

The effectiveness of advertising through the social media in Gauteng

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“Om Namah Shivaya “



ABSTRACT

In this day and age, with the very strong impact of globalization, digitalization and social media, advertising is changing. Many companies and advertising role players are forced to implement new consumer and business models and apply innovative business strategies. Social media marketing has become a norm for most companies. The process of marketing is used through social media sites like Twitter, Facebook and YouTube. By utilising the social aspect of the web, social media marketing is able to connect and interact on a much more personalised and dynamic level than through traditional marketing.

The target audience is a unique generation and has developed a personal filtering system against the onslaught of traditional media. The current idea is to try and build customised relationships with future clients from a young age, by developing a relationship that complies with their requirements which social media has made a possibility. This study attempts to investigate the effectiveness of advertising through social media, focusing on the social media medium of Facebook to determine the key correlations and factors that affect the effectiveness of advertisements on Facebook. The target audience utilised is based in the geographical region of Gauteng.

A survey was circulated via email to everyday consumers (n=189). Their attitude towards the brand used in the survey, as well as their loyalty to brand, were explored. Descriptive statistics and correlations revealed that many factors actually influence one's attitude to a brand and the actual effectiveness of the advertisement. Some trends of interest that were found were the fact that brands that have achieved a strong market presence, automatically attain the attention of consumers in the advertisements. The use of models correlated to the thought processes of consumers also played a role in determining how advertisements are actually perceived. There are four particular constituents that contribute to advertising effectiveness on Facebook, namely brand engagement, brand attitude, brand image and consumer engagement. In conclusion, for advertisements to be effective on Facebook, a brand must be established and have a strong brand reputation as the advertisements on Facebook serve to supplement the brand rather than to put the brand up the ranks in terms of reputation. It is suggested that the survey is reviewed and the study expanded to a less stratified and more multi-cultural environment.

Key terms: Social media, brand image, advertising, Twitter, Facebook, advertising effectiveness, electronic advertising

Contents

Chapter 1	9
Introduction	9
1.1 Introduction	9
1.1.1 Facebook	10
1.1.2 The impact of Facebook on advertising	11
1.2 Problem statement.....	13
1.3 Hypotheses	13
1.3.1 Objectives	14
1.4 Research methodology	14
1.4.1 Literature review	15
1.4.2 Research design	15
1.4.3 Collection of data	16
1.4.4 Data analysis and interpretation of results	16
1.5 Problems encountered	16
1.6 Demarcation of study	17
1.7 Summary.....	17
REFERENCES	18
Chapter 2	18
Scientific article	19
2.1 Introduction	19
2.1.1 Facebook	20
2.1.1.2 The impact of Facebook on advertising	21
2.2 Problem statement.....	23
2.3 Hypotheses	23
2.4 Research methodology	24
2.4.1 Literature review	24
2.4.2 Research design	25
2.4.3 Collection of data	25
2.4.4 Data analysis and interpretation of results	25
2.5 Literature review	25
2.5.1 Advertising Effectiveness	27
2.5.1.1 The Classic Hierarchic Model of Advertising Effects	27
2.5.1.2 The Two-Route Hierarchic Model for Emotional Commercials and Non-Emotional Commercials	28

2.5.1.4 The Elaboration Likelihood Model of Persuasion	30
2.5.1.5 Heuristic-Systematic Model of Persuasion.....	32
2.5.2 Research methodology	33
2.5.2.1 The Sales Effect	35
2.5.2.1 The Communication Effect	35
2.5.2.1.1 Sociological	36
2.5.2.1.2 Semiotic Objective	36
2.5.2.1.3 Psychological	37
2.5.2.1.4 Socio-psychological	37
2.5.3 Facebook	38
2.5.3.1 Facebook overview	40
2.5.3.2 The Facebook Ecosystem.....	42
2.5.3.4 Classified advertising on Facebook:	43
2.5.3.5 Banner advertisements:	44
2.5.4 Encouraging brand advocates:	44
2.5.4.1 Personalization	46
2.5.4.2 Comprehension.....	46
2.5.4.3 Satisfaction	47
2.5.4.4 Trust.....	48
2.5.4.5 Persuasion	48
2.5.4.6 Quality of decisions.....	49
2.5.4.7 Sales and return reduction	49
2.5.4.8 Brand equity	50
2.5.5 The major financial advantages of advertising on Facebook:	50
2.6 Results	51
2.6.1 Cronbach's Alpha.....	51
2.6.2 Demographic profile	52
2.6.3 Mean values.....	57
2.6.3.1. Average mean values	60
2.6.4 Advertisements	61
2.6.5 Type of advertising.....	63
2.6.6 Correlation Coefficients	64
2.6.6.1 Correlation Coefficients for the Personal Profile	65
2.6.6.2 Correlation Coefficients for the Advertising Personality	66
2.6.6.3 Correlation Coefficients for Consumer Engagement.....	68

2.6.6.4 Correlation Coefficients for Brand Reputation	69
2.6.6.5 Correlation Coefficients for Brand Attitude	70
2.7 Conclusions	71
2.8 Recommendations	72
2.9 Summary.....	73
References.....	74
Chapter 3	79
Conclusions and recommendations	79
3.1 Introduction	79
3.2 Conclusions	79
3.3 Recommendations	81
3.4 Areas for future research	81
3.5 Summary.....	82
References.....	84
Addendum.....	Error! Bookmark not defined.
Addendum A: Survey Electronic Format	89
Addendum B: The Survey questions and answers.....	90
Addendum C: Mean Values and Percentages:	99

List of Tables

Table 1: Figures of Facebook users	39
Table 2: Gender Segmentation of Facebook Users	39
Table 3: User Age Segmentation of Facebook Users	40
Table 4: TOP 5 Facebook brands in South Africa (May 2011):	40
Table 5: Cronbach's Alpha	52
Table 6: Results of the demographic variable: Facebook Profile	53
Table 7: Results of the demographic variable: Gender	53
Table 8: Results of the demographic variable: Log on Period	53
Table 9: Results of the demographic variable: Age Group	54
Table 10: Results of the demographic variable: Time Spent on Facebook	55
Table 11: Results of the demographic variable: Race Group	55
Table 12: Results of the demographic variable: Education Status	56
Table 13: Results of the demographic variable: Language Group	56
Table 14: Mean values	57
Table 15: Average of Means and Standard Deviations	60
Table 16: Mean Averages	61
Table 17: Choice of Advertisements.....	62
Table 18: Times Advertisement Viewed	63
Table 19: Correlation of Personal Profile Questions.....	65
Table 20: Advertising Personality	66
Table 21: Consumer Engagement	68
Table 22: Brand Reputation	69
Table 23: Brand Attitude.....	70

