs where marketing information can 'cascade down from one user's follower network to another's, and on the way transform from a simple bit of information to word-of-mouth' (p. 107). Jansen *et al.* (2009) states that 'in commercial situations, word-of-mouth involves consumers sharing details, their opinions, or reactions about businesses, products, or services with other people'. Their study analysed 149,472 micro-blog postings and the findings suggest that micro-blogs are primarily used as a means to share and request brand information.

Orgnisations have cunningly found numerous applications of bringing micro-blogging services within business. While these services has been explored to communicate with external parties, orgnisations have successfully used micro-blogging services as an internal communications tool (Kaplan & Haenlein, 2011a). Ehrlich & Shami (2010) explored the use of micro-blogging services within the workplace. They discovered that employees use these services as a means to converse and help other employees, share information, maintain their status and allow them to stay connected with fellow workers.

Corporate internal communications forms part of an organisational wide communication strategy and micro-blogging services can be applied to assist orgnisations in this regard

(Riemer & Richter, 2010 ; Schöndienst, Krasnova, Günther, & Riehle, 2010 ; Zhang *et al.*, 2010).

2.4.4 Micro-blogging as a customer service and complaint management tool

Proper customer service practices are vital for the long-term existence of organisations and forms part of the marketing process. Poor product and service delivery has a significant influence on consumer complaint behavior where customer expectations are not met or product and service problems are encountered (Blodgett, Wakefield, & Barnes, 1995).

Kaplan & Haenlein (2011a) advocate micro-blogging services as tool to improve upon customer services and deal with customer complaints by monitoring and engaging customers. Burton & Soboleva (2011) discovered that a structured online monitoring and communication strategy allows organisations to proactively deal with customer complaints on micro-blogging services.

The reward for organisations who choose to listen and react to service or product problems encountered via micro-blogging services do not always prove to be successful. Organisations who do not methodically respond to customer problems are at risk of allowing negative customer messages to damage their corporate image.

Section 2.4 discussed the emergence of micro-blogging and the organisational use of these services as a means to conduct market research, marketing communications and deal with customer complaints. Section 2.5 will discuss the emergence and potential use of social networking services as a means to conduct market research, marketing communications and deal with customer complaints.

2.5 Social Networking

2.5.1 Social networking emergence and definition

Social networks and the social networking phenomenon have existed long before the existence of popular online social networking services such as Facebook, Google+, Pinterest and LinkedIn (Parsons, 1960 ; Barnes, 1969 ; Mitchell, 1969). The first major social netwoking service emerged in 1997 but these platforms only become popular between 2003 and 2005 with the emergence of Friendster, MySpace, LinkedIn, Orkut and Facebook (Boyd & Ellison, 2008). Before the birth of the Internet, the early application of social networks has also been applied in the context of organisations (Tichy, Tushman, & Fombrun, 1979). Initial applications aimed at offering users a platform for social interaction could be attributed to online communities (Ahmad, 2011). Kollock & Smith (1999) in relation to online communities state that 'instead of people talking to machines, computer networks are being used to connect people to people' and on the internet 'these shifts make the creation of thousands of spaces to house conversations and exchanges between far-flung groups of people practical and convenient' (p. 3). These 'conversations and exchanges' were applied through online communities such as discussion lists, bulletin boards and text chat where people were offered the opportunity to engage in conversations ranging various shared topics of interest.

A new application of social interaction emerged and evolved into services known as social networking websites that allowed people to share and, create a deeper and profound connection with people. Social networking websites are seen as an evolution of online and virtual communities (Murray & Waller, 2007). Boyd & Ellison (2008) define a social network service as bound by a set of characteristics such as allowing a person to create a public profile of themselves, maintain a list of people with whom they established a connection with and allowing a person to navigate the entirety of those established connections.

Dwyer & Hiltz (2007) states that the primary reason for people using social networking services are to communicate and maintain relationships. Other social networking activities include updating other people and getting updates about other people relating to daily activities, whereabouts, events and persona. Chiu, Cheung, & Lee (2008) investigated the intentions of users on the social networking website Facebook. Their results showed that social presence was the primary reason for participants intention to use the social networking service. The participants showed a high willingnesses to use Facebook because of the social presence of other users who they knew who were present on the social networking website. It was also noted that there was naturally a high correllation between social presence and communication between users.

Brandtzæg & Heim (2009) also conducted a study investigating people's intention for using social networking sites. Their results illustrated that 31% of the participants used social networking services as a means to meet new people and build new relationships. Keeping contact and maintaining relationships with friends or acquintances were constantly being practiced by 21% of the participants. General socializing where people shared their experiences about their lives and events was another theme with 14% of participants practicing regularly. Thirteen percent of participants continuously shared and seeked non-personal information relating to current events, music, fashion and politics.

For the espoused functions of social networking using Kietzmann's *et al.* (2011) functional social media framework, See Table 2.2.

Function	Presence	Sharing	Relationships	Identity	Conversations	Groups	Reputation
Social Networks							

Table 2.2: Social networking functionalities (Kietzmann *et al.* , 2011)

The espoused functionalities for social networking is mainly to build and maintain relationships as well as being able to converse with other people (Brandtzæg & Heim, 2009 ; Chiu *et al.*, 2008 ; Dwyer & Hiltz, 2007). Sharing amongst users of a social networking service is present but users seem more driven to use micro-blogging services as means to share information. The presence of others on social networking services, has motivated people to use these services. In comparison to micro-blogging services presence is not a motivating factor. As relationships is a key motivating factor for people to use social networking services, identity has played an important role. As with micro-blogging, groups and reputation have a low level function on social networking services.

So although micro-blogging is inherent to both blogging and social networking, the espoused functions and intentions for use differ considerably. From a user perspective social networking and micro-blogging offer the user differing functions. The research study therefore intends to investigate and compare the differing organisational use of social networking and micro-blogging services.

Section 2.5.1 defined and discussed the theoretical underpinnings of the online social networking phenomenon and how these differed to micro-blogging. In alignment to the resarch study focus, Sections 2.5.2 to 2.5.4 discuss the marketing literature pertaining to social networking that is relevant to organisational use within the scope of the research study.

2.5.2 Social networking as a market research tool

Social network systems enable users to provide information about them and allow users to connect with each other (Boyd & Ellison, 2007). Rad & Benyoucef (2011) describe social networks consisting of ‘large numbers of individuals who are potential content generators and a massive source of information’ (p. 63).

Bolotaeva & Cata (2011) describe the ‘brand intelligence’ phenomena whereby organisations are able to **monitor** and observe ‘the way their brands are discussed and perceived’ on social

networking websites (p. 2). Richter *et al.* (2011) refer to the marketing potential of social networks where organisations are able to conduct 'market intelligence' by 'observing and analyzing the data generated by users on social networking sites'(p. 98).

The co-creation of products have been disscussed in the context of online communities in the form of "hubs" or "pools" (Muniz & O'Guinn, 2001 ; Schau, Muniz, & Arnould, 2009). The use of social networking services enable organisations to co-create and incorporate customer feedback in the co-creation process (Ramaswamy, 2008).

The emergence of social networking applications has enabled people to share their personal experiences online. Analysis of social networking website data suggests that people also share experiential brand information with their network (Morris & Teevan, 2010). This provides organisations with the opportunity to collect information about their customers and what people are conversing about their brands on social networking websites (Cooke & Buckley, 2008). Social networking also provides an information source for organisations to conduct sentiment analysis (Garcıa-Crespo, Colomo-Palacios, Gomez-Berbıs, & Ruiz-Mezcua, 2010).

Casteleyn *et al.* (2009) analysed consumer intentions on Facebook, immersed in the framework of Burke (1945 & 1978). Through this lens they illustrated that consumers are 'putting on a show' where these actions or intentions could be *monitored* by organisations to find out what is being portrayed against their brand.

2.5.3 Social networking as a marketing communications tool

The Internet and more specifically social networking websites has enabled people to communicate and connect with each other in ways that were not possible before the emergence of online social technologies. Online marketing practice is not a new phenomenon and has existed long before the emergence of popular social networking services (Kiang, Raghu, & Shang, 2000). Organisations who have established a brand presence online understand that ongoing communication and service play a vital role in their survival.

The interactive nature of social networking websites encourages organisations to engage with their customers through **advertising**. Some scholars suggest that users of social networking services disfavour advertisements as they see it as a source of information that lacks credibility and relevance (Clemons, 2009 ; Kelly, Kerr, & Drennan, 2010). In relation to micro-blogging servics, the importance of communicating relevant marketing information to customers is highlighted by Kaplan & Haenlein (2011a). Other scholars have discovered that users of social networking services find advertising to be stimulating and credible (Yousif, 2012).

Earlier research findings suggest that social networking was not seen an as important **public relations** tool within practice (Wright & Hinson, 2009). Earlier adopters of social technologies were not realise the potential of social networking as a valid media channel for business. Initial barriers of social networking adoption for public relations could be attributed to Grunig (2009) as he states 'public relations has greater value both for organisations and society when it is strategic, managerial, symmetrical and intergrated' (p 15) as part of an overall public relations function within organisations. Later findings however suggest that adoption of social networking services for public relations efforts in the organisation have grown considerably. Wright & Hinson (2011) conducted a longitudinal study over a three year period that was aimed at investigating the use of social applications as a public relations tool in orgnisations. The first year of their findings show that 52% of public relations practioners found social networking either as somewhat important or very important. The second year findings show a significant increase in importance to 77% and the final year shows that 84% of public practitioners rate social networking services as either somewhat important or very important as a public relations tool. The role of social networking as a public relations tool could be seen as one that is growing in importance and organisations should investigate this potential.

Belch & Belch (2003) describes **promotion** as 'the coordination of all seller- initiated efforts to set up channels of information and persuasion in order to sell goods and services or

promote an idea' (p. 8) and that a 'promotional program must be part of a viable marketing strategy and be coordinated with other marketing activities' (p.16). In recent years there has been a widespread adoption and use of social networking services by orgnisations. Mangold & Faulds (2009) argues that social networking now forms part of a new communications paradigm that allows organisations to promote their brands and services. Tuten (2008) discusses the potential for organisations to use social networking services as a mechanism to promote their brands online by using sales promotion tools. An example of a succcessful sales promotion campaign is discussed in the works of Kaplan & Haenlein (2012). They discuss a successful social networking promotional campaign whereby the brand issued coupons entitling people to a free product in return for a user removing ten people from their virutal list. The campaign was a success as more than 82 000 users removed a combined 233 906 friends from their virtual gifts in return for a coupon. This resulted in a vast user base connecting with the intended product as well as raising awareness.

Online social networks have been accepted as an important source of information for marketers. Users of online social networking services show a high degree of information sharing and dissemenation (Boyd & Ellison, 2008 ; Chiu *et al.* 2008 ; Brandtzæg & Heim, 2009). These characteristics allow for person-to-person referrals where information can be distributed by way of word-of-mouth (Buttle, 1998). This offers organisations the opportunity to conduct **viral marketing** campaigns where targeted individuals can share and inadvertently market brand information to each other. Trusov *et al.* (2009) through their empirical research argues that social networking services offer organisations an opportunity to 'increase their understanding of the effects of word-of-mouth marketing by taking advantage of new, detailed tracking information' (p. 13) relating to customers.

Interactive marketing communications allows the consumer and organisation to engage in conversation where both parties are actively interacting with one another (Fill, 2009). One of the key motivators for users using social networking services is to interact with other users (Brandtzæg & Heim, 2009). Other scholars who have investigated the online social

netwoking phenomenon indicate that 'social networking websites is a kind of virtual community that allows people to connect and interact with each other' (Chiu *et al.*, 2008, p. 67 ; Joinson, 2008). Research shows that brand advocators are more likely to share their experience of products or services (Acar & Polonsky, 2007; Bagherjeiran, Bhatt, Parekh, & Chaoji, 2010) allowing organisations to interact with them. Smith, Fischer, & Yongjian, (2012) in their comparitive study of how brand-related content differs across YouTube, Facebook and Twitter found that organisations are engaged in interactive marketing activities with customers.

The use of social technologies within the organisation for internal communication is not unique to micro-blogging. Richter *et al.* (2011) suggest that social networking websites can be used as a means for employees to professionally engage with one another to facilitate collaboration on working projects. Other uses for social networking in the workplace extend to building work relationships and campaigning for projects (DiMicco, Millen, Geyer, Dugan, Brownholtz, & Muller, 2008).

2.5.4 Social networking as a customer service and complaint management tool

Customers hold their own perceptions and expectations of products and services offered by organisations. Inevitably when customers' expectations of certain products and services are not met, customers will communicate their displeasure (Hirschmann, 1970). With the emergence of online social networking services customers have gained significant power to voice their opinions with their virtual network of friends. The positive effect of word-of-mouth on social networking websites can be seen as a marketing opportunity for business but negative word-of-mouth can be interpreted as customers complaining about a product or service. Shih (2009) discusses the case of Comcast where, the organisation unintentionally discovered a Facebook group that was created for customers to complain about Comast's service. This unexpected discovery brought about the realisation that customers are able to

communicate their disssatifaction on social networking services about products and services. Although customers are able to direct negative comments towards a brand on social networking servies, it also provides them with an opportunity to change the perceptions of customers by offering improved service and better products.

Sigala (2011) conducted a study that was aimed at investigating the organisational use of social networking services. The study adopted a Customer Information Management (CIM) lens (Park & Kim, 2003) measuring four components namely customer acquisition, retention, expansion and win-back. The retention and win-back component identified organisational use of social networking services to enhance customer service and, handle and/or respond to customer complaints.

This all provides evidence that organisations can and should be using social networking services as a means to deal with product and service problems.

2.6 Social Media intelligence

The Internet has provided both users and organisations with an abundant amount of data. Internet users are increasingly being enabled to publish data on the Internet through social media applications. With the emergence of newer web technologies like social media, content on the web is not only growing but also becoming more meaningful. The discourse happening on the web is opinion and emotion rich (Abbasi, Chen, & Salem, 2008). To make sense of this rich data, intelligent systems need to be advanced enough to interpret this data. In this regard Berners-Lee, Hendler, & Lassila (2001) provides a brief analysis of the potential of the semantic web,

"The Semantic Web is not a separate Web but an extension of the current one, in which information is given well-defined meaning, better enabling computers and people to work in cooperation. The challenge of the Semantic Web, therefore, is to provide a language that expresses both data and rules for reasoning about the data and that allows rules from any existing knowledge-representation system to be exported onto the Web" (p. 1).

The web has allowed people to communicate their opinions and views about products and services (Morinaga, Yamanishi, Tateishi, & Fukushima, 2002 ; Tang, Tan, & Cheng, 2009). For organisations, customer data residing on social platforms represent an opportunity for organisations to make sense of this data. To make sense of this data, organisations would need to analyze the content generated by the users. Sentiment analysis/classification is the study of direction-based content in which the textual content contains emotions and opinions (Abbasi *et al.*, 2008).

2.6.1 Sentiment analysis

People are continually creating content on social media platforms that could directly or indirectly influence organisations. Being able to interpret and mine the opinions of people and getting a sense of your brand image or that of your competitors is important (Morinaga *et al*., 2002). Sentiment analysis or opinion mining, is concerned with the categorization of the attitude of a person in regard to some topic, product or service (Liu, 2010; Domingos & Richardson, 2001). In other words, sentiment analysis is the application of text analytics, computational linguistics and natural language processing to allow for the extraction of subjective information. Consider the following example,

1. I purchased a Toyota Hi-Lux 4x4 last week.
2. The sales person was really great, he provided me with all the necessary information.
3. The seats are really comfortable.
4. The cabin space was a surprise; it is much better than any other 4x4 I've seen.
5. Everybody thought I paid too much for the 4x4, although they agreed it was very luxurious.
6. The fuel consumption seems quite high, but I'm yet to fill the tank up.

A brief synopsis of the above points through the sentiment analysis lens would read as follows: Point 1 makes reference to the brand Toyota, and product Hi-Lux. Point 2 refers to a

positive sentiment towards the brand (sales person). Points 3 and 4 refer to a positive sentiment towards the product. Point 5 refers to a mixed sentiment, containing a positive and negative sentiment towards the product. Point 6 refers to a negative sentiment towards the product.

Subasic & Huettner (2000) suggest that the discourse of information on the web is rich in sentiment-related information. Jansen *et al.* (2009) conducted a study on the micro-blogging website Twitter in which they investigated over 150 000 tweets for brand comments, sentiments and opinions. Through this lens they were able to classify tweets ranging from negative to positive sentiment towards a brand or service.

2.7 Conclusion

Chapter 2 identified three marketing components that are applicable to organisations that use social networking and micro-blogging services to engage their customers. The extent to which organisations engage with their customers via social networking and micro-blogging services in the South African market will need to be assessed. Within these marketing components there are a few types that could form the basis for engagement with customers on micro-blogging and social networking websites.

Market research will allow organisations to monitor and engage with their customers to better inform their marketing communications and servicing to customers. Monitoring micro-blogging and social networking services for brand mentions and customer conversations will offer organisations an opportunity to understand how users of these services perceive their brands. Engaging with customers and the general public is an important component towards gathering information from these services. By understanding what is being communicated on these websites better enables organisations to communicate marketing information that is relevant to users of micro-blogging and social networking websites.

Marketing communications conducted via social media platforms comprise advertising, sales promotions, direct/interactive marketing and word-of-mouth/viral marketing. These

types of marketing communications are all applicable to micro-blogging and social networking services allowing organisations to more strategically market their products and services. Marketing communications conducted via micro-blogging and social networking websites are a mix of traditional and social forms of media where organisations are able to integrate all of their marketing channels.

Responding to **customer complaints** enables organisations to deal with product and service problems. Consumers are known to voice their opinions online about bad service or faulty products. Organisations have realized that micro-blogging and social networking services offers their marketing departments an additional channel to deal with customer complaints as well as to better service their customers.

From Figure 2.4, marketing research, marketing communications and dealing with customer complaints happens between the organisation and customer.

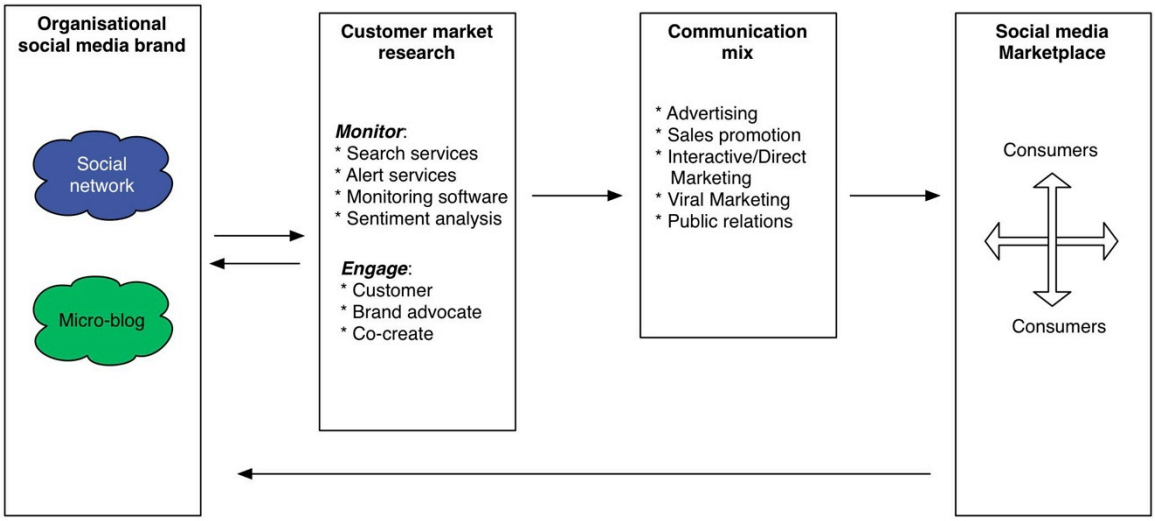

Figure 2.4: Research Framework, adapted from Mangold & Faulds (2009)

Marketing research allows the organisation to monitor the customer and gather valuable data about their products and services. Through the inquiry stage organisations need to engage with their community to understand the perceptions of their customers and potential

customers relating to their brand. Through constructive engagement, the organisation and customer can collaborate to bring the customer and business closer together.

Table 2.3 below highlights the market research components with regard to micro-blogging and social networking services.

Market Research	
Component	*Measure*
Monitor	Are organisations using search services to find out what is being said about their brand?
	Are organisations using alert services to keep up to date about what people are talking about their brand?
	What keyword attributes are organisations using to conduct their searches?
	Are organisations using paid 3rd party software to monitor their customers?
	Are organisations conducting sentiment analysis?
Engage	Are organisations engaging with their customers?
	What is the frequency of engagement with customers?
	What is the organisation's relationship with their online brand advocators/influencers?
	Are organisations co-creating products/services with their customers?
	What is the importance of incorporating customer feedback into new product development?
	What language are organisations using to engage with their customers?

Table 2.3: Market Research components

Marketing communications allows the organisation to use various tools to communicate organisational marketing information to customers and the general public. Advertising, sales promotion, public relations, direct/interactive marketing and word-of-mouth/viral marketing are communication tools that allow the organisation to methodically market its products and services.

Table 2.4 below highlights the marketing communication components with regard to micro-blogging and social networking services.

Marketing Communications	
Component	Measure
Communication Mix	What is the frequency of administering marketing information by social media platform?
	Are organisations using advertising on social media platform?
	What is the advertising objective(s) of organisations using micro-blogging and social networking services?
	What forms of traditional sales promotion tools are being used?
	What forms of digital sales promotion tools are being used?
	What is the sales promotion objective for using micro-blogging and social networking services?
	Are organisations using micro-blogging or social networking as a public relations tool?
	Are micro-blogging and social networking services being used as an internal communications tool?
	What features are visible in the corporate social image?
	Are organisations using micro-blogging and social networking services to conduct direct/interactive marketing?
	Are organisations using micro-blogging and social networking services to conduct viral marketing?
	Are traditional forms of media integrated into micro-blogging and social networking marketing communication?

Table 2.4: Marketing Communications components

Customer service allows business to sustain a healthy corporate image with its customers and the broader community. Effective complaint management enables an organisation to deal and respond to customer complaints relating to product or service problems.

Table 2.5 below highlights the customer complaints components in regard to micro-blogging and social networking services.

Complaint Management	
Component	Measure
Complaints	Are organisations monitoring micro-blogging and social networking services for customer complaints?
	What is the importance of dealing with customer complaints received via micro-blogging and social networking services?
	What is the frequency at which organisations are responding to customer complaints?

Table 2.5: Complaint Management components

For organisations to conduct market research, marketing communications and service their customers on micro-blogging and social networking services, the above-mentioned components need to be considered to operationalize the social marketing potential. All components will enable organisations towards a mature social marketing strategy. While each business environment and marketing strategy can be unique, varying combinations and uses of these components will also help enable organisations towards a mature social marketing strategy.

Chapter 3 : Research methodology and design

3.1 Introduction

Chapter 2 identified and reviewed the conceptual and theoretical foundations of the marketing literature relevant to micro-blogging and social networking services, and helped refine the research questions. Chapter 3 describes the methodology used to collect and analyze the research data in a highly structured manner to answer the research questions. A brief introduction to the methodology was provided in Section 1.6 of Chapter 1. This chapter aims to build on that introduction and to provide assurance that a highly structured and methodological process was followed.

In this chapter the following major topics are discussed: the research purpose (section 3.2) , philosophy and approach (section 3.3) , research objectives and questions (section 3.4) , research strategy (section 3.5) , piloting and validity of instrument (section 3.6), target and sample population (section 3.7) , data analysis (Section 3.8) and, access and ethics (section 3.9).

3.2 Research Purpose

Research purpose can be classified into 3 dimensions namely exploratory, descriptive and explanatory (Saunders, Lewis, & Thornhill, 2009). Exploratory studies are conducted when not much is known about a phenomenon and a better understanding is needed to better understand the problem at hand. Robson (2002) defines an exploratory study as investigating 'what *is happening; to seek new insights; to ask questions and to assess phenomena in a new light'* (p. 59). Descriptive studies describe the data, situations, events, and characteristics about the phenomenon being investigated (Robson, 2002). These studies also try to answer the research questions who, what, when, and how (Jonassen, 1996). In other words, descriptive studies classify phenomena (Babbie, 2007). Explanatory studies seek to explain the causal relationships between variables (Saunders *et* al, 2009).

The purpose of this research is primarily descriptive with an embedded exploratory purpose. The exploratory nature of the study seeks to explore the quantitative data collected to confirm the theoretical underpinnings of the study and recognize the various methods used by organisations aligned to the components of the research framework discussed in Chapter 2. The research purpose is also extended to *describe* the process flow of the research framework.

3.3 Philosophy and approach

When conducting research, the researcher is inevitably developing knowledge in the field of his/her research study. A research philosophy is the principle of developing that knowledge and the nature of the knowledge developed (Saunders *et al.*, 2009), which can be classified into epistemology and ontology (Nandhakumar & Jones, 1997). Three distinct epistemological stances exist—*positivist*, *interpretive,* and *critical* (Chua, 1986; Gonzalez & Dahanayake, 2007; Orlikowski & Baroudi, 1991).

A study conducted that follows the philosophy of positivism views social reality as observable and descriptive from an objective stance. As Remenyi, Williams, Money, & Swartz (1998) suggests, 'the *researcher is independent of and neither affects nor is affected by the subject of the research'* (p. 33). Positivism is an epistemological stance that is closely related to the social sciences and inheritably the Information Systems discipline (Saunders *et al.*, 2009). While this may be true, there is much discussion whether the positivist epistemological stance is well adapted for the social sciences (Galliers, 1992). Positivism emphasizes the need for quantifiable observations on which statistical analysis can be conducted (Orlikowski & Baroudi, 1991).

An interpretive study views reality as socially constructed and the researcher is embedded in the people of the study in contrast to tangible objects (Cavana, Delahaye, & Sekaran, 2001 ; Klein & Myers, 1999). The challenging aspect is however to submerge oneself into the social reality of the participants and get an understanding of reality from their viewpoint (Saunders *et al.*, 2009). Interpretivism is aligned with the social construction of participant and

researcher interaction (Mingers, 2001). Saunders *et al.* (2009) also state that management and business research is immersed into the technology and people where these sets of phenomena are complex and unique. It could therefore be argued that interpretivism is well suited for this "information systems" type of research.

Bhaskar (1989) argues that the way we make sense of social reality is due to the fact of our understanding of the underlying social structures influencing our reality. Critical researchers adopt the stance that what we experience in reality are indeed sensations, a manifestation of what we see, and not reality itself (McGrath, 2005; Myers, 2002). In other words, a critical researcher adopts the position that our *'knowledge of reality is a result of social conditioning and cannot be understood independently of the social actors involved in the knowledge derivation process'* (Saunders *et al.*, 2009, p. 115).

The proposed study will adopt a positivist epistemological stance in making sense of an observable social reality. A positivist approach is better suited in enabling the researcher to draw analysis from a theory informed research instrument. The study intends to conduct quantitative data collection, which is enabled through a positivist stance. A highly structured methodology will be adopted as advocated by a positivist stance (Gill & Johnson, 2002).

3.4 Research objectives and questions

As set out in Chapter 1 section 1.3, the main aim of the study will be to address the following problem statement,

What are the differences between organisations utilizing social networking and those utilizing micro-blogging, to conduct market research, marketing communications and deal with customer complaints in South Africa?

3.4.1 The research objectives

In addition to the problem statement, the following objectives have been set out:

1. Find out how organisations are utilizing social networking & micro-blogging websites to conduct market research, marketing communications, and deal with customer complaints.
2. Compare the varying applications by organisations of market research, marketing communications and dealing with customer complaints on social networking and micro- blogging websites.

3.4.2 The research questions

In alignment to the research objectives of the study, the following research questions are posed:

1. What are the differences in monitoring and engagement elements between organisations using social networking and micro-blogging websites to research their customers?

   Dependent Variables: *1. Monitoring (Search services, Alert services, Monitoring software, Sentiment analysis, Accuracy-Sentiment analysis)*

   2. Engagement (Engagement Frequency, Brand advocates, Importance-Brand advocates, Co-create, Importance of NPD)

   Group: *1. Social Networking* *2. Micro-blogging*

2. What are the differences in marketing communications usage between social networking and micro-blogging websites to communicate marketing information?

   Dependent variable: *Marketing communications (Frequency of communications, Advertising, Sales Promotion, Direct/Interactive Marketing, Viral Marketing, Public Relations, Importance-PR, Internal Communications)*

   Group: *1. Social Networking* *2. Micro-blogging*

3. What are the differences in response status, frequency, and importance of responding to customer complaints for social networking and micro-blogging websites?

Dependent variables: *1 Response to customer complaints*

2. Frequency of responding to complaints

3. Importance of responding to customer complaints

Group: *1. Social Networking* *2. Micro-blogging*

3.5 Research strategy

Multiple research methodologies have been discussed in the literature, which are applicable to Information Systems research. While it is understood that Information Systems can be a diverse discipline (Vessey, Ramesh, & Glass, 2002; Baskerville & Myers, 2002), there is no single best research strategy. Jenkins (1985) proposes 13 different research strategies in the management information systems discipline. Saunders *et al.* (2009) in their discussion of different research strategies in business and management research identified 7 different research strategies in pursuing a research project. These include an experiment, survey, case study, action research, grounded theory, ethnography and archival research. Yin (2003) suggests that while your choice of research strategy is important, an exploratory, descriptive or explanatory type study can be pursued by each of the research strategies.

The primary data collection technique conducted was a self-administered Internet questionnaire. See Appendix B and C. Zhang (2000) suggest that Internet-mediated questionnaires offer researchers a reliable and valid method for collecting research data. This will allow the researcher to collect data for a target population ranging over South Africa. An exploratory and descriptive type study is therefore well suited in exploring the research problem to get an understanding of how organisations are utilizing social networking and micro-blogging services. The descriptive nature of the research will serve useful in describing the difference in usage by organisations in utilizing social networking and micro-blogging to conduct market research, marketing communications and complaint management in relation

to customer service. Pinsonneault & Kraemer (1993) suggests that well conducted exploratory surveys can serve as a useful precursor to a descriptive study.

Both qualitative and quantitative data collection techniques and analysis each have their own strengths and weaknesses (Smith, 1981). Previous research investigating organisation use of social networking and micro-blogging have primarily focused on an inductive approach of enquiry (Bolotaeva & Cata, 2011; Casteleyn, Mottart, & Rutten, 2009 ; Johnson, 2011; Greer & Ferguson, 2011 ; Curran, O'Hara, & O'Brien, 2011 ; Ehrlich & Shami, 2010). This study aims to test the research study framework deduced from previous research. Saunders, Lewis, & Thornhill (2009) advocates that a survery strategy is best suited for deductive type studies. This research employs a highly structure design where the research findings will be assessed and validated using structured statistical analysis to test each construct of the research framework. The structured use of Pearson's chi square test of independence to assess the use of social networking versus micro-blogging provides a reliable and credible means to evaluate the research findings.

3.6 Piloting and validity of instrument

Researchers are advised to pilot their questionnaires before conducting the data collection (Hart *et al.*, 2011; Oppenheim, 2000). Fink (2003) suggests that the researcher should confirm that participants of the pilot testing encountered no problems in understand and answering any of the questions. The research should also check with the participants if the layout of the questionnaire was satisfactory and enabled the participant to better answer the questionnaire.

When conducting a pilot test, Bell (2005) suggests the following guidelines in facilitating the participants to identify various problems:

1. The time it took to complete the questionnaire
2. Clarity and simplicity of:
    2.1. the instructions
    2.2. the layout
3. If any, which of the questions were:

3.1. ambiguous or unclear
3.2. participant did not feel comfortable answering
4. According to the participant, were there any blaring topic omissions
5. Any other comments

In accordance with Hart *et al.* (2011), Oppenheim (2000) and Bell (2005) the researcher conducted a pilot test of the questionnaire with a small random sample (who were included in the target population of the research study). The pilot study proved useful to the researcher as 9 questions were changed in relation to respondents' feedback, which included changing the wording and presentation of those questions. The inclusions of industry terms, adjusting and validating frequency questions were also amended. Administering the pilot study with a sample of the target population allowed the researcher to assess the validity and reliability of the questions included in the questionnaire.

3.7 Target and sample population

The research study surveyed organisation's use of social networking and micro-blogging websites to conduct market research, marketing communications and deal with customer complaints in relation to customer service within South Africa.

Regardless of what the research objectives and questions are, the researcher needs to consider the use of sampling (Myers, 2002). The target population is all major sectors of South Africa, targeting all organisations with a social image—online social presence and a functional social media strategy within the organisation.

When it is possible to analyze and collect data from each case of the entire target population, this is known as a census (Creswell, 2008). While a census can provide the researcher with a valid target population, sampling provides a valid alternative in representing that target population. Saunders *et al.* (2009) suggests that one should consider sampling when, (1) it's impractical to target the whole population; (2) the researcher is bound by a small financial budget; (3) the researcher has time constraints and (4) when analysis and results are needed in a prescribed time period.

The study intends to target all major sectors of South Africa, which would include all sub sectors including the retail, telecommunications, manufacturing, etc.

The random sampling technique entails selecting your sampling frame at random using a random number generator. Stratified random sampling can be seen as an adaptation to random sampling where the target population is divided into different strata and random sampling done on these individual strata (Creswell, 2008). De Vaus (2002) suggests that one's sampling frame is already split into different strata. Conducting a census will not be feasible for the study. Therefore, to draw a representative sample of the private sector of South Africa, the researcher adopted the random stratified sampling technique. The sample frame consisted of 215 organisations from the Digital Media and Marketing Association of South Africa (DMMA). The DMMA is an independent, voluntary and non-profit organisation with a purpose of (a) building trust in the digital medium as a viable and lucrative platform for South African advertisers to reach and engage with their target audiences, (b) increasing the share of advertising, sponsorship and marketing spend which is directed at the South African digital industry and (c) ensuring a sustainable and vibrant digital industry in South Africa (DMMA, 2010). This allowed the sample to be equally distributed across the various industry sectors.

3.8 Data analysis

The collected research data was analysed using the statistical software package SPSS version 20. Descriptive statistics in the form of conditional distributions and central tendencies were calculated and presented. A combination of Pearson's chi square test of independence for categorical data variables and Mann-Whitney's test for ordinal scale data was used to test the research hypotheses.

A chi square test enabled the researcher to ascertain the likelihood of a series of two dichotomy variables (2 x 2) of being associated. The test is based on a comparison of observed and expected frequencies for a contingency table (J x Y) if the two variables were assumed to be independent of each other (Agresti, 2002). In other words, the chi square test

assesses the likelihood of the represented data to be occurring by chance by comparing it to what is expected if the two variables were independent.

To explore differences between independent groups (micro-blogging/social networking) Pallant (2011) suggests that independent-samples t-test or the Mann-Whitney test can be used. The independent-samples t-test is a parametric technique which make a few assumptions about the population from where the research sample was derived. The alternative non-parametric Mann-Whitney test do not make any assumptions about the population from where the research sample was drawn. The Mann-Whitney test is also more suited to exploring differences between independent groups when the resaerch data was measured on an ordinal ranked scale which is consistent with the colleted data for this research project (Pallant, 2011). Therefore the Mann-Whitney test was adopted to explore differences between micro-blogging and social networking on the collected ordinal scale variables.

The researcher was aware of the assumptions laden to all statistical tests conducted in the analysis of the research data. The random sample design and independent observations criteria were met in conducting the Mann-Whitney test (Black, 2009, p. 678). Pearson's chi square makes a number of assumptions about the research data in that the test requires randomized data/random sampling and expected cell frequencies need to be a minimum of 5 (Agresti & Finlay, 2009; Cochran, 1954).

3.9 Access and ethics

Characteristics of good research has been acknowledged by Buchanan, Boddy, & McCalman (1988),

"Fieldwork is permeated with the conflict between what is theoretically desirable on the one hand and what is practically possible on the other. It is desirable to ensure representativeness in the sample, uniformity of interview procedures and adequate data collection across the range of topics to be explored, and so on. But the members of organisations block access to

information, constrain the time allowed for interviews, lose your questionnaires, go on holiday, and join other organisations in the middle of your unfinished study. In the conflict between the desirable and the possible, the possible always wins" (p. 53 – 54).

Hence, as the researcher, the strategies to be adopted in gaining access as discussed by Saunders *et al.* (2009) include:

- To investigate and become familiar with the organisation before contacting them
- Plan ahead and allow the necessary time
- Utilizing current contacts and building new ones through mediated contact
- Ensuring that the purpose and type of access needed is effectively communicated
- Communicating possible benefits to the organisation, which would lead to a win-win situation
- Using appropriate language in all communications
- Facilitating replies
- Build trust with the organisation incrementally
- Using UCT (Commerce) letterheads in formal communication, to ensure credibility

The code of ethics applied throughout the research abided by the University of Cape Town rules and regulations that included:

- UCT's code for research involving Human subjects
- Its statement of values
- The University's statues and policies

The researcher completed the ethics application required for the Masters in Information Systems degree at UCT. The application was lodged and the Ethics panel assessed and approved the research study. See Appendix A.

3.10 Conclusion

This chapter defined the research methodology and design for the investigation into organisational use of social networking and micro-blogging services. The following major topics were discussed: the research purpose, philosophy and approach, research objectives and questions, research strategy, piloting and validity of instrument, target and sample

population, access and ethics. The following chapter presents the research findings by way of the data collected through the research process described in this chapter.

Chapter 4 : Research findings

4.1 Introduction

The purpose of this chapter is to present the research findings that provide evidence towards answering the research questions and exploring the research hypotheses. This chapter provides the basis for discussion and statistical analysis of the research findings that is presented in Chapter 5. An overview of the research findings is presented in the following section of this chapter. Section 4.2 is structured to present the findings in accordance to the research problem statement,

How different are organisations utilizing social networking and micro-blogging websites to conduct market research, marketing communications and deal with customer complaints in South Africa?