List of Figures

Figure 1: Diagram of Research Methodology	15
Figure 2: The Classic Hierarchic Model of Advertising Effects	27
Figure 3: The Two-Route Hierarchic Model for Emotional Commercials.....	29
Figure 4: The Two-Route Hierarchic Model for Non - Emotional Commercials	29
Figure 5: The Elaboration Likelihood Model of Persuasion	31
Figure 6: Diagram of Heuristic-Systematic Model of Persuasion	32
Figure 7: Diagram of Research Items.....	34
Figure 8: Facebook Overview	41
Figure 9: Facebook Groups.....	41
Figure 10: Facebook Marketplace	43
Figure 11: Summary of the Mean	61

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Advertising appeals aim to influence the way consumers view themselves and how buying certain products can prove to be beneficial to them. The message conveyed through advertising appeals, influences the purchasing decisions of consumers. A key to social media is that the consumer-generated content and consumer-fortified content can also influence image (Marland, 2008). The viral nature of brand-relevant communication is why social media is both an opportunity and a threat for advertisers. To determine the relative influence and nature of that influence on a brand, one must consider the source of content, the relative authority of that source, and the content itself.

Marketing is essential to most businesses and is generally the most important aspect of any business strategy. Many large companies in South Africa spend millions of rand on marketing their businesses whereas smaller companies are more reliant on more creative and cost effective methods (Godin, 2008). In the extremely competitive world we live in today, social media marketing has become the new trend and is a trend that is here to stay by means of using social media such as blogs, community sites, video sharing sites etc. to market a product or a business.

The popular websites such as Facebook, Twitter, and YouTube have close to five million visitors daily and thus have to be considered as a very important hub for marketing (Sarah E Needleman, 2011). Promoting a business via these sites serves as a very attractive business proposition due to the vast amount of steady traffic every day. Today's vast technological advances have made social networking to be extremely successful and social media marketing a very important segment in a business, because of the sheer number of people that access these sites regularly.

The advertising in social media differs from the traditional product and service marketing, in that it does not depend on a mere unidirectional relationship between the advertiser and the consumer. A successful social media advertising campaign is

designed to create a buzz. Social media advertising is an entity that works along a continuum that is ever-evolving. The successes of campaign advertisements rely entirely on the marketer's ability to entice social network users to discuss and promote a product.

The power of advertising is underestimated. Advertising has the power to persuade, the power to influence the mind and to shape destiny. It has the power to change markets and improve profit margins. Advertising has both short-term power and long-term power. In short-term power advertising conveys new information, builds awareness and enhances credibility (Robin Neifield, 2010). With respect to long-term power, the advertisement conveys brand image, promotes emotional values to the brand, and builds a positive reputation. The potential that advertising offers is far too great to ignore. The great power of advertising is seldom achieved in practice, simply because organizations do not know how effective their advertising really is. The companies that master the creative guidance that allows for advertising to succeed consistently develop and deploy - great advertising will own the future and the fortunes that go with it. Effective advertising is the key to success and the sustainable competitive advantage that all companies are looking for.

There are a vast number of social media sites that could be used for advertising; however the social media medium chosen for this study, is Facebook. The reason for this is that Facebook is the most popular social media website on the Internet. The followers that Facebook has accumulated in South Africa is the highest from all the Social Media mediums available around the globe. Facebook was launched in February 2004. As of 2010, Facebook had over 500 million users (Social Bakers, 2011).

1.1.1 Facebook

Facebook is among the highest profiting sites on the web, weighing in at a projected value of ten billion dollars (Foe, G. 2010b). The reason why Facebook has reached such popularity is simply because it opens people to free lines of communication between genders across the world or across the street, in a real time and asynchronous way blending marketing, opinions and suggestions and games perfectly for several minutes of relaxation away from the problems of the world.

Facebook is an exceptional marketing and advertising tool for people searching to get a product concept which is either virtual or physical, out. Facebook has an advanced campaign setup that allows companies to pick a specific demographic region, which means that they can target products to specific individuals living in a particular geographic area. This method of audience targeting is facilitated by research on demographics.

Whilst you move within your journey from basic to advanced attributes in Facebook marketing, it is possible to take support from a lot of tools. Marketing and advertising by means of Facebook without any tools, is like attempting to take care of a farm by working with hand tools. There are tools on Facebook that will enhance the efficiency of advertisements on the medium.

Facebook is becoming a lot more profitable every day, especially with all the possibilities accessible for advertising on this social media medium. Facebook marketing software program permits you to automate and target the method of befriending individuals and exposing your group to a fan page for big crowds (Robin Neifield. 2010). The use of Facebook advertising is giving organizations a competitive edge which is needed to sell their products and services.

1.1.2. The Impact of Facebook on Advertising

Organizations can benefit from advertising in Facebook space. Facebook offers advertisers opportunities.

Engaging consumers - Facebook makes it more easy and flexible when it comes to engaging with customers. Customer engagement is the most important benefit of Facebook marketing and therefore helps to retain existing customers and also increase brand credibility. During the recent economic downfall, a lot of companies succeeded in retaining their customers with the help of customer engagement through Facebook.

Enhancing brand reputation and image - companies can use Facebook as a way of increasing their goodwill and trustworthiness, which may ultimately result in better

branding. Companies are enabled to make conversation with its customers, which results in a great amount of credibility among its customers.

Build positive brand attitudes - there are many factors that influence Facebook advertising including the mood of the consumers when influenced by advertisement, their history with the company or brand and whether the information entered into their profile is really accurate. These factors can simply be boiled down to the brand attitudes consumers have towards the marketer. Facebook enables you to foster and build a positive brand attitude towards products of the advertiser.

Enhance Customer Relationship Management - customer relationship is an integral part of the growth of any company and when customer relationship fails, the company and its operations are also bound to fail. Facebook channels assist by making strong bonds between the customer and the company much easier and thereby increasing the stability of the company. Facebook allows you to know more about the trends and preferences of the customers and act accordingly. Customer preference can also be related to the points mentioned above. Knowing the preferences of your customers make it easier for you to enhance your product and plan one's online marketing campaigns in a much more effective way.

Announcing new products or services - there is no other better and cheaper media than Facebook to inform your customers about the arrival or release of new products and services. Facebook creates a platform that allows for easier spread of new product and service arrivals to a targeted audience.

Facebook advertising is one of the most trending subjects in online marketing nowadays and from the importance listed above, it is easy to understand the reasoning behind this. Many organizations strive to engage themselves into Facebook for various purposes. The reasons for organizations turning towards Facebook advertising is dependent on various factors, such as the company profile, the products, and customers (Bernoff, 2008). The day by day importance of effective Facebook advertising is on the rise for almost all the companies.

The steps in a Facebook advertising campaign will begin with setting the campaign objectives and end with assessing the effectiveness of the strategies and tactics, in

order to determine the degree of success in accomplishing the stated objectives and to inform the next campaign. The challenge with Facebook advertising is actually measuring the effectiveness of the advertisement's key to Facebook in that the consumer-generated content and consumer-fortified content can also influence image. The viral nature of brand-relevant communication is the reason why Facebook is both an opportunity and a threat for advertisers.

1.2 PROBLEM STATEMENT

There are many statistics that are applicable and available for the use of advertising in the Facebook space. Statistics like number of unique visitors, page views, and frequency of visits, average visit length, and click through rates are either totally unsuitable or irrelevant. This reflects a basic failure to capture information about the effectiveness of the Facebook advertisement. These statistics are merely a count of impressions, visitors, friends, posts and players. This counting does not capture the essence of the interaction consumers had with the brand, the degree of engagement felt during and after the interaction, or the effects of the interaction, exposure to brand messages, and brand engagement on measures like brand likability, brand image, brand awareness, brand loyalty, brand affiliation, congruency, and purchase intent. To measure the effectiveness of social media advertising, there should be a balance between quantitative statistics with qualitative insights that cannot be gained from simple statistics that are on offer.

1.3 HYPOTHESES

The research hypotheses will emanate from possible factors that contribute to the effectiveness of Facebook advertising. To test the effectiveness we will have to measure:

- Customer engagement;
- Brand reputation and image;
- Products and services being offered to the customer;
- Customer brand attitude.

1. There is a sole factor that has an effect on the advertisement.
2. There is a correlation between two factors that has an effect on the advertisement.
3. There are various numbers of factors that have an effect on the advertisement.

1.3.1 Objectives

There are two objectives that have been identified:

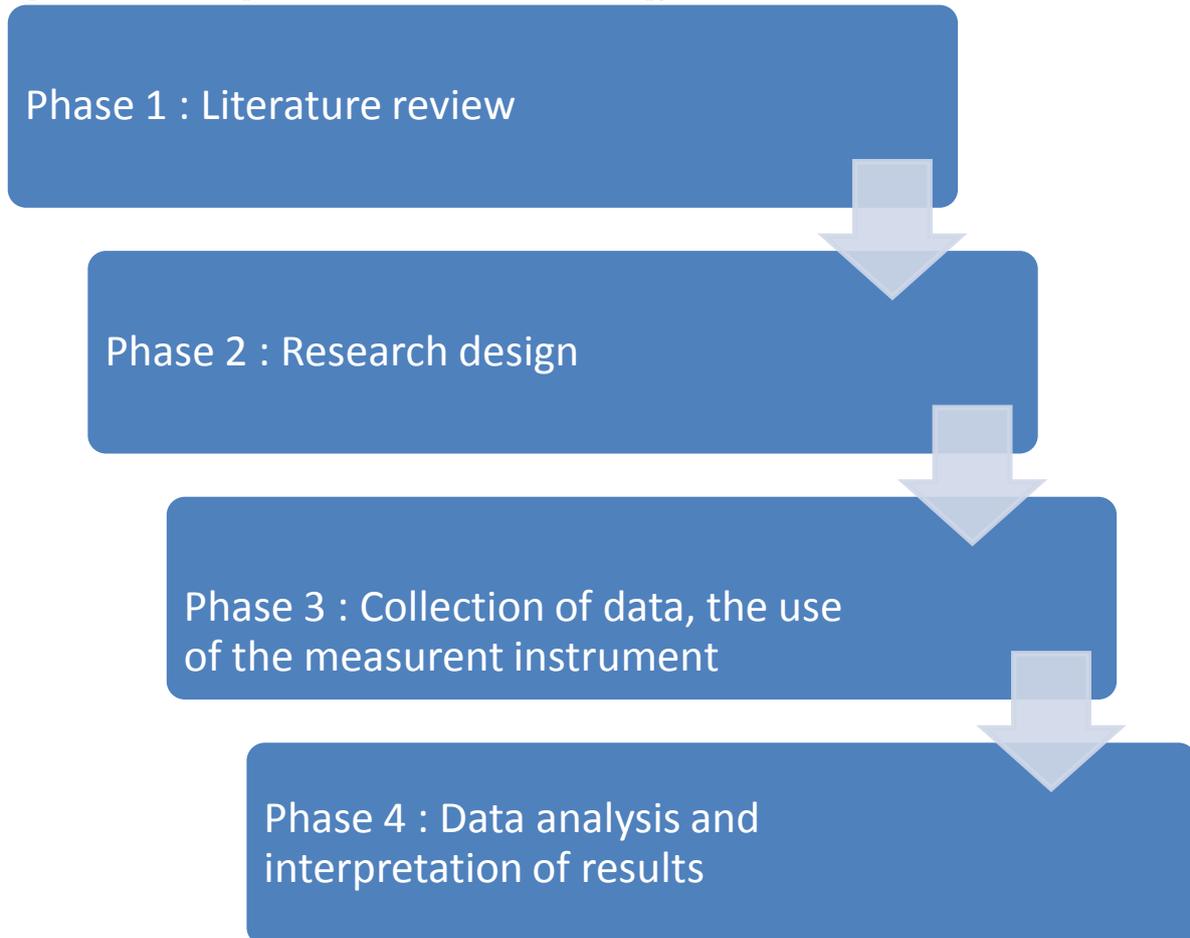
- To study the impact that the variables used in the study has on the effect of advertising on Facebook.
- To investigate the relationship these variables have with each other on the overall effects on advertising on Facebook.

1.4 RESEARCH METHODOLOGY

There are four phases to the research methodology used, which consists of:

- Literature review;
- Research design;
- Collection of data;
- Data Analysis and interpretation of results.

Figure 1: Diagram of research methodology



1.4.1 Literature review

The literature review was conducted via the effective evaluation of selected journals and articles on effective advertising in the social media area based on critical synthesis. This review forms an essential part of the research that is carried out. The literature review produces the background for the study. The evaluation of the literature logically leads to the answers required. The literature review served as a precursor to the research, and was a critical and in depth evaluation of previous research. The models used to formulate the hypothesis are discussed in more detail.