On the 18th of June 2012 the researcher sent an email out to all respondents advising them to expect a questionnaire within a week's time. In total 193 questionnaires (direct web link to the questionnaire) including a covering email were sent out to various organisations across South Africa over a 5-week period starting on the 25th June 2012. After one and three week periods, follow-up emails were sent. Forty-five (45) respondents completed the questionnaire initially, achieving a 23% response rate. During the final two weeks a further 2 follow-up emails were sent out whereby a further 63 responses were collected, achieving a total response rate of 56% and 108 respondents. Three online questionnaires were aborted at various stages and therefore 3 questionnaires were discarded.

4.2 Overview of research findings

Question 1: Industry sector classification

		Social media platform		Total
		Social Networking	Micro-blogging	
Industry Sector	Aerospace	1	0	1
	Automobiles	2	3	5
	Banking	1	2	3
	Construction & Materials	4	3	7
	Delivery Services/Logistics	3	1	4
	Education	1	5	6
	Electronics	3	5	8
	Energy	3	1	4
	Engineering	1	2	3
	Healthcare & Pharmaceuticals	0	1	1
	ICT	3	4	7
	Insurance	1	1	2
	Manufacturing	2	2	4
	Media	2	3	5
	Mining & Metals	1	0	1
	Oil & Gas	1	1	2
	Personal & Household Goods	1	1	2
	Retail	6	3	9
	Sport	2	2	4
	Telecommunications	7	5	12
	Tourism & Leisure	1	2	3
	Transportation	1	2	3
	Restaurant/Fast Food	9	3	12
Total		56	52	108

Table 4.1: Industry sector by social media platform

The research sample is represented by 24 industry sectors namely Aerospace, Automobiles, Banking, Construction & Materials, Delivery Services/Logistics, Education, Electronics, Energy, Engineering, Healthcare & Pharmaceuticals, ICT, Insurance, Manufacturing, Media, Mining & Metals, Oil & Gas, Personal & Household Goods, Retail, Sport, Telecommunications, Tourism & Leisure, Transportation and Restaurant/Fast Food. The combined top 3 represented industries are Restaurant/Fast Food, Telecommunications and Retail while the least represented industries are Mining & Metals, Healthcare & Pharmaceuticals and Aerospace. Figure 4.1 confirms the top 3 represented industry sectors.

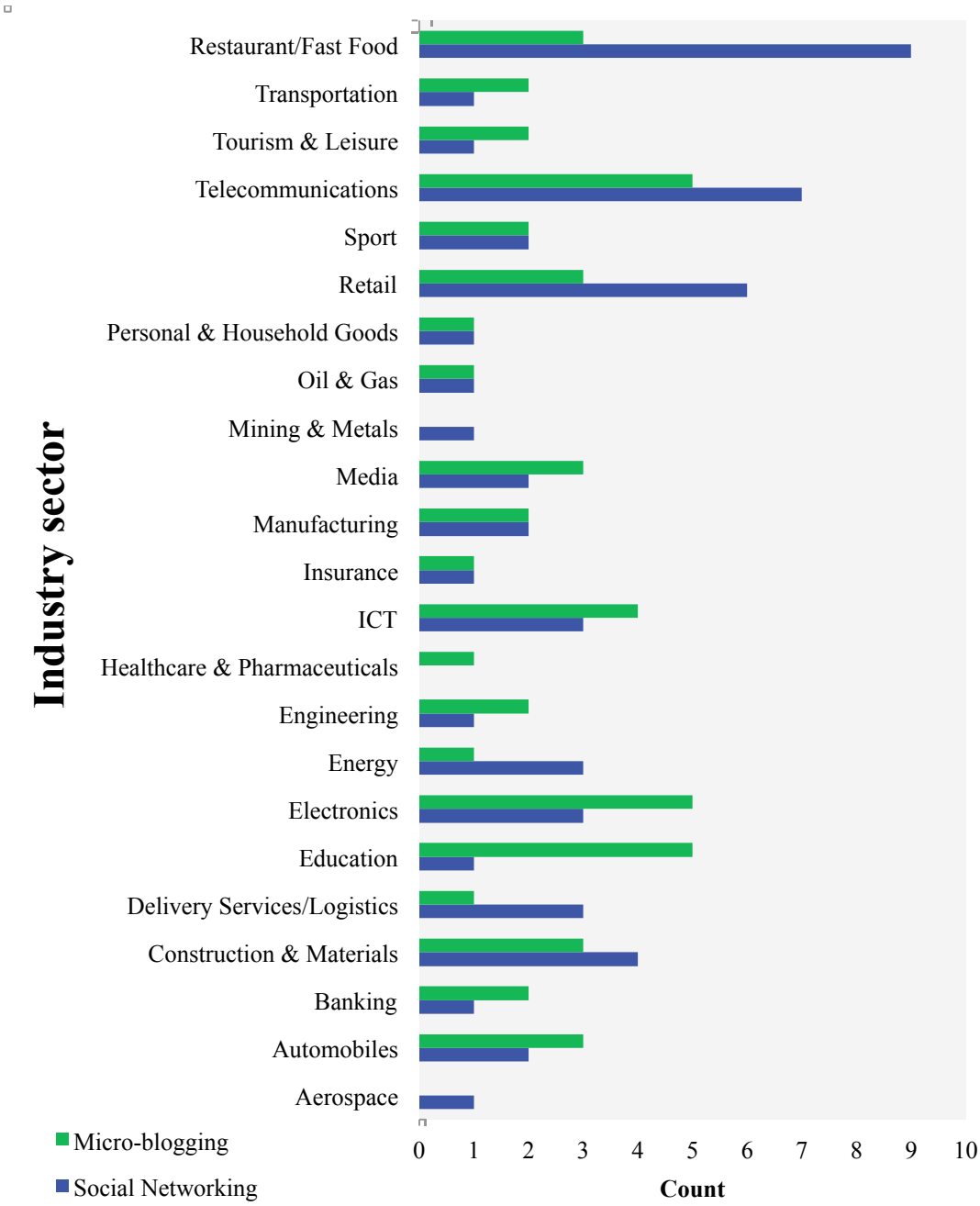

Figure 4.1: Industry sector by social media platform

It should also be noted that the top 3 represented industries for social networking is different for those representing micro-blogging. The joint top 3 represented industries for micro-blogging are Telecommunications, Electronics and Education. For social networking the Restaurant/Fast food, Telecommunications and Retail industries (descending order) are the most represented industries.

Question 2: Province

			Social Media platform		Total
			Social Networking	Micro-blogging	
Province	The Eastern Cape	Count	2	2	4
		% within SM platform	3.6%	3.8%	3.7%
	The Free State	Count	3	0	3
		% within SM platform	5.4%	0.0%	2.8%
	Gauteng	Count	5	6	11
		% within SM platform	8.9%	11.5%	10.2%
	KwaZulu-Natal	Count	3	4	7
		% within SM platform	5.4%	7.7%	6.5%
	The Western Cape	Count	18	14	32
		% within SM platform	32.1%	26.9%	29.6%
	Unsure	Count	25	26	51
		% within SM platform	44.6%	50.0%	47.2%
Total		Count	56	52	108
		% within SM platform	100.0%	100.0%	100.0%

Table 4.2: Organisation HQ province location by social media platform

The sample is represented by 5 of the 9 South African provincial states with the Western Cape province being the combined top represented province. This is also true for micro-blogging and social networking respectively. See Figure 4.2.

A vast majority of the sample (47.2%) indicated they were unsure about the location of their organisational headquarters. Upon reflection of the data for this question, there are 2 plausible reasons. The first reason being that the response list was not exhaustive and some organisations' headquarters reside outside of South Africa. Secondly, upon further investigation it was discovered some organisations had headquarters in more than one province, which could have led to a certain degree of uncertainty for the respondent and he/she opted to select the unsure option.

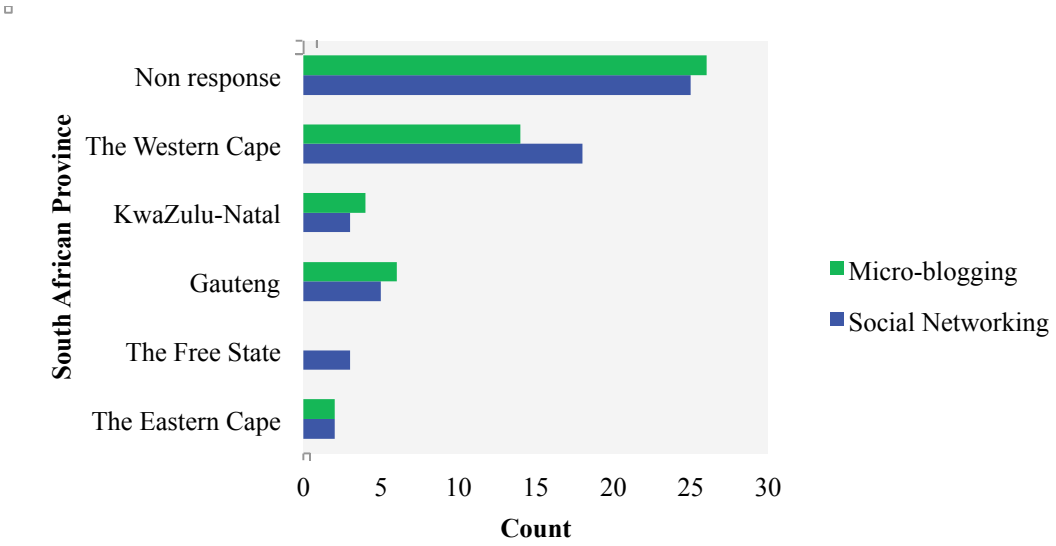

Figure 4.2: Organisation HQ province location by social media platform

Question 3: Social networking service usage

Of the 108 respondents in total, 56 are represented by organisations that use social networking services. See Table 4.3.

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Social networking[a]	56	51.9%	52	48.1%	108	100.0%

a. Dichotomy group tabulated at value 1.

Table 4.3: Case Summary-Social networking usage

As illustrated, social networking is marginally more represented in the combined research sample with 51.9% of the respondent share.

3.1 Multiple response set grouping by social networking service

Facebook is the most used social networking service with 40.6% of the usage share. LinkedIn and Google+ are similarly popular with 24.1% and 27.1% of the usage share. See Table 4.4.

		Responses		Percent of Cases
		N	Percent	
Social networking service[a]	Facebook	54	40.6%	96.4%
	Google Plus	32	24.1%	57.1%
	Pinterest	11	8.3%	19.6%
	LinkedIn	36	27.1%	64.3%
Total		133	100.0%	237.5%

a. Dichotomy group tabulated at value 1.

Table 4.4: Descriptive frequencies-Social networking services

Interestingly it should be noted that 54 out of the 56 (96.4%) respondents indicated use of Facebook services. See Figure 4.3. This indicates a considerably high usage of Facebook whether it is used as a sole social networking service or in combination with other forms of social networking tools.

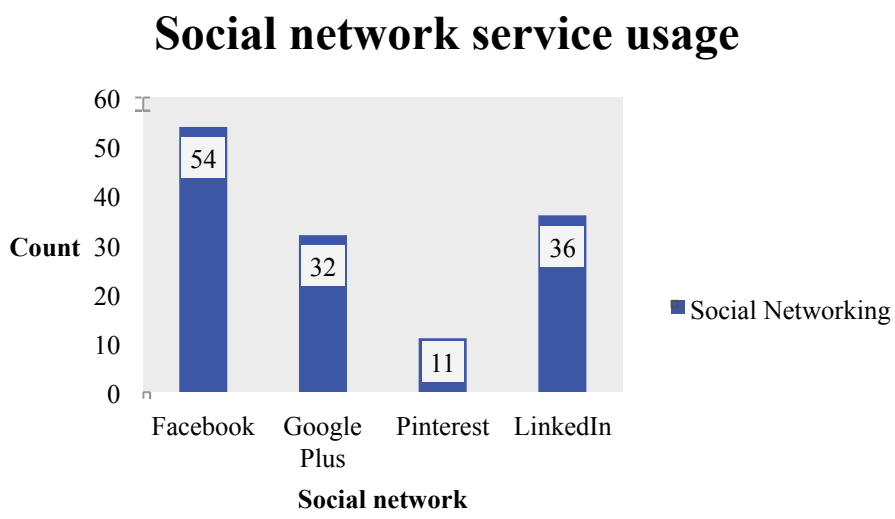

Figure 4.3: Social networking service usage

Question 3: Micro-blogging service usage

Of the 108 respondents in total, 52 are represented by organisations that use micro-blogging services. See Table 4.5.

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Micro-blogging[a]	52	48.1%	56	51.9%	108	100.0%

a. Dichotomy group tabulated at value 1.

Table 4.5: Case summary-Micro-blogging usage

As illustrated, micro-blogging is marginally less represented in the combined research sample with 48.1% of the respondent share.

3.1 Multiple response set grouping by micro-blogging service

Twitter is the most used micro-blogging service with 81.0% of the usage share. Tumblr is much less popular with 12.7% of the usage share. The Plurk, Qaiku and Identica services have a very low presence with a combined 6.4% usage share. See Table 4.6.

		Responses		Percent of Cases
		N	Percent	
Micro-blogging service[a]	Twitter	51	81.0%	98.1%
	Tumblr	8	12.7%	15.4%
	Plurk	1	1.6%	1.9%
	Qaiku	1	1.6%	1.9%
	Identi.ca	2	3.2%	3.8%
Total		63	100.0%	121.2%

a. Dichotomy group tabulated at value 1.

Table 4.6: Descriptive frequencies-Micro-blogging services

Twitter is the preferred micro-blogging service for organisations where 51 out of the 52 (98.1%) respondents indicated use of Twitter. See Figure 4.4. This indicates a very high usage of Twitter whether it is used as a sole micro-blogging service or in combination with other forms of micro-blogging within their micro-blogging portfolio.

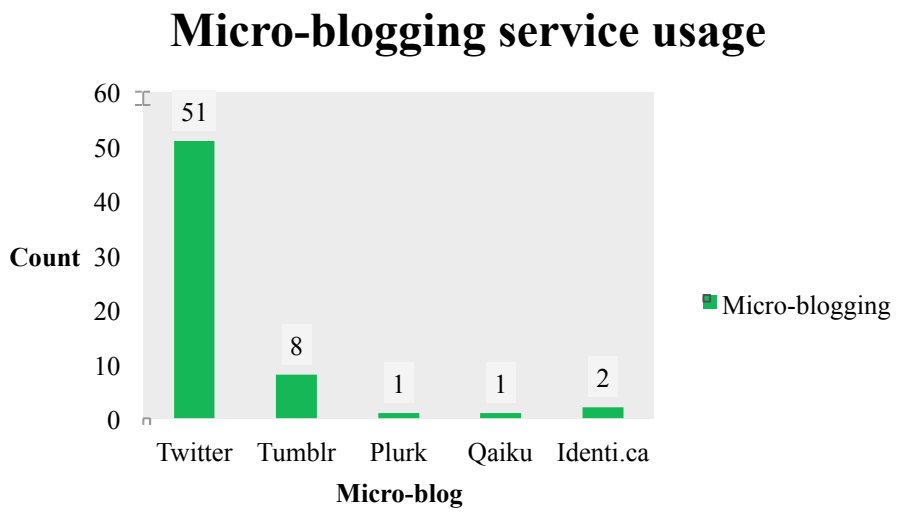

Figure 4.4: Micro-blogging service usage

Question 4: Social media service adoption by year

The majority of the respondents have indicated adoption of either a micro-blogging or social networking service in the year 2010. Adopters have emerged as early as 2008 with the peak adoption rate in 2010 and gradually decreasing through into 2012. See Table 4.7.

			Social Media platform		Total
			Social Networking	Micro-blogging	
Year started using social media platform	2012	Count	3	2	5
		% within SM platform	5.4%	3.8%	4.6%
	2011	Count	9	8	17
		% within SM platform	16.1%	15.4%	15.7%
	2010	Count	18	17	35
		% within SM platform	32.1%	32.7%	32.4%
	2009	Count	10	11	21
		% within SM platform	17.9%	21.2%	19.4%
	2008	Count	3	6	9
		% within SM platform	5.4%	11.5%	8.3%
	Unsure	Count	13	8	21
		% within SM platform	23.2%	15.4%	19.4%
Total		Count	56	52	108
		% within SM platform	100.0%	100.0%	100.0%

Table 4.7: Adoption year by social media platform

4.1 Adoption year grouping by social media platform

The adoption year split between micro-blogging and social networking are highly similar for the period 2008 to 2012. Both social media platforms have a highest adoption rate in 2010 with the earliest presence of micro-blogging and social networking both in 2008. Both indicate a rise in adoption from 2008 till 2010 and with a decrease through to 2012. See both Table 4.8 and Figure 4.5.

Count				
		Social Media platform		Total
		Social Networking	Micro-blogging	
Year started using social media platform	2012	3	2	5
	2011	9	8	17
	2010	18	17	35
	2009	10	11	21
	2008	3	6	9
	Unsure	13	8	21
Total		56	52	108

Table 4.8: Adoption year by social media platform

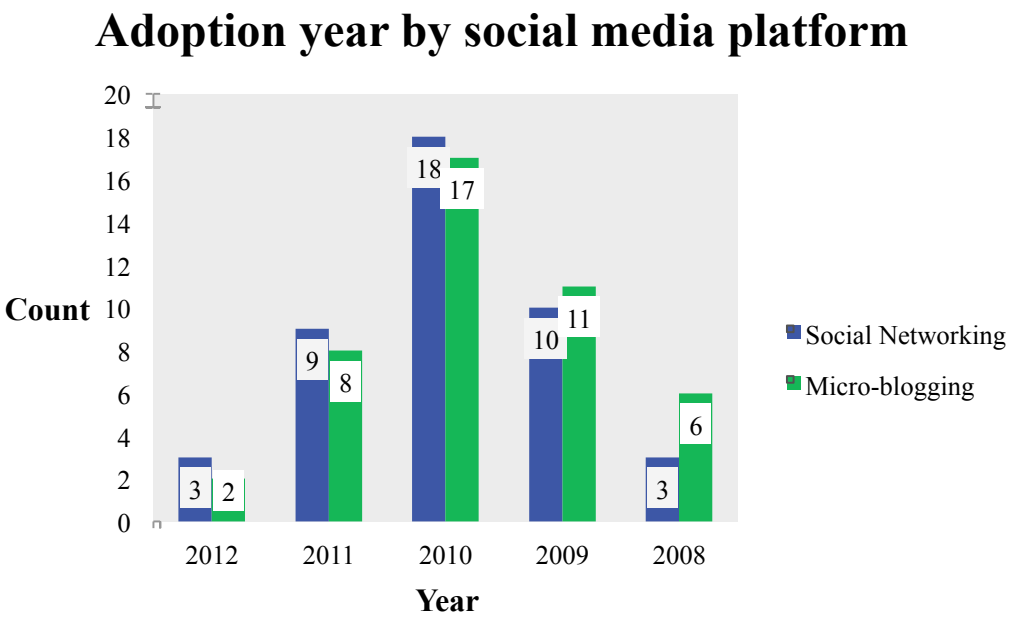

Figure 4.5: Adoption year by social media platform

Question 5A: Search service usage

			Search services used to monitor customer conversations?		Total
			No	Yes	
Social Media platform	Social Networking	Count	30	26	56
		% within SM platform	53.6%	46.4%	100.0%
	Micro-blogging	Count	31	21	52
		% within SM platform	59.6%	40.4%	100.0%
Total		Count	61	47	108
		% within SM platform	56.5%	43.5%	100.0%

Table 4.9: Search service usage by social media platform

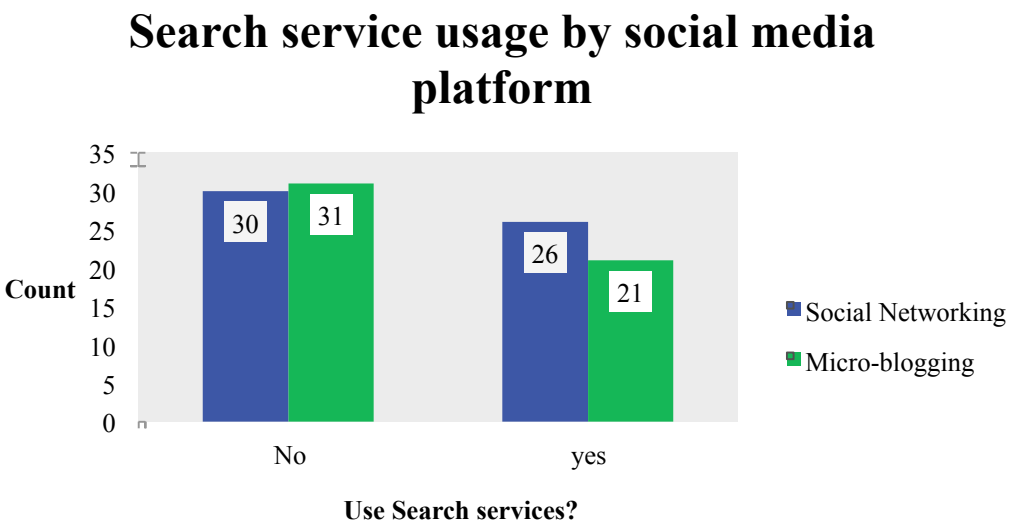

Figure 4.6: Search service usage by social media platform

5A.1 Multiple response set grouped by search service

Of the 47 respondents that indicated use of search services Google search seems to be the popular search service used for querying information. See Table 4.11 and Figure 4.7

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Search service[a]	47	100.0%	0	0.0%	47	100.0%

a. Dichotomy group tabulated at value 1.

Table 4.10: Case summary: Search services used

		Responses		Percent of Cases
		N	Percent	
Search services[a]	Facebook search	14	9.0%	13.0%
	Google search	28	17.9%	25.9%
	Bing social search	12	7.7%	11.1%
	Twitter search	23	14.7%	21.3%
	Hellopeter	18	11.5%	16.7%
	Do not use search tools	61	39.1%	56.5%
Total		156	100.0%	144.4%

a. Dichotomy group tabulated at value 1.

Table 4.11: Multiple response descriptive frequencies-Search service used (Both social networking and micro-blogging)

The most popular search service is Google search which is used by 28 (17.9%) of the organisations. Twitter search is the second most popular search service used (14.7%) and Facebook nearly 6 percentage points with 9.0%. This indicates a slight social media search service preference for Twitter search over Facebook. Bing social search is slightly less popular with only 12 (7.7%) respondents indicating use. Interestingly more popular than Bing social search and Facebook search, 18 (39.1%) respondents indicated use of Hellopeter search services.

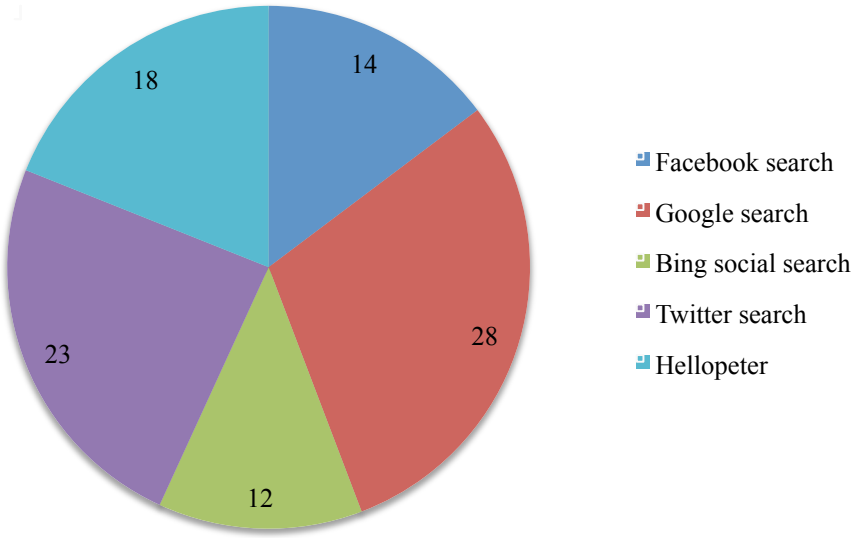

Figure 4.7: Overview of search service used

5A.2 Multiple response set grouping by social media platform

Google search (28.84% and 30.23%) and Bing social search (11.53% and13.95%) show similar usage patterns between social networking and micro-blogging respectively. See Table 4.1.2 and Figure 4.8. Facebook search shows higher usage for social networking (21.15%) than for micro-blogging respondents (6.97%). Similarly Twitter search shows slightly more than double the usage for micro-blogging (34.88%) than for social networking respondents (15.38%). This illustrates that users of a social networking service prefer Facebook search and users of a micro-blogging service show preference to Twitter search. There is also a clear usage pattern between social networking and micro-blogging for Hellopeter.

		Social Media platform		
		Social Networking	Micro-blogging	
		Count	Count	Total
Search service	Facebook search	11	3	14
	% within SM platform	21.15%	6.97%	
	Google search	15	13	28
	% within SM platform	28.84%	30.23%	
	Bing social search	6	6	12
	% within SM platform	11.53%	13.95%	
	Twitter search	8	15	23
	% within SM platform	15.38%	34.88%	
	Hellopeter	12	6	18
	% within SM platform	23.07%	13.95%	
	Total	52	43	95
	% within SM platform	100.0%	100.0%	

Table 4.12: Search service usage by social media platform

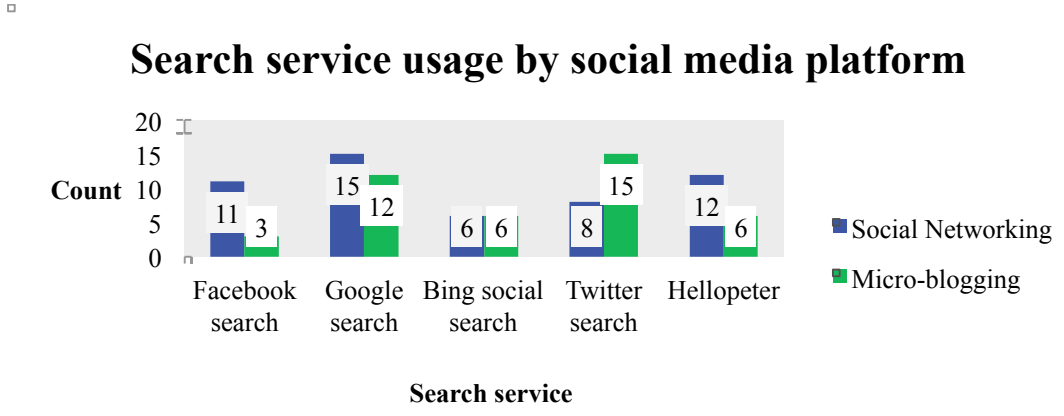

Figure 4.8: Search service usage by social media platform

Question 5B: Alert service usage

			Alert service used?		Total
			No	Yes	
Social Media platform	Social Networking	Count	51	5	56
		% within SM platform	91.1%	8.9%	100.0%
	Micro-blogging	Count	36	16	52
		% within SM platform	69.2%	30.8%	100.0%
Total		Count	87	21	108
		% within SM platform	80.6%	19.4%	100.0%

Table 4.13: Alert service usage by social media platform

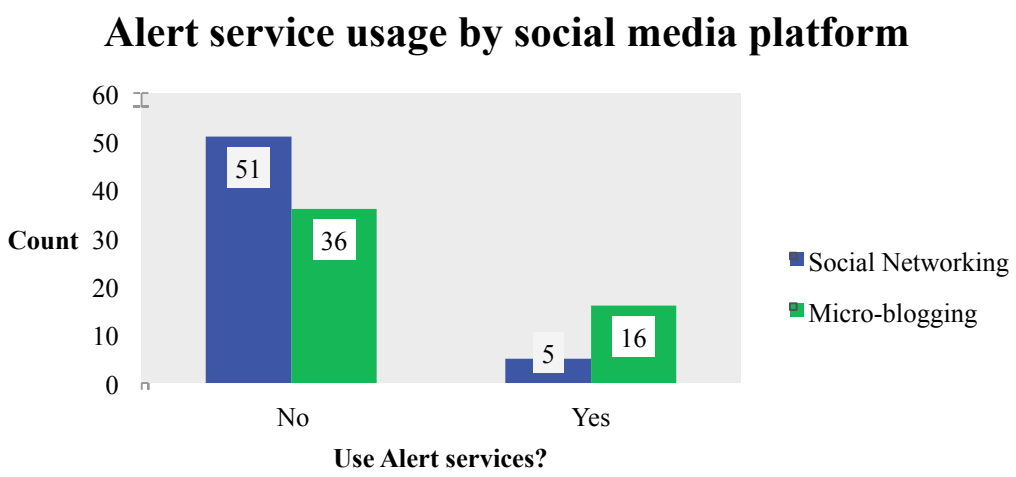

Figure 4.9: Alert service usage by social media platform

5B.1 Multiple response set grouping by alert service

Google Alerts is the dominant alert service used by the represented sample where 87% (20 out of 23) respondents indicated use. See Table 4.15 and Figure 4.10.

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
$Alerts[a]	108	100.0%	0	0.0%	108	100.0%

a. Dichotomy group tabulated at value 1.

Table 4.14: Case summary-Alert services

		Responses		Percent of Cases
		N	Percent	
Alert service[a]	Google Alerts	20	18.2%	18.5%
	Twilert service	2	1.8%	1.9%
	Hyper Alerts service	1	0.9%	0.9%
	Do not use alert services	87	79.1%	80.6%
Total		110	100.0%	101.9%

a. Dichotomy group tabulated at value 1.

Table 4.15: Multiple response set frequencies-Alert services

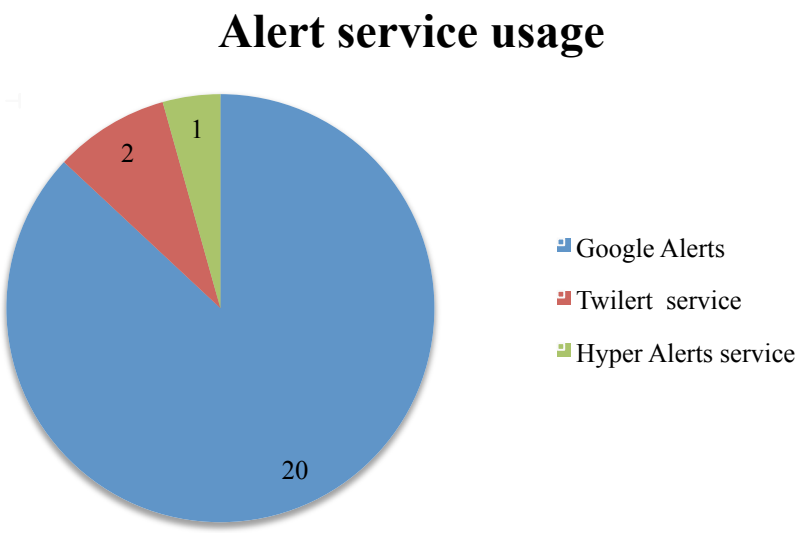

Figure 4.10: Overview of Alert service usage

5B.2 Multiple response set grouping by social media platform

Those using micro-blogging show a higher usage for alert services compared to social networking. Twilert is a micro-blogging alert service which explains no usage for social networking respondents. Similarly, Hyper Alerts is an alert service for social networking services which explains no usage for micro-blogging respondents. See Table 4.16 and Figure 4.11 in comparison.

		Social Media platform		
		Social Networking	Micro-blogging	
		Count	Count	
Alert service	Google Alerts	5	15	
	Twilert	0	2	
	Hyper Alerts	1	0	Total
Total		6	17	23

Table 4.16: Alert services usage by social media platform

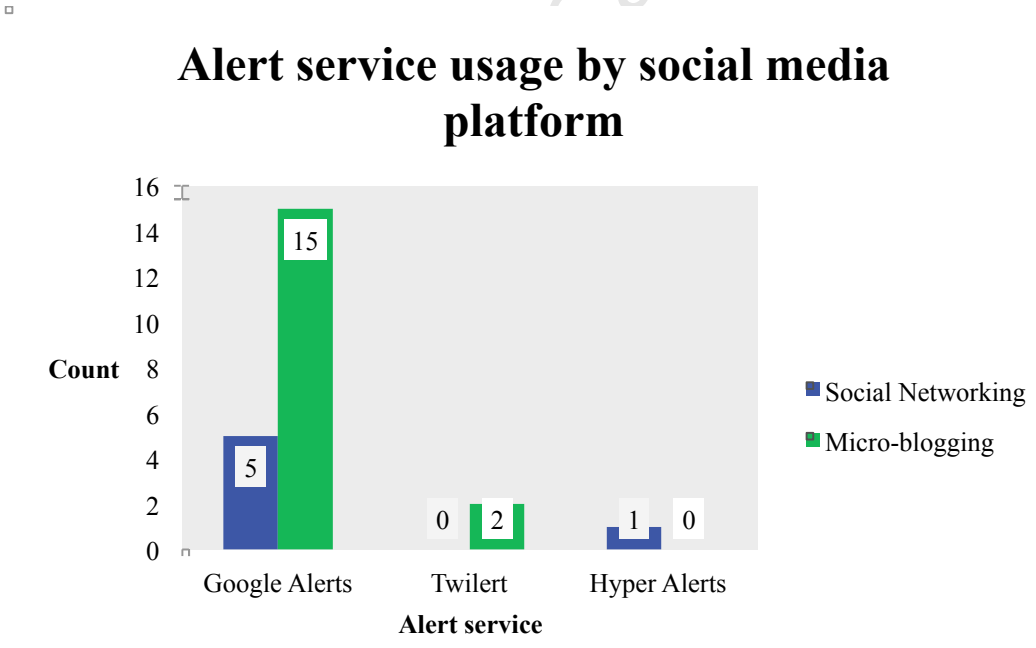

Figure 4.11: Alert services usage by social media platform

Question 6: Search Attributes used

Sixty-two respondents showed use of either search services or alert services to research their customers. The search attributes used for their searches are well represented by organisation name (69.4% of cases) and product/service name (64.5% of cases). See Table 4.18 and Figure 4.12.

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Search Attributes[a]	62	57.4%	46	42.6%	108	100.0%

a. Dichotomy group tabulated at value 1.

Table 4.17: Case summary-Search Attributes

6.1 Multiple response set grouping by search attribute

		Responses		Percent of Cases
		N	Percent	
Search Attribute[a]	Organisation name	43	36.8%	69.4%
	Key employee names	7	6.0%	11.3%
	Product/Service name	40	34.2%	64.5%
	Competitors	11	9.4%	17.7%
	Industry terms	16	13.7%	25.8%
Total		117	100.0%	188.7%

a. Dichotomy group tabulated at value 1.

Table 4.18: Multiple response set descriptive frequencies-Search Attributes

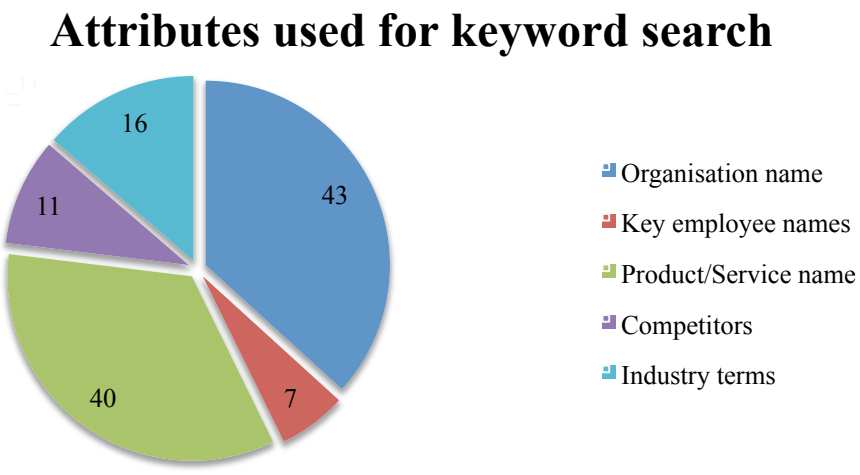

Figure 4.12: Overview of search attributes used

6.2 Multiple response set grouping by social media platform

Respondents using micro-blogging or social networking show minimal difference in the way they conduct keyword search to research their customers. Organisation name and product/service name are both used more frequent as apposed to key employee name, competitors and industry terms. See Table 4.19 and Figure 4.13.