1.4.2 Research design

The research will follow an anti-positivist approach. This study will allow us to identify the important variables in our study that will lead to meaningful hypotheses. This forms a descriptive design that will track behaviour amongst individuals that fall into

our sample. This study forms an exploratory study as the investigations still are in the early stages.

1.4.3 Collection of data

Data is the gathered information that had been collected from the literature studies. The key factors were used to structure a survey. The survey consisted of the identified factors with specific criteria that had been able to evaluate each factor. The views of the respondents were captured by a 7 point Likert scale, as this produces more accurate results, when compared to a 5 point Likert scale.

Cronbrach's Alpha was calculated to ensure the volatility and internal stability of the survey (Cronbach's Alpha, 2010). A total of 189 surveys have been completed to obtain the sample data set. Sample populations consisted of people living in the Gauteng province in South Africa. The survey was submitted electronically to possible candidates via email.

1.4.4 Data analysis and interpretation of results

Descriptive Statistics used will include that of the mean, standard deviation and our frequency analysis. The data set collected will be statistically analysed by the use of SPSS. Inferential statistics that are concerned with the inferences to be made from the data indices on the basis of corresponding indices that are obtained from samples drawn randomly from the data.

1.5 PROBLEMS ENCOUNTERED

With a staggering number of over 500 million followers worldwide, and just over in South Africa (Aden Hepburn, 2010), this study will reflect the perceptions of adults in the Gauteng Region of South Africa. This study will however not be representative of the South African population as a whole around the country. The restriction lies in the collection of data from the rest of the provinces in South Africa that poses a problem due to the set time lines. This can be achieved as a part of a future research at a later stage.

1.6 DEMARCATION OF STUDY

Chapter 1: Introduction

The introduction, the problem statement, the hypotheses and research methodology are discussed in detail in this first chapter. This chapter elaborates on the research methodology incorporated and gives the reader a prologue to the importance of the Facebook marketing phenomenon that has taken the world by storm. This chapter consists of the following sub-headings: Introduction, Problem statement, Hypothesis, Research methodology, Problems encountered, Demarcation of study, Summary.

Chapter 2: Scientific article

This chapter presents the literature review and empirical research in the form of a scientific article. The results from the research are presented and discussed in detail. The results in the conclusions and recommendations have been drawn from this chapter for chapter 3. Chapter 2 is sub-divided in the following sections: Introduction, Problem statement, Hypotheses, Research methodology, Literature review, Results, Conclusions, Recommendations, and a Summary.

Chapter 3: Conclusions and recommendations

The findings of chapter 2, the scientific article, is recalled and discussed in order to conclude and recommend future directions for the research. This study will be discussed in detail as a conclusion to the research. This final chapter consists of: Introduction, Recommendations, and areas for future research, and a Summary.

1.7 SUMMARY

Chapter 1 serves as the introduction to this research project. This chapter gives the insight to Facebook and the importance thereof. It puts the reader in focus of the researched topic. The following chapter, chapter 2, includes a literature review and empirical research, thus forming the mainstay of the research. The research is concluded with chapter 3, where recommendations and areas of further research are explored and discussed in detail.

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CHAPTER 2

SCIENTIFIC ARTICLE

2.1 INTRODUCTION

Advertising campaigns aim to influence the way consumers view themselves and how buying certain products can prove to be beneficial to them. The message conveyed through advertising appeals, influences the purchasing decisions of consumers. A key to social media is that the consumer-generated content and consumer-fortified content can also influence image (Marland, 2008) .The viral nature of brand-relevant communication is why social media is both an opportunity and a threat for advertisers. To determine the relative influence and nature of that influence on a brand, the source of the content, the relative authority of that source, and the content itself should be considered.

Marketing is essential to most businesses and is generally the most important aspect of any business strategy. Many large companies in South Africa spend millions of Rand on marketing their business whereas smaller companies are more reliant on more creative and cost-effective methods (Godin, 2008). In the extremely competitive world we live in today, social media marketing has become the new trend that is here to stay by means of using social media such as blogs, community sites, video sharing sites and so forth to market a product or a business.

Popular websites such as Facebook, Twitter, and YouTube have close to five million visitors daily and thus have to be considered as a very important hub for marketing. Promoting businesses via these sites serves as a very attractive business proposition due to the vast amount of steady traffic every day. Today's vast technological advances have made social networking and social media marketing very successful for a business due to the sheer number of people that access these sites regularly.

Advertising in social media differs from the traditional product and service marketing, in that it does not depend on a unidirectional relationship between the advertiser and the consumer. A successful social media advertising campaign is designed to create a buzz. Social media advertising is an entity that works along a continuum that is

ever-evolving. The successes of campaign advertisements depend entirely on the marketer's ability to entice social network users to discuss and promote a product.

The power of advertising is underestimated. Advertising has the power to persuade and the power to influence the mind. It has the power to change markets and improve profit margins. Advertising has both short-term and long-term power. In short-term power, advertising conveys new information, builds awareness and enhances credibility (Sarah E Needleman, 2011). With respect to long-term power, the advertisement conveys brand image, promotes emotional values to the brand, and builds a positive reputation. The potential that advertising offers is far too great not to be incorporated in the organization's strategy. The great power of advertising is seldom achieved in practice seldom, simply because organizations do not know how effective their advertising really is. The companies that master the creative guidance that allows for advertising to succeed and consistently develop and deploy great advertising, will own the future and the fortunes that go with it. Effective advertising is the key to success and the sustainable competitive advantage that all companies are searching for.

There are a vast number of social media sites that could be used for advertising; however the social media medium chosen for this study is Facebook. The reason for this is that Facebook is the most popular social media website on the Internet. The followers that Facebook has accumulated in South Africa are the highest of all the social media mediums available around the globe. Facebook has been launched in February 2004. As for 2010, Facebook has over 500 million users (Social Bakers, 2011).

2.1.1 Facebook

Facebook is among the highest profiting sites on the web, weighing in at a projected value of ten billion dollars (Bruno, 2010). The reason why Facebook has gained such popularity, is simply because it opens people to free lines of communication between genders across the world or across the street in a real time and asynchronous way blending marketing, opinions and suggestions and games perfectly for several minutes of relaxation away from the problems of the world.

Facebook is an exceptional marketing tool for people searching to acquire a product concept which is either virtual or physical. Facebook has an advanced campaign setup that allows companies to select a specific demographic region, meaning that they can target products to specific individuals living in a particular geographic region. This method of audience targeting is facilitated with research on demographics (Gerard, 2009a).

Whilst consumers move within their journey from basic to advanced attributes in Facebook Marketing, it is possible to take support from a choice of tools. Marketing and advertising by means of Facebook without any tools are like attempting to take care of a farm by working with hand tools. The tools that will enhance the efficiency for advertisements are on the medium.

Facebook is growing at a phenomenal rate in numbers and profitability, especially with all the possibilities accessible for advertising on this social media medium (Cape Coders, 2011). The Facebook marketing software program permits you to automate and target the method of becoming friends with individuals and exposing these friends to your fan page. The use of Facebook advertising give organizations a competitive edge which is needed to sell their companies' products and services.

2.1.1.2 The Impact of Facebook on the Advertising

Organizations can benefit from advertising on Facebook space. Facebook offers advertisers opportunities such as:

Engaging consumers: Facebook makes it more easy and flexible when it comes to engaging with customers. Customer engagement is the most important benefit of Facebook marketing and helps to retain existing customers and also increase brand credibility. During the recent economic downfall, several companies succeeded in retaining their customers with the help of customer engagement through Facebook.

Enhancing brand reputation and image: Companies can use Facebook to increase their benevolence and trustworthiness which may ultimately result in better branding.

Companies can have conversations with their customers through Facebook, which may result in a great amount of credibility among their customers.

Build positive brand attitudes: There are a many factors that influence Facebook advertising, including the mood of the consumer when influenced by advertisement, their history with the company or brand, and whether the information they have entered into their profile is really accurate. These factors can be boiled down to simply the brand attitudes consumers have towards the marketer. By using Facebook, companies will be able to foster and build a positive brand attitude towards products of the advertiser.

Enhance customer relationship management: Customer relationship is an integral part of the growth of any company - when customer relationship fails, the company and its operations are also bound to fail. Facebook channels assists in making strong bonds between the customer and the company much more easily and thereby increasing the stability of the company. Facebook allows you to know more about the trends and preferences of the customers and act accordingly. Customer preference can also be related to the facts mentioned above. Knowing the preferences of your customers makes it easier for you to enhance your product and plan your online marketing campaigns in a much more effective way.

Announcing new products or services: There is no other better and cheaper media than Facebook to inform the customers about the arrival or release of new products and services. Facebook creates a platform that allows for easier spread of new product and service arrivals to a targeted audience.

Facebook advertising is the one of the most trending subjects in online marketing nowadays and from the importance listed above it is easy to understand the reasoning behind this. Many organizations strive to engage themselves in Facebook for various purposes. The reasons for organizations turning towards Facebook advertising is that it is dependent on various factors such as the company profile, its products as well as its customers. The day to day importance of an effective Facebook advertisement is on the increase for almost all companies (Anon. 2009a).

The steps in a Facebook advertising campaign will begin with setting campaign objectives and end with assessing the effectiveness of the strategies and tactics to determine the degree of success in accomplishing the stated objectives and to inform the next campaign. The challenge with Facebook advertising is actually to measure the effectiveness of the advertisement. The key to Facebook is that the consumer-generated content and consumer-fortified content can also influence image (Marland, 2008).

2.2 Problem Statement

There are many clicks through statistics that are applicable and available for the use of advertising in the Facebook space (Gibs, 2010). Statistics such as number of unique visitors, page views, frequency of visits, average visit length, and click through rates are either totally unsuitable or irrelevant, thus basically failing to capture information about the effectiveness of the Facebook advertisement. These statistics are merely a count of impressions, visitors, friends, posts and players. This counting does not capture the essence of the interaction consumers had with the brand, the degree of engagement felt during and after the interaction, or the effects of the interaction, exposure to brand messages, and brand engagement on measures like brand likability, brand image, brand awareness, brand loyalty, brand affiliation, congruency, and purchase intent. To measure the effectiveness of social advertising, there must be a balance between quantitative statistics with qualitative insights that cannot be gained from the simple statistics that are on offer.

2.3 Hypotheses

The research hypotheses will emanate from possible factors that contribute to the effectiveness of Facebook advertising. To test the effectiveness the following should be measured:

- Customer engagement;
- Brand reputation and image;
- Products and services offered to the customer;
- Customer brand attitude.

1. There is a sole factor that has an effect on the advertisement.
2. There is a correlation between two factors that has an effect on the advertisement.
3. There are various numbers of factors that have an effect on the advertisement.

Objectives

Two objectives have been identified:

- To study the impact that the variables used in the study has on the effect of advertising on Facebook;
- To investigate the relationship these variables have with each other, and the overall effects on advertising of Facebook.

2.4 RESEARCH METHODOLOGY

2.4.1 Literature review

The literature review was conducted via the effective evaluation of e-journals - articles on effective advertising in the social media area based on critical synthesis. This review forms the essential part of the research that has been carried out. The literature review provided the background for the study. The evaluation of the literature logically leads to the answers required. The literature review served as a precursor to the research and was a critical and in depth evaluation of previous research.

2.4.2 Research design

The research has been done in an anti-positivist approach. This study will allow the identification of the important variables in the study which will support the hypotheses. This forms a descriptive design that tracks behaviour amongst individuals of the sample population. It is an exploratory study, as the investigations are still in the early stages.

2.4.3 Collection of data

By looking at key factors, a structured questionnaire was drafted from information collected from the literature studies. The questionnaire consists of the identified factors, as well as specific criteria enabling the researcher to evaluate each factor from the participants' responses. The views of the respondents were captured by a 7 point Likert scale.

Cronbrach's Alpha has been calculated to ensure the volatility and internal stability of the questionnaire. A total of 189 questionnaires have been completed to obtain a data-set. The sample population consisted of the active users of Facebook.

2.4.4 Data analysis and interpretation of results

Descriptive statistics used include that of the mean, standard deviation and the frequency analysis. The collected data set has been statistically analysed with the use of SPSS. Inferential statistics concerned with the inference drawn from the data, indices on the basis of corresponding indices obtained from samples drawn randomly from the data.

2.5 LITERATURE REVIEW

Social media has changed the face of advertising most prominently in that it has almost eradicated the need for print advertising (Neill, 2007), thus providing a greener environment. Social media provides cost-effective channels. Organizations can determine the demographic group they want to target - thus enabling them to advertise to the appropriate audience.