		Social Media platform		
		Social Networking	Micro-blogging	
		Count	Count	Total
Search Attribute	Organisation name	22	21	43
	% within SM platform	35.48%	38.18%	
	Key employee names	3	4	7
	% within SM platform	4.83%	7.27%	
	Product/Service name	22	18	40
	% within SM platform	35.48%	32.72%	
	Competitors	5	6	11
	% within SM platform	8.06%	10.90%	
	Industry terms	10	6	16
	% within SM platform	16.12%	10.90%	
Total		62	55	117

Table 4.19: Search attribute used by social media platform

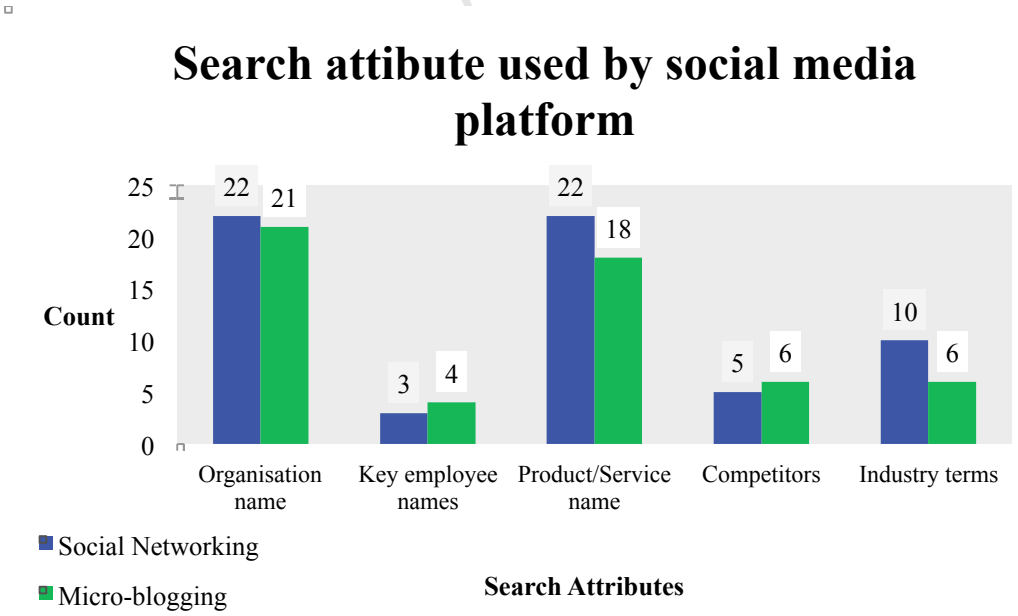

Figure 4.13: Search attribute used by social media platform

Question 7: Monitoring software usage

		Monitoring software being used?		Total
		No	Yes	
Social Media platform	Social Networking	29	27	56
	% within SM platform	51.78%	48.21%	100.00%
	Micro-blogging	40	12	52
	% within SM platform	76.92%	23.07%	100.00%
Total		69	39	108

Table 4.20: Monitoring software usage by social media platform

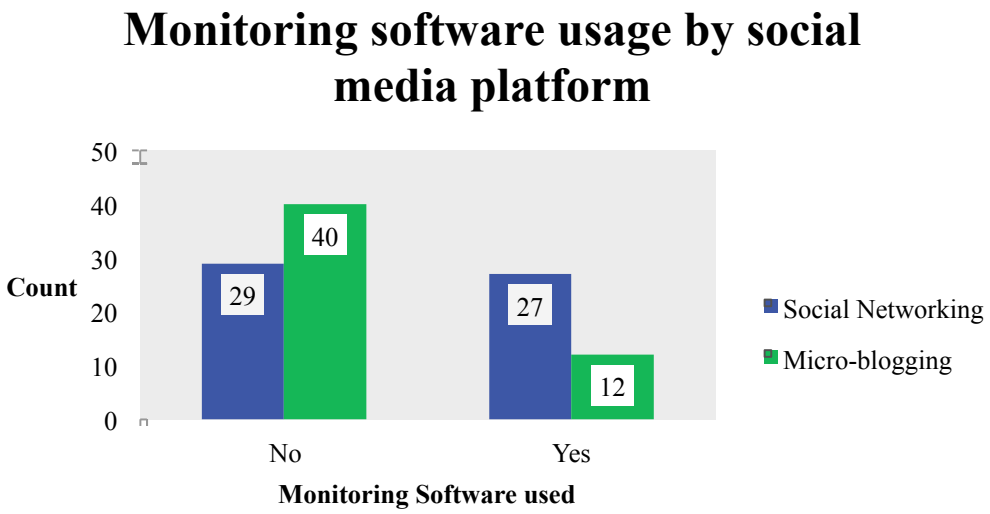

Figure 4.14: Monitoring software usage by social media platform

Question 8: 3rd Party monitoring tool usage

By comparison of the social media platform, the use of 3rd party monitoring tools is similar between micro-blogging and social networking barring the Brandseye and Hootsuite tools. Thirty percent (30%) of organisations using social networking use Brandseye compared to 8% for micro-blogging. Forty-two (42%) of organisations using micro-blogging indicated use of Hootsuite compared to 19% for social networking. See Table 4.21 and Figure 4.15.

			Social Media platform		Total
			Social Networking	Micro-blogging	
3rd party tool	Brandseye	Count	8	1	9
		% within 3rd party tool	88.9%	11.1%	100.0%
		% within SM platform	29.6%	8.3%	23.1%
	Chatter	Count	2	1	3
		% within 3rd party tool	66.7%	33.3%	100.0%
		% within SM platform	7.4%	8.3%	7.7%
	Hootsuite	Count	5	5	10
		% within 3rd party tool	50.0%	50.0%	100.0%
		% within SM platform	18.5%	41.7%	25.6%
	MBuzz	Count	1	1	2
		% within 3rd party tool	50.0%	50.0%	100.0%
		% within SM platform	3.7%	8.3%	5.1%
	SaidWot	Count	0	1	1
		% within 3rd party tool	0.0%	100.0%	100.0%
		% within SM platform	0.0%	8.3%	2.6%
	Sprout Social	Count	2	0	2
		% within 3rd party tool	100.0%	0.0%	100.0%
		% within SM platform	7.4%	0.0%	5.1%
	Radian6	Count	4	1	5
		% within 3rd party tool	80.0%	20.0%	100.0%
		% within SM platform	14.8%	8.3%	12.8%
	Unsure	Count	5	2	7
		% within 3rd party tool	71.4%	28.6%	100.0%
		% within SM platform	18.5%	16.7%	17.9%
Total		Count	27	12	39
		% within 3rd party tool	69.2%	30.8%	100.0%
		% within SM platform	100.0%	100.0%	100.0%

Table 4.21: 3rd Party tool used by social media platform

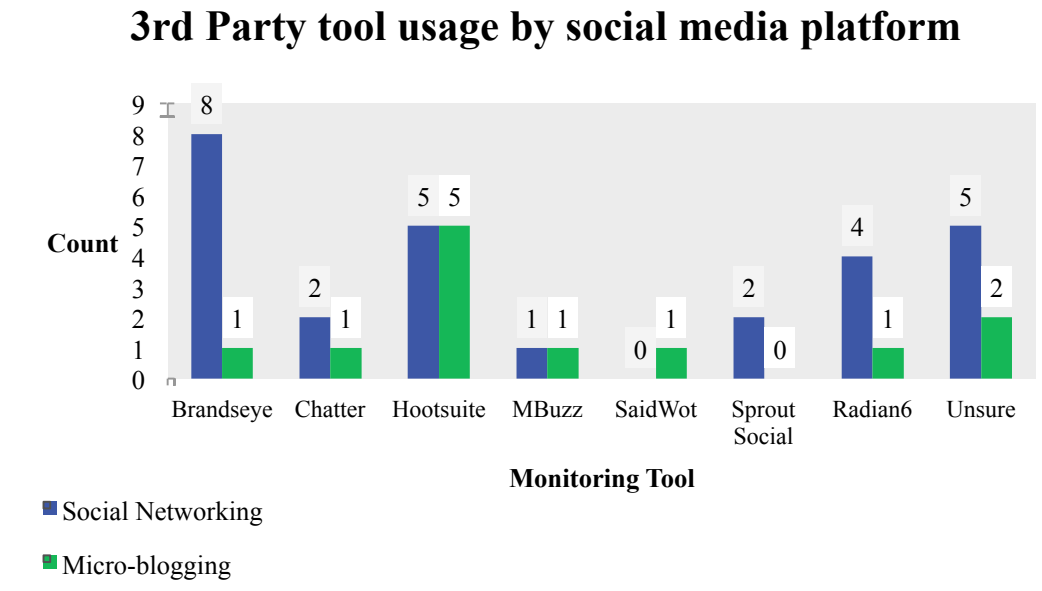

Figure 4.15: 3rd party tool usage by social media platform

Question 9: Online Brand Advocates

Eighty-one percent (81%) of micro-blogging respondents indicated no knowledge of who their online brand advocates are. Similarly for social networking, 75% of respondents indicated no knowledge of who their brand advocates are. Overall, knowledge of brand advocates is low (22%) for both social networking and micro-blogging. See Table 4.22 and Figure 4.16.

			Do you know who your online brand advocates are?		Total
			No	Yes	
Social Media platform	Social Networking	Count	42	14	56
		% within SM platform	75.0%	25.0%	100.0%
	Micro-blogging	Count	42	10	52
		% within SM platform	80.8%	19.2%	100.0%
Total		Count	84	24	108
		% within SM platform	77.8%	22.2%	100.0%

Table 4.22: Brand advocate knowledge by social media platform

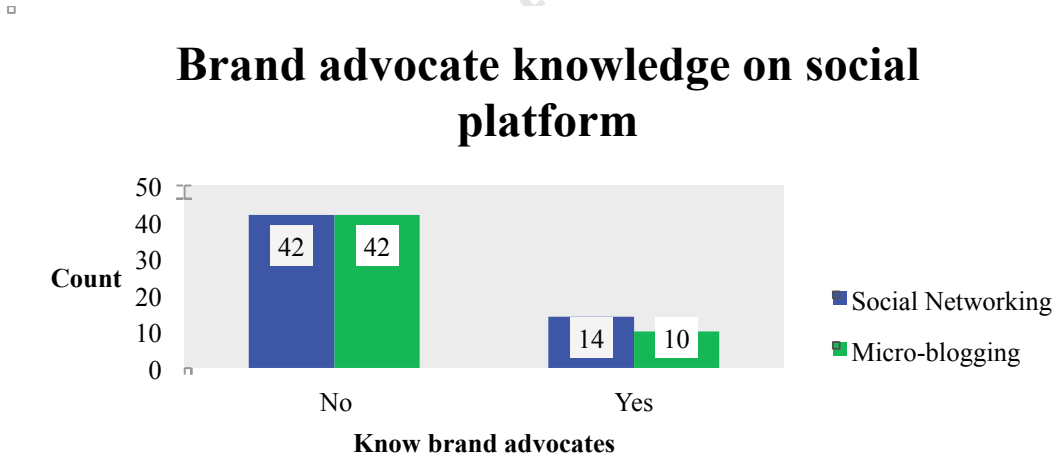

Figure 4.16: Brand advocate knowledge by social media platform

Question 10: Importance of knowing online brand advocates

For those organisations who know their online brand advocates show a differing opinion in the importance of knowing their online brand advocates between micro-blogging and social networking. The majority of organisations using micro-blogging services who know their brand advocates indicate the importance of knowing them to be neither important nor unimportant and, not important. The majority of organisations using social networking services who know their brand advocates indicate the importance of knowing them to be important to very important. The respondent data therefore suggests that the importance of knowing one's online brand advocates is more important for organisations using social networking than those using micro-blogging.

Interestingly those organisations who do not know their online brand advocates (both micro-blogging and social networking) indicate the importance of knowing them to be neither important nor unimportant leaning towards very important. This could suggest that organisations who do not know who their online brand advocates are willing to engage in processes to find out who they are. See Table 4.23 and Figure 4.17.

		Do you know who your online brand advocates are?			
		No		Yes	
		Social Media platform		Social Media platform	
		Social Netw.	Micro-blogging	Social Netw.	Micro-blogging
		Count	Count	Count	Count
Importance	Very Important	10	7	3	1
	Important	12	15	6	1
	Neither Important nor Unimportant	18	14	4	5
	Not Important	2	3	1	2
	Not at all Important	0	3	0	1

Table 4.23: Importance of knowing online brand advocates by social media platform

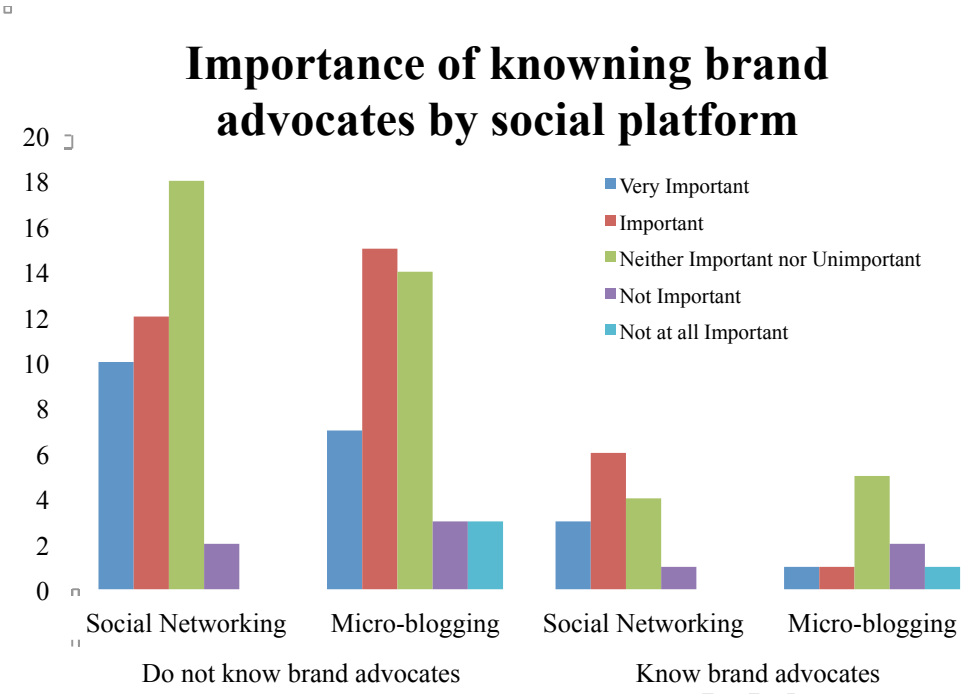

Figure 4.17: Importance of knowing online brand advocates by social media platform

Question 11: Frequency of engaging with customers

Organisations using social networking or micro-blogging to engage with their customers do so mostly on an occasional basis. The respondent data suggests that organisations engage with their customers more frequently than infrequently. See Table 4.24 and Figure 4.18.

			Social Media platform		Total
			Social Networking	Micro-blogging	
Customer engagement frequency	Very Frequently	Count	8	3	11
		% within SM platform	14.3%	5.8%	10.2%
	Frequently	Count	13	13	26
		% within SM platform	23.2%	25.0%	24.1%
	Occasionally	Count	22	20	42
		% within SM platform	39.3%	38.5%	38.9%
	Rarely	Count	11	15	26
		% within SM platform	19.6%	28.8%	24.1%
	Never	Count	2	1	3
		% within SM platform	3.6%	1.9%	2.8%
Total		Count	56	52	108
		% within SM platform	100.0%	100.0%	100.0%

Table 4.24: Customer engagement frequency by social media platform

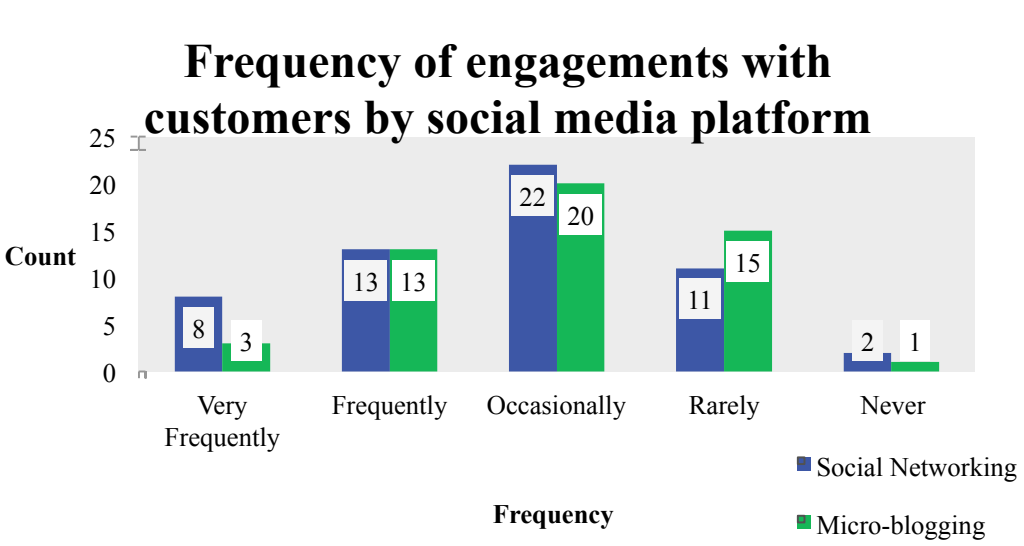

Figure 4.18: Customer engagement frequency by social media platform

Question 12: Importance of customer feedback for new product/service development

Organisations using social networking or micro-blogging value the importance of customer feedback for new product development to be mostly neither important nor unimportant. The respondent data suggests that only 21% of organisations find customer feedback to be important to very important for new product development. See Table 4.25 and Figure 4.19.

			Social Media platform		Total
			Social Networking	Micro-blogging	
Importance	Very Important	Count	2	3	5
		% within SM platform	3.6%	5.8%	4.6%
	Important	Count	11	7	18
		% within SM platform	19.6%	13.5%	16.7%
	Neither Important nor Unimportant	Count	23	21	44
		% within SM platform	41.1%	40.4%	40.7%
	Not Important	Count	13	16	29
		% within SM platform	23.2%	30.8%	26.9%
	Not at all Important	Count	7	5	12
		% within SM platform	12.5%	9.6%	11.1%
Total		Count	56	52	108
		% within SM platform	100.0%	100.0%	100.0%

Table 4.25: Importance of customer feedback for NPSD by social media platform

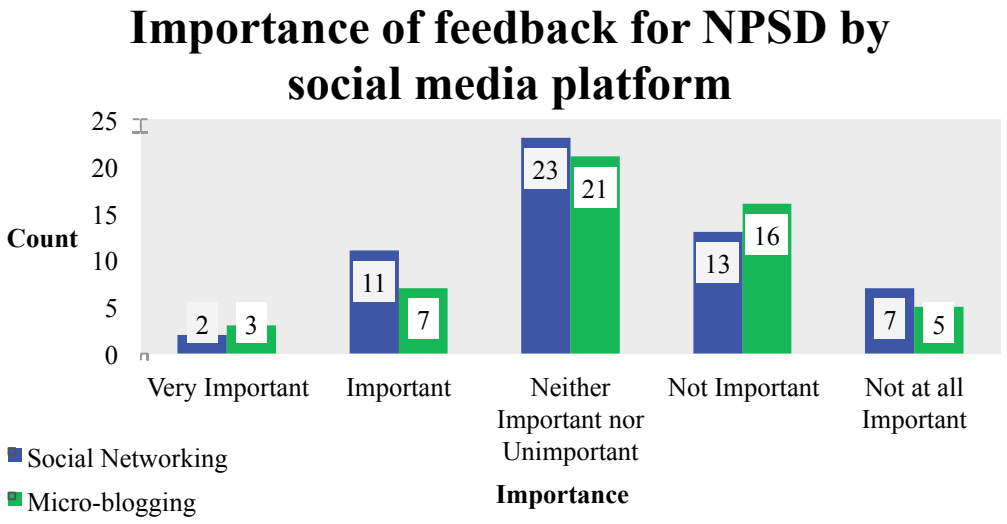

Figure 4.19: Importance of customer feedback for NPSD by social media platform

Question 13: Co-creation of products/services

			Co-create products/services with customers?		Total
			No	Yes	
Social Media platform	Social Networking	Count	48	8	56
		% within SM platform	85.7%	14.3%	100.0%
	Micro-blogging	Count	49	3	52
		% within SM platform	94.2%	5.8%	100.0%
Total		Count	97	11	108
		% within SM platform	89.8%	10.2%	100.0%

Table 4.26: Co-creation status by social media platform

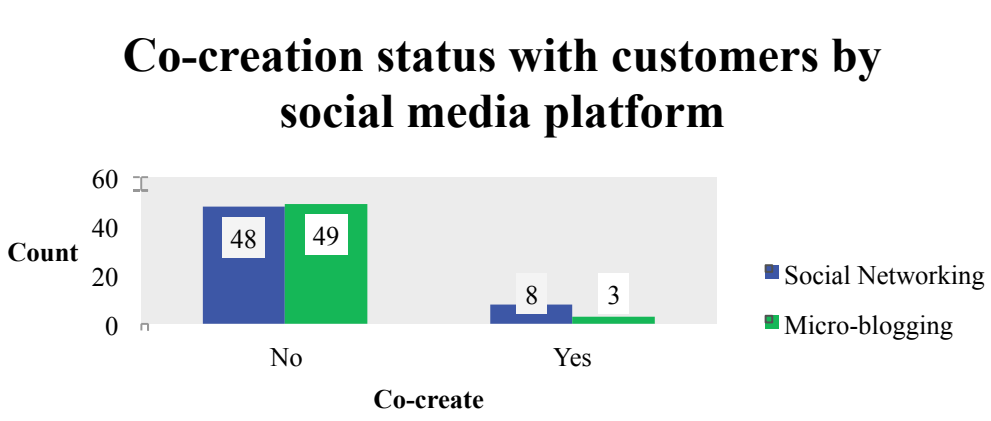

Figure 4.20: Co-creation status with customers by social media platform

Question 14: Sentiment analysis

			Conducts Sentiment Analysis?		Total
			No	Yes	
Social Media platform	Social Networking	Count	26	30	56
		% within SM platform	46.4%	53.6%	100.0%
	Micro-blogging	Count	13	39	52
		% within SM platform	25.0%	75.0%	100.0%
Total		Count	39	69	108
		% within SM platform	36.1%	63.9%	100.0%

Table 4.27: Sentiment analysis usage by social media platform

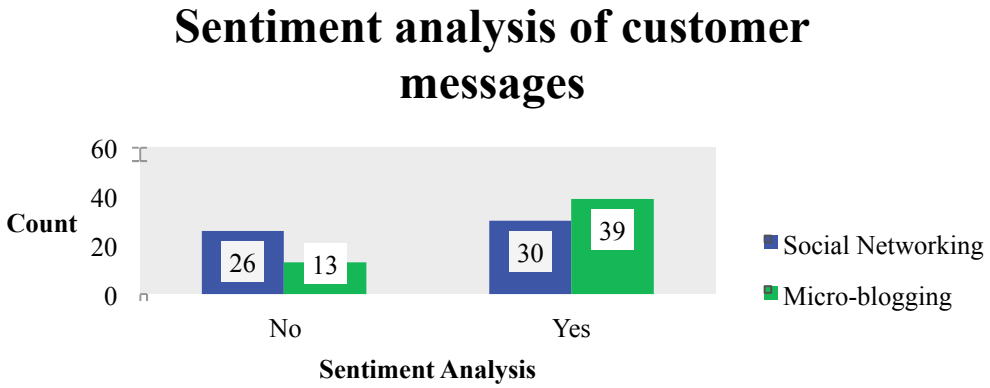

Figure 4.21: Sentiment analysis usage by social media platform

Question 15: Perceived accuracy of assigned sentiment

			Social Media platform		Total
			Social Networking	Micro-blogging	
Accuracy	Very Accurate	Count	4	2	6
		% within SM platform	13.3%	5.1%	8.7%
	Accurate	Count	9	10	19
		% within SM platform	30.0%	25.6%	27.5%
	Neither Accurate nor Inaccurate	Count	12	15	27
		% within SM platform	40.0%	38.5%	39.1%
	Not Accurate	Count	4	11	15
		% within SM platform	13.3%	28.2%	21.7%
	Very Inaccurate	Count	1	1	2
		% within SM platform	3.3%	2.6%	2.9%
Total		Count	30	39	69
		% within SM platform	100.0%	100.0%	100.0%

Table 4.28: Perceived accuracy of sentiment by social media platform

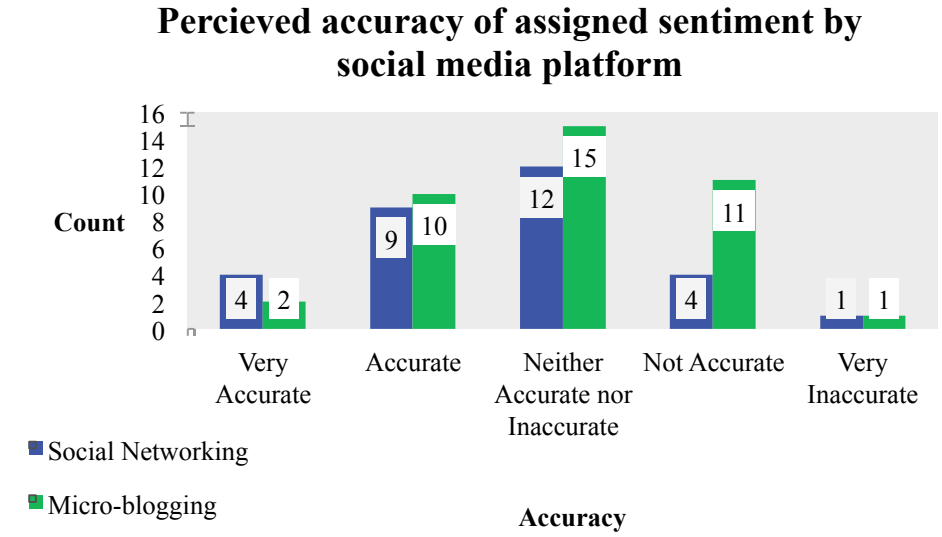

Figure 4.22: Perceived accuracy of assigned sentiment by social media platform

Question 16: Languages used when engaging and communicating

The combined respondent data indicates a clear preference for the use of English as a means to engage and communicate with customers. Of the 4 languages used (Afrikaans, English, IsiXhosa and IsiZulu) English has the highest usage share with 73%. Moreover 100% of the respondents indicated use of the English language to engage and communicate to customers whether English was used as the only language for engagement and marketing communications or used in combination with Afrikaans, IsiXhosa or IsiZulu. See Table 4.30.

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Language[a]	108	100.0%	0	0.0%	108	100.0%

a. Dichotomy group tabulated at value 1.

Table 4.29: Case summary-Languages used to engage and communicate with customers

		Responses		Percent of Cases
		N	Percent	
Language[a]	Afrikaans	21	14.2%	19.4%
	English	108	73.0%	100.0%
	IsiXhosa	11	7.4%	10.2%
	IsiZulu	8	5.4%	7.4%
Total		148	100.0%	137.0%

a. Dichotomy group tabulated at value 1.

Table 4.30: Multiple response set descriptive-Languages used

16.1 Multiple response set grouping by social media platform

At a micro-blogging or social networking level, language usage is identical where English is the preferred language for engagement and marketing communications. See Table 4.31 and Figure 4.23 in comparison.

		Social media platform		
		Social Networking	Micro-blogging	
		Count	Count	
Language	Afrikaans	15	6	21
	% within SM platform	18.07%	9.23%	
	English	56	52	108
	% within SM platform	67.46%	80%	
	IsiXhosa	6	5	11
	% within SM platform	7.22%	7.69%	
	IsiZulu	6	2	8
	% within SM platform	7.22%	3.07%	
Total		83	65	148

Table 4.31: Languages used by social media platform

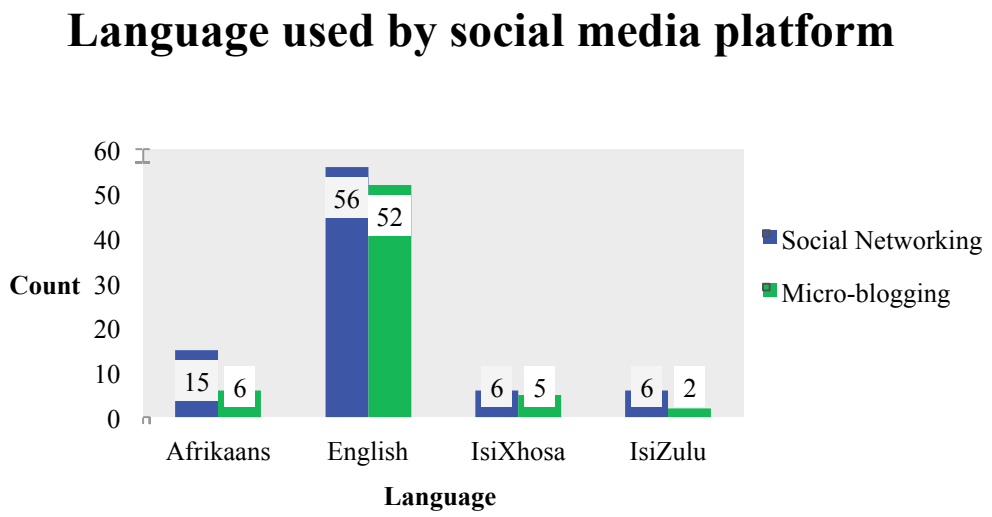

Figure 4.23: Languages used by social media platform

Question 17: Frequency of marketing communications per month

The respondent data indicates that the majority of organisations (36%) conduct marketing communications 1 to 2 times per month. Only 20% of organisations indicated conducting marketing communications between 5 to 10 times per month. See Table 4.32 and Figure 4.24.

			Social Media platform		Total
			Social Networking	Micro-blogging	
Frequency	1-2 times	Count	6	19	25
		% within SM platform	20.0%	48.7%	36.2%
	3-4 times	Count	11	9	20
		% within SM platform	36.7%	23.1%	29.0%
	5-10 times	Count	7	5	12
		% within SM platform	23.3%	12.8%	17.4%
	10-15 times	Count	1	1	2
		% within SM platform	3.3%	2.6%	2.9%
	Unsure	Count	5	5	10
		% within SM platform	16.7%	12.8%	14.5%
Total		Count	30	39	69
		% within SM platform	100.0%	100.0%	100.0%

Table 4.32: Frequency of Marketing communications per month by social media platform

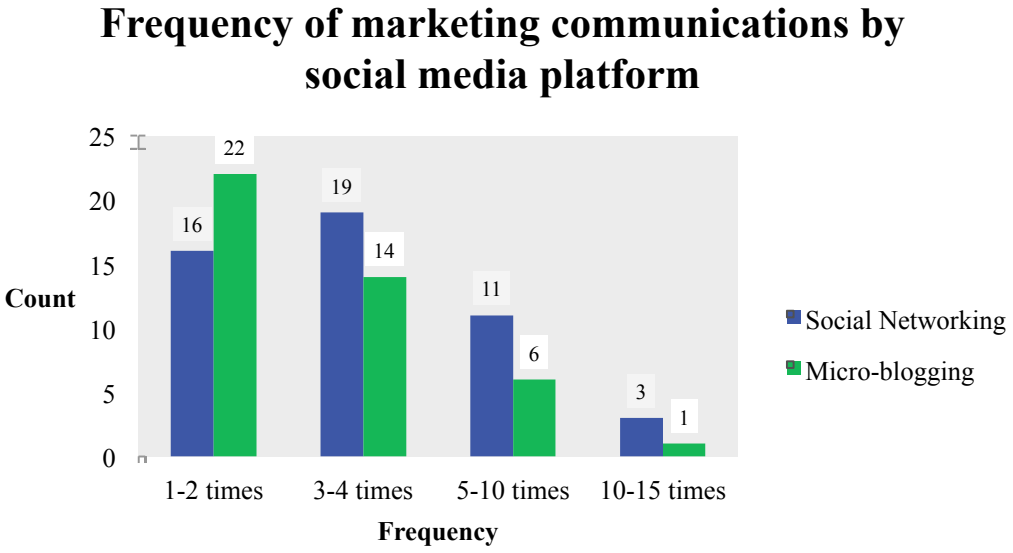

Figure 4.24: Frequency of marketing communications per month by social media platform

Question 18: Integrated marketing channel

Respondent data indicates a fairly evenly distributed integrated social media communication strategy. Twenty-two percent (22.2%) of respondents indicated that content posted to micro-blogging or social networking websites were also posted to an opposing social media platform (micro-blogging to social networking; social networking to micro-blogging). Twenty-seven percent (27.8%) indicated that marketing content communicated via traditional forms of media (such as print media, radio, etc.) was also posted to either social networking or micro-blogging websites. There seems to be a reluctance (11.1%) for organisations who posted marketing content to micro-blogging or social networking websites to also communicate that same marketing content via traditional forms of media. See Table 4.34.

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Marketing Channel[a]	108	100.0%	0	0.0%	108	100.0%

a. Dichotomy group tabulated at value 1.

Table 4.33: Case summary-Integrated marketing channel

		Responses		Percent of Cases
		N	Percent	
Marketing Channel	Content posted to social platform also posted to other social platforms	28	22.2%	25.9%
	Content posted to social platform also communicated via traditional forms of media	12	9.5%	11.1%
	Content communicated via traditional forms of media also posted to social platform	35	27.8%	32.4%
	Traditional forms of marketing communications not integrated with social marketing communications	30	23.8%	27.8%
Sub-total		105	83.3%	97.3%
Unsure		21	16.7%	19.4%
Total		126	100.0%	116.7%

a. Dichotomy group tabulated at value 1.

Table 4.34: Multiple response set descriptive statistics-Integrated marketing channel

18.1 Multiple response set grouping by social media platform

The response data at a micro-blogging and social networking level also indicates a combinative use of traditional forms of media with social networking or micro-blogging. Organisations using micro-blogging or social networking websites similarly show a reluctance for marketing content posted to a micro-blogging (6.73%) or social networking (7.54%) website to also communicate that same marketing content via traditional forms of media. See Table 4.35 and Figure 4.25.

		Social media platform		
		Social Networking	Micro-blogging	
		Count	Count	Total
Marketing Channel	Content posted to social platform also posted to other social platforms	15	13	28
	% within SM platform	28.30%	25%	
	Content posted to social platform also communicated via traditional forms of media	4	8	12
	% within SM platform	7.54%	6.73%	
	Content communicated via traditional forms of media also posted to social platform	17	18	35
	% within SM platform	32.07%	34.61%	
	Traditional forms of marketing communications integrated with social marketing communications	17	13	30
	% within SM platform	32.07%	25%	
Total		53	52	105

Table 4.35: Integrated marketing channel by social media platform

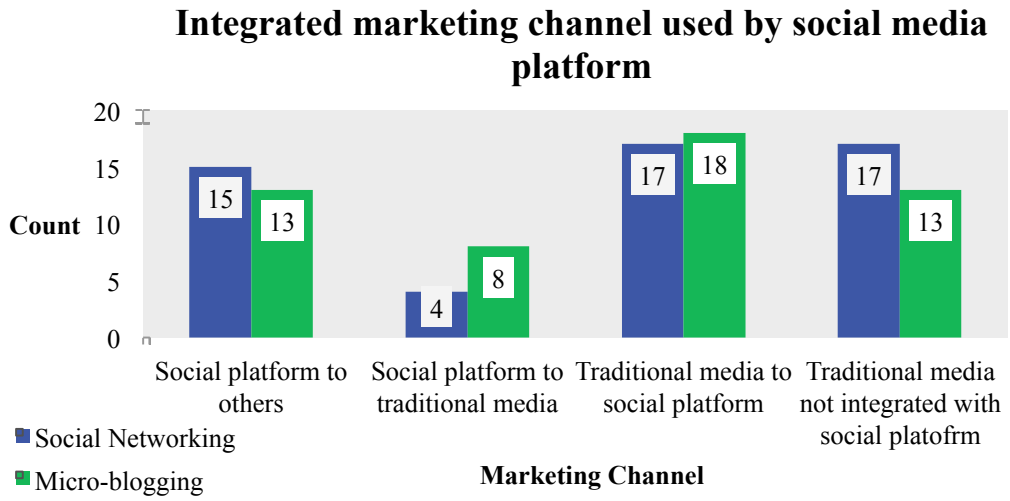

Figure 4.25: Integrated marketing channel by social media platform

Question 19: Advertising usage

Organisations using micro-blogging services indicated a proportionally higher usage for advertising on the social media platform compared to social networking. Seventy-three (73%) of organisations using micro-blogging services use the social media platform for advertising. Only 50% of organisations using social networking indicated use of the social media platform for advertising. See Table 4.36 and Figure 4.26.

			Social Media platform		Total
			Social Networking	Micro-blogging	
Advertising?	No	Count	28	14	42
		% within SM platform	50.0%	26.9%	38.9%
	Yes	Count	28	38	66
		% within SM platform	50.0%	73.1%	61.1%
Total		Count	56	52	108
		% within SM platform	100.0%	100.0%	100.0%

Table 4.36: Advertising usage by social media platform

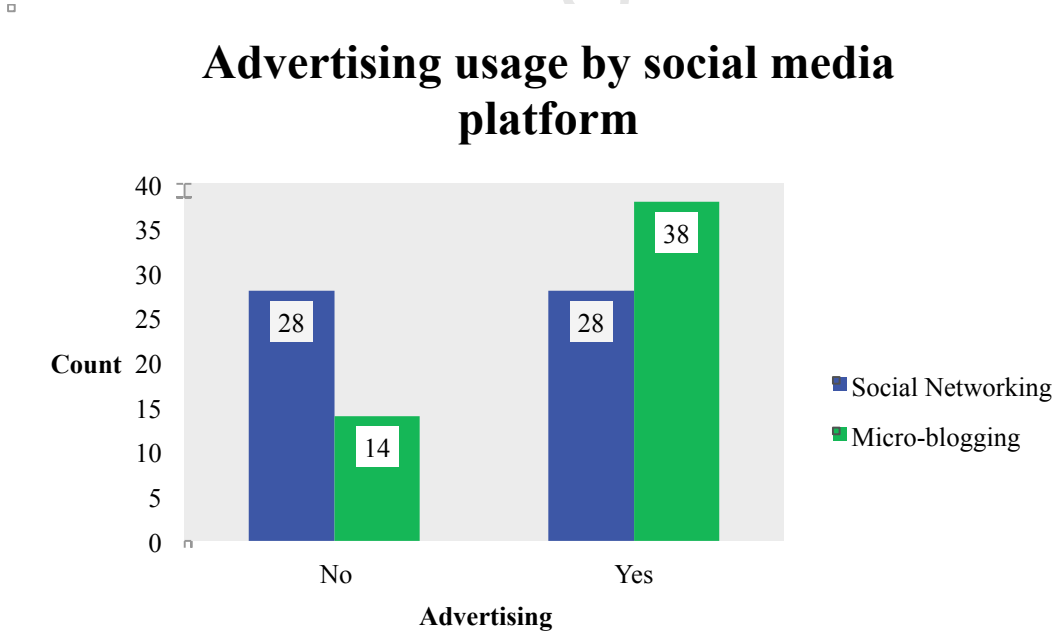

Figure 4.26: Advertising usage by social media platform

19.1 Multiple response set grouping by advertising objective

Those organisations that use advertising on social media platforms indicated that creating brand awareness and knowledge (23.4% of respondents) and creating liking, preference, conviction and purchase of a product/service (19.9%) are their main objectives for using advertising. See Table 4.38.