Marketers have realised the effectiveness of having people interact the way they do using Facebook in relation to products and services (Heerde, 2007). Advertising on Facebook is taking the advertising world by storm. Businesses use the social websites to promote their offerings, share news and interact with their customers.

An amount of 39% increase in advertising spend on Facebook has been forecasted for 2011 (Bryant, 2011). The popularity of advertising on Facebook is generally due to the fact based on the notion that this site has a great deal of data of its users which can be exploited to deliver highly targeted ads to its huge user-base. This makes marketing sense to a large extent. Facebook users have become Carte Blanche by sharing every little detail of their personal lives on this site. The leverage of information for marketing to the users is phenomenal. Facebook is treated as an authentic part of their lives, knowing this company ensure that they are connecting with real people with real interest.

Facebook monitoring can help organizations utilise offline and online marketing initiatives, by providing additional tracking data with respect to advertising. The essence to advertising on a social media medium, in this case Facebook, is what the business wants the prospects to do after viewing the advertisement. For instance go to a website, call a phone number, fill out a reader reply card, or call their sales representative (Hindshaw, 2005). These actions generate leads that bring about the desired result of advertising.

Advertising is one of the biggest professional expenses an organization will incur in its existence. Organizations around South Africa spend more than they want to on marketing their businesses in pursuit of more customers and better opportunities, each year. The traditional promotional methods such as television, radio and print advertising, are the most popular as well as pricey choices which most businesses use to spread word of their offerings. This has all started to change now that technology has brought about a sea of change in advertising. This has changed both the method and the cost that are associated with business marketing.

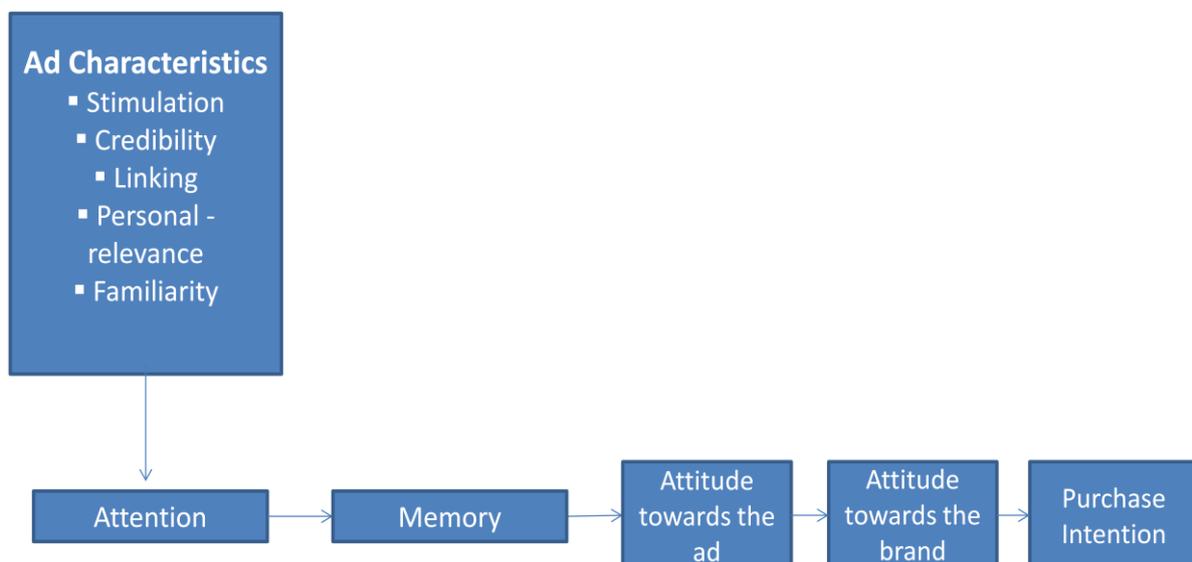
2.5.1 Advertising effectiveness

There are many models used by market researchers, as there are more than just one model that can best describe advertising. These models have similarities as well as dissimilarities. For this study, three models were taken into consideration, namely the Classic Hierarchic Model of Advertising Effects, The Two-Route Hierarchic Model of Advertising Effects and the Summary Model of Web Ad Effects. The combination of these three models forms a focal point for the basis of this research.

2.5.1.1 The Classic Hierarchic Model of Advertising Effects

This classical model appears in Figure 2.1.

Figure 2.1: The Classic Hierarchic Model of Advertising Effects



The process starts on the left of the model where the characteristics of the advertisement are presented. The stimulation refers to the advertisements ability to stimulate the modalities of the consumer such as vision, hearing or more uncommonly, smell, taste and touch. The purpose of an advertisement is to stimulate, thus explaining why advertisements are sometimes referred to as stimuli. Credibility relates to how credible the message is perceived, which is of course subjective, since different individuals will have different opinions about whether the advertisements are credible or not. Personal relevance, liking and familiarity are important variables that have an impact on the advertising effect.

The next step in the model is attention, which is part of the consumer and described as the amount of attention distributed to the advertisement by the consumer. After attention follows memory, which is a measure of how well the consumer remembers the advertisement. From the advertisers' perspective, it is naturally preferable if the target group remembers the advertisement, which is influenced by the factors, attitude towards the advertisement and attitude towards the brand. This leads to the final stage namely, purchase intention. Purchase intention is the connotative component where the consumer acts upon the advertisement and initiates a purchase of the advertised product (Changing Minds, 2011c).

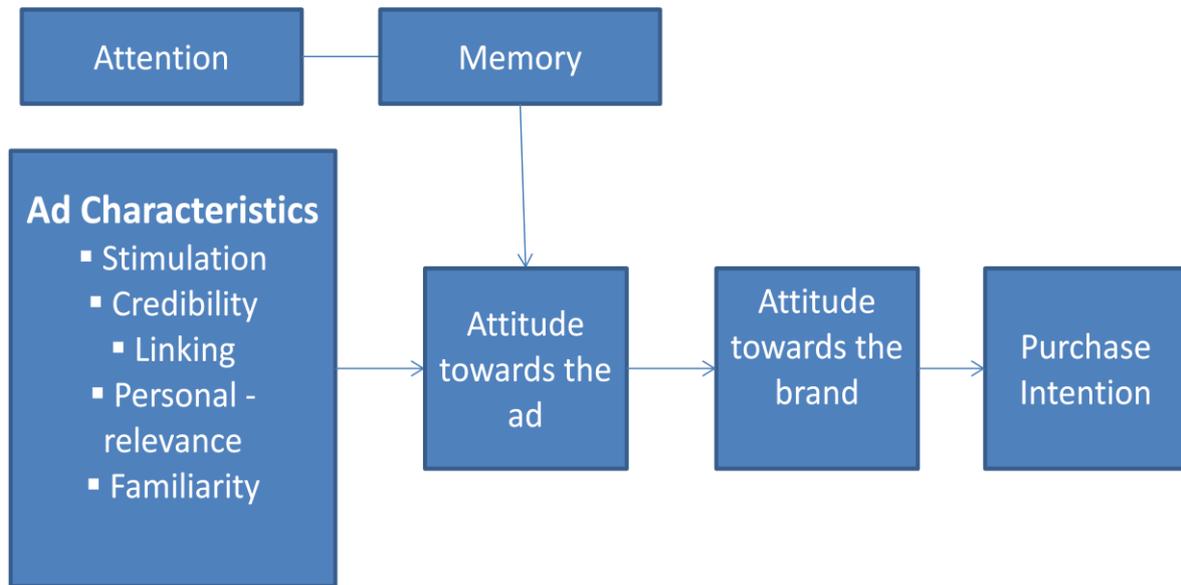
The Classic Hierarchic Model gives a fairly good overview of what has been considered important concepts in advertising. Advertising effects is often a matter of measuring variation in these constructs and their relation to each other. This model is sequential in nature and presumes that there is no limited interaction or feedback between the different stages. The impact of advertisements' characteristics on attitude towards the advertisement and attitude towards the brand is important. Although each stage in the hierarchy of effects operates contingently on the stage prior to it, it is also influenced by different ad attributes than the stages preceding and following it (Changing Minds, 2011c).

The attention – memory sequence in the models, is treated differently for emotional commercials and non-emotional commercials. The reason for this is that an advertisement that elicits emotional response in the consumer is supposed to create a memory engram that is enhanced as opposed to non-emotional conditions. It is more likely that there is a direct link between memory and attitudes for emotional advertisements than for non-emotional advertisements.

2.5.1.2 The Two-Route Hierarchic Model for Emotional Commercials and Non-Emotional Commercials

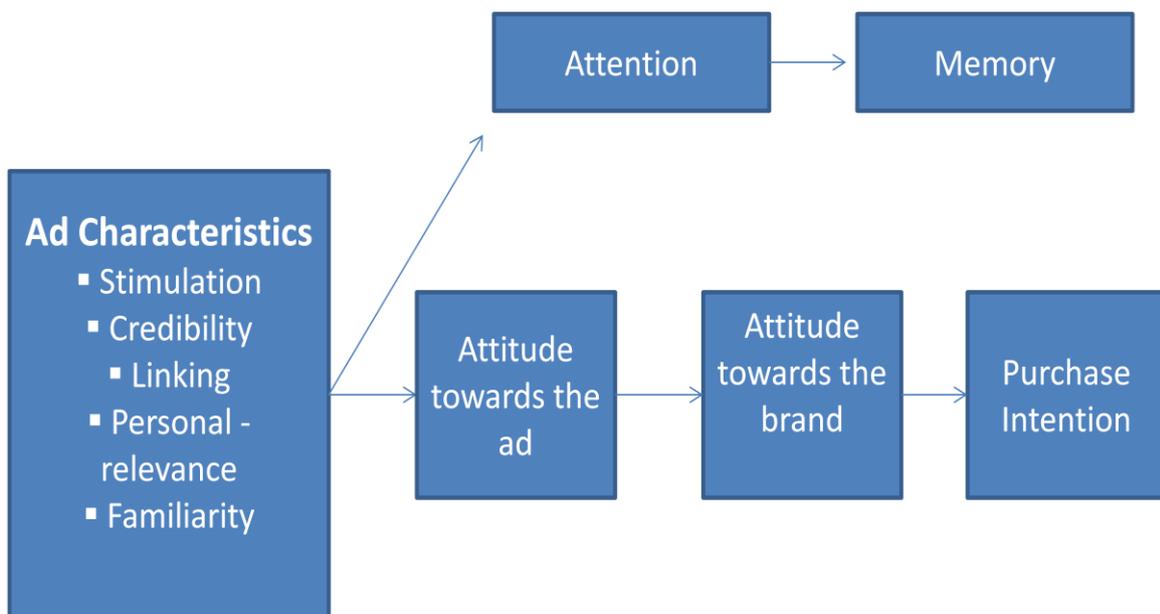
In the two figures below, the two-route hierarchic model of advertising effects is displayed. These two models differ from the classical model in that they have two separate routes. The Two-Route Hierarchic Model for Emotional Commercials in Figure 2.2 displays that there is one route that is influenced by advertisement characteristics and a second route that not influenced by the advertising characteristics.

Figure 2.2: The Two-Route Hierarchic Model for Emotional Commercials



The Two-Route Hierarchic Model for non- Emotional Commercials in Figure 4 shows that both routes are influenced by the advertising characteristics. These two models however have a common main route namely, attitude towards advertisement and attitude towards brand and purchase intention (Changing Minds, 2011d).

Figure 2.3: The Two-Route Hierarchic Model for Non - Emotional Commercials



Without any kind of attention to an object and without short term, long term, verbal or pictorial memory, it becomes hard for the subject to have any knowledge or attitude

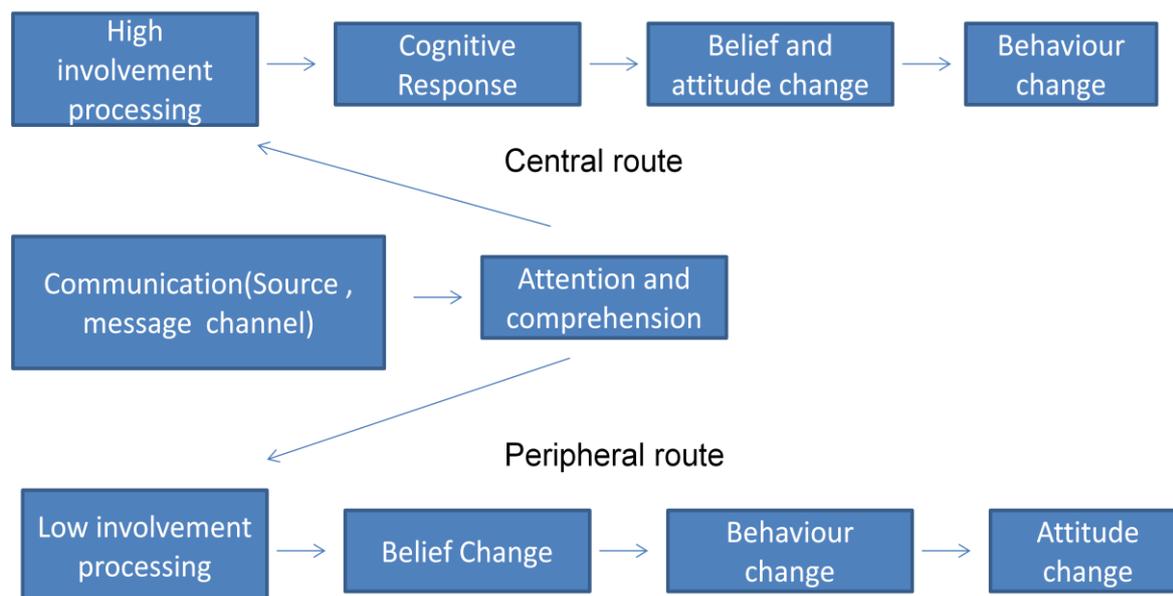
towards a specific advertisement and its characteristics. Considering that attention is a construct that is inherently connected with whether input will reach the central nervous system or not, it is indeed disturbing that the attention and memory constructs have a subordinate route or sequence as can be seen in these two models (Changing Minds, 2011e).