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Advertising[a]	108	100.0%	0	0.0%	108	100.0%

a. Dichotomy group tabulated at value 1.

Table 4.37: Case summary-Advertising objective

		Responses		Percent of Cases
		N	Percent	
Advertising[a]	Create brand awareness and knowledge	33	23.4%	30.6%
	Create liking, preference, conviction, and purchase	28	19.9%	25.9%
	Stimulate repeat purchase of products and services	12	8.5%	11.1%
	Convince purchasers that they made the right choice	17	12.1%	15.7%
	None of the above	9	6.4%	8.3%
	We do not use advertising as an online communication tool	42	29.8%	38.9%
Total		141	100%	130.6%

a. Dichotomy group tabulated at value 1.

Table 4.38: Multiple response set descriptive statistics-Advertising objective

19.2 Multiple response set grouping by social media platform

The respondent data at an individual level for social networking and micro-blogging provides a more distinguishable lens for each advertising objective. At a combined level where the main objectives for advertising are to create brand awareness and knowledge and creating liking, preference, conviction and purchase of a product/service, this also true at an individual micro-blogging and social networking level. Stimulation of repeat purchases (3.12%) and convincing customers they made the right purchasing choice (9.37%) has a low representation for social networking respondents. For micro-blogging there is a higher presence with 12.98% and 14.28% respectively. Overall it should also be noted that 43.75% of social networking

respondents do not use advertising as an online marketing communication tool where only 18.8% do not for micro-blogging. See Table 4.39 and Figure 4.27.

		Social media platform		
		Social Networking	Micro-blogging	
		Count	Count	Total
Advertising Objective	Create brand awareness and knowledge	10	23	33
	% within SM platform	15.62%	29.87%	
	Create liking, preference, conviction, and purchase	12	16	28
	% within SM platform	18.75%	20.77%	
	Stimulate repeat purchase of products and services	2	10	12
	% within SM platform	3.12%	12.98%	
	Convince purchasers that they made the right choice	6	11	17
	% within SM platform	9.37%	14.28%	
	None of the above	6	3	9
	% within SM platform	9.37%	3.89%	
	We do not use advertising as an online marketing communication tool	28	14	42
	% within SM platform	43.75%	18.18%	
Total		64	77	141

Table 4.39: Advertising objective by social media platform

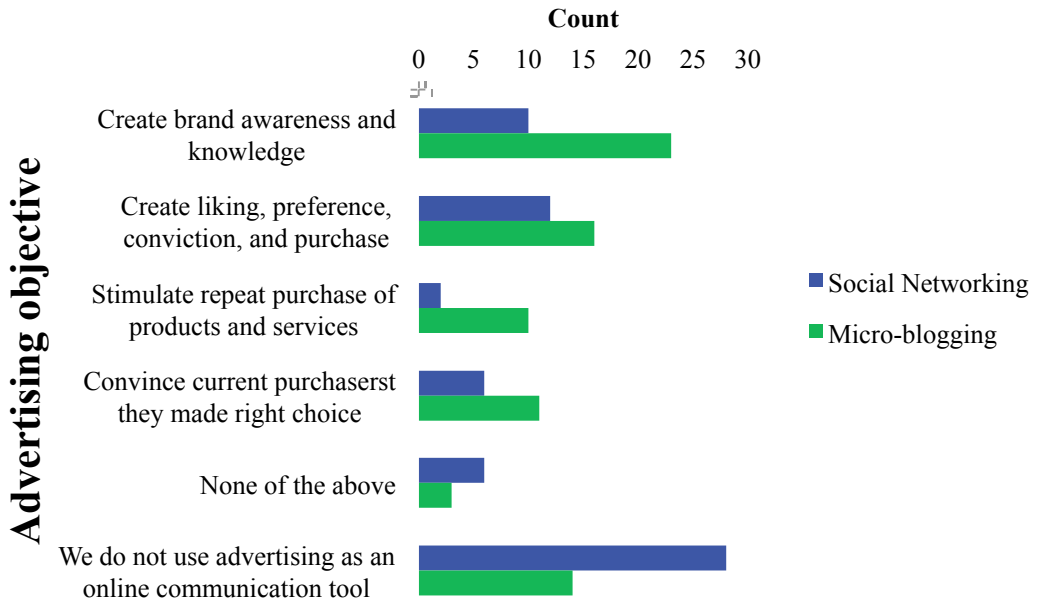

Figure 4.27: Advertising objective by social media platform

Question 20: Sales promotion

The overall respondent data indicates that 52% of organisations use sales promotion on social media platforms. It should be noted however that 40% of organisations using micro-blogging indicated use of sales promotion and 63% for social networking. See Table 4.40 and Figure 4.28.

			Social Media platform		Total
			Social Networking	Micro-blogging	
Sales Promotion	No	Count	35	21	56
		% within SM platform	62.5%	40.4%	51.9%
	Yes	Count	21	31	52
		% within SM platform	37.5%	59.6%	48.1%
Total		Count	56	52	108
		% within SM platform	100.0%	100.0%	100.0%

Table 4.40: Sales promotion usage by social media platform

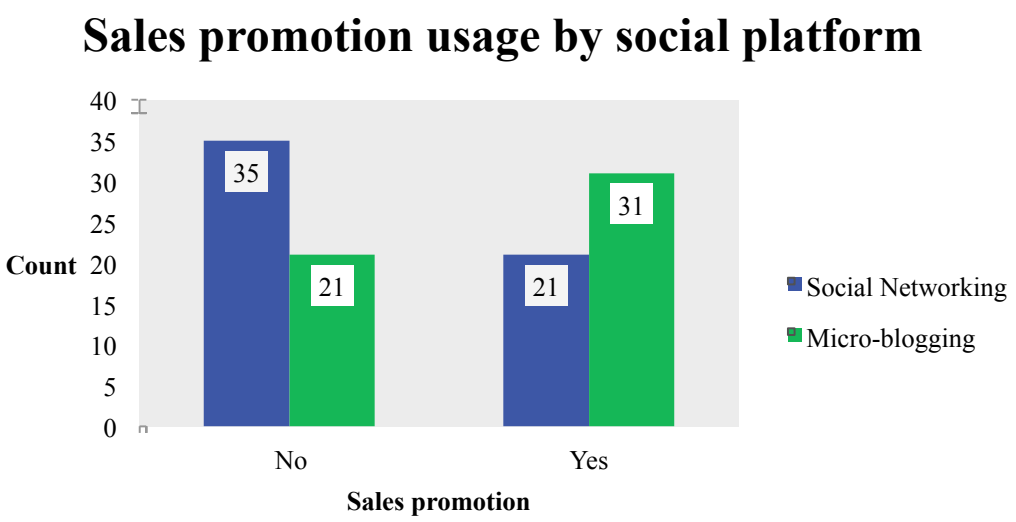

Figure 4.28: Sales promotion usage by social media platform

20A: Digital forms of sales promotion

Digital sales promotion usage is fairly low with only 4 (3.6%) respondents indicating use of digital coupons and 6 (5.4%) indicating use of virtual gifts. This represents a combined 10 (9.5%) respondents using some form of digital sales promotion. See Table 4.42.

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Digital Promotions[a]	108	100.0%	0	0.0%	108	100.0%

a. Dichotomy group tabulated at value 1.

Table 4.41: Case summary-Digital sales promotion

		Responses		Percent of Cases
		N	Percent	
Digital Promotions[a]	Digital Coupons	4	3.6%	3.7%
	Virtual gifts	6	5.4%	5.6%
	We do not use digital forms of promotion tools	101	91.0%	93.5%
Total		111	100.0%	102.8%

a. Dichotomy group tabulated at value 1.

Table 4.42: Multiple response set descriptive statistics-Digital sales promotion

20A.1 Multiple response set by grouping by social media platform

Respondent data for micro-blogging and social networking individually indicate a similar low usage for digital coupons (3.7% and 3.5% respectively). Both have a low usage for virtual gifts as well although organisations using micro-blogging services show double the usage (7.4%) than those for social networking (3.5%). See Table 4.43 and Figure 4.29.

		Social media platform		
		Social Networking	Micro-blogging	
		Count	Count	Total
Digital Promotions	Digital Coupons	2	2	4
	% within SM platform	3.5%	3.7%	
	Virtual gifts	2	4	6
	% within SM platform	3.5%	7.4%	
	We do not use digital promotion	53	48	101
	% within SM platform	92.98%	88.88%	
Total		57	54	111

Table 4.43: Digital sales promotion by social media platform

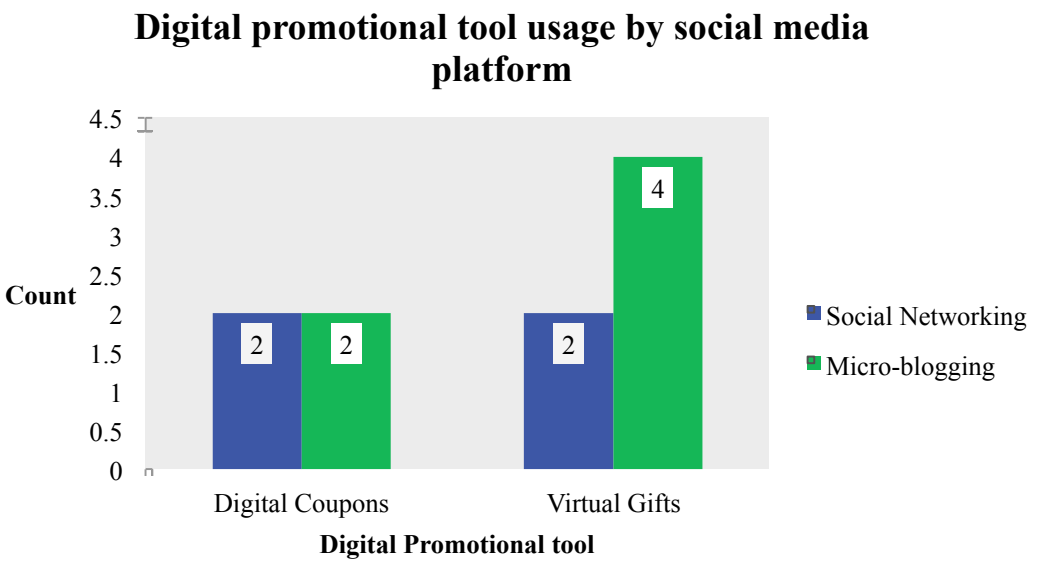

Figure 4.29: Digital sales promotion usage by social media platform

20B: Traditional forms of sales promotion

At a combined level the respondent data indicates frequency of prizes and competitions (15.9%) and, price-off deals (15.2%) as means to drive sales promotion on social media platforms. See Table 4.45.

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Traditional Sales Promotions[a]	108	100.0%	0	0.0%	108	100.0%

a. Dichotomy group tabulated at value 1.

Table 4.44: Case summary-Traditional sales promotion

		Responses		Percent of Cases
		N	Percent	
Sales Promotion[a]	Free trials	7	5.3%	6.5%
	Prizes and competitions	21	15.9%	19.4%
	Premiums	8	6.1%	7.4%
	Frequency programs	7	5.3%	6.5%
	Price-off deals	20	15.2%	18.5%
	None of the above	12	9.1%	11.1%
	We do not engage customers socially using traditional forms of promotion	57	43.2%	52.8%
Total		132	100.0%	122.2%

a. Dichotomy group tabulated at value 1.

Table 4.45: Multiple response set descriptive statistics-Traditional sales promotion

20B.1 Multiple response set grouping by Social media platform

At an individual level the respondent data indicates that traditional sales promotion usage for social networking is 44.45% and 68.12 for micro-blogging. This suggests a higher usage for traditional forms of sales promotion on micro-blogging websites than for social networking. Considering all traditional sales promotion tools (Free trials, Prizes and competitions, Premiums, Frequency programs and price-off deals), usage is higher for social networking for each traditional sales promotion tool compared to micro-blogging. Moreover, the moderately higher usage is highly consistent across all forms of traditional sales promotion tools. See Table 4.46 and Figure 4.30.

		Social media platform		
		Social Networking	Micro-blogging	
		Count	Count	Total
Sales Promotion	Free trials	2	5	7
	% within SM platform	3.17%	7.24%	
	Prizes and competitions	8	13	21
	% within SM platform	12.69%	18.84%	
	Premiums	3	5	8
	% within SM platform	4.76%	7.24%	
	Frequency programs	3	4	7
	% within SM platform	4.76%	5.79%	
	Price-off deals	7	13	20
	% within SM platform	11.11%	18.84%	
	None of the above	5	7	12
	% within SM platform	7.93%	10.14%	
	We do not use traditional forms of promotion on social media platform	35	22	57
	% within SM platform	55.55%	31.88%	
Total		63	69	132
	% within SM platform	100%	100%	

Table 4.46: Traditional sales promotion usage by social media platform

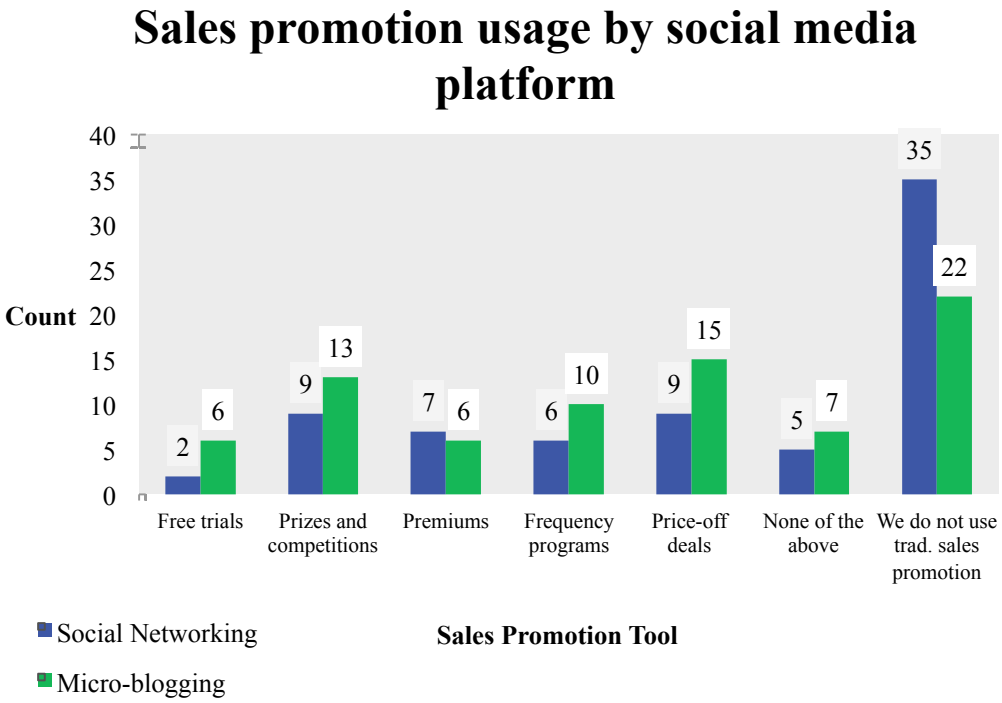

Figure 4.30: Traditional sales promotion usage by social media platform

Question 21: Public Relations

The respondent data indicates a higher proportional use of public relations on social media platforms for organisations using social networking. Sixty-four (64%) of orgnisations using social networking indicated use of public relations compared to 46% for organisations using social networking. See Table 4.47 and Figure 4.31.

			Public Relations being used?		Total
			No	Yes	
SM platform	Social Networking	Count	20	36	56
		% within SM platform	35.7%	64.3%	100.0%
	Micro-blogging	Count	28	24	52
		% within SM platform	53.8%	46.2%	100.0%
Total		Count	48	60	108
		% within SM platform	44.4%	55.6%	100.0%

Table 4.47: Public relations usage by social media platform

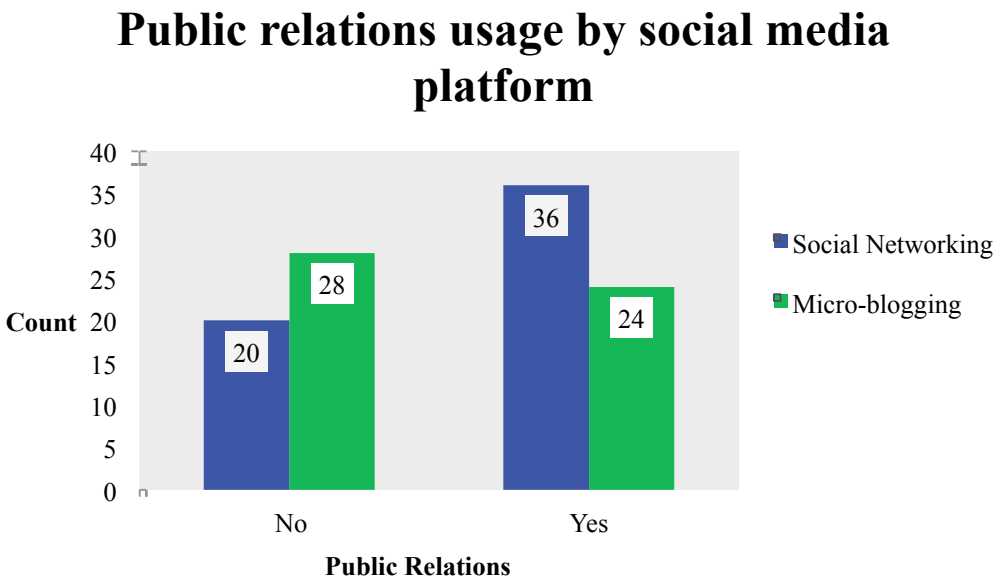

Figure 4.31: Public relations usage by social media platform

21.1 Multiple response set grouping by Public Relations

The combined respondent data (micro-blogging and social networking) indicate that organisations use social media platforms for all forms of public relations. Press releases are the highest (20.5%) represented public relations tool used by all organisations. Press conferences (9.1%), speeches and presentations (10.6%), exhibitions/seminars (8.3%) and events (12.1%) are all evenly used by all organisations. See Table 4.49.

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Public Relations[a]	108	100.0%	0	0.0%	108	100.0%

a. Dichotomy group tabulated at value 1.

Table 4.48: Case summary-Public relations usage

		Responses		Percent of Cases
		N	Percent	
Public Relations[a]	Press conferences	12	9.1%	11.1%
	Press releases	27	20.5%	25.0%
	Speeches & presentations	14	10.6%	13.0%
	Exhibitions/seminars	11	8.3%	10.2%
	Events	16	12.1%	14.8%
	None of the above	4	3.0%	3.7%
	Do not use public relations socially	48	36.4%	44.4%
Total		132	100.0%	122.2%

a. Dichotomy group tabulated at value 1.

Table 4.49: Multiple response set descriptive statistics-Public relations

21.2 Multiple response set grouped by social media platform

The individual respondent data indicates that 71.84% of organisations that use social networking to engage in public relations and micro-blogging to be 54.1%. The moderately higher usage is evenly distributed over all the public relations items. On analysis of each individual public relations item there insofar seems no significant difference in the individual items. See Table 4.50 and Figure 4.32.

		Social media platform	
		Social Networking	Micro-blogging
		Count	Count
Public Relations	Press conferences	8	4
	% within SM platform	11.26%	6.55%
	Press releases	17	10
	% within SM platform	23.94%	16.39%
	Speeches & presentations	9	5
	% within SM platform	12.67%	8.19%
	Exhibitions/seminars	6	5
	% within SM platform	8.45%	8.19%
	Events	9	7
	% within SM platform	12.67%	9.85%
	None of the above	2	2
	% within SM platform	2.28%	2.81%
	Do not use public relations socially	20	28
	% within SM platform	28.16%	45.90%
	Total	71	61
	% within SM platform	100%	100%

Table 4.50: Public Relations tool usage by social media platform

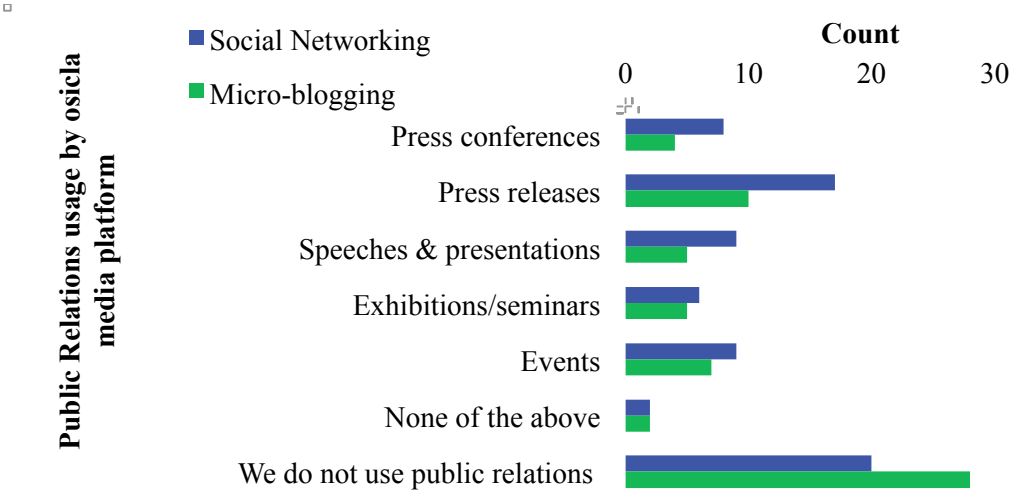

Figure 4.32: Public relations tool usage by social media platform

Question 22: Features visible on social platform

Organisations' name was the highest represented visible feature (37.0% visible share) by organisations on social media platforms. Eighty-five percent of respondents indicated a necessary visibility of the organisation name on a social media platform. Location and other social media channels were indicated by 35.0% and 38.3% of the respondents respectively. Mission statement, corporate website address and contacts are less represented with 26.7%, 25% and 16.7% respectively. Organisation colours/theme are the lowest represented visible item on organisations' social media websites with 3.3% of respondents indicating visibility of this. See Table 4.52.

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Visible Features[a]	60	55.6%	48	44.4%	108	100.0%

a. Dichotomy group tabulated at value 1.

Table 4.51: Case summary-Visible features on social media platform

		Responses		Percent of Cases
		N	Percent	
Visible Features[a]	Organisation Name	51	37.0%	85.0%
	Organisation colors/theme	2	1.4%	3.3%
	Location	21	15.2%	35.0%
	Corporate website address	15	10.9%	25.0%
	Other social media channels	23	16.7%	38.3%
	Contact details (email, telephone, other)	10	7.2%	16.7%
	Mission statement	16	11.6%	26.7%
Total		138	100.0%	230.0%

a. Dichotomy group tabulated at value 1.

Table 4.52: Multiple response set descriptive frequencies-Visible features SM platform

22.1 Multiple response set grouping by Social media platform

The respondent data at an individual platform level for micro-blogging and social networking shows an identical usage pattern with organisation name the highest represented visible item at 34.42% and 38.96% respectively. Location, Corporate website address, Other social media channels, contact details and mission statement have moderate to low representation. Organisation colours/theme are the lowest represented visible feature for both micro-blogging and social networking at 3.27% and 0% respectively. See Table 4.53 and Figure 4.33.

		Social media platform		
		Social Networking	Micro-blogging	
		Count	Count	Total
Visible Features	Organisation Name	30	21	51
	% within SM platform	38.96%	34.42%	
	Organisation colours/theme	0	2	2
	% within SM platform	0%	3.27%	
	Location	11	10	21
	% within SM platform	14.28%	16.39%	
	Corporate website address	7	8	15
	% within SM platform	9.09%	13.11%	
	Other social media channels	13	10	23
	% within SM platform	16.88%	16.39	
	Contact details	6	4	10
	% within SM platform	7.79%	6.55%	
	Mission statement	10	6	16
	% within SM platform	12.98%	9.83%	
Total		77	61	138
	% within SM platform	100%	100%	100%

Table 4.53: Visible features by social media platform

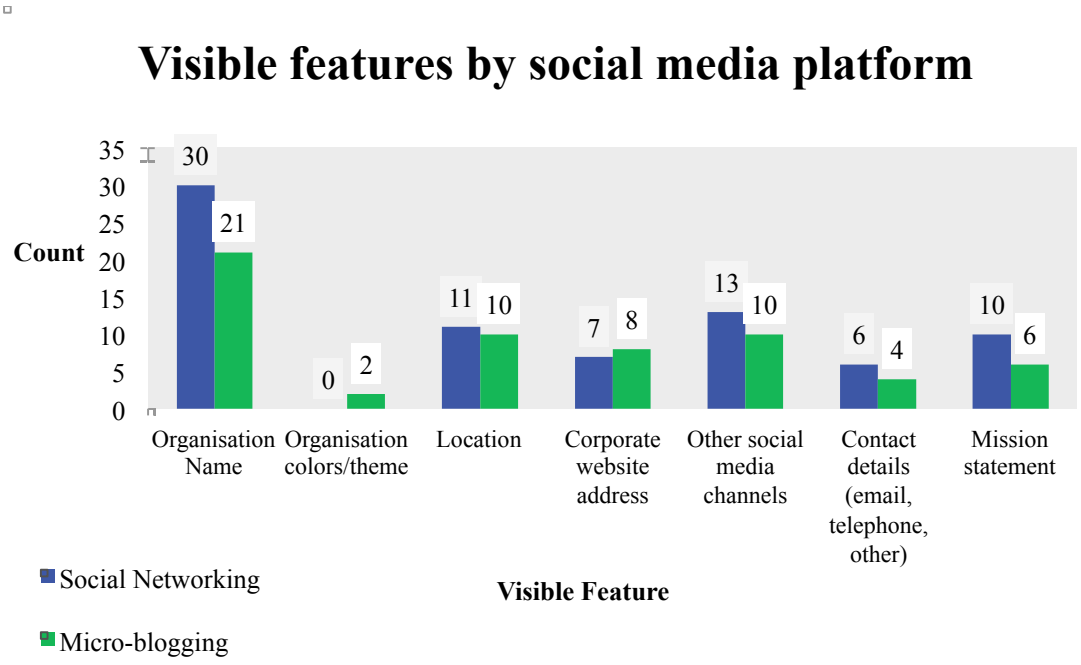

Figure 4.33: Visible features by social media platform

Question 23: Importance of public relations on social media platforms

The respondent data indicated that the majority (63%) of organisations show a balanced perception on the importance of public relations use on social media platforms. See Table 4.54 and Figure 4.34.

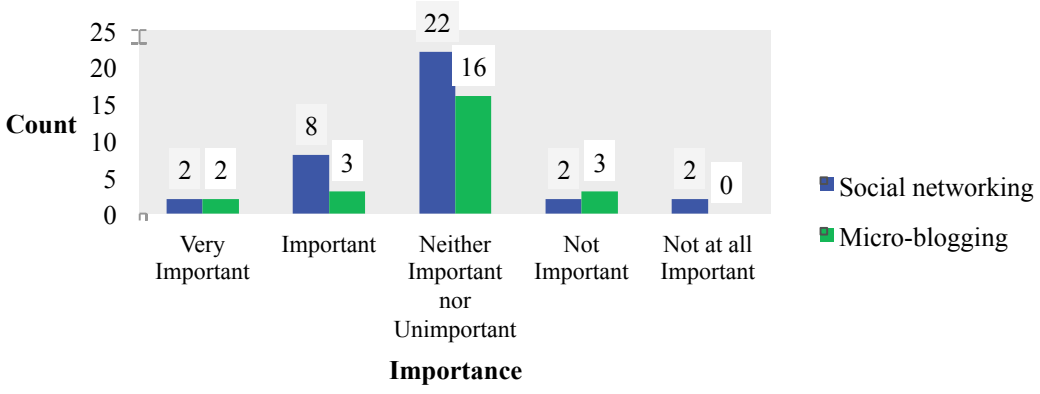

Figure 4.34: Importance of public relations by social media platform

			SM platform		Total
			Social Netw.	Micro-blogging	
Importance	Very Important	Count	2	2	4
		% within SM platform	5.6%	8.3%	6.7%
	Important	Count	8	3	11
		% within SM platform	22.2%	12.5%	18.3%
	Neither Important nor Unimportant	Count	22	16	38
		% within SM platform	61.1%	66.7%	63.3%
	Not Important	Count	2	3	5
		% within SM platform	5.6%	12.5%	8.3%
	Not at all Important	Count	2	0	2
		% within SM platform	5.6%	0.0%	3.3%
Total		Count	36	24	60
		% within SM platform	100.0%	100.0%	100.0%

Table 4.54: Importance of public relations by social media platform

Question 24: Direct/Interactive marketing

Overall, the respondent data indicated that organisations are more inclined not to use direct/interactive marketing. Sixty-three percent (63%) of organisations indicated no use of direct/interactive marketing. See Table 4.55 and Figure 4.35.

			Direct/Interactive Marketing used?		Total
			No	Yes	
SM platform	Social Networking	Count	32	24	56
		% within SM platform	57.1%	42.9%	100.0%
	Micro-blogging	Count	36	16	52
		% within SM platform	69.2%	30.8%	100.0%
Total		Count	68	40	108
		% within SM platform	63.0%	37.0%	100.0%

Table 4.55: Direct/Interactive marketing usage by social media platform

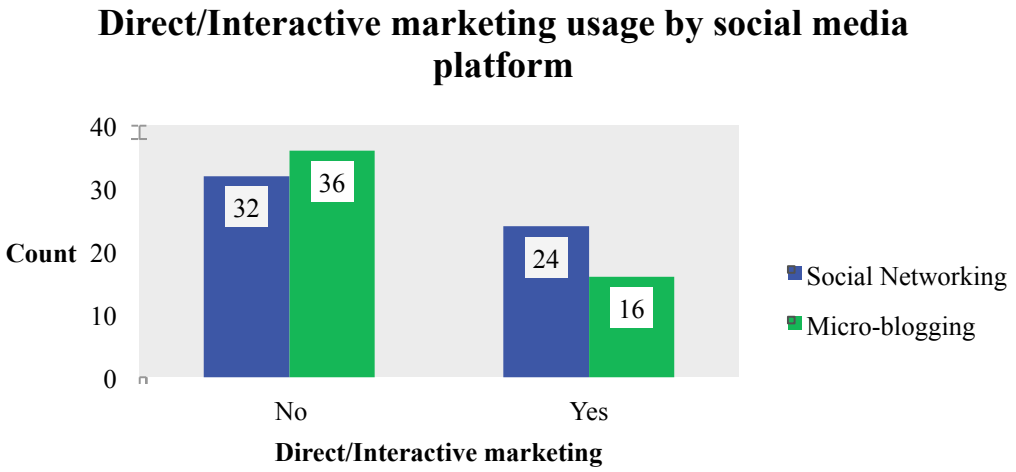

Figure 4.35: Direct/Interactive marketing usage by social media platform

Question 25: Viral Marketing

Organisations using micro-blogging services show a proportionally lower use of viral marketing compared to social networking. Fifty-four (54%) of organisations using social networking indicated use of viral marketing compared to 31% for organisations using micro-blogging. See Table 4.56 and Figure 4.36.

			Viral Marketing used?		Total
			No	Yes	
SM platform	Social Networking	Count	26	30	56
		% within SM platform	46.4%	53.6%	100.0%
	Micro-blogging	Count	36	16	52
		% within SM platform	69.2%	30.8%	100.0%
Total		Count	62	46	108
		% within SM platform	57.4%	42.6%	100.0%

Table 4.56: Viral marketing usage by social media platform

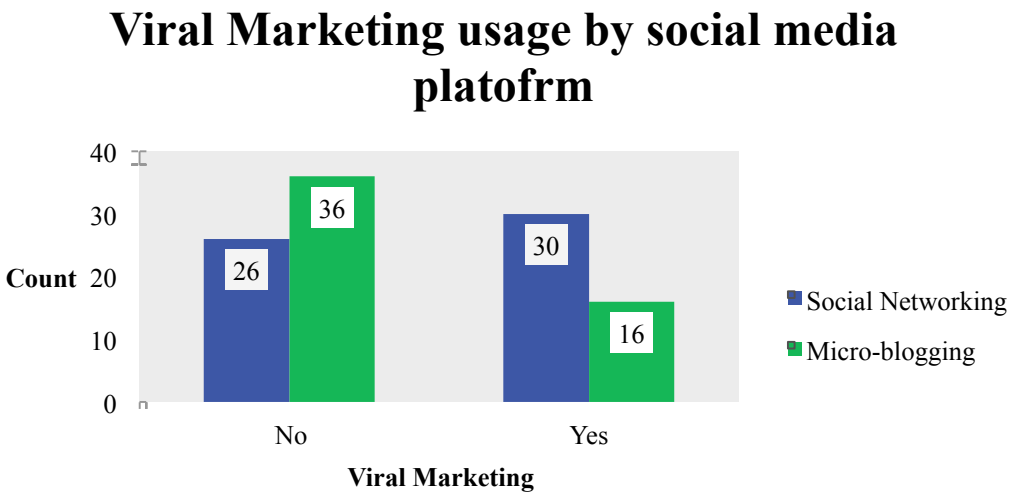

Figure 4.36: Viral marketing usage by social media platform

Question 26: Internal communications

			Used as Internal Communications Tool?		Total
			No	Yes	
SM platform	Social Networking	Count	48	8	56
		% within SM platform	85.7%	14.3%	100.0%
	Micro-blogging	Count	35	17	52
		% within SM platform	67.3%	32.7%	100.0%
Total		Count	83	25	108
		% within SM platform	76.9%	23.1%	100.0%

Table 4.57: Internal communications usage by social media platform

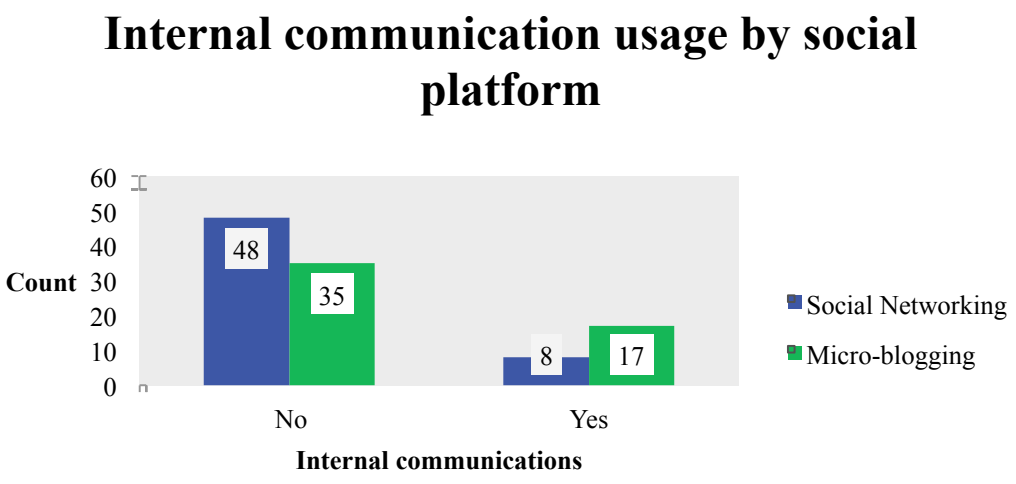

Figure 4.37: Internal communications usage by social media platform

Question 27: Social media ROI

The respondent data for social media ROI indicates a similar measurement pattern for organisations using micro-blogging and social networking. Thirty percent (30.4%) of respondents who use micro-blogging services indicated measurement of social media ROI . Similarly respondent data for organisations using social networking services indicated a 30.8% usage. See Table 4.58 and Figure 4.38.

			Social media ROI			Total
			No	Yes	Unsure	
SM platform	Social Networking	Count	35	17	4	56
		% within SM platform	62.5%	30.4%	7.1%	100.0%
	Micro-blogging	Count	29	16	7	52
		% within SM platform	55.8%	30.8%	13.5%	100.0%
Total		Count	64	33	11	108
		% within SM platform	59.3%	30.6%	10.2%	100.0%

Table 4.58: Social media ROI by social media platform

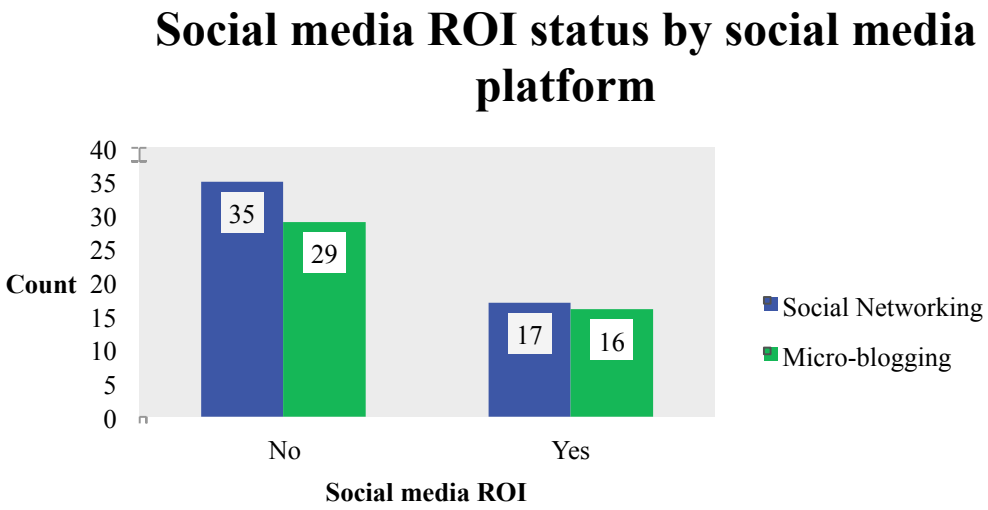

Figure 4.38: Social media ROI by social media platform

Question 28: Effectiveness of social media ROI methodology

The (33) organisations indicating measurement of their social media ROI show a low affinity for the effectiveness of the methodology employed to measure their social media ROI.

Thirty-seven percent (37.5%) of organisations using micro-blogging services indicated that the methodology employed to measure their social media ROI is neither effective nor Ineffective. Twenty-five percent (25%) indicated a perceived effectiveness in their methodology employed while 37.5% indicated infectiveness.

Similarly 41.2% of organisations using social networking services indicated that the methodology employed to measure their social media ROI is neither effective nor Ineffective. Seventeen percent (17.7%) indicated a perceived effectiveness in their methodology employed while 41.2% indicated infectiveness. See Table 4.59 and Figure 4.39.

			Social media platform		Total
			Social Networking	Micro-blogging	
Effectiveness	Very Effective	Count	1	1	2
		% within SM platform	5.9%	6.2%	6.1%
	Effective	Count	2	3	5
		% within SM platform	11.8%	18.8%	15.2%
	Neither Effective nor Ineffective	Count	7	6	13
		% within SM platform	41.2%	37.5%	39.4%
	Not Effective	Count	5	4	9
		% within SM platform	29.4%	25.0%	27.3%
	Very Ineffective	Count	2	2	4
		% within SM platform	11.8%	12.5%	12.1%
Total		Count	17	16	33
		% within SM platform	100.0%	100.0%	100.0%

Table 4.59: Perceived effectiveness of ROI methodology by social media platform

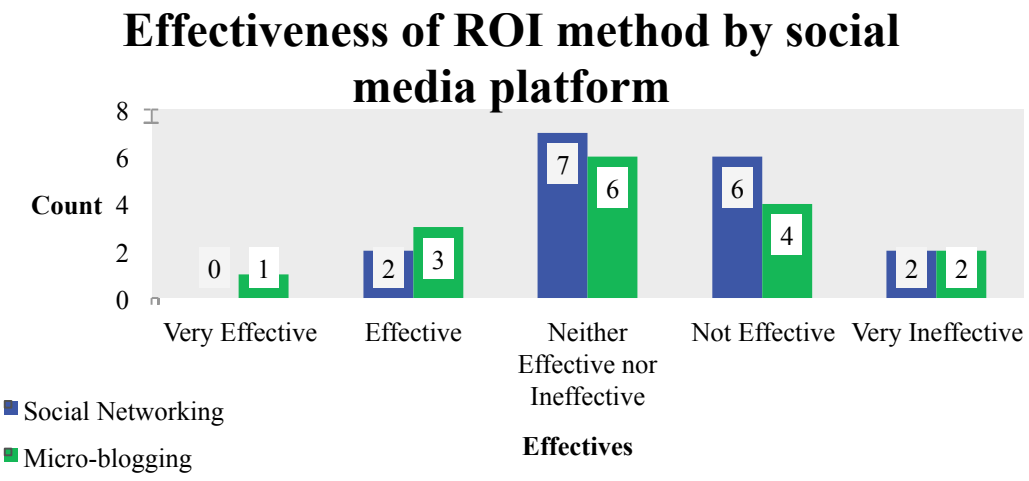

Figure 4.39: Perceived effectiveness of ROI methodology by social media platform

Question 29: Customer complaints

The respondent data indicates that the majority of organisations (79%) respond to customer complaints via social media platforms. Eighty-eight percent (88%) of organisations using social networking respond to customer complaints on the social media platform and 69% for micro-blogging. See Table 4.60 and Figure 4.40.

			Respond to customer complaints?		Total
			No	Yes	
SM platform	Social Networking	Count	7	49	56
		% within SM platform	12.5%	87.5%	100.0%
	Micro-blogging	Count	16	36	52
		% within SM platform	30.8%	69.2%	100.0%
Total		Count	23	85	108
		% within SM platform	21.3%	78.7%	100.0%

Table 4.60: Customer complaints response status by social media platform

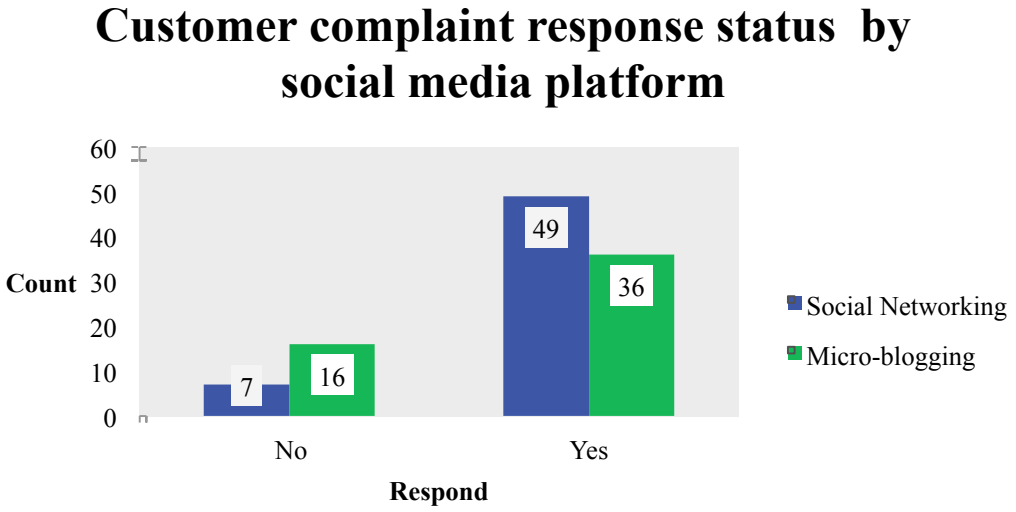

Figure 4.40: Customer complaints response status by social media platform

Question 30: Frequency of response to customer complaints

The respondent data indicates that organisations show varying frequency in responding to customer complaints. Thirty-eight percent (38%) of organisations often or rarely respond to customer complaints and, only 8% of organisations respond very often. See Table 4.61 and Figure 4.41.

			SM platform		Total
			Social Networking	Micro-blogging	
Frequency	Very Often	Count	3	4	7
		% within SM platform	6.1%	10.8%	8.1%
	Often	Count	18	15	33
		% within SM platform	36.7%	40.5%	38.4%
	Sometimes	Count	7	6	13
		% within SM platform	14.3%	16.2%	15.1%
	Rarely	Count	21	12	33
		% within SM platform	42.9%	32.4%	38.4%
Total		Count	49	37	86
		% within SM platform	100.0%	100.0%	100.0%

Table 4.61: Frequency of response to customer complaints by social media platform

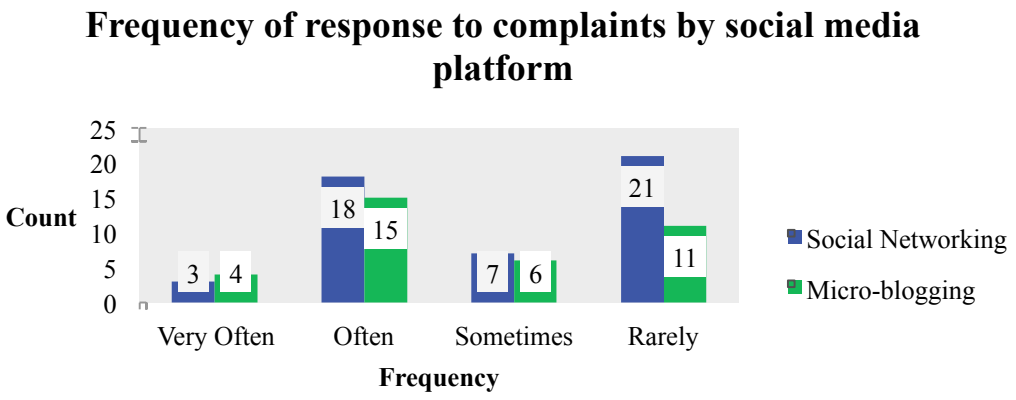

Figure 4.41: Frequency of response to customer complaints by social media platform

Question 31: Importance of customer complaints

The overall respondent data indicates that only 15% of organisations perceive the importance of customer complaints to be important to very important. Only 3% of organisations that use

micro-blogging perceive the importance of customer complaints to be important to very important. See Table 4.62 and Figure 4.42.

			SM platform		Total
			Social Networking	Micro-blogging	
Importance	Very Important	Count	5	1	6
		% within SM platform	10.2%	2.7%	7.0%
	Important	Count	7	0	7
		% within SM platform	14.3%	0.0%	8.1%
	Neither Important nor Unimportant	Count	23	25	48
		% within SM platform	46.9%	67.6%	55.8%
	Not Important	Count	9	10	19
		% within SM platform	18.4%	27.0%	22.1%
	Very Unimportant	Count	5	1	6
		% within SM platform	10.2%	2.7%	7.0%
Total		Count	49	37	86
		% within SM platform	100.0%	100.0%	100.0%

Table 4.62: Importance of customer complaints by social media platform

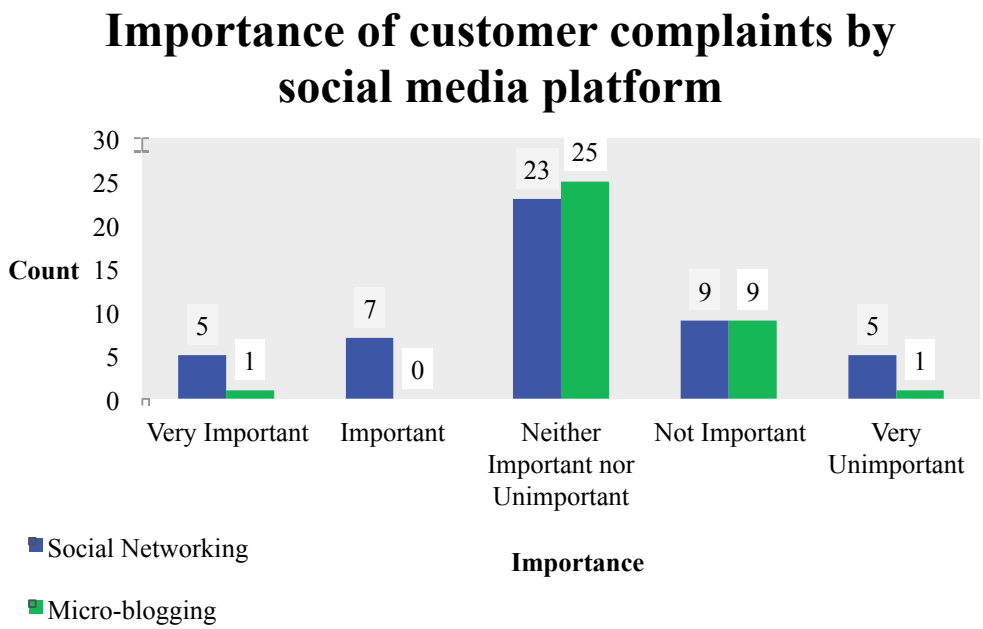

Figure 4.42: Importance of customer complaints by social media platform

Question 32: Importance of customer compliments

The overall respondent data indicates that 59% of organisations perceive the importance of customer compliments to be important to very important. Seventy percent (70%) of organisations using social networking perceive the importance of customer compliments to be important to very important. In comparison, only 48% of organisations using micro-blogging perceive the importance of customer compliments to be important to very important.

See Table 4.63 and Figure 4.43.

			SM platform		Total
			Social Networking	Micro-blogging	
Importance	Very Important	Count	8	15	23
		% within SM platform	14.3%	28.8%	21.3%
	Important	Count	31	10	41
		% within SM platform	55.4%	19.2%	38.0%
	Neither Important nor Unimportant	Count	8	19	27
		% within SM platform	14.3%	36.5%	25.0%
	Not Important	Count	6	7	13
		% within SM platform	10.7%	13.5%	12.0%
	Very Unimportant	Count	3	1	4
		% within SM platform	5.4%	1.9%	3.7%
Total		Count	56	52	108
		% within SM platform	100.0%	100.0%	100.0%

Table 4.63: Importance of customer compliments by social media platform

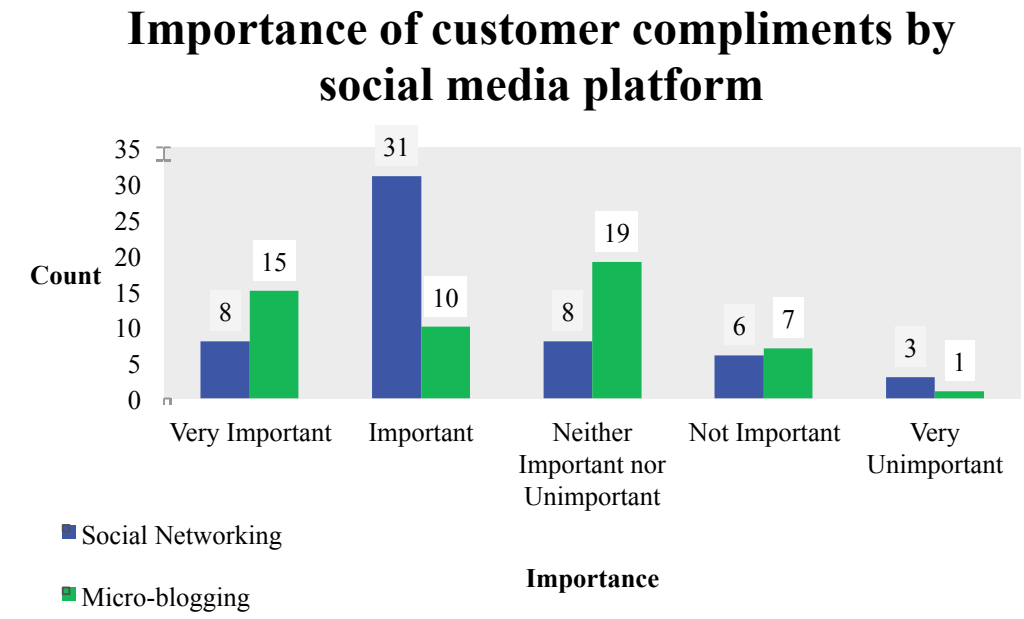

Figure 4.43: Importance of customer compliments by social media platform

4.3 Conclusion

This chapter presented the research findings of the collected data for the research study. Section 4.2 illustrated descriptive statistics of the respondent data for each question in the questionnaire.

The sample is represented by 24 industries with the top 3 industries being (in descending order) the restaurant/fast food, telecommunications and retail sectors. The least represented industries are mining and metals, healthcare and pharmaceuticals and, aerospace. The known majority of the organisations' headquarters that represent the sample reside in the Western Cape province. Facebook and Twitter are the most used social networking and micro-blogging services respectively. Both social networking and micro-blogging adoption rates by organisations are highest in the year 2010, with adoption rates considerable less in 2008 and 2012.

In pursuit of answering the research questions the following chapter will discuss and provide statistical analysis and discussion of the differing usage of micro-blogging and social networking services by organisations. The outcomes of all hypotheses extending from the research questions will be discussed to illustrate how organisations make use of micro-blogging and social networking services to research their customers, conduct marketing communications and respond to customer complaints.

Chapter 5 : Statistical analysis and discussion

5.1 Introduction

This chapter is designed to address the research questions and hypotheses, and then answer the central question of the dissertation: **How are organisations in South Africa utilizing social networking and micro-blogging services to research their customers, conduct marketing communications and respond to customer complaints?**

Section 5.2 presents and discusses the outcomes of hypotheses 1 to 11 that extend from research question one. A chi square test was used to determine if there was any significant difference between micro-blogging and social networking for (*H1*) alert service usage, (*H2*) search service usage, (*H3*) monitoring software usage, (*H4*) sentiment analysis usage, (*H6*) customer engagement status, (*H8*) co-creation status and (*H10*) brand advocate knowledge. A Mann-Whitney test was used to determine if there was any significant difference for (*H5*) perceived accuracy of assigned sentiment, (*H7*) customer engagement frequency, (*H9*) importance of customer feedback for new product/service development and (*H11*) importance of brand advocate knowledge.

Section 5.3 presents and discusses the outcomes of hypotheses 12 to 19 that extend from research question two. A chi square test was used to determine if there was any significant difference between micro-blogging and social networking for (*H13*) Advertising usage, (*H14*) Sales promotion usage, (*H15*) Direct/Interactive marketing usage, (*H16*) Viral marketing usage, (*H17*) Public relations usage and (*H19*) internal social media organisational communications usage. A Mann-Whitney test was used to determine if there was any significant difference for (*H12*) frequency of marketing communications and (*H18*) importance of social media for public relations usage.

Section 5.4 presents and discusses the outcomes of the hypotheses 20 to 22 that extend from research question three. A chi square test was used to determine if there was any significant

difference between micro-blogging and social networking for (*H20*) response status to customer complaints. A Mann-Whitney test was used to determine if there was any significant difference for (*H21*) frequency of response to customer complaints and (*H22*) importance of responding to customer complaints on the social media platform.

A logistic regression analysis and the chapter findings are summarized and discussed in Section 5.5 and Section 5.6 respectively.

5.2 Hypotheses extending from RQ1

Hypothesis 1

$H1_0$: There is no significant difference (no association) between *social networking* and *micro-blogging* on alert service usage to monitor customer mentions/conversations.

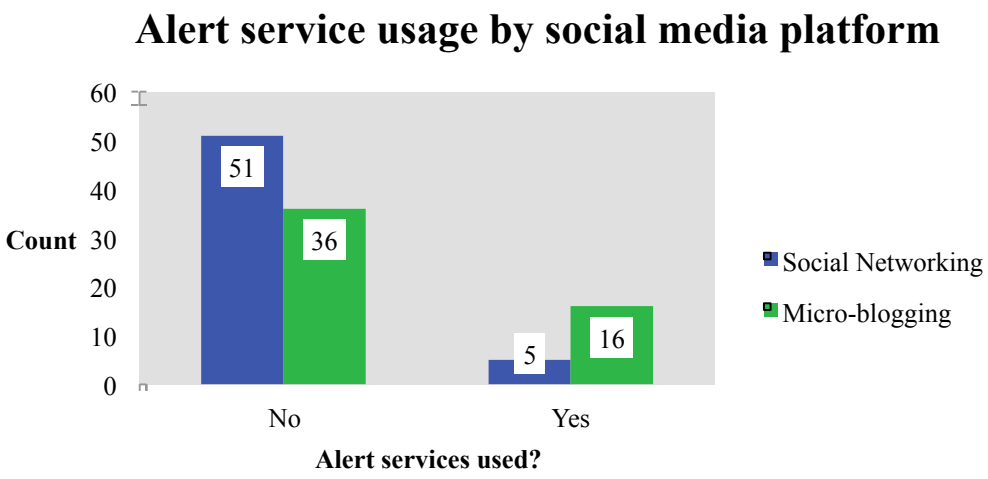

Figure 5.1: *H1*-Alert service usage by social media platform

			Alert services used?		Total
			No	Yes	
Social media platform	Social Networking	Count	51	5	56
		Expected Count	45.1	10.11	56.0
		% within Social media platform	91.1%	8.9%	100.0%
		Std. Residual	.9	-1.8	
	Micro-blogging	Count	36	16	52
		Expected Count	41.9	10.1	52.0
		% within Social media platform	69.2%	30.8%	100.0%
		Std. Residual	-.9	1.9	
Total		Count	87	21	108
		Expected Count	87.0	21.0	108.0
		% within Social media platform	80.6%	19.4%	100.0%

Table 5.1 *H1*-Alert service usage and social media platform cross tabulation

Social networking's conditional distribution on alert service usage is the pair of percentages, 91.1% (alert services not used) and 8.9% (alert services used). Micro-blogging's conditional distribution on alert service usage is (69.2%, 30.8%). This represents a combined usage percentage of 19.4% for both social networking and micro-blogging. Residual analysis suggests that the number of cases in all cells is not significantly smaller/higher than would be expected if the null hypothesis were true. See Table 5.1.

Barnes & Mattson (2008) conducted a longitudinal study of social media platforms from 2007 to 2008 investigating search service and alert service usage by organisations. In 2007 (and 2008) they discovered that 34% (and 42%) of organisations used alert services to monitor their brand on social media platforms. In comparison to the individual respondent data (social networking and micro-blogging) Barnes & Mattson's (2008) results indicate a similar usage pattern only to organisations using micro-blogging services (30.8%) in South Africa.

A chi-square test was used to determine whether there was a significant difference between social networking and micro-blogging in their alert service usage. Only 8.9% of social networking respondents indicated use of alert services, whereas 30.8% of micro-blogging respondents indicated use of alert services. This difference was statistically significant

($x^2 = 8.211, p < .05$) thus leading to reject the null hypothesis. Pearson's chi-square suggests that there is a significant difference in the usage of alert services between organisations using micro-blogging and social networking respectively. See Table 5.2.

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8.211[a]	1	.004		
Continuity Correction[b]	6.876	1	.009		
Likelihood Ratio	8.510	1	.004		
Fisher's Exact Test				.007	.004
Linear-by-Linear Association	8.135	1	.004		
N of Valid Cases	108				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.11.
b. Computed only for a 2x2 table

Table 5.2: *H1*-Chi-square test

The odds ratio representing the data for alert service usage by social media platform is calculated at 4.533. This suggests that the odds of organisations using social networking who do not use alert services are 4.533 times the odds of not using alert services for organisations using micro-blogging services. This can also be interpreted as, the odds of using alert services for organisations who use social networking are 0.220 (1 ÷ 4.533) times the odds of using alert services for organisations using micro-blogging services. See Table 5.3.

	Value	95% Confidence Interval	
		Lower	Upper
Odds Ratio for Social media platform (Social Networking / Micro-blogging)	4.533	1.523	13.498
For cohort Alert services used? = No	1.315	1.078	1.605
For cohort Alert services used? = Yes	.290	.114	.736
N of Valid Cases	108		

Table 5.3: *H1*-Odds Ratio

Hypothesis 2

$H2_0$: There is no significant difference between *social networking and micro-blogging* on search service usage amongst organisations who monitor their customer mentions/conversations.

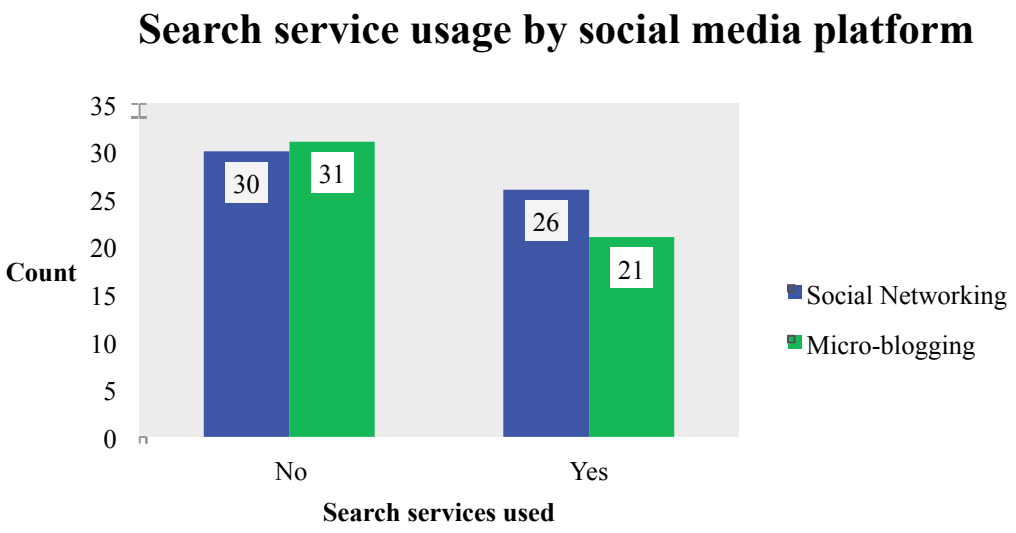

Figure 5.2: *H2*-Search service usage by social media platform

			Search services used?		Total
			No	Yes	
Social media platform	Social Networking	Count	30	26	56
		Expected Count	31.6	24.4	56.0
		% within Social media platform	53.6%	46.4%	100.0%
		Std. Residual	-.3	.3	
	Micro-blogging	Count	31	21	52
		Expected Count	29.4	22.6	52.0
		% within Social media platform	59.6%	40.4%	100.0%
		Std. Residual	.3	-.3	
Total		Count	61	47	108
		Expected Count	61.0	47.0	108.0
		% within Social media platform	56.5%	43.5%	100.0%

Table 5.4: *H2*-Search service usage by social media platform cross tabulation

Social networking's conditional distribution on search service usage is the , of percentages 53.6% (for search services not used) and 46.4% (search services used). Micro-blogging's conditional distribution on search service usage is (59.6%, 40.4%). This represents a combined usage percentage of 47% for both social networking and micro-blogging. Residual analysis suggests that the number of cases in all cells is not significantly smaller/higher than would be expected if the null hypothesis were true. See Table 5.4.

Barnes & Mattson (2008) in their longitudinal study of social media platforms from 2007 to 2008 also investigated alert service usage for organisations. In 2007 and 2008 they discovered that 42% and 36% of organisations used search services to monitor their brand on social media platforms. In comparison to the individual respondent data (social networking and micro-blogging) Barnes & Mattson's (2008) results indicate a similar usage pattern to organisations using micro-blogging services (40.4%) as well as social networking (46.6%) in South Africa.

A chi-square test was used to determine whether there was a significant difference between social networking and micro-blogging in their search service usage. Fourty-six percent (46.4%) of social networking respondents indicated use of search services and, 40.4% of micro-blogging respondents indicated use of search services. This difference was statistically insignificant ($x^2 = .401, p > .05$) thus leading to accept the null hypothesis. See Table 5.5.

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.401[a]	1	.527		
Continuity Correction[b]	.193	1	.661		
Likelihood Ratio	.401	1	.527		
Fisher's Exact Test				.564	.331
Linear-by-Linear Association	.397	1	.529		
N of Valid Cases	108				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 22.63.
b. Computed only for a 2x2 table

Table 5.5: *H2*-Chi square test

Hypothesis 3

$H3_0$: There is no significant difference between *social networking and micro-blogging* on monitoring software usage to monitor customers.

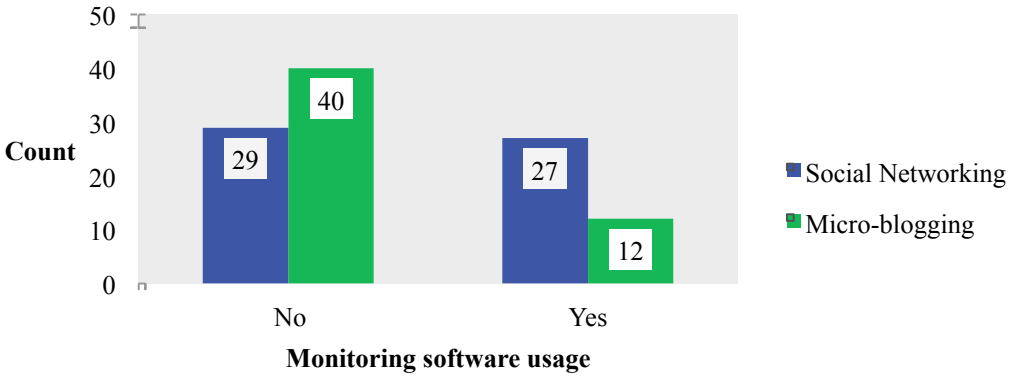

Figure 5.3: *H3*-Monitoring software usage by social media platform

			Monitoring software being used?		Total
			No	Yes	
Social media platform	Social Networking	Count	29	27	56
		Expected Count	35.8	20.2	56.0
		% within Social media platform	51.8%	48.2%	100.0%
		Std. Residual	-1.1	1.5	
	Micro-blogging	Count	40	12	52
		Expected Count	33.2	18.8	52.0
		% within Social media platform	76.9%	23.1%	100.0%
		Std. Residual	1.2	-1.6	
Total		Count	69	39	108
		Expected Count	69.0	39.0	108.0
		% within Social media platform	63.9%	36.1%	100.0%

Table 5.6: *H3*-Monitoring software usage by social media platform cross tabulation

Social networking's conditional distribution on software monitoring usage is the pair of percentages, 51.8% (monitoring software not used) and 48.2% (monitoring software used). Micro-blogging's conditional distribution on search service usage is (76.9%, 23.1%). This represents a combined usage percentage of 39% for both social networking and micro-blogging. Residual analysis suggests that the number of cases in all cells is not significantly smaller/higher than would be expected if the null hypothesis were true. See Table 5.6.

A chi-square test was used to determine whether there was a significant difference between social networking and micro-blogging in their monitoring software usage. Fourty-eight percent (48.2%) of social networking respondents indicated use of monitoring software and, 23.1% of micro-blogging respondents indicated use of monitoring software. This difference was statistically significant ($x^2 = 7.385, p < .05$) thus leading to reject the null hypothesis. Pearson's chi-square suggests that there is a significant difference in monitoring software usage between organisations using micro-blogging and social networking respectively. See Table 5.7.

Baird & Parasnis (2011) in their study of social media as a CRM tool found that 39% of organisations are using monitoring software to monitor their customers and brand. This correlates well with the combined respondent data which indicated that 39% of organisations are using monitoring software. At an individual micro-blogging and social networking usage differs where 48.2% and 23.1% of organisations indicated use respectively. As the difference in usage between micro-blogging and social networking was found to be statistically significant the individual data indicates a slight deviation in usage as compared to Baird & Parasnis (2011).

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.385[a]	1	.007		
Continuity Correction[b]	6.335	1	.012		
Likelihood Ratio	7.534	1	.006		
Fisher's Exact Test				.009	.006
Linear-by-Linear Association	7.316	1	.007		
N of Valid Cases	108				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 18.78.
b. Computed only for a 2x2 table

Table 5.7: *H3*-Chi square test

The odds ratio representing the data for monitoring software usage by social media platform is calculated at 0.322. This would indicate that the odds in favor of using monitoring software if an organisation is using social networking services are a third the odds in favor of using monitoring software if an organisation is using micro-blogging services. Table 5.8.

	Value	95% Conf. Interval	
		Lower	Upper
Odds Ratio for Social media platform (Social Networking / Micro-blogging)	.322	.140	.740
For cohort Monitoring software being used? = No	.673	.502	.903
For cohort Monitoring software being used? = Yes	2.089	1.187	3.678
N of Valid Cases	108		

Table 5.8: *H3*-Odds ratio test

Hypothesis 4

$H4_0$: There is no significant difference between *social networking and micro-blogging* on sentiment analysis usage.

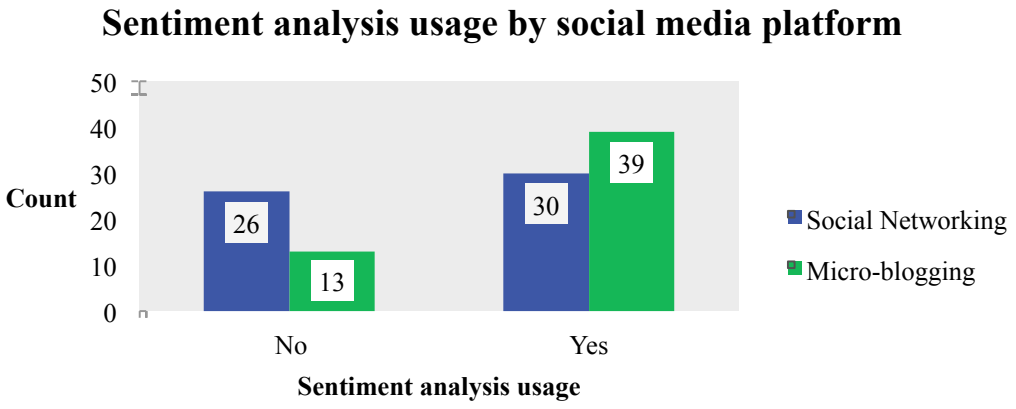

Figure 5.4: *H4*-Sentiment analysis usage by social media platform

			Conducts Sentiment Analysis?		Total
			No	Yes	
Social media platform	Social Networking	Count	26	30	56
		Expected Count	20.2	35.8	56.0
		% within Social media platform	46.4%	53.6%	100.0%
		Std. Residual	1.3	-1.0	
	Micro-blogging	Count	13	39	52
		Expected Count	18.8	33.2	52.0
		% within Social media platform	25.0%	75.0%	100.0%
		Std. Residual	-1.3	1.0	
Total		Count	39	69	108
		Expected Count	39.0	69.0	108.0
		% within Social media platform	36.1%	63.9%	100.0%

Table 5.9: *H4*-Sentiment analysis usage by social media platform

Pang & Lee (2008) states that 30% of online users have posted a comment or review online with regards to a product or service. Although a paucity of literature exists on the adoption rates of sentiment analysis by organisations with a social media brand presence, a healthy body of knowledge exists (Abbasi et al., 2008; Jansen et al., 2009; Liu, 2010; Pang & Lee, 2008; Cesarano, Dorr, Picariello, Reforgiato, Sagoff, & Subrahmanian, 2004; Pak & Paroubek, 2010;Tang et al., 2009; Morinaga, Yamanishi, Tateishi, & Fukushima, 2002; Nasukawa & Yi, 2003; Wilson, Wiebe, & Hoffmann, 2009) depicting techniques/applications on how businesses can apply sentiment analysis on customer opinion. Micro-blogging seems to have a better representation in the sentiment analysis application literature (Thelwall, Buckley, & Paltoglou, 2011; Jansen *et al.*, 2009; Kouloumpis *et al.*, 2011; Diakopoulos & Shamma, 2010; Agarwal *et al.*, 2011; Bermingham & Smeaton, 2010; Davidov *et al.*, 2010; Li *et al.*, 2010; Tsagkalidou, Koutsonikola, Vakali, & Kafetsios, 2011) compared to social networking (Garcıa-Crespo *et al.*, 2010; Tan, Lee, Tang, Jiang, Zhou, & Li, 2011). This could suggest that micro-blogging as a social media platform is more used within practice as a platform for conducting sentiment analysis.

The respondent data indicate social networking's conditional distribution on sentiment analysis usage to be the pair of percentages, 46.4% (sentiment analysis not used) and 53.6% (sentiment analysis used). Micro-blogging's conditional distribution on sentiment analysis

usage is (25%, 75%). This represents a combined usage percentage of 63.9% for both social networking and micro-blogging. Residual analysis suggests that the number of cases in all cells is not significantly smaller/higher than would be expected if the null hypothesis were true. See Table 5.9 and Figure 5.4.

A chi-square test was used to determine whether there was a significant difference between social networking and micro-blogging in their usage of sentiment analysis. Fifty-three percent (53.6%) of social networking respondents indicated use of sentiment analysis and, 75% of micro-blogging respondents indicated use of sentiment analysis. This difference was statistically significant ($x^2 = 5.366, p < .05$) thus leading to reject the null hypothesis. Pearson's chi-square therefore suggests that there is a significant difference in the usage of sentiment analysis between organisations using micro-blogging and social networking respectively. See Table 5.10.

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.366[a]	1	.021		
Continuity Correction[b]	4.478	1	.034		
Likelihood Ratio	5.446	1	.020		
Fisher's Exact Test				.027	.017
Linear-by-Linear Association	5.317	1	.021		
N of Valid Cases	108				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 18.78.
b. Computed only for a 2x2 table

Table 5.10: *H4*-Chi square test

The odds ratio representing the data for sentiment analysis usage by social media platforms is calculated at 2.600. This would indicate that the odds in favor of using sentiment analysis if an organisation is using social networking are a 0.4 (1 ÷ 2.6) times the odds in favor of using sentiment analysis if an organisation is using micro-blogging services. See Table 5.11.

	Value	95% Confidence Interval	
		Lower	Upper
Odds Ratio for Social media platform (Social Networking / Micro-blogging)	2.600	1.147	5.894
For cohort Conducts Sentiment Analysis? = No	1.857	1.073	3.214
For cohort Conducts Sentiment Analysis? = Yes	.714	.534	.955
N of Valid Cases	108		

Table 5.11: *H4*-Odds ratio test

Hypothesis 5

$H5_0$: There is no significant difference between *social networking and micro-blogging* on perceived accuracy of assigned sentiment.

Combined Statistics
Accuracy of sentiment assigned?

N	Valid	69
	Missing	0
Mean		2.83
Median		3.00
Mode		3
Range		4
Percentiles	25	2.00
	50	3.00
	75	3.50

Micro-blogging
Accuracy of sentiment assigned?

N	Valid	39
	Missing	0
Mean		2.97
Median		3.00
Mode		3
Range		4
Percentiles	25	2.00
	50	3.00
	75	4.00

Social networking
Accuracy of sentiment assigned?

N	Valid	30
	Missing	0
Mean		2.63
Median		3.00
Mode		3
Range		4
Percentiles	25	2.00
	50	3.00
	75	3.00

Table 5.12: *H5*-Perceived accuracy of sentiment assigned

Social networking's central tendency on perceived accuracy of sentiment assigned is summarized by the set of values (2.97, 3.00, 3.00) for (mean, median, mode). Micro-blogging's central tendency is summarized by the values (2.63, 3.00, 3.00). This represents a combined central tendency of (2.83, 3.00, 3.00) for both social networking and

micro-blogging. A range of 4 can describe the variability for both micro-blogging and social networking. See Table 5.12.

A Mann-Whitney test was used to determine whether there was a significant difference between social networking and micro-blogging in their perceived accuracy of the assigned sentiment. It can be concluded that there is not a statistically significant difference between social networking and micro-blogging's social media platform median for both platforms ($U = 469.50, p > .05$). See Table 5.13.

	Accuracy of sentiment assigned?
Mann-Whitney U	469.500
Wilcoxon W	934.500
Z	-1.467
Asymp. Sig. (2-tailed)	.142

a. Grouping Variable: Social Media platform

Table 5.13: *H5*-Mann-Whitney test statistic

Hypothesis 6

$H6_0$: There is no significant difference between *social networking and micro-blogging* on customer engagement using Social media platforms.

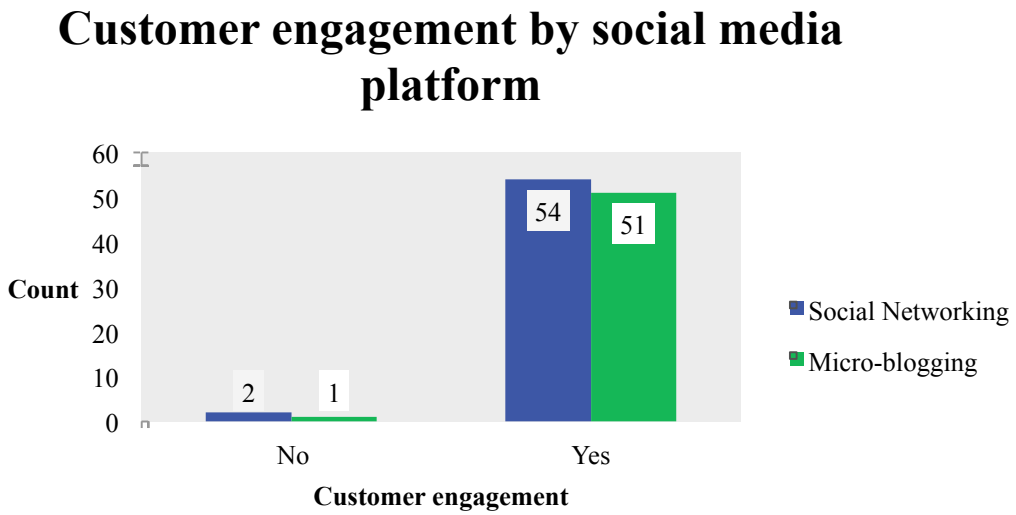

Figure 5.5: *H6*-Customer engagement by social media platform

			Engage in customer conversations?		Total
			No	Yes	
Social media platform	Social Networking	Count	2	54	56
		Expected Count	1.6	54.4	56.0
		% within Social media platform	3.6%	96.4%	100.0%
		Std. Residual	.4	-.1	
	Micro-blogging	Count	1	51	52
		Expected Count	1.4	50.6	52.0
		% within Social media platform	1.9%	98.1%	100.0%
		Std. Residual	-.4	.1	
Total		Count	3	105	108
		Expected Count	3.0	105.0	108.0
		% within Social media platform	2.8%	97.2%	100.0%

Table 5.14: *H6*-Engagement status with customers by social media platform

Social networking's conditional distribution on customer engagement is the pair of percentages, 3.6% (for do not engage with customers) and 96.4%% (do engage with customers). Micro-blogging's conditional distribution on search service usage is (1.9%, 98.1%). This represents a combined customer engagement percentage of 97.2% for both social networking and micro-blogging. Baird & Parasnis (2011) in their study of why customers and organisations alike interact with each other on social media websites found that 45% of customers indicated that they do not engage with organisations at all on social media. Contrastingly it was noted that more than 50% of organisations believed their competition is successfully engaging with customers and that 70% of the organisations feared they could be left behind if they did not engage with their customers. This could suggest the high customer engagement for organisations using micro-blogging (98.1%) and social networking (96.4%). Greer & Ferguson (2011) in their analysis of twitter usage by organisations found that 47.3% do not engage with their customers on the micro-blogging service. Residual analysis suggests that the number of cases in all cells is not significantly smaller/higher than would be expected if the null hypothesis were true. See Table 5.14.

As discussed in Section 4.8 one of the assumptions of the chi-square test is that all expected frequencies are more than five. See Table 5.14. Agresti & Finlay (2009, p. 227-228) advises

the use of the Fisher's exact test for small sample sizes when the expected frequency is not greater than 5, as the exact test can be used for any sample size.

As some of the expected frequencies in Table 5.14 are not greater than five, a Fisher's Exact Test was used to determine whether there was a significant difference between social networking and micro-blogging on customer engagement status (whether the organisation engages or not with their customers on the social media platform). Ninety-six percent (96.4%) of social networking respondents indicated engagement with their customers, 98.1% of micro-blogging respondents indicated engagement with their customers. This difference was statistically insignificant ($x^2 = .528, p > .05$) thus leading to accept the null hypothesis. See Table 5.15.

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.271[a]	1	.602		
Continuity Correction[b]	.000	1	1.000		
Likelihood Ratio	.277	1	.598		
Fisher's Exact Test				1.000	.528
Linear-by-Linear Association	.269	1	.604		
N of Valid Cases	108				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 1.44.
b. Computed only for a 2x2 table

Table 5.15: *H6*-Chi square test

Hypothesis 7

$H7_0$: There is no significant difference between *social networking and micro-blogging* on customer engagement frequency.

Statistics
Customer engagement frequency

N	Valid	108
	Missing	0
Mean		2.85
Median		3.00
Mode		3
Range		4
Percentiles	25	2.00
	50	3.00
	75	4.00

Micro-blogging
Customer engagement frequency

N	Valid	52
	Missing	0
Mean		2.96
Median		3.00
Mode		3
Range		4
Percentiles	25	2.00
	50	3.00
	75	4.00

Social Networking
Customer engagement frequency

N	Valid	56
	Missing	0
Mean		2.75
Median		3.00
Mode		3
Range		4
Percentiles	25	2.00
	50	3.00
	75	3.00

Table 5.16: *H7*- Customer engagement frequency by social media platform

Social networking's central tendency on customer engagement frequency is summarized by the set of values (2.75, 3.00, 3.00) for (mean, median, mode) where (1 = Very Frequently; 2= Frequently; 3 = Occasionally; 4 = Rarely; 5 = Never). Micro-blogging's central tendency is summarized by the values (2.96, 3.00, 3.00). This represents a combined central tendency of (2.85, 3.00, 3.00) for both social networking and micro-blogging. A range of 4 can describe the variability for both micro-blogging and social networking. See Table 5.16.

A Mann-Whitney test was used to determine whether there was a significant difference between social networking and micro-blogging in their customer engagement frequency. This difference was statistically insignificant ($U = 1289, p > .05$), thus leading to accept the null hypothesis. See Table 5.17

	Customer engagement frequency
Mann-Whitney U	1289.000
Wilcoxon W	2885.000
Z	-1.075
Asymp. Sig. (2-tailed)	.282

a. Grouping Variable: Social Media platform

Table 5.17: *H7*-Mann-Whitney test statistic

Hypothesis 8

$H8_0$: There is no significant difference between *social networking and micro-blogging* on co-creating products/services with customers using social media services.

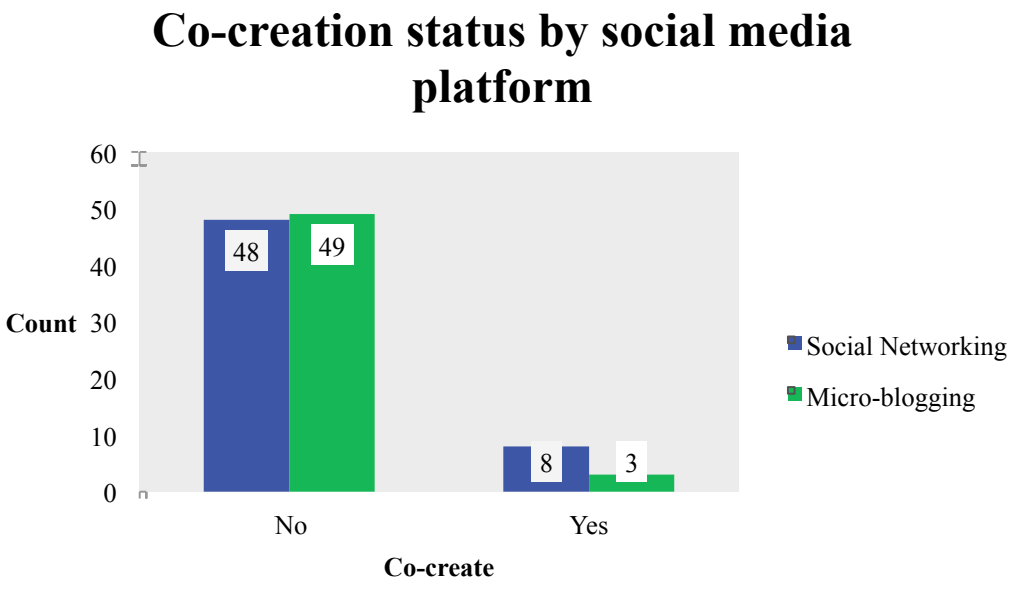

Figure 5.6: *H8*-Co-creation status by social media platform

			Co-create?		Total
			No	Yes	
Social media platform	Social Networking	Count	48	8	56
		Expected Count	50.3	5.7	56.0
		% within Social media platform	85.7%	14.3%	100.0%
		Std. Residual	-.3	1.0	
	Micro-blogging	Count	49	3	52
		Expected Count	46.7	5.3	52.0
		% within Social media platform	94.2%	5.8%	100.0%
		Std. Residual	.3	-1.0	
Total		Count	97	11	108
		Expected Count	97.0	11.0	108.0
		% within Social media platform	89.8%	10.2%	100.0%

Table 5.18: *H8*-Co-creation status by social media platform cross tabulation

Social networking's conditional distribution on co-creation status is the pair of percentages, 85.7% (do not co-create products/services with customers) and 14.3% (do co-create products/services with customers). Micro-blogging's conditional distribution on co-creation status is (94.2%, 5.8%). This represents a combined co-creation status percentage of 10.2% for both social networking and micro-blogging. Residual analysis suggests that the number of cases in all cells is not significantly smaller/higher than would be expected if the null hypothesis were true. See Table 5.18.

Baird & Parasnis (2011) found that 63% of organisations thought that customers interact with them because they wanted to share and convey ideas for new products/services. Contrastingly only 30% of customers indicated their reason for engagement with organisations on social media platforms was to share ideas for new products/services. This could suggest why there is a fairly low combined (for both micro-blogging and social networking) co-creation status of 10.2%.

A chi-square test was used to determine whether there was a significant difference between social networking and micro-blogging on co-creation status. Fourteen percent (14.3%) of social networking respondents indicated co-creation of products/services with their customers, 5.8% of micro-blogging respondents indicated co-creation of products/services

with their customers. This difference was statistically insignificant ($x^2 = 2.138, p > .05$) thus leading to accept the null hypothesis. See Table 5.19.

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.138[a]	1	.144		
Continuity Correction[b]	1.308	1	.253		
Likelihood Ratio	2.220	1	.136		
Fisher's Exact Test				.206	.126
Linear-by-Linear Association	2.118	1	.146		
N of Valid Cases	108				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.30.
b. Computed only for a 2x2 table

Table 5.19: *H8*-Chi square test

Hypothesis 9

$H9_0$: There is no significant difference between *social networking and micro-blogging* on Importance of incorporating customer feedback into new product/service development.

Statistics
Importance of incorporating customer feedback into new product/service development?

N	Valid	108
	Missing	0
Mean		3.23
Median		3.00
Mode		3
Range		4
Percentiles	25	3.00
	50	3.00
	75	4.00

Micro-blogging
Importance of incorporating customer feedback into new product/service development?

N	Valid	52
	Missing	0
Mean		3.25
Median		3.00
Mode		3
Range		4
Percentiles	25	3.00
	50	3.00
	75	4.00

Social networking
Importance of incorporating customer feedback into new product/service development?

N	Valid	56
	Missing	0
Mean		3.21
Median		3.00
Mode		3
Range		4
Percentiles	25	3.00
	50	3.00
	75	4.00

Table 5.20: *H9*-Importance of customer feedback for NPSD by social media platform

Social networking's central tendency on importance of incorporating customer feedback for new product/service development is summarized by the set of values (3.21, 3.00, 3.00) for (mean, median, mode). This indicates an overall 'neither important nor unimportant' perception of importance of customer feedback for NPSD for organisations using social networking. Micro-blogging's central tendency is summarized by the values (3.25, 3.00, 3.00). This also indicates a similar overall 'neither important nor unimportant' perception of importance of customer feedback for NPSD. A range of 4 can describe the variability for both micro-blogging and social networking. The combined central tendency (both social networking and micro-blogging) is represented by the set (3.23, 3.00, 3.00). See Table 5.20.

According to Baird & Parasnis (2011), 63% of organisations believe that the reason for customers engaging with them was because they wanted to "submit ideas for new products/services". Hoyer, Chandy, Dorotic, & Singh (2010) suggest that co-creation forms the cornerstone of the new product/service development process. A similar indicated importance of incorporating customer feedback in new product/service development (for micro-blogging and social networking) represented by 'neither important nor unimportant' correlates well with the moderately low co-creation status' for micro-blogging (5.8%) and social networking (14.3%) and, a mild belief for customer's motivation for engagement (Baird & Parasnis, 2011). Zhang & Chen (2008) conducted a study investigating the process of co-creating products/services with customers on social media. Their results for the importance of involving customers at new product development indicate a mean value of 3.800 (with 1: not at all important to 5: critically important). This suggests a moderately similar mean compared to micro-blogging (3.25) and social networking (3.21) which are both close to the median value of 3.00.

A Mann-Whitney test was used to determine whether there was a significant difference between social networking and micro-blogging in the importance of incorporating customer feedback for NPSD. This difference was statistically insignificant ($U = 1399.5, p > .05$), thus leading to accept the null hypothesis. See Table 5.21.

	Importance of incorporating customer feedback into new product/service development?
Mann-Whitney U	1399.500
Wilcoxon W	2995.500
Z	-.365
Asymp. Sig. (2-tailed)	.715

a. Grouping Variable: SM platform

Table 5.21: *H9*-Mann-Whitney test statistic

Hypothesis 10

$H10_0$: There is no significant difference between *social networking and micro-blogging* on online brand advocate knowledge.

Figure 5.7: *H10*-Brand advocate knowledge by social media platform

			Do you know who your online brand advocates are?		Total
			No	Yes	
Social media platform	Social Networking	Count	42	14	56
		Expected Count	43.6	12.4	56.0
		% within SM platform	75.0%	25.0%	100.0%
		Std. Residual	-.2	.4	
	Micro-blogging	Count	42	10	52
		Expected Count	40.4	11.6	52.0
		% within SM platform	80.8%	19.2%	100.0%
		Std. Residual	.2	-.5	
Total		Count	84	24	108
		Expected Count	84.0	24.0	108.0
		% within SM platform	77.8%	22.2%	100.0%

Table 5.22: *H10*-Brand advocate knowledge by social media platform cross tabulation

An important part of any organisation's social media communication and engagement strategy is knowning who their brand advocates are (Lowenstein, 2011; Evans, 2010, Ferguson, 2008 ; Lagrosen, 2005, Algesheimer & Dholakia, 2005). This suggests that organisations ought to have some knowledge of who their brand advocates are. Contrastingly the repondent data for social networking's conditional distribution on brand advocate knowledge is the pair of percentages 75.0% (do not know brand advocates on social platform) and 25.0% (know brand advocates on social platform). Similarly, micro-blogging's conditional distribution on brand advocate knowledge is (80.8, 19.2%). This represents combined brand advocate knowledge of 22.2% for both social networking and micro-blogging.

Booth & Matic (2011) presents an approach to identify a brand's advocates that reside on social media platforms. Search and alert services are some of the fundamental tools needed to identify key brand avocates that reside on social media websites. Respondent data for search services for social networking and micro-blogging are 8.9% and 30.8 respectively. For alert services the adoption rates are 46.0% and 40.% respectively. These figures indicate a mild adoption rate for search and alert services where these are fundamental tools in identifying one's brand advocates that reside on social media websites.

A chi-square test was used to determine whether there was a significant difference between social networking and micro-blogging on knowledge of brand advocates. Twenty-five percent (25%) of social networking respondents indicated knowledge of their brand advocates on social media platforms, 19.2% of micro-blogging respondents indicated knowledge of their brand advocates on social media platforms. This difference was statistically insignificant ($x^2 = .519, p > .05$) thus leading to accept the null hypothesis. See Table 5.23.

Residual analysis suggests that the number of cases in all cells is not significantly smaller/higher than would be expected if the null hypothesis were true. See Table 5.22.

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.519[a]	1	.471		
Continuity Correction[b]	.239	1	.625		
Likelihood Ratio	.522	1	.470		
Fisher's Exact Test				.497	.313
Linear-by-Linear Association	.514	1	.473		
N of Valid Cases	108				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.56.
b. Computed only for a 2x2 table

Table 5.23: *H10*-Chi square test

Hypothesis 11

H11$_0$: There is no significant difference between *social networking and micro-blogging* on the Importance of knowing online brand advocates.

Statistics
Importance of knowing online brand advocates?

N	Valid	108
	Missing	0
Mean		2.44
Median		2.00
Mode		3
Range		4
Percentiles	25	2.00
	50	2.00
	75	3.00

Micro-blogging
Importance of knowing online brand advocates?

N	Valid	52
	Missing	0
Mean		2.63
Median		3.00
Mode		3
Range		4
Percentiles	25	2.00
	50	3.00
	75	3.00

Social networking
Importance of knowing online brand advocates?

N	Valid	56
	Missing	0
Mean		2.27
Median		2.00
Mode		3
Range		3
Percentiles	25	2.00
	50	2.00
	75	3.00

Table 5.24: *H11*-Importance of knowing brand advocates by social media platform

Social networking's central tendency on importance of knowing brand advocates is summarized by the set of values (2.27, 2.00, 3.00) for (mean, median, mode). This indicates an overall mean importance of 'important' to, 'neither important nor unimportant'. The most frequent option selected by social networking respondents was 'neither important nor unimportant'.

Micro-blogging's central tendency is summarized by the values (2.63, 3, 3). This indicates an overall mean importance of between 'neither important nor unimportant' to 'important'. The most frequency option selected was also 'neither important nor unimportant'. A range of 3 can describe the variability for social networking, and 4 for micro-blogging. The combined central tendency (both social networking and micro-blogging) is represented by the set (2.44, 2.00, 2.00). See Table 5.24.

A Mann-Whitney test was used to determine whether there was a significant difference between social networking and micro-blogging on the frequency of marketing communications. This difference was statistically insignificant ($U = 1213.5, p > .05$), thus leading to accept the null hypothesis. See Table 5.25.

The insignificant difference in perceived importance of knowing who their brand advocates are correlates well with the brand advocate knowledge data. This suggests that while both micro-blogging and social networking respondents have a moderately low awareness of who their brand advocates are, they both have a higher perceived importance finding out who they are.

	Importance of knowing online brand advocates?
Mann-Whitney U	1213.500
Wilcoxon W	2809.500
Z	-1.566
Asymp. Sig. (2-tailed)	.117

a. Grouping Variable: Social Media platform

Table 5.25: *H11*-Mann-Whitney test statistic

5.3 Hypotheses extending from RQ2

Hypothesis 12

$H12_0$: There is no significant difference between *social networking and micro-blogging* on frequency of marketing communications.

Statistics

Frequency of Marketing Communications

N	Valid	92
	Missing	0
Mean		1.86
Median		2.00
Mode		1
Percentiles	25	1.00
	50	2.00
	75	2.00

Micro-blogging

Frequency of Marketing Communications

N	Valid	43
	Missing	0
Mean		1.67
Median		1.00
Mode		1
Percentiles	25	1.00
	50	1.00
	75	2.00

Social networking

Frequency of Marketing Communications

N	Valid	49
	Missing	0
Mean		2.02
Median		2.00
Mode		2
Percentiles	25	1.00
	50	2.00
	75	3.00

Table 5.26: *H12*-Frequency of marketing communications by social media platform

			SM platform		Total
			Social Networking	Micro-blogging	
Frequency	1-2 times	Count	16	22	38
		% within SM platform	32.7%	51.2%	41.3%
	3-4 times	Count	19	14	33
		% within SM platform	38.8%	32.6%	35.9%
	5-10 times	Count	11	6	17
		% within SM platform	22.4%	14.0%	18.5%
	10-15 times	Count	3	1	4
		% within SM platform	6.1%	2.3%	4.3%
Total		Count	49	43	92
		% within SM platform	100.0%	100.0%	100.0%

Table 5.27: *H12*-Frequency of marketing communications by social media platform

Social networking's central tendency on frequency of marketing communications is summarized by the set of values (2.02, 2.00, 2.00) for (mean, median, mode). This indicates

an overall mean frequency of 3 to 4 times per month for communicating marketing information to customers. The most frequent option selected was '3 to 4 times'. Micro-blogging's central tendency is summarized by the values (1.67, 1, 1). This indicates an overall mean frequency of between '1 to 2 times' and '3 to 4 times' per month for communicating marketing information to customers. The most frequency option selected was '1 to 2 times'. A range of 3 can describe the variability for both micro-blogging and social networking. The combined central tendency (both social networking and micro-blogging) is represented by the set (1.86, 2.00, 1.00). See Table 5.26.

A Mann-Whitney test was used to determine whether there was a significant difference between social networking and micro-blogging on the frequency of marketing communications. This difference was statistically significant ($U = 801, p < .05$), thus leading to reject the null hypothesis. It can be further concluded that organisations using micro-blogging services obtained a statistically significant lower frequency of marketing communications than organisations using social networking ($p = 0.040$). See Table 5.29.

	Social Media platform	N	Mean Rank	Sum of Ranks
Accuracy of sentiment assigned?	Social Networking	49	51.65	2531.00
	Micro-blogging	43	40.63	1747.00
	Total	92		

Table 5.28: *H12*-Rank test

	Accuracy of sentiment assigned?
Mann-Whitney U	801.000
Wilcoxon W	1747.000
Z	-2.052
Asymp. Sig. (2-tailed)	.040

a. Grouping Variable: Social Media platform

Table 5.29: *H12*-Mann-Whitney test statistic

Hypothesis 13

H13$_0$: There is no significant difference between *social networking and micro-blogging* on social media advertising usage.

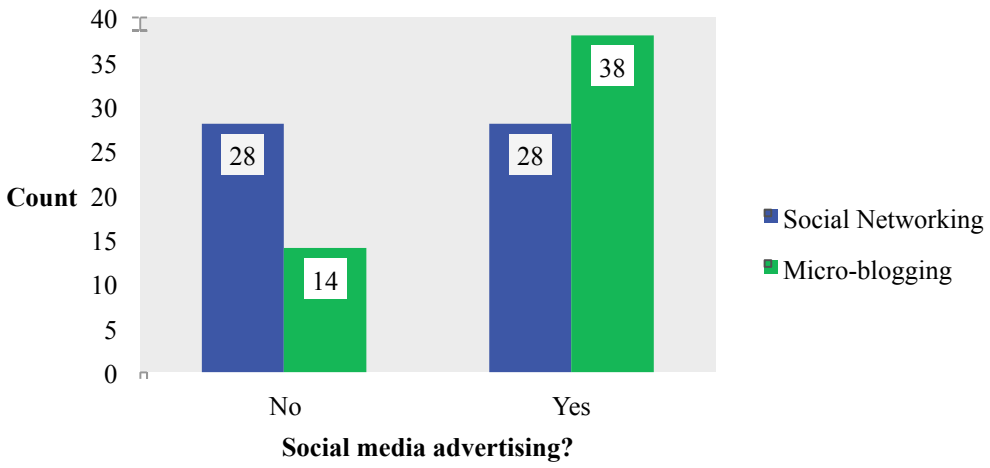

Figure 5.8: *H13*-Advertising usage by social media platform

			Advertising used?		Total
			No	Yes	
Social media platform	Social Networking	Count	28	28	56
		Expected Count	21.8	34.2	56.0
		% within Social media platform	50.0%	50.0%	100.0%
		Std. Residual	1.3	-1.1	
	Micro-blogging	Count	14	38	52
		Expected Count	20.2	31.8	52.0
		% within Social media platform	26.9%	73.1%	100.0%
		Std. Residual	-1.4	1.1	
Total		Count	42	66	108
		Expected Count	42.0	66.0	108.0
		% within Social media platform	38.9%	61.1%	100.0%

Table 5.30: *H13*-Advertising usage by social media platform

Social networking's conditional distribution on advertising usage is the pair of percentages 50.0% (do not use advertising on social media platforms) and 50.0% (use advertising on

social media platforms). Patricios (2008) conducted a study into how south african marketers perceived social media as a web marketing tool. Using a 5 point likert scale, respondents were asked to rate the potential of social networking as a means to post advertising content. Sixty-five percent (65%) of the repondents indicated they agree to strongly agree where 46.4% indicated 'agree' and 18.6% indicated 'strongly agree'.

Micro-blogging's conditional distribution on advertising usage is moderately different with (26.9%, 73.1%). This represents a combined advertising usage percentage of 61.1% for both social networking and micro-blogging. Residual analysis suggests that the number of cases in all cells is not significantly smaller/higher than would be expected if the null hypothesis were true. See Table 5.30.

A chi-square test was used to determine whether there was a significant difference between social networking and micro-blogging on advertising usage. Fifty percent (50%) of social networking respondents indicated use of advertising on social media platforms, 73.1% of micro-blogging respondents indicated use of advertising on social media platforms. This difference was statistically significant ($x^2 = 6.042, p < .05$) thus leading to reject the null hypothesis. Pearson's chi-square therefore suggests that there is a significant difference in advertising usage between organisations using micro-blogging and social networking respectively. See Table 5.31

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.042[a]	1	.014		
Continuity Correction[b]	5.110	1	.024		
Likelihood Ratio	6.130	1	.013		
Fisher's Exact Test				.018	.012
Linear-by-Linear Association	5.986	1	.014		
N of Valid Cases	108				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 20.22.
b. Computed only for a 2x2 table

Table 5.31: *H13*-Chi square test

The odds ratio representing the data for advertising usage by social media platforms is calculated at 2.714. This would indicate that the odds in favor of not using advertising if an

organisation is using social networking are a 2.7 times the odds in favor of not using advertising if an organisation is using micro-blogging services. In other words, the odds in favor of using advertising on social media if an organisation is using social networking are a .037 times the odds in favor of using advertising on social media if an organisation is using micro-blogging services. See Table 5.32.

	Value	95% Confidence Interval	
		Lower	Upper
Odds Ratio for Social media platform (Social Networking / Micro-blogging)	2.714	1.212	6.078
For cohort Advertising being used? = No	1.857	1.105	3.120
For cohort Advertising being used? = Yes	.684	.502	.932
N of Valid Cases	108		

Table 5.32: *H13*-Odds ratio

Hypothesis 14

$H14_0$: There is no significant difference between *social networking and micro-blogging* on social media sales promotion usage.

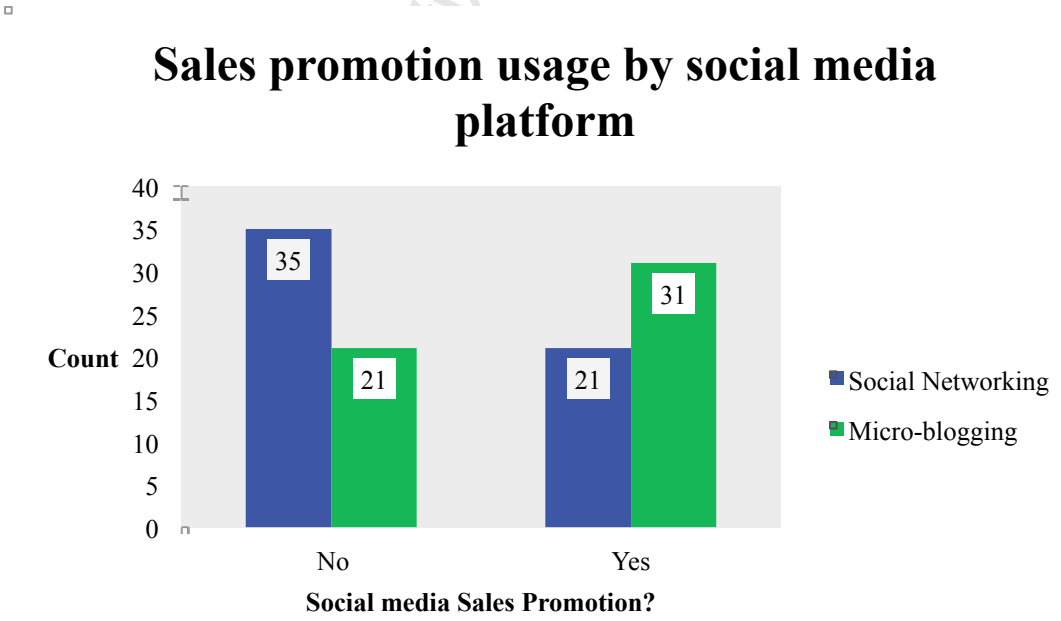

Figure 5.9: *H14*-Sales promotion usage by social media platform

			Sales Promotion used?		Total
			No	Yes	
Social media platform	Social Networking	Count	35	21	56
		Expected Count	29.0	27.0	56.0
		% within Social media platform	62.5%	37.5%	100.0%
		Std. Residual	1.1	-1.1	
	Micro-blogging	Count	21	31	52
		Expected Count	27.0	25.0	52.0
		% within Social media platform	40.4%	59.6%	100.0%
		Std. Residual	-1.1	1.2	
Total		Count	56	52	108
		Expected Count	56.0	52.0	108.0
		% within Social media platform	51.9%	48.1%	100.0%

Table 5.33: *H14*-Sales promotion usage by social media platform cross tabulation

Social networking's conditional distribution on sales promotion usage is the pair of percentages, 62.5% (do not use sales promotion on social media platforms) and 37.5.0% (use sales promotion on social media platforms). Patricios (2008) found that 66.2% of the study's respondents agree to strongly agree (40.5% agree; 25.7% strongly agree) that social networking services would provide an opportunity to promote a new product. Micro-blogging's conditional distribution on sales promotion usage is (40.4%, 59.6%). Greer & Ferguson (2011) in their study of Twitter usage by business found that 32.6% of organisations indicated use of web promotions on Twitter, 25.8% for news promotions and 23.4% for promotional announcements. This represents a combined sales promotion usage percentage of 48.1% for both social networking and micro-blogging. Residual analysis suggests that the number of cases in all cells is not significantly smaller/higher than would be expected if the null hypothesis were true. See Table 5.33.

A chi-square test was used to determine whether there was a significant difference between social networking and micro-blogging on sales promotion usage. Thirty-seven percent (37.5%) of social networking respondents indicated use of sales promotion on social media platforms, 59.6% of micro-blogging respondents indicated use of sales promotion on social media platforms. This difference was statistically significant ($x^2 = 5.282, p < .05$) thus leading to reject the null hypothesis. See Table 5.34.

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.282[a]	1	.022		
Continuity Correction[b]	4.433	1	.035		
Likelihood Ratio	5.324	1	.021		
Fisher's Exact Test				.034	.017
Linear-by-Linear Association	5.233	1	.022		
N of Valid Cases	108				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 25.04.
b. Computed only for a 2x2 table

Table 5.34: *H14*-Chi square test

The odds ratio representing the data for sales promotion usage by social media platforms is calculated at 2.460. This would indicate that the odds in favor of not using sales promotion if an organisation is using social networking are a 2.5 times the odds in favor of not using sales promotion if an organisation is using micro-blogging services. In other words, the odds in favor of using sales promotion on social media if an organisation is using social networking are a 0.4 times the odds in favor of using sales promotion on social media if an organisation is using micro-blogging services. See Table 5.35.

	Value	95% Confidence Interval	
		Lower	Upper
Odds Ratio for Social media platform (Social Networking / Micro-blogging)	2.460	1.134	5.337
For cohort Sales Promotion being used? = No	1.548	1.050	2.280
For cohort Sales Promotion being used? = Yes	.629	.419	.944
N of Valid Cases	108		

Table 5.35: *H14*-Odds ratio

Hypothesis 15

H15$_0$: There is no significant difference between *social networking and micro-blogging* on social media direct/interactive marketing usage.

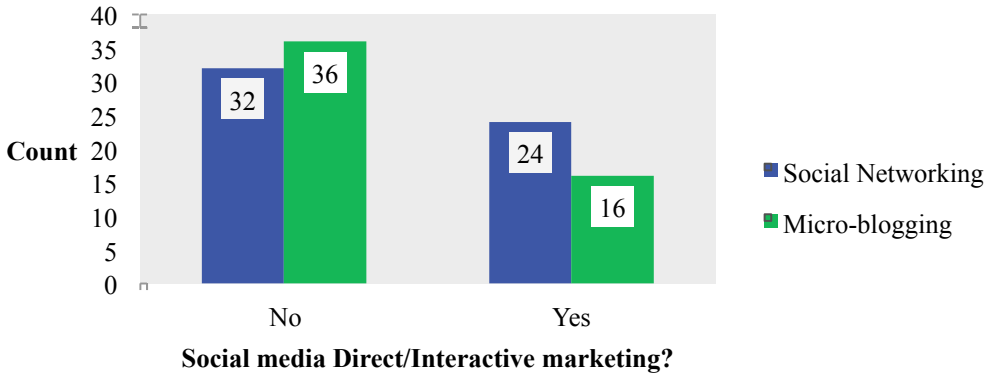

Figure 5.10: *H15*-social media platform by direct/interactive marketing

			Interactive Marketing being used?		Total
			No	Yes	
Social media platform	Social Networking	Count	32	24	56
		Expected Count	35.3	20.7	56.0
		% within Social media platform	57.1%	42.9%	100.0%
		Std. Residual	-.5	.7	
	Micro-blogging	Count	36	16	52
		Expected Count	32.7	19.3	52.0
		% within Social media platform	69.2%	30.8%	100.0%
		Std. Residual	.6	-.7	
Total		Count	68	40	108
		Expected Count	68.0	40.0	108.0
		% within Social media platform	63.0%	37.0%	100.0%

Table 5.36: *H15*-Direct/Interactive marketing by social media platform cross tabulation

The combined interactive marketing usage percentage for both social networking and micro-blogging is 48.1%. Residual analysis suggests that the number of cases in all cells is not

significantly smaller/higher than would be expected if the null hypothesis were true. See Table 5.36.

Social networking's conditional distribution on interactive marketing usage is the pair of percentages, 57.1% (do not use interactive marketing on social media platforms) and 42.9% (use interactive marketing on social media platforms). Micro-blogging's conditional distribution on interactive marketing usage is (69.2%, 30.8%). Burton & Soboleva (2011) conducted a study investigating the use of twitter as an interactive marketing platform. Their findings suggest that only one out of 12 brands have fully embraced micro-blogging as a means to conduct interactive marketing practices. Smith *et al.* (2012) in their content analysis of brand-related information of 2 brands across YouTube, Twitter and Facebook found that 18% of all micro-blogging (Twitter) content were of an interactive marketing communicative nature. For Facebook (social networking) 19% of the content were of an interactive marketing communicative nature. These indicate no difference between social networking and micro-blogging.

A chi-square test was used to determine whether there was a significant difference between social networking and micro-blogging on interactive marketing usage. Thirty-seven percent (37.5%) of social networking respondents indicated use of interactive marketing on social media platforms, 59.6% of micro-blogging respondents indicated use of interactive marketing on social media platforms. This difference was statistically insignificant ($x^2 = 1.689, p > .05$) thus leading to accept the null hypothesis. See Table 5.37.

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.689[a]	1	.194		
Continuity Correction[b]	1.211	1	.271		
Likelihood Ratio	1.698	1	.193		
Fisher's Exact Test				.234	.136
Linear-by-Linear Association	1.674	1	.196		
N of Valid Cases	108				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 19.26.
b. Computed only for a 2x2 table

Table 5.37: *H15*-Chi square test

Hypothesis 16

H16$_0$: There is no significant difference between *social networking and micro-blogging* on social media viral marketing usage.

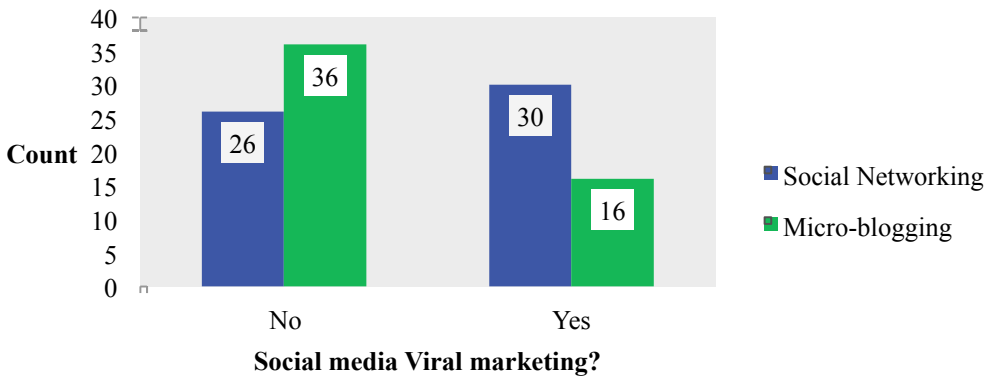

Figure 5.11: *H16*-Viral marketing usage by social media platform

			Viral Marketing used?		Total
			No	Yes	
Social media platform	Social Networking	Count	26	30	56
		Expected Count	32.1	23.9	56.0
		% within Social media platform	46.4%	53.6%	100.0%
		Std. Residual	-1.1	1.3	
	Micro-blogging	Count	36	16	52
		Expected Count	29.9	22.1	52.0
		% within Social media platform	69.2%	30.8%	100.0%
		Std. Residual	1.1	-1.3	
Total		Count	62	46	108
		Expected Count	62.0	46.0	108.0
		% within Social media platform	57.4%	42.6%	100.0%

Table 5.38: *H16*-Viral marketing usage by social media platform

The concept of viral marketing has been in practice before the popularization of online social technologies (Kirby & Marsden, 2006, pp. 97-103). The components and application of viral marketing have been discussed both in the context of micro-blogging (Kaplan & Haenlein,

2011b, 2012). and social networking (Subramani & Rajagopalan, 2003; Thackeray et al., 2008; Domingos, 2005). Jansen et al. (2009) suggests that micro-blogging can be leveraged as a tool for viral marketing practices.

The respondent data for social networking's conditional distribution on viral marketing usage is the pair of percentages, 46.4% (do not use viral marketing on social media platforms) and 53.6% (use viral marketing on social media platforms). Micro-blogging's conditional distribution on viral marketing usage is (69.2%, 30.8%). The combined viral marketing usage percentage for both social networking and micro-blogging is 42.6%. Residual analysis suggests that the number of cases in all cells is not significantly smaller/higher than would be expected if the null hypothesis were true. See Table 5.38.

A chi-square test was used to determine whether there was a significant difference between social networking and micro-blogging on viral marketing usage. Thirty-seven percent (37.5%) of social networking respondents indicated use of viral marketing on social media platforms, 59.6% of micro-blogging respondents indicated use of viral marketing on social media platforms. This difference was statistically significant ($x^2 = 5.733, p < .05$) thus leading to reject the null hypothesis. Pearson's chi-square therefore suggests that there is a significant difference in viral marketing usage between organisations using micro-blogging and social networking respectively. See Table 5.39.

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.733[a]	1	.017		
Continuity Correction[b]	4.839	1	.028		
Likelihood Ratio	5.801	1	.016		
Fisher's Exact Test				.020	.014
Linear-by-Linear Association	5.680	1	.017		
N of Valid Cases	108				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 22.15.
b. Computed only for a 2x2 table

Table 5.39: *H16*-Chi square test

The odds ratio representing the data for viral marketing usage by social media platforms is calculated at 0.385. This would indicate that the odds in favor of not using viral marketing if an organisation is using social networking are a roughly 0.4 times the odds in favor of not using viral marketing if an organisation is using micro-blogging services. In other words, the odds in favor of using viral marketing on social media if an organisation is using social networking are a 2.59 times the odds in favor of using viral marketing on social media if an organisation is using micro-blogging services. See Table 5.40.

	Value	95% Confidence Interval	
		Lower	Upper
Odds Ratio for Social media platform (Social Networking / Micro-blogging)	.385	.175	.848
For cohort Viral Marketing being used? = No	.671	.480	.937
For cohort Viral Marketing being used? = Yes	1.741	1.083	2.800
N of Valid Cases	108		

Table 5.40: *H16*-Odds ratio

Hypothesis 17

$H17_0$: There is no significant difference between *social networking and micro-blogging* on social media public relations usage.

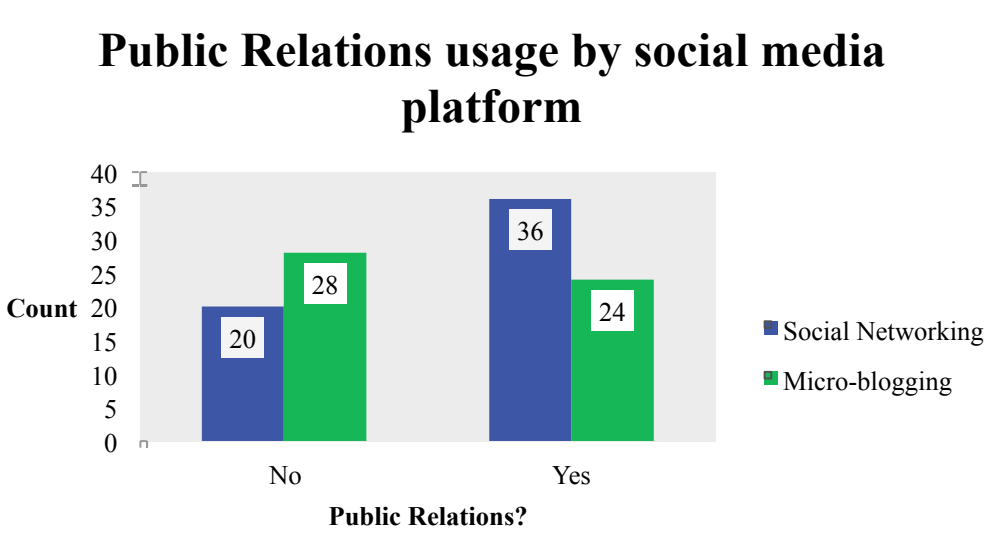

Figure 5.12: *H17*-Public relations usage by social media platform

			Public Relations being used?		Total
			No	Yes	
Social media platform	Social Networking	Count	20	36	56
		Expected Count	24.9	31.1	56.0
		% within Social media platform	35.7%	64.3%	100.0%
		Std. Residual	-1.0	.9	
	Micro-blogging	Count	28	24	52
		Expected Count	23.1	28.9	52.0
		% within Social media platform	53.8%	46.2%	100.0%
		Std. Residual	1.0	-.9	
Total		Count	48	60	108
		Expected Count	48.0	60.0	108.0
		% within Social media platform	44.4%	55.6%	100.0%

Table 5.41: *H17*-Public relations usage by social media platform

Social networking's conditional distribution on public relations usage is the pair of percentages, 35.7% (do not use public relations on social media platforms) and 64.3% (use public relations on social media platforms). Eyrich *et al.* (2008) in their study found that 24% of practioners use social networking services for public relations practices and 1.7% indicated use of micro-blogging. The respondent data for micro-blogging's conditional distribution on public relations usage is (53.8%, 46.2%). Grunig (2009) indicates that 52% of public relations departments within organisations utilize micro-blogging and 48% for social networking. The combined public relations usage percentage for both social networking and micro-blogging is 55.6%. Residual analysis suggests that the number of cases in all cells is not significantly smaller/higher than would be expected if the null hypothesis were true. See Table 5.41.

A chi-square test was used to determine whether there was a significant difference between social networking and micro-blogging on public relations usage. Thirty-seven percent (37.5%) of social networking respondents indicated use of public relations on social media platforms, 59.6% of micro-blogging respondents indicated use of public relations on social media platforms. This difference was statistically insignificant ($x^2 = 3.590, p > .05$) thus leading to accept the null hypothesis. See Table 5.42.

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.590[a]	1	.058		
Continuity Correction[b]	2.893	1	.089		
Likelihood Ratio	3.608	1	.058		
Fisher's Exact Test				.081	.044
Linear-by-Linear Association	3.557	1	.059		
N of Valid Cases	108				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 23.11.
b. Computed only for a 2x2 table

Table 5.42: *H17*-Chi square test

Hypothesis 18

$H18_0$: There is no significant difference between *social networking and micro-blogging* on importance of social media for public relations usage.

			SM platform		Total
			Social Networking	Micro-blogging	
Importance	Very Important	Count	2	2	4
		% within SM platform	5.6%	8.3%	6.7%
	Important	Count	8	3	11
		% within SM platform	22.2%	12.5%	18.3%
	Neither Important nor Unimportant	Count	22	16	38
		% within SM platform	61.1%	66.7%	63.3%
	Not Important	Count	2	3	5
		% within SM platform	5.6%	12.5%	8.3%
	Not at all Important	Count	2	0	2
		% within SM platform	5.6%	0.0%	3.3%
Total		Count	36	24	60
		% within SM platform	100.0%	100.0%	100.0%

Table 5.43: *H18*-Importance of public relations by social media platform cross tabulation

Statistics
Importance of using PR on social platform

N	Valid	60
	Missing	0
Mean		2.83
Median		3.00
Mode		3
Range		4
Percentiles	25	2.25
	50	3.00
	75	3.00

Micro-blogging
Importance of using PR on social platform

N	Valid	24
	Missing	0
Mean		2.83
Median		3.00
Mode		3
Range		3
Percentiles	25	3.00
	50	3.00
	75	3.00

Social networking
Importance of using PR on social platform

N	Valid	36
	Missing	0
Mean		2.83
Median		3.00
Mode		3
Range		4
Percentiles	25	2.00
	50	3.00
	75	3.00

Table 5.44: *H18*-Importance of public relations by social media platform

Social networking's central tendency on importance of public relations on the social media platform is summarized by the set of values (2.83, 3.00, 3.00) for (mean, median, mode). This indicates an overall mean importance close to 'neither important nor unimportant'. The most frequent option selected was 'neither important nor unimportant'. Micro-blogging's central tendency is summarized by the values (2.83, 3.00, 3.00). This indicates an overall mean importance close to 'neither important nor unimportant' as well. The most frequent option selected was 'neither important nor unimportant' as well. A range of 3 can describe the variability for both micro-blogging and 4 for social networking. Wright & Hinson (2011) found a similar difference between the importance of public relations between social networking and micro-blogging. The mean importance of public relations indicated for micro-blogging is 3.56 and similarly 3.89 for social networking.

The combined central tendency (both social networking and micro-blogging) is represented by the set (2.83, 3.00, 3.00). See Table 5.44.

A Mann-Whitney test was used to determine whether there was a significant difference between social networking and micro-blogging on the importance of public relations. This

difference was statistically insignificant ($U = 409, p > .05$), thus leading to accept the null hypothesis. See Table 5.45.

	Importance of using PR on social platform
Mann-Whitney U	409.000
Wilcoxon W	1075.000
Z	-.404
Asymp. Sig. (2-tailed)	.686

a. Grouping Variable: Social Media platform

Table 5.45: H18-Mann-Whitney test statistic

Hypothesis 19

$H19_0$: There is no significant difference between *social networking and micro-blogging* on internal social media organisational communications usage.

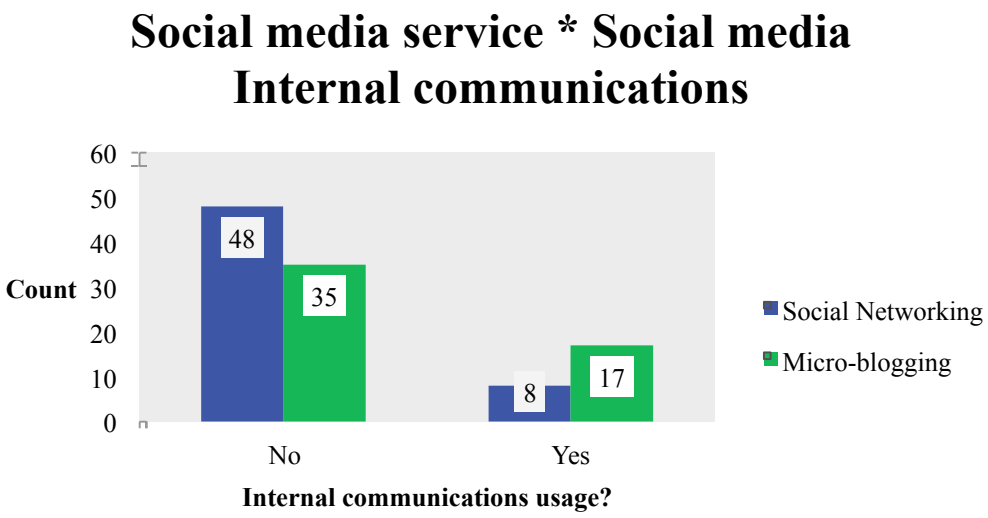

Figure 5.13: *H19*-Internal communications usage by social media platform

			Used as an Internal Communications Tool?		Total
			No	Yes	
Social media platform	Social Networking	Count	48	8	56
		Expected Count	43.0	13.0	56.0
		% within Social media platform	85.7%	14.3%	100.0%
		Std. Residual	.8	-1.4	
	Micro-blogging	Count	35	17	52
		Expected Count	40.0	12.0	52.0
		% within Social media platform	67.3%	32.7%	100.0%
		Std. Residual	-.8	1.4	
Total		Count	83	25	108
		Expected Count	83.0	25.0	108.0
		% within Social media platform	76.9%	23.1%	100.0%

Table 5.46: *H19*-Internal communications usage by social media platform

Social networking's conditional distribution on internal communications usage is the pair of percentages, 35.7% (do not use social media platforms for internal organisational communications) and 64.3% (use social media platforms for internal organisational communications). Micro-blogging's conditional distribution on internal communications usage is (53.8%, 46.2%). The combined internal communications usage percentage for both social networking and micro-blogging is 55.6%. Residual analysis suggests that the number of cases in all cells is not significantly smaller/higher than would be expected if the null hypothesis were true. See Table 5.46.

A chi-square test was used to determine whether there was a significant difference between social networking and micro-blogging on internal communications usage. Thirty-seven percent (37.5%) of social networking respondents indicated use of internal communications on social media platforms, 59.6% of micro-blogging respondents indicated use of internal communications on social media platforms. This difference was statistically significant ($x^2 = 5.135, p < .05$) thus leading to reject the null hypothesis. Pearson's chi-square therefore suggests that there is a significant difference in internal social media organisational communications usage between organisations using micro-blogging and social networking respectively. See Table 5.47.

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.135[a]	1	.023		
Continuity Correction[b]	4.152	1	.042		
Likelihood Ratio	5.210	1	.022		
Fisher's Exact Test				.039	.020
Linear-by-Linear Association	5.087	1	.024		
N of Valid Cases	108				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.04.
b. Computed only for a 2x2 table

Table 5.47: *H19*-Chi square test

The odds ratio representing the data for internal communications usage by social media platforms is calculated at 2.914. This would indicate that the odds in favor of not using social media as an internal organisational communications tool if an organisation is using social networking is 2.914 times the odds in favor of not using social media as an internal organisational communications tool if an organisation is using micro-blogging services. In other words, the odds in favor of using social media as an internal organisational communications tool if an organisation is using social networking is .34 times the odds in favor of using social media as an internal organisational communications tool if an organisation is using micro-blogging services. See Table 5.48.

	Value	95% Confidence Interval	
		Lower	Upper
Odds Ratio for Social media platform (Social Networking / Micro-blogging)	2.914	1.131	7.509
For cohort Used as an Internal Communications Tool? = No	1.273	1.025	1.583
For cohort Used as an Internal Communications Tool? = Yes	.437	.206	.926
N of Valid Cases	108		

Table 5.48: *H19*-Odds ratio

5.4 Hypotheses extending from RQ3

Hypothesis 20

$H20_0$: There is no significant difference between *social networking and micro-blogging* on the response to customer complaints.

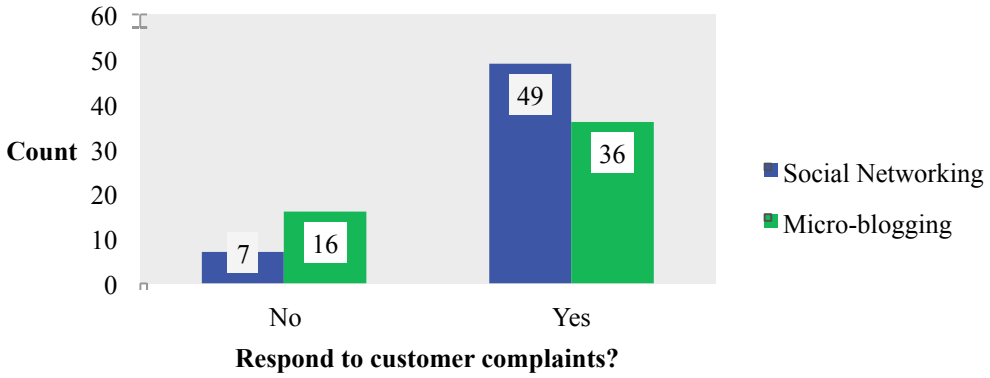

Figure 5.14: *H20*-Response status to customer complaints by social media platform

			Respond to customer complaints?		Total
			No	Yes	
Social media platform	Social Networking	Count	7	49	56
		Expected Count	11.9	44.1	56.0
		% within Social media platform	12.5%	87.5%	100.0%
		Std. Residual	-1.4	.7	
	Micro-blogging	Count	16	36	52
		Expected Count	11.1	40.9	52.0
		% within Social media platform	30.8%	69.2%	100.0%
		Std. Residual	1.5	-.8	
Total		Count	23	85	108
		Expected Count	23.0	85.0	108.0
		% within Social media platform	21.3%	78.7%	100.0%

Table 5.49: *H20*-Response status to customer complaints by social media platform cross tabulation

Social networking's conditional distribution on customer complaints response status is the pair of percentages, 12.5% (do not respond to customer complaints on social media platform) and 87.5% (respond to customer complaints on social media platform). Sigala (2011) investigated customer information management practices for social networking websites. The results indicate that 28.5% of organisations respond to customer complaints on the social networking websites. Micro-blogging's conditional distribution on customer complaints response status is (30.8%, 69.2%). The combined response status percentage for both social networking and micro-blogging is 78.7%. Residual analysis suggests that the number of cases in all cells is not significantly smaller/higher than would be expected if the null hypothesis were true. See Table 5.49.

A chi-square test was used to determine whether there was a significant difference between social networking and micro-blogging on customer complaints response status. Eighty-seven percent (87.5%) of social networking respondents indicated response to customer complaints on social media platforms, 69.2% of micro-blogging respondents indicated response to customer complaints on social media platforms. This difference was statistically significant ($x^2 = 5.135, p < .05$) thus leading to reject the null hypothesis. Pearson's chi-square therefore suggests that there is a significant difference on customer complaints response status between organisations using micro-blogging and social networking respectively. See Table 5.50.

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.369[a]	1	.020		
Continuity Correction[b]	4.335	1	.037		
Likelihood Ratio	5.465	1	.019		
Fisher's Exact Test				.033	.018
Linear-by-Linear Association	5.319	1	.021		
N of Valid Cases	108				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.07.
b. Computed only for a 2x2 table

Table 5.50: *H20*-Chi square test

The odds in favor of using social media as a tool to respond to customer complaints if an organisation is using social networking is 3.1 times the odds in favor of using social media as a tool to response to customer complaints if an organisation is using micro-blogging services. See Table 5.51.

	Value	95% Confidence Interval	
		Lower	Upper
Odds Ratio for Social media platform (Social Networking / Micro-blogging)	.321	.120	.862
For cohort Respond to customer complaints? = No	.406	.182	.908
For cohort Respond to customer complaints? = Yes	1.264	1.028	1.554
N of Valid Cases	108		

Table 5.51: *H20*-Odds ratio

Hypothesis 21

$H21_0$: There is no significant difference between *social networking and micro-blogging* on frequency of responding to customer complaints.

			Social media platform		Total
			Social Networking	Micro-blogging	
Frequency	Very Often	Count	3	4	7
		% within SM platform	6.1%	11.1%	8.2%
	Often	Count	18	15	33
		% within SM platform	36.7%	41.7%	38.8%
	Sometimes	Count	7	6	13
		% within SM platform	14.3%	16.7%	15.3%
	Rarely	Count	21	11	32
		% within SM platform	42.9%	30.6%	37.6%
Total		Count	49	36	85
		% within SM platform	100.0%	100.0%	100.0%

Table 5.52: H21-Frequency of response to customer complaints by social media platform cross tabulation

Statistics
Frequency of response to customer complaints

N	Valid	85
	Missing	0
Mean		2.82
Median		3.00
Mode		2
Range		3
Percentiles	25	2.00
	50	3.00
	75	4.00

Micro-blogging
Frequency of response to customer complaints

N	Valid	36
	Missing	0
Mean		2.67
Median		2.00
Mode		2
Range		3
Percentiles	25	2.00
	50	2.00
	75	4.00

Social networking
Frequency of response to customer complaints

N	Valid	49
	Missing	0
Mean		2.94
Median		3.00
Mode		4
Range		3
Percentiles	25	2.00
	50	3.00
	75	4.00

Table 5.53: *H21*-Frequency of response to customer complaints by social media platform

Social networking's central tendency on frequency of response to customer complaints on the social media platform is summarized by the set of values (2.94, 3.00, 4.00) for (mean, median, mode). The most frequent option selected was 'rarely'. Micro-blogging's central tendency is summarized by the values (2.67, 2.00, 2.00). The most frequent option selected was 'often'. A range of 3 can describe the variability for both micro-blogging and social networking.

The combined central tendency (both social networking and micro-blogging) is represented by the set (2.82, 3.00, 2.00). See Table 5.53.

A Mann-Whitney test was used to determine whether there was a significant difference between social networking and micro-blogging on frequency of response to customer complaints. This difference was statistically insignificant ($U = 756.5, p > .05$), thus leading to accept the null hypothesis. See Table 5.54.

	Frequency of response to customer complaints
Mann-Whitney U	756.500
Wilcoxon W	1422.500
Z	-1.187
Asymp. Sig. (2-tailed)	.235

a. Grouping Variable: Social Media platform

Table 5.54: *H21*-Mann-Whitney test statistic

Hypothesis 22

$H22_0$: There is no significant difference between *social networking and micro-blogging* on Importance of responding to customer complaints.

Statistics
Importance of customer complaints received?

N	Valid	85
	Missing	0
Mean		3.13
Median		3.00
Mode		3
Range		4
Percentiles	25	3.00
	50	3.00
	75	4.00

Micro-blogging
Importance of customer complaints received?

N	Valid	36
	Missing	0
Mean		3.25
Median		3.00
Mode		3
Range		4
Percentiles	25	3.00
	50	3.00
	75	4.00

Social networking
Importance of customer complaints received?

N	Valid	49
	Missing	0
Mean		3.04
Median		3.00
Mode		3
Range		4
Percentiles	25	2.50
	50	3.00
	75	4.00

Table 5.55: *H22*-Importance of customer complaints by social media platform

Social networking's central tendency on importance of customer complaints on the social media platform is summarized by the set of values (3.04, 3.00, 3.00) for (mean, median, mode). The most frequent option selected was 'neither important nor unimportant'. Micro-blogging's central tendency is summarized by the values (3.25, 3.00, 3.00). The most frequent option selected was 'neither important nor unimportant' as well too. A range of 4 can describe the variability for both micro-blogging and social networking.

The combined central tendency (both social networking and micro-blogging) is represented by the set 3.13, 3.00, 3.00). See Table 5.55.

A Mann-Whitney test was used to determine whether there was a significant difference between social networking and micro-blogging on importance of customer complaints. This difference was statistically insignificant ($U = 772, p > .05$), thus leading to accept the null hypothesis. See Table 5.56.

	Importance of customer complaints received?
Mann-Whitney U	772.000
Wilcoxon W	1997.000
Z	-1.088
Asymp. Sig. (2-tailed)	.277

a. Grouping Variable: Social Media platform

Table 5.56: *H22*-Mann-Whitney test statistic

5.5 Logistic regression analysis

A logistic regression analysis was conducted to predict the use of a social media platform (micro-blogging or social networking) for 108 organisations using response status to customer complaints, search service usage, monitoring software usage, sentiment analysis usage, co-create status, customer engagement status, brand advocate knowledge, advertising usage, social media internal organisational communications usage, public relations usage, viral marketing usage, interactive marketing usage, sales promotion usage and alert service usage as predictors. A test of the full model against a constant only model was statistically significant, indicating that the predictors as a set reliably distinguish between organisations using micro-blogging and social networking services ($x^2 = 55.110, p < .000\ with\ df = 14$). See Table 5.62.

Nagelkerke's R^2 of .533 indicated a moderate relationship between prediction and grouping. Prediction success overall was 78% (82.1% for social networking, 73.1% for micro-blogging). See Table 5.66.

The Wald criterion demonstrated that monitoring software usage ($p = .013, Exp(B) = 5.144$), public relations usage ($p = .004, Exp(B) = 11.650$) and response status to customer complaints ($p = .006, Exp(B) = 11.007$) made a significant contribution to prediction. See Table 5.67.

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	108	100.0
	Missing Cases	0	.0
	Total	108	100.0
Unselected Cases		0	.0
Total		108	100.0

a. If weight is in effect, see classification table for the total number of cases.

Table 5.57: Case processing summary

Original Value	Internal Value
Social Networking	0
Micro-blogging	1

Table 5.58: Dependent variable coding

		Frequency	Parameter coding
			(1)
Respond to customer complaints?	No	23	1.000
	Yes	85	.000
Search services used to monitor customer conversations?	No	61	1.000
	Yes	47	.000
Monitoring software being used?	No	69	1.000
	Yes	39	.000
Conducts Sentiment Analysis?	No	39	1.000
	Yes	69	.000
Co-create products/services with customers?	No	97	1.000
	Yes	11	.000
Engage in customer conversations?	No	3	1.000
	Yes	105	.000
Do you know who your online brand advocates are?	No	84	1.000
	Yes	24	.000
Advertising being used?	No	42	1.000
	Yes	66	.000
Used as an Internal Communications Tool?	No	83	1.000
	Yes	25	.000
Public Relations being used?	No	48	1.000
	Yes	60	.000
Viral Marketing being used?	No	62	1.000
	Yes	46	.000
Interactive Marketing being used?	No	68	1.000
	Yes	40	.000
Sales Promotion being used?	No	56	1.000
	Yes	52	.000
Alert service used to monitor customer conversations?	No	87	1.000
	Yes	21	.000

Table 5.59: Categorical variable codings

Block 0: Beginning Block

Observed		Predicted		
		Social media platform		Percentage Correct
		Social Netw.	Micro-blogging	
Social media platform	Social Networking	56	0	100.0
	Micro-blogging	52	0	.0
Overall Percentage				51.9

a. Constant is included in the model.
b. The cut value is .500

Table 5.60: Block 0 classification table

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	-.074	.193	.148	1	.700	.929

			Score	df	Sig.
Step 0	Variables	AlertService(1)	8.211	1	.004
		SearchTools(1)	.401	1	.527
		MonitoringSoftware(1)	7.385	1	.007
		SentimentAnalysis(1)	5.366	1	.021
		CoCreate(1)	2.138	1	.144
		CustomerEngagement(1)	.271	1	.602
		BrandAdvocates(1)	.519	1	.471
		Advertising(1)	6.042	1	.014
		SalePromo(1)	5.282	1	.022
		InteractiveMarketing(1)	1.689	1	.194
		ViralMarketing(1)	5.733	1	.017
		PublicRelations(1)	3.590	1	.058
		InternalCommunications(1)	5.135	1	.023
		CustomerComplaints(1)	5.369	1	.020
	Overall Statistics		43.345	14	.000

Table 5.61: Block 0-Variables not in the equation

Block 1: Method = Enter

		Chi-square	df	Sig.
Step 1	Step	55.110	14	.000
	Block	55.110	14	.000
	Model	55.110	14	.000

Table 5.62: Block 1-Omnibus tests of model coefficients

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	94.462[a]	.400	.533

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.

Table 5.63: Model summary

Step	Chi-square	df	Sig.
1	6.016	8	.645

Table 5.64: Hosmer & Lemeshow test

		Social media platform = Social Networking		Social media platform = Micro-blogging		Total
		Observed	Expected	Observed	Expected	
Step 1	1	11	10.738	0	.262	11
	2	11	10.253	0	.747	11
	3	8	8.738	3	2.262	11
	4	9	7.547	2	3.453	11
	5	6	6.948	6	5.052	12
	6	5	5.313	6	5.687	11
	7	2	3.549	9	7.451	11
	8	2	2.073	9	8.927	11
	9	2	.739	9	10.261	11
	10	0	.100	8	7.900	8

Table 5.65: Contingency table for Hosmer and Lemeshow test

	Observed		Predicted		
			Social media platform		Percentage Correct
			Social Networking	Micro-blogging	
Step 1	Social media platform	Social Networking	46	10	82.1
		Micro-blogging	14	38	73.1
	Overall Percentage				77.8

a. The cut value is .500

Table 5.66: Classification table

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	AlertService(1)	-.690	.730	.893	1	.345	.502
	SearchTools(1)	.276	.606	.207	1	.649	1.317
	MonitoringSoftware(1)	1.638	.657	6.217	1	.013	5.144
	SentimentAnalysis(1)	-1.313	.617	4.525	1	.033	.269
	CoCreate(1)	1.462	1.110	1.734	1	.188	4.313
	CustomerEngagement(1)	-1.898	2.640	.517	1	.472	.150
	BrandAdvocates(1)	-.422	.686	.379	1	.538	.656
	Advertising(1)	-1.243	.611	4.142	1	.042	.289
	SalePromo(1)	-1.863	.663	7.900	1	.005	.155
	InteractiveMarketing(1)	-1.027	.778	1.746	1	.186	.358
	ViralMarketing(1)	.483	.589	.672	1	.413	1.621
	PublicRelations(1)	2.455	.863	8.091	1	.004	11.650
	InternalCommunications(1)	-1.592	.740	4.632	1	.031	.204
	CustomerComplaints(1)	2.405	.867	7.691	1	.006	11.077
	Constant	.260	1.721	.023	1	.880	1.297

a. Variable(s) entered on step 1: AlertService, SearchTools, MonitoringSoftware, SentimentAnalysis, CoCreate, CustomerEngagement, BrandAdvocates, Advertising, SalePromo, InteractiveMarketing, ViralMarketing, PublicRelations, InternalCommunications, CustomerComplaints.

Table 5.67: Block 1-Variables in the equation

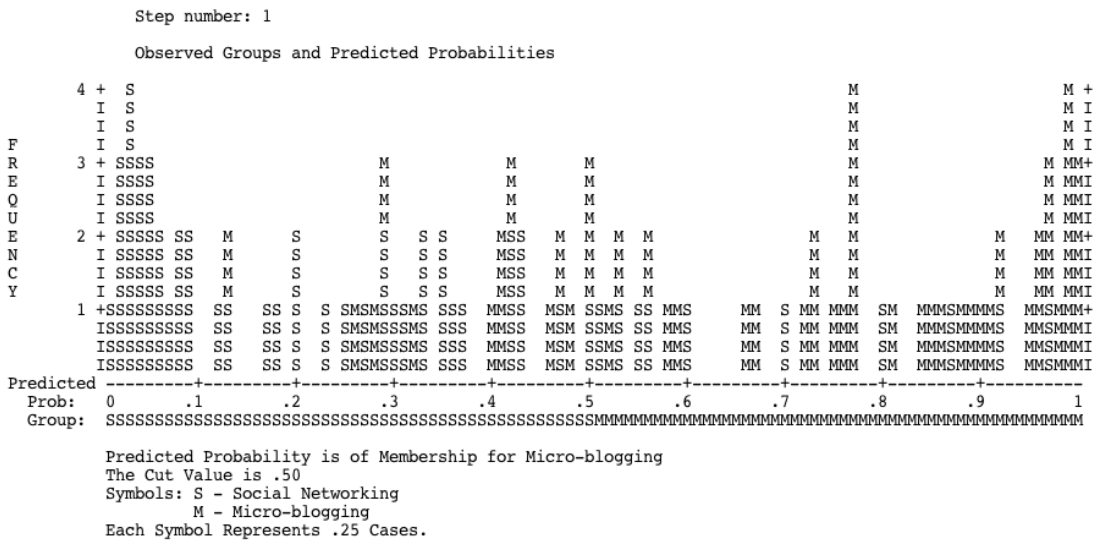

Table 5.68: Classification plot

5.6 Conclusion

5.6.1 *$H1_0$ – 11*: Social networking and micro-blogging usage as a market research tool

RQ1: What are the differences in monitoring and engagement elements between organisations using social networking and micro-blogging websites to research their customers?

When evaluating and comparing how organisations research their customers, the results show that alert service usage, monitoring software usage and sentiment analysis differ significantly between those who use micro-blogging and social networking services respectively. Search service usage, customer engagement, co-creation, brand advocate knowledge, perceived accuracy of assigned sentiment, customer engagement frequency, perceived importance of incorporating customer feedback for NPSD and importance of knowing brand advocates on social media platforms do not differ significantly. See Table 5.69.

Element	Social networking			Micro-blogging			Sig. p
	Presence	*Perception*		*Presence*	*Perception*		
	%	*Mean*	*Mode*	*%*	*Mean*	*Mode*	
Alert service usage	8.9			30.8			.004
Search service usage	46.4			40.4			.527
Monitoring software usage	48.2			23.1			.007
Sentiment analysis	53.6			75.0			.021
Customer engagement	96.4			98.1			.602
Co-creation	14.3			5.8			.144
Know brand advocates	25			19.2			.417
Accuracy sentiment		2.63	3		2.97	3	.142
Cust. engage frequency		2.75	3		2.96	3	.282
Importance cust. feedback		3.21	3		3.25	3	.715
Importance know advcate		2.27	3		2.63	3	.117

Table 5.69: RQ1 element table

Three (3) of the 11 elements for RQ1 were proven to be significantly different between organisations using micro-blogging and social networking. None of the engagement elements (customer engagement, co-creation, brand advocate knowledge) and perception of importance of customer feedback for NPSD and brand advocate knowledge were significantly different.

The results insofar indicate that engagement with customers do not differ significantly between organisations using social networking and micro-blogging services.

Three (3) out of 4 monitoring elements (alert service usage, search service usage, monitoring software usage and sentiment analysis) were found to be significantly different. These results indicate that monitoring of customers between organisations that use micro-blogging and social networking services do differ significantly to an extent. The perception of the accuracy assigned to the sentiment of customer messages/mentions do not differ significantly.

5.6.2 *$H12_0$ – 19*: Social networking and micro-blogging as a marketing communications tool

RQ2: What are the differences in marketing communications usage between social networking and micro-blogging websites to communicate marketing information?

When evaluating and comparing how organisations conduct marketing communications through social media platforms, the results show that frequency of marketing communications, advertising usage, sales promotion usage, viral marketing usage and internal organisational social media communication usage differ significantly between those who use micro-blogging and social networking services respectively. The use of direct/interactive marketing, public relations and perceived importance of practicing public relations on social media platforms were not significantly different between organisations using micro-blogging and social networking. See Table 5.70.

Element	Social networking			Micro-blogging			Sig. p
	Presence	*Perception*		*Presence*	*Perception*		
	%	*Mean*	*Mode*	*%*	*Mean*	*Mode*	
Advertising usage	50.0			73.1			.014
Sales promotion usage	37.5			59.6			.022
Direct/Interactive usage.	42.9			30.8			.194
Viral Marketing usage	53.6			30.8			.017
Public relations usage	96.4			98.1			0.58
Internal comm. usage	14.3			32.7			.023
Marketing comm. Freq.		1.67	1		2.02	2	.040
Importance PR		2.83	3		2.83	3	.686

Table 5.70: RQ2 element table

Five (5) out of the 8 marketing communication elements (marketing communication frequency, advertising usage, sales promotion usage, viral marketing, internal organisational social media communications) were found to be significantly different between organisations using micro-blogging and social networking services. These results indicate that marketing communications on social media between organisations that use micro-blogging and social networking services do differ significantly to an extent. The perception of the accuracy assigned to the sentiment of customer messages/mentions do not differ significantly.

5.6.3 *$H20_0$ – 22*: Social networking and micro-blogging as a mechanism to deal with customer complaints

RQ3: What are the differences in response status, frequency, and importance of responding to customer complaints for social networking and micro-blogging websites?

When evaluating and comparing how organisations respond to customer complaints on social media platforms, the results show a significant difference in response to customer complaints for micro-blogging and social networking services respectively. The frequency of response and perceived importance of customer complaints do not differ significantly. See Table 5.71.

Element	Social networking			Micro-blogging			Sig. p
	Presence	*Perception*		*Presence*	*Perception*		
	%	*Mean*	*Mode*	*%*	*Mean*	*Mode*	
Respond to cust. compl.	87.5			69.2			.020
Frequency response cust.		2.94	4		2.67	2	.235
Importance response cust.		3.04	3		3.25	3	.277

Table 5.71: RQ3 element table

5.6.4 The overall differing usage in micro-blogging and social networking services

Element	*Micro-blogging*		*Social networking*			
	% doing/used	*Rank*	*% doing/used*	*Rank*	*d*	d^2
Alert services	30.8	5	8.9	1	4	16
Search services	40.4	8	46.6	7	1	1
Monitoring software	23.1	3	48.2	8	-5	25
Sentiment analysis	75	13	53.6	10.5	2.5	6.25
Customer engagement	98.1	14	96.4	14	0	0
Co-creation	5.8	1	14.3	2.5	-1.5	2.25
Brand advocate knowledge	19.2	2	25	4	-2	4
Advertising usage	73.1	12	50	9	3	9
Sales promotion usage	59.6	10	37.5	5	5	25
Direct/Interactive marketing	30.8	5	42.9	6	-1	1
Viral marketing	30.8	5	53.6	10.5	-5.5	30.25
Public relations	46.2	9	64.3	12	-3	9
Internal communications	32.7	7	14.3	2.5	4.5	20.25
Respond cust. complaints	69.2	11	87.5	13	-2	4

Table 5.72: Ranking & percentage used/doing of elements-Micro-blogging and social networking

A Spearman's rank order correlation was calculated using SPSS to determine the relationship between micro-blogging and social networking for the percentage of elements used. See Table 5.72.

The spearman rank order correlation coefficient is represented by,

$$\rho = 1 - \frac{6\,\Sigma d^2}{n(n^2-1)} = 1 - \frac{6 \times 153}{14(14^2-1)} = 0.66$$

Considering all the elements, there was a strong, positive correlation between micro-blogging and social networking, which was statistically significant ($r_2 = .662$, $P = .010$). See Table 5.73.

			Micro-blogging	Social netw.
Spearman's rho	MB	Correlation Coefficient	1.000	.662*
		Sig. (2-tailed)	.	.010
		N	14	14
	SN	Correlation Coefficient	.662*	1.000
		Sig. (2-tailed)	.010	.
		N	14	14

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

Table 5.73: Spearman's rho

Chapter 6 : Conclusion

6.1 Introduction

This chapter serves as a summary and presents the conclusions and implications of the research study.

The problem addressed in the research is:

How different are organisations utilizing social networking and micro-blogging websites to conduct market research, marketing communications and deal with customer complaints in South Africa.

In Chapter 2 a review of the micro-blogging and social networking literature for the adoption and use of these services for conducting market research on customers, marketing communications and customer complaint response was undertaken. This was to establish which types of tools and elements could be applicable to organisations using micro-blogging or social networking services to research their customers, conduct marketing communications and respond to customer complaints. A review of the broader social media and marketing literature for the various elements applied by organisations was also undertaken. Based on the findings from literature, the research model was designed, on which the research questions toward industry is based. All elements were then subdivided and then tested for within the 3 contexts i.e. market research, marketing communications and customer complaints.

In Chapter 3, the research methodology was discussed. In order to be able to determine and measure to what extent organisations were using social networking compared to micro-blogging services an independent sample design was decided upon. The research data was collected using an online questionnaire setup by the researcher. A two-week pilot study was conducted prior to the final data collection process. A random stratified sampling technique was employed on the target sample using the DMMA registered organisational list. One hundred and eight (108) participants completed the online questionnaire. All research data

were coded using a codebook and subsequently transferred to the SPSS statistical software package for statistical analysis.

Chapter 4 presented the research findings to provide the reader with an overview of the collected research data. The respondent data for all 32 questions were presented and discussed using descriptive statistics aided by the use of tables and figures.

In Chapter 5 all hypotheses were tested using rigorous statistical checks to determine the significance of each hypothesis. As the research design was decided upon prior to knowledge of which statistical analysis techniques were available, various Pearson's chi square and Mann-Whitney tests were conducted to determine the association between the independent micro-blogging and social networking samples. In addition logistic regression analysis was conducted. The outcome of each research question was also discussed using the hypothesized research data. Finally a Spearman rank order correlation test was used to determine whether there was a significant difference in the elements (used/doing) between social networking and micro-blogging.

This chapter will deal with the conclusions about the research questions and hypotheses, and how the research findings from this investigation relate to previous research. Implications for theory will be addressed and implications for further research will be discussed.

6.2 Conclusions about research questions and hypotheses

6.2.1 Monitoring activities to research customers differ between organisations using micro-blogging and social networking services

Social media has been advocated as a valid channel for organisations to engage with, and monitor their customers for market research purposes (Mangold & Faulds, 2009). The research study found that there was a significantly differing usage for monitoring software between organisations using social networking (48.2%) and micro-blogging (23.1%) services respectively.

In the context of online/social media, search services and alert services are avaiable to organisations to be able to monitor what people are saying about a brand (Kietzmann *et* al., 2011, Brown, 2010, p. 38-42; Evans, 2008, p. 79-103; Pikas, 2005 Zarrella, 2010). Kaplan & Haenlein (2011a) in their study of micro-blogging use by organisations advocates that market research can be applied to monitor and understand what customers are saying about a brand.

At a combined view (both micro-blogging and social networking) the collected research data indicates a 19.4% adoption of alert services. In 2007 (and 2008) Barnes & Mattson (2008) discovered that 34% (and 42%) of organisations used alert services to monitor their brand on social media platforms. The research study found that there was a significantly differing usage for alert services between organisations using social networking (8.9%) and micro-blogging (30.8%) services respectively. For search services there was not a significant difference between social networking (46.4%) and micro-blogging (40.%).

Being able to interpret and mine (sentiment analysis) the opinions of people and getting a sense of your brand image or that of your competitors is important (Morinaga *et al*., 2002). Micro-blogging websites offer organisations the ability to mine and interpret the sentiment of what is being said about a company's brand (Thelwall, Buckley, & Paltoglou, 2011; Jansen *et al.*, 2009; Kouloumpis, Wilson, & Moore, 2011; Diakopoulos & Shamma, 2010; Agarwal, Xie, Vovsha, Rambow, & Passonneau, 2011; Bermingham & Smeaton, 2010; Davidov, Tsur, & Rappoport, 2010; Li, Hoi, Chang, & Jain, 2010; Tsagkalidou, Koutsonikola, Vakali, & Kafetsios, 2011). Likewise the application of sentiment analysis can be applied on social networking websites for brand intelligence (Garcıa-Crespo, Colomo-Palacios, Gomez-Berbıs, & Ruiz-Mezcua, 2010; Tan, Lee, Tang, Jiang, Zhou, & Li, 2011). For the research study it was found that there was a significantly differing usage of sentiment analysis between social networking (53.6%) and micro-blogging (75%).

Organisations were also asked to rate the perceived accuracy of the sentiment. The respondent data indicates there was not a significant difference in the perceived accuracy of the assigned

sentiment with both sets of respondents indicating an overall perceived accuracy of 'neither accurate nor inaccurate'. So while there is a difference in the adoption of sentiment analysis the study suggests no difference in the way organisations perceive its accuracy. This suggests that accuracy shows no direct correlation to the adoption rate of sentiment analysis.

Overall, 3 out of 4 of the monitoring activities (alert service usage, search service usage, monitoring software usage and sentiment analysis) were found to be significantly different suggesting that organisations who use micro-blogging and social networking services respectively indicate a differing monitoring strategy.

6.2.2 Engagement activities when researching customers do not differ between organisations using micro-blogging and social networking services

As discussed in Section 2.3.1, Evans (2010) proposes that listening to customers and engaging with them online is an important pre-marketing process before marketing communications can be conducted. Customer engagement is an important activity in the process of being able to successfully research customers. Baird & Parasnis (2011) found that 45% of customers indicated that they do not engage with organisations at all on social media. There seems to be awareness by organisations in South Africa of the importance of listening and engaging with customers via social media channels. Ninety-six percent (96.4%) of organisations using social networking services to research their customers engage with their customers via social media and 98.1% of organisations using micro-blogging do so likewise. Greer & Ferguson (2011) in their analysis of Twitter usage by organisations found that 47.3% do not engage with their customers on the micro-blogging service. The hypothesized frequency of engagements show no siginifact difference between micro-blogging and social networking.

As discussed, monitoring and listening to what customers are conversing about is an important process in understanding what is being said about an organition's products and

services. As described in Section 2.3.1, Algesheimer & Dholakia (2005) suggests when organisations are trying to understand what the online community is saying about their brands it is important to identify key brand advocates. There seems to be a similar low awareness of online brand advocates by organisations using social networking (25.0%) and micro-blogging (19.2%). The perceived importance of knowing who their online brand advocates are also similar between them with both showing an overall importance of 'neither important nor unimportant'. The low awareness coupled with the balanced perception of importance suggests that overall, organisations using micro-blogging and social networking services share a differing usage and perception as discussed in the literature.

Interactivity and engagement with customers not only plays an important part in the process of researching customers but is also a key element in the co-creation process of incorporating customer feedback into new/existing product design or modifications (Prahalad & Ramaswamy, 2004). As discussed in Section 2.5.2 Ramaswamy (2008) through the case of Nike illustrates the use and applicability of social networking services to provide organisations the ability to co-create and incorporate customer feedback in the co-creation process. The research study indicates a similar low co-creation of products/services with their customers on social networking services (14.3%) and micro-blogging (5.8%). As illustrated in Section 5.2 and 5.6.1, the use of the co-creation marketing strategy was found not to be siginificantly different between micro-blogging and social networking. The importance of incorporating customer feedback for new product/service development also shows no significant difference between those organisations using micro-blogging and social networking services. Both groups show a very similar perceived importance of 'neither important nor unimportant' towards incorporating customer feedback for NPSD.

6.2.3 Marketing communications differ between organisations using micro-blogging and social networking services

Mangold & Faulds (2009) argues that social media is an additional component of the marketing communications mix providing an online channel to communicate with customers. Advertising, sales promotion, direct/interactive marketing, viral marketing and public relations are among the tools available for organisations to communicate marketing information to customers via social media channels.

The research data indicates that the frequency of marketing communications on social media platforms differ between organisations using micro-blogging and social networking. Those organisations using micro-blogging services communicate marketing information via social media on average close to 1 to 2 times per month. Organisations using social networking communicate marketing information on average close to 3 to 4 times per month.

Advertising plays an important role in the marketing communication process as it allows business to engage and inform customers as well as the general public about products and services (Fill, 2009). Advertising is commonly used to develop and enhance an organisation's corporate image. As discussed in Section 5.2 Patricios (2008) found that 65% of respondents indicated they agree to strongly agree that social networking has the potential as a web marketing tool for advertising. This research study found that 50.0% of organisations using social networking were using advertising which differs signigicantly from those using micro-blogging with 73.1% of organisations indicating likewise.

As dicussed in the literature review section of this research report, Belch (2003) notes that sales promotion is designed to 'provide extra value or incentives to the sales force, the distributors, or the ultimate consumer and can stimulate immediate sales' (p. 21). Organisations in South Africa show a significantly higher willingness to use sales promotion devices via micro-blogging (59.6%) than social networking services (37.5%). At a more detailed lens, there are no notable difference between the two groups for digital forms of

promotion with both indicating a low usage. Seven percent (7.0%) of organisations using social networking services use digital forms of promotion while only 11.11% of micro-blogging respondents indicated likewise.

Direct/Interactive marketing communications is a strategy whereby organisations attempt to engage individuals with personalised messages that are delivered through electronic channels and which offer all parties an opportunity to respond. Interaction is the primary feature of direct/interactive marketing where business and the consumer becomes engaged in communication. The objective of this form of marketing is soliciting information from the customer and in return communicating relevant marketing information that reflects the customers' interest and needs (Fill, 2009). The research study found that there was no significant difference in the use of an interactive/direct marketing strategy between organisations using micro-blogging and social networking. The use of interactive/direct marketing communications were similarly moderate for both groups where 69.2% of organisations using micro-blogging services indicated no use. Fifty-seven percent (57.1%) of social networking respondents indicated using micro-blogging services. Burton & Soboleva (2011) findings suggest that only one out of 12 brands have fully embraced micro-blogging as a means to conduct interactive marketing practices.

Viral marketing campaigns created by organisations are aimed at generating brand awareness about its products/services. The idea is that people will share the striking marketing information on websites and with other people, thus creating a domino sharing effect. Jansen *et al.* (2009) suggests that micro-blogging can be leveraged as a tool for viral marketing practices. The research study found a significant difference in the utilitization of viral marketing campaigns to get product/service information spread across micro-blogging and social networking services. Fifty-three (53.6%) percent of organisations using social networking services indicated use of viral marketing techniques whereas 30.8% organisations using micro-blogging services indicated likewise.

Public relations is an important component of any marketing communications strategy as it helps maintain a positive corporate image. Kotler & Keller (2011) state that 'a public is any group that has an actual or potential interest in or impact on a company's ability to achieve its objectives' and 'public relations includes a variety of programs to promote or protect a company's image or individual products' (p. 527). Their sentiment is built on the premise that a public relations campaign has an objective to build awareness and credibility. The research study found that there is no significant difference in the use of micro-blogging and social networking servies to practice public relations to the greater public. Sixty-four percent (64.3%) of organisations using social networking services practice public relations through social media and 46.2% for organisations using micro-blogging services. Grunig (2009) found that 52% of public relations departments within organisations utilize micro-blogging and 48% for social networking. There was no significant difference in the perceived importance of using public relations via micro-blogging or social networking. Both groups held an overall perceived importance of 'neither important nor unimportant' for practicing public relations via social media. Wright & Hinson (2011) found a similar difference between the importance of public relations between social networking and micro-blogging.

Organisations have successfully used micro-blogging services as an internal communications tool (Kaplan & Haenlein, 2011a). Ehrlich & Shami (2010) explored the use of micro-blogging services within the workplace. They discovered that employees use these services as a means to converse and help other employees, share information, maintain their status and allow them to stay connected with fellow workers. The research study found that 32.7% of organisations using micro-blogging services were also using it as an internal organisational communications tool. Further, the study found a significantly differerent usage for organisations using social networking services where 14.3% of the organisations indicate use of social networking services as an internal organisational communications tool.

As illustrated in Section 5.6.4, overall 5 out of the 8 marketing communication elements (marketing communication frequency, advertising usage, sales promotion usage, viral

marketing, internal organisational social media communications) were found to be significantly different between organisations using micro-blogging and social networking services. These results indicate that marketing communications on social media between organisations that use micro-blogging and social networking services do differ significantly.

6.2.4 Response to customer complaints on micro-blogging and social networking differ, but not in importance and frequency

Customer service forms part of a marketing management chain that enables organisations to keep customers satisfied. Complaint management is a practice that allows organisations to deal with customer complaints in a structured and methodological manner to solve product and service problems. While customer complaints can portray a brand or organisation in a negative manner, they do however help organisations detect product and service flaws and in return improve the quality of products and services. Sigala (2011) found that 28.5% of organisations respond to customer complaints via social networking websites. This research study found that a significantly higher percentage of organisations using social networking services compared to micro-blogging respond to customers complaints received via social media. Eighty-seven percent (87.5%) of organisations utilizing social networking services respond to customer complaints via the social media platform. In comparison, 69.2% of organisations using micro-blogging services respond to customer complaints via the social media platform.

Although the study found a significant difference in the proportions of the 2 groups that respond to customer complaints via social media, the 2 groups elicited no significant difference in the frequency of response to customer complaints.

The perceived importance of responding to customer complaints via social media was also found not to be significantly different for the 2 groups. The research study found that both groups indicated an overall perceived importance of "neither important nor unimportant" in regards to the importance of responding to customer complaints via social media.

6.3 Recommendations for further study

While the research study found a significant difference in the usage of sentiment analysis, both groups indicated that the sentiment assigned was neither accurate nor inaccurate. More research is needed to better understand the application of how sentiment analysis is conducted and what techniques are being used in measuring them in South Africa.

This research study found a significantly different response to customer complaints via social media between social networking and micro-blogging services. The importance and frequency of response to customer complaints were similar for both groups. Further research might explore and measure how consumers in South Africa perceive the way organisations respond to customer complaints via social networking and micro-blogging services and compare those results to this research study which is from an organisational viewpoint.

Furthermore, a comparitive study taking on a dependent sample design (instead of independent) where the research study could also measure the differing application of social networking and micro-blogging would compliment this study well and provide further insight into the social media marketing phenomena. In other words, instead of comparing the use of social networking and micro-blogging from 2 independent groups (*group 1*-organisations using micro-blogging; *group 2*-orgnisations using social networking), further research could investigate the comparitive use using 1 group (group 1-organisations using BOTH micro-blogging and social networking).

Return on investment is a key indicator for organisations to assess the benefit of investing in some form of resource. While this study provides a descriptive overview of how orgnisations use social networking and micro-blogging services, the measurement of return on investment will provide added insight to the findings for this study. Inductive research exploring a reliable measure for return on investment for social media is needed.

6.4 Implications and recommendations for practice

Engagement levels with customers were very high for both micro-blogging and social networking while co-creation and brand advocate knowledge is moderately low. Both micro-blogging and social networking offers organisations the opportunity to engage and collaborate with their customers. As co-creation of products and services is a facet of the engagement process, organisations in South Africa have the potential to work more closely with their customers on social networking or micro-blogging services to develop new products/services in collaboration. This implies orgnisations have the potential of incorporating customers to be more involved in new product development, marketing, sales and service. The implication of increased incorporation of customer feedback into the development, marketing and service areas allows organisations to provide services and products more appealing and relevant to customers. In other words, the products and services offered by organisations will be more aligned to what the customers want. This implies that organisations should not only combine internal resources and business knowledge but also incorporate their internal resources with key customers. Knowledge of their online brand advocates will enable organisations to identify who their key customers are.

Co-creation will therefore allow organisations in South Africa to identify more market-relevant information/opportunities to enhance their marketing efforts. The ability to identify and create new products/services is also increased as the customers themselves are immersed in the creation phase of these products and services. Incorporating customers as part of the co-creation cycle will provide a unique customer experience that will differentiate organisations that incorporate customers and those who do not. This will also enable orgnisations to identify new service/product offerings through continuous engagement with their target market. Organisations seeking to embrace co-creation with customers should give thought to identify and implement a relevant co-creation management plan to achieve the best results from this process.

The research study found that monitoring activities, marketing communications and response to customer complaints differ to a moderate degree between organisations using micro-blogging and social networking services. At a combined view the monitoring and engagement activities, marketing communication and response to customer complaints shows a balanced and healthy usage and execution of activities within the set of marketing activities. Organisations that seek to establish a social brand should adopt a wider reaching social media marketing strategy with both a social networking and micro-blogging presence.

Organisations seeking to embrace social media as a means to differentiate themselves from other competitors should be aware that, in South Africa these tools are already been successfully used to monitor, market and service customers. Knowledge of key online brand advocates is low amongst orgnisations using social media. Strategic use of online advocates will allow organisations in South Africa to further enable the strategic use of social media as a means to communicate marketing information.

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Appendix A

Dear Garth Joshua

Your ethics application has been approved, so research may proceed.

Regards,

Dr Eric Cloete
Department of Information Systems
University of Cape Town

Research Associate of **CITANDA**
University of Cape Town

eric.cloete@uct.ac.za
(021) 650 2279

Appendix B

WELCOME!

This questionnaire forms part of the researcher's partial fulfillment of the Masters in Information Systems degree. The main aim of the questionnaire is to ascertain how organisations are making use of social networking services to better monitor, communicate to, and service an organisation's customers. Please answer the questions freely, there are no right or wrong answers. You cannot be identified from the information you provide, and no information about individuals will be reported upon in the research report.

ALL THE INFORMATION YOU PROVIDE WILL BE TREATED IN THE STRICTEST CONFIDENCE.

The questionnaire consisting a maximum of 32 questions should take you roughly 25 minutes to complete. Even if you feel the items covered may not apply directly to your working life, please do not ignore them. Your answers are essential in aiding the researcher build an accurate picture of the current state of social networking use within organisations in South Africa.

I hope you find completing the questionnaire both enjoyable and insightful. A summary of the findings will be published and made available to all respondents. Thank you for taking the time to complete the questionnaire.

If you have any questions or require additional information regarding the research project, please do not hesitate to contact Garth by emailing garth.joshua@uct.ac.za. Alternatively, you could contact Garth's project supervisor Dr. Eric Cloete by emailing eric.cloete@uct.ac.za.

Thank you for your help.

NOTE: Please be patient when clicking the "Next Page -->" button : YOUR INTERNET CONNECTION SPEED WILL DETERMINE HOW FAST EACH PAGE LOADS.

Please proceed to the next page to start the questionnaire. ENJOY!!

--

UNIVERSITY OF CAPE TOWN

Social Networking Survey 2012

1. In which industry sector would you classify your organisation?

- Aerospace
- Automobiles
- Banking
- Clothing & Textiles
- Construction & Materials
- Delivery Services/Logistics
- Education
- Electronics
- Energy
- Engineering
- Healthcare & Pharmaceuticals
- ICT - Information & Communication Technology
- Insurance
- Manufacturing
- Media
- Mining & Metals
- Oil & Gas
- Personal & Household Goods
- Retail
- Sport
- Telecommunications
- Tourism & Leisure
- Transportation
- Other, please specify: [Open-ended answer]

2. In which South African province is your organisation's headquarters based?

- The Eastern Cape
- The Free State
- Gauteng
- KwaZulu-Natal
- Limpopo
- Mpumalanga
- The Northern Cape
- North West
- The Western Cape
- Unsure

3. Please tick one or more to indicate which of the following social networking services your organisation is currently using.

- ☐ Facebook
- ☐ Google Plus
- ☐ Pinterest
- ☐ LinkedIn
- ☐ Not using a social networking service
- ☐ Other, please specify: [Open-ended answer]

4. In what year did your organisation start using social networking to establish a social brand?

[List]
2012
2011
2010
2009
2008
2007
2006
2005
2004
2003
Unsure

Info Tip: Keyword search is the process by which a user can conduct an online search by looking for a word or combination of words relating to an organisation's products/services.

5. Please describe how your organisation potentially conducts keyword search to monitor customer mentions/conversations about its products/services.

(Please tick ✓ the appropriate boxes for sections A and B)

A. We use the following search tools to find out (monitor or search) what people are saying about our product/services:

- ☐ Facebook search
- ☐ Google search
- ☐ Bing Social
- ☐ Twitter search
- ☐ Hellopeter.com
- ☐ Other
- ☐ We do not use search tools
- ☐ Other, please specify: [Open-ended answer]

B. We use the following alert services to automatically keep track (alerts or push notifications) of what people are saying about our products/services:

- [ ] Google Alerts
- [ ] Hyper Alerts
- [ ] We do not use alert services
- [ ] Other, please specify: [Open-ended answer]

[Skip logic: IF option7=X for Question 5A & option3=X for Question 5B, skip to Question 7]

6. When setting up keyword searches relating to your organisation's products/services, please tick one or more attributes your organisation uses when conducting the searches.

- [ ] Organisation name
- [ ] Key employee names
- [ ] Product/Service name
- [ ] Competitors
- [ ] Industry terms
- [ ] None of the above
- [ ] Other, please specify: [Open-ended answer]

7. Please describe how your organisation monitors customer mentions/conversations about its products/services by selecting one or more from the following options.

[Skip logic: If option2=X do not skip to Question 9]

- [ ] Our organisation directly monitors our customers on the social networking (eg. www.facebook.com) websites
- [ ] Our organisation uses a paid 3rd party platform (software / application) to monitor our customer mentions/conversations
- [ ] Our organisation does not monitor customer mentions/conversations

8. Please indicate which 3rd party platform your organisation uses to monitor its products/services.

- [ ] Brandseye
- [ ] Chatter
- [ ] Hootsuite
- [ ] MBuzz
- [ ] SaidWot
- [ ] Sprout Social
- [ ] Radian6

- Unsure
- Other

Info Tip: An online brand advocate is someone who speaks favourably about an organisation's products/services by sharing comments/messages to other potential customers on the social media platform (in hope that the potential customers will join in on purchasing the brand/service).

9. Please describe your organisation's relationship with its online brand advocates.

- We know who our online brand advocates are
- We do not know who our online brand advocators are
- Unsure

10. How would you rate the importance of knowing who your online brand advocators are?

- Very Important
- Important
- Neither Important nor Unimportant
- Not Important
- Very Unimportant

11. How frequent on average does your organisation engage in customer conversations relating to its products/services?

- Very Frequently
- Frequently
- Occasionally
- Rarely
- Never

12. How would you rate the importance of incorporating customer feedback into new product/service development, obtained via social networking websites?

- Very Important
- Important
- Neither Important nor Unimportant
- Not Important
- Very Unimportant

*Info Tip: Co-creation is a marketing strategy used by organisations in collaboration with their customers. The aim is to utilize customer ideas to collaboratively, (1) create the next generation of product/service **modifications** or (2) create **new** products/services.*

13. Please indicate whether your organisation uses social networking services to co-create products/services with its customers.

- Yes
- No
- Unsure

Info Tip: Sentiment analysis is an attempt to identify and analyse text for opinions and emotions. Typically, customers could direct their opinions/messages at products/services that can be classified as having sentiment ranging from positive to negative.

14. Please indicate whether your organisation assigns sentiment to customer messages that is directed at its products/services.

[Skip logic: If option2=X skip to Question 16]

- Our organisation assigns sentiment to customer messages
- Our organisation does not assign sentiment to customer messages
- Unsure

15. How would you rate the accuracy of the assigned sentiment towards your products/services?

- Very Accurate
- Accurate
- Neither Accurate nor Inaccurate
- Not Accurate
- Very Inaccurate

16. Please tick one or more to indicate which official South African language(s) your organisation uses when engaging or communicating marketing information to customers on social networking websites.

- Afrikaans
- English
- IsiNdebele
- IsiXhosa
- IsiZulu
- Sesotho sa Leboa
- Sesotho

- Setswana
- siSwati
- Tshivenda
- Xitsonga

17. How often on average per month does your organisation administer social marketing campaigns about its products/services on social networking services?

[Skip logic: If option1=X skip to Question 26]

- None
- 1 to 2
- 3 to 4
- 5 to 10
- 11 to 15
- Unsure
- Other

18. Please tick one or more to describe how your organisation communicates marketing information to its customers.

- Marketing content posted to social networking websites is synchronously posted to micro-blogging websites.
- Marketing content posted to social networking websites is additionally communicated via traditional forms of media (eg. TV, Radio, Print media)
- Marketing content communicated via traditional forms of media is additionally posted to social networking websites.
- Unsure
- Our traditional forms of marketing communications are not integrated with our social networking communications.

19. Please tick one or more to describe why your organisation potentially advertises its products/services on social networking websites.

- Create brand awareness and knowledge of new products or new features of existing products
- Create liking, preference, conviction, and purchase of a product or service
- Stimulate repeat purchase of products and services
- Convince current purchasers that they made the right choice
- None of the above
- We do not use advertising as an online communication tool on social networking websites.

20. Please tick one or more to describe how your organisation potentially promotes its products/services on social networking websites.

(Please tick ✓ the appropriate boxes for sections A and B)

A. We utilize digital forms of promotion on social networking websites in the form of:

- ☐ Digital Coupons entitling customers to a price reduction on a particular product/service
- ☐ Virtual Gifts entitling customers to a very low price or free product/service offering
- ☐ None of the above
- ☐ We do not use digital forms of promotion on social networking websites

B. We use traditional forms of sales promotion on social networking websites in the form of:

- ☐ Free trials
- ☐ Prizes and competitions
- ☐ Premiums
- ☐ Frequency programs
- ☐ Price-off deals
- ☐ None of the above
- ☐ We do not use traditional forms of promotion on social networking websites

21. Please indicate which of the following are true for your organisation in raising awareness to the general public on social networking services about your organisation's products/services.

[Skip logic: If option7=X, skip to Question 24]

We disseminate information regarding:

- ☐ Press conferences
- ☐ Press releases
- ☐ Speeches & presentations
- ☐ Exhibitions/seminars
- ☐ Events
- ☐ None of the above
- ☐ We do not use public relations as a tool for raising awareness on social networking websites.

22. Please indicate which of the following features are visible on your corporate social networking website?

- [ ] Organisation Name
- [ ] Organisation colors/theme
- [ ] Location
- [ ] Corporate website address
- [ ] Other social media channels
- [ ] Contact details (email, telephone, other)
- [ ] Mission statement
- [ ] None of the above

23. How important would you rate the use of social networking in the overall public relations efforts of your organisation?

- ○ Very Important
- ○ Important
- ○ Neither Important nor Unimportant
- ○ Not Important
- ○ Very Unimportant

Info tip: Direct/Interactive marketing communications is a strategy whereby organisations attempt to engage individuals with personalised messages that are delivered through electronic channels and which offer all parties an opportunity to respond.

24. Does your organisation engage in direct/interactive marketing activities with its customers on social networking websites?

- ○ Yes
- ○ No
- ○ Unsure

*Info Tip: Viral marketing campaigns created by organisations are aimed at generating brand awareness about its products/services. The idea is that people will **share** the striking marketing information on websites and with other people, thus creating a domino sharing effect.*

25. Does your organisation administer viral marketing campaigns on social networking websites?

- ○ Yes
- ○ No
- ○ Unsure

26. Does your organisation use social networking services as an internal organisational communication tool?

- Yes
- No
- Unsure

27. Please indicate your organisation's status on measuring and analysing social media return on investment (ROI).

[Skip logic: IF option2=X &

option3=X

then skip to Question 29]

- We have an established methodology to measure and analyse our social media ROI.
- We do not measure and analyse our social media ROI
- Unsure

28. How effective would you rate the social media ROI methodology employed?

- Very Effective
- Effective
- Neither Effective nor Ineffective
- Not Effective
- Very Ineffective

29. Does your organisation respond to customer complaints relating to its products/services, received via social networking websites?

[Skip logic: If option2=X skip to Question 32]

- Yes
- No
- Unsure

30. Please indicate how frequent on average your organisation responds to customer complaints.

- Very Frequently
- Frequently
- Occasionally
- Rarely

31. How does your organisation rate the importance of customer criticism/COMPLAINTS (***negative*** *customer sentiment*) about its products/services received via social networking websites?

- Very Important
- Important
- Neither Important nor Unimportant
- Not Important
- Very Unimportant

32. How does your organisation rate the importance of customer COMPLIMENTS (***positive*** *customer sentiment*) about its products/services on social networking websites?

- Very Important
- Important
- Neither Important nor Unimportant
- Not Important
- Very Unimportant

Appendix C

WELCOME!

This questionnaire forms part of the researcher's partial fulfillment of the Masters in Information Systems degree. The main aim of the questionnaire is to ascertain how organisations are making use of micro-blogging services to better monitor, communicate to, and service an organisation's customers. Please answer the questions freely, there are no right or wrong answers. You cannot be identified from the information you provide, and no information about individuals will be reported upon in the research report.

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Please proceed to the next page to start the questionnaire. ENJOY!!

--

UNIVERSITY OF CAPE TOWN

Micro-blogging Survey 2012

1. In which industry sector would you classify your organisation?

- Aerospace
- Automobiles
- Banking
- Clothing & Textiles
- Construction & Materials
- Delivery Services/Logistics
- Education
- Electronics
- Energy
- Engineering
- Healthcare & Pharmaceuticals
- ICT - Information & Communication Technology
- Insurance
- Manufacturing
- Media
- Mining & Metals
- Oil & Gas
- Personal & Household Goods
- Retail
- Sport
- Telecommunications
- Tourism & Leisure
- Transportation
- Other, please specify: [Open-ended answer]

2. In which South African province is your organisation's headquarters based?

- The Eastern Cape
- The Free State
- Gauteng
- KwaZulu-Natal
- Limpopo
- Mpumalanga
- The Northern Cape
- North West
- The Western Cape
- Unsure

3. Please tick one or more to indicate which of the following micro-blogging services your organisation is currently using.

- ☐ Twitter
- ☐ Tumblr
- ☐ Not using a micro-blogging service
- ☐ Other, please specify: [Open-ended answer]

4. In what year did your organisation start using micro-blogging to establish a social brand?

[List]
2012
2011
2010
2009
2008
2007
2006
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2004
2003
Unsure

Info Tip: Keyword search is the process by which a user can conduct an online search by looking for a word or combination of words relating to an organisation's products/services.

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- ☐ Bing Social
- ☐ Twitter search
- ☐ Hellopeter.com
- ☐ Other
- ☐ We do not use search tools
- ☐ Other, please specify: [Open-ended answer]

B. We use the following alert services to automatically keep track (alerts or push notifications) of what people are saying about our products/services:

- [ ] Google Alerts
- [ ] Hyper Alerts
- [ ] We do not use alert services
- [ ] Other, please specify: [Open-ended answer]

[Skip logic: IF option7=X for Question 5A & option3=X for Question 5B, skip to Question 7]

6. When setting up keyword searches relating to your organisation's products/services, please tick one or more attributes your organisation uses when conducting the searches.

- [ ] Organisation name
- [ ] Key employee names
- [ ] Product/Service name
- [ ] Competitors
- [ ] Industry terms
- [ ] None of the above
- [ ] Other, please specify: [Open-ended answer]

7. Please describe how your organisation monitors customer mentions/conversations about its products/services by selecting one or more from the following options.

[Skip logic: If option2=X do not skip to Question 9]

- [ ] Our organisation directly monitors our customers on the micro-blogging (eg. www.twitter.com) websites
- [ ] Our organisation uses a paid 3rd party platform (software / application) to monitor our customer mentions/conversations
- [ ] Our organisation does not monitor customer mentions/conversations

8. Please indicate which 3rd party platform your organisation uses to monitor its products/services.

- ○ Brandseye
- ○ Chatter
- ○ Hootsuite
- ○ MBuzz
- ○ SaidWot
- ○ Sprout Social

- Radian6
- Unsure
- Other

Info Tip: An online brand advocate is someone who speaks favourably about an organisation's products/services by sharing comments/messages to other potential customers on the social media platform (in hope that the potential customers will join in on purchasing the brand/service).

9. Please describe your organisation's relationship with its online brand advocates.

- We know who our online brand advocates are
- We do not know who our online brand advocators are
- Unsure

10. How would you rate the importance of knowing who your online brand advocators are?

- Very Important
- Important
- Neither Important nor Unimportant
- Not Important
- Very Unimportant

11. How frequent on average does your organisation engage in customer conversations relating to its products/services?

- Very Frequently
- Frequently
- Occasionally
- Rarely
- Never

12. How would you rate the importance of incorporating customer feedback into new product/service development, obtained via micro-blogging websites?

- Very Important
- Important
- Neither Important nor Unimportant
- Not Important
- Very Unimportant

*Info Tip: Co-creation is a marketing strategy used by organisations in collaboration with their customers. The aim is to utilize customer ideas to collaboratively, (1) create the next generation of product/service **modifications** or (2) create **new** products/services.*

13. Please indicate whether your organisation uses micro-blogging services to co-create products/services with its customers.

- ○ Yes
- ○ No
- ○ Unsure

Info Tip: Sentiment analysis is an attempt to identify and analyse text for opinions and emotions. Typically, customers could direct their opinions/messages at products/services that can be classified as having sentiment ranging from positive to negative.

14. Please indicate whether your organisation assigns sentiment to customer messages that is directed at its products/services.

[Skip logic: If option2=X skip to Question 16]

- ○ Our organisation assigns sentiment to customer messages
- ○ Our organisation does not assign sentiment to customer messages
- ○ Unsure

15. How would you rate the accuracy of the assigned sentiment towards your products/services?

- ○ Very Accurate
- ○ Accurate
- ○ Neither Accurate nor Inaccurate
- ○ Not Accurate
- ○ Very Inaccurate

16. Please tick one or more to indicate which official South African language(s) your organisation uses when engaging or communicating marketing information to customers on micro-blogging websites.

- ☐ Afrikaans
- ☐ English
- ☐ IsiNdebele
- ☐ IsiXhosa
- ☐ IsiZulu
- ☐ Sesotho sa Leboa

- Sesotho
- Setswana
- siSwati
- Tshivenda
- Xitsonga

17. How often on average per month does your organisation administer social marketing campaigns about its products/services on micro-blogging services?

[Skip logic: If option1=X skip to Question 26]

- None
- 1 to 2
- 3 to 4
- 5 to 10
- 10 to 15
- Unsure
- Other

18. Please tick one or more to describe how your organisation communicates marketing information to its customers.

- Marketing content posted to micro-blogging websites is synchronously posted to social networking websites.
- Marketing content posted to micro-blogging websites is additionally communicated via traditional forms of media (eg. TV, Radio, Print media)
- Marketing content communicated via traditional forms of media is additionally posted to micro-blogging websites.
- Unsure
- Our traditional forms of marketing communications are not integrated with our micro-blogging marketing communications.

19. Please tick one or more to describe why your organisation potentially advertises its products/services on micro-blogging websites.

- Create brand awareness and knowledge of new products or new features of existing products
- Create liking, preference, conviction, and purchase of a product or service
- Stimulate repeat purchase of products and services
- Convince current purchasers that they made the right choice
- None of the above
- We do not use advertising as an online communication tool on micro-blogging websites.

20. Please tick one or more to describe how your organisation potentially promotes its products/services on micro-blogging websites.

(Please tick ✓ the appropriate boxes for sections A and B)

A. We utilize digital forms of promotion on micro-blogging websites in the form of:

- ☐ Digital Coupons entitling customers to a price reduction on a particular product/service
- ☐ Virtual Gifts entitling customers to a very low price or free product/service offering
- ☐ None of the above
- ☐ We do not use digital forms of promotion on micro-blogging websites

B. We use traditional forms of sales promotion on micro-blogging websites in the form of:

- ☐ Free trials
- ☐ Prizes and competitions
- ☐ Premiums
- ☐ Frequency programs
- ☐ Price-off deals
- ☐ None of the above
- ☐ We do not use traditional forms of promotion on micro-blogging websites

21. Please indicate which of the following are true for your organisation in raising awareness to the general public on micro-blogging services about your organisation's products/services.

[Skip logic: If option7=X, skip to Question 24]

We disseminate information regarding:

- ☐ Press conferences
- ☐ Press releases
- ☐ Speeches & presentations
- ☐ Exhibitions/seminars
- ☐ Events
- ☐ None of the above
- ☐ We do not use public relations as a tool for raising awareness on micro-blogging websites.

22. Please indicate which of the following features are visible on your corporate micro-blogging website?

- [ ] Organisation Name
- [ ] Organisation colors/theme
- [ ] Location
- [ ] Corporate website address
- [ ] Other social media channels
- [ ] Contact details (email, telephone, other)
- [ ] Mission statement
- [ ] None of the above

23. How important would you rate the use of micro-blogging in the overall public relations efforts of your organisation?

- ○ Very Important
- ○ Important
- ○ Neither Important nor Unimportant
- ○ Not Important
- ○ Very Unimportant

Info tip: Direct/Interactive marketing communications is a strategy whereby organisations attempt to engage individuals with personalised messages that are delivered through electronic channels and which offer all parties an opportunity to respond.

24. Does your organisation engage in direct/interactive marketing activities with its customers on micro-blogging websites?

- ○ Yes
- ○ No
- ○ Unsure

*Info Tip: Viral marketing campaigns created by organisations are aimed at generating brand awareness about its products/services. The idea is that people will **share** the striking marketing information on websites and with other people, thus creating a domino sharing effect.*

25. Does your organisation administer viral marketing campaigns on micro-blogging websites?

- ○ Yes
- ○ No
- ○ Unsure

26. Does your organisation use micro-blogging services as an internal organisational communication tool?

- Yes
- No
- Unsure

27. Please indicate your organisation's status on measuring and analysing social media return on investment (ROI).

[Skip logic: IF option2=X &

option3=X

then skip to Question 29]

- We have an established methodology to measure and analyse our social media ROI.
- We do not measure and analyse our social media ROI
- Unsure

28. How effective would you rate the social media ROI methodology employed?

- Very Effective
- Effective
- Neither Effective nor Ineffective
- Not Effective
- Very Ineffective

29. Does your organisation respond to customer complaints relating to its products/services, received via micro-blogging websites?

[Skip logic: If option2=X skip to Question 32]

- Yes
- No
- Unsure

30. Please indicate how frequent on average your organisation responds to customer complaints.

- Very Frequently
- Frequently
- Occasionally
- Rarely

31. How does your organisation rate the importance of customer criticism/COMPLAINTS (***negative*** *customer sentiment*) about its products/services received via micro-blogging websites?

- Very Important
- Important
- Neither Important nor Unimportant
- Not Important
- Very Unimportant

32. How does your organisation rate the importance of customer COMPLIMENTS (***positive*** *customer sentiment*) about its products/services on micro-blogging websites?

- Very Important
- Important
- Neither Important nor Unimportant
- Not Important
- Very Unimportant