2.5.1.4 The Elaboration Likelihood Model of Persuasion

The Elaboration Likelihood Model of persuasion, ELM, has dual routes depending upon whether the subject will be engaged in a low or high involvement processing. The low involvement processing comprises of a peripheral route starting with belief change, behaviour change and finally attitude change. The high involvement process takes the central route comprising of cognitive responses, belief and attitude change followed by behaviour change. The ELM model describes attitude formation under different levels of involvement and processing.

One of the best ways of motivating people to take the central route, is to make the message personally relevant to them. Fear can also be effective in making them pay attention, but only if it is moderate and a solution is also offered. Strong fear will just lead to fight-or-flight reactions. The central route leads to consideration of both arguments, for and against, and a choice is carefully considered.

Figure 2.4: The Elaboration Likelihood Model of Persuasion



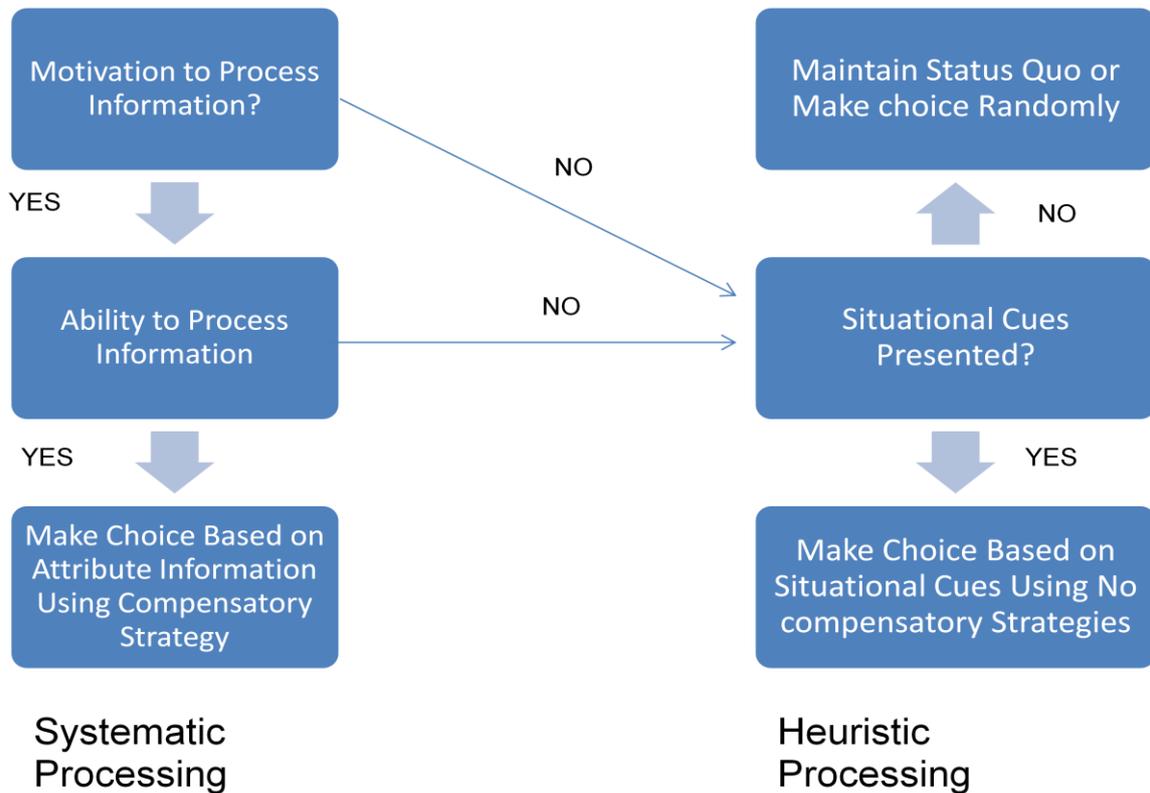
People are more motivated to use the central route when the issue has personal relevance to them. Some people have a higher need for cognition, deliberately thinking about more things than people with a lower need. These people with a higher need for cognition are more likely to choose the central route (Changing Minds, 2011b).

While feeling good, people want to sustain the feeling and will avoid focusing on things that might bring them down again, therefore taking a more cursory, peripheral route. People in a negative or neutral mood are more likely to take the central route. In practice, this is more of a spectrum than a bipolar model. We may increasingly notice and consider evidence or steadily let events act simply as cues to automatic responses.

2.5.1.5 Heuristic-Systematic Model of Persuasion

The Heuristic-Systematic Model of Persuasion appears in figure 2.4.

Figure 2.5: Diagram of Heuristic-Systematic Model of Persuasion



The heuristic-systematic model of persuasion states that people will either use mental shortcuts or will systematically process the merits of something when they are forming an attitude. This model can be used to understand the thinking behind the subliminal messages consumers are faced with. The Heuristic-Systematic Model (Changing Minds, 2011a) includes the hypothesis that attitudes developed or changed by utilizing heuristic processing alone will likely be less stable, less resistant to counterarguments, and will be less predictive of subsequent behaviour than attitudes developed or changed by utilizing systematic processing.

Heuristics are mental shortcuts that consumers use so they can make judgments with little time needed for analysing. A consumer viewing an advertisement, might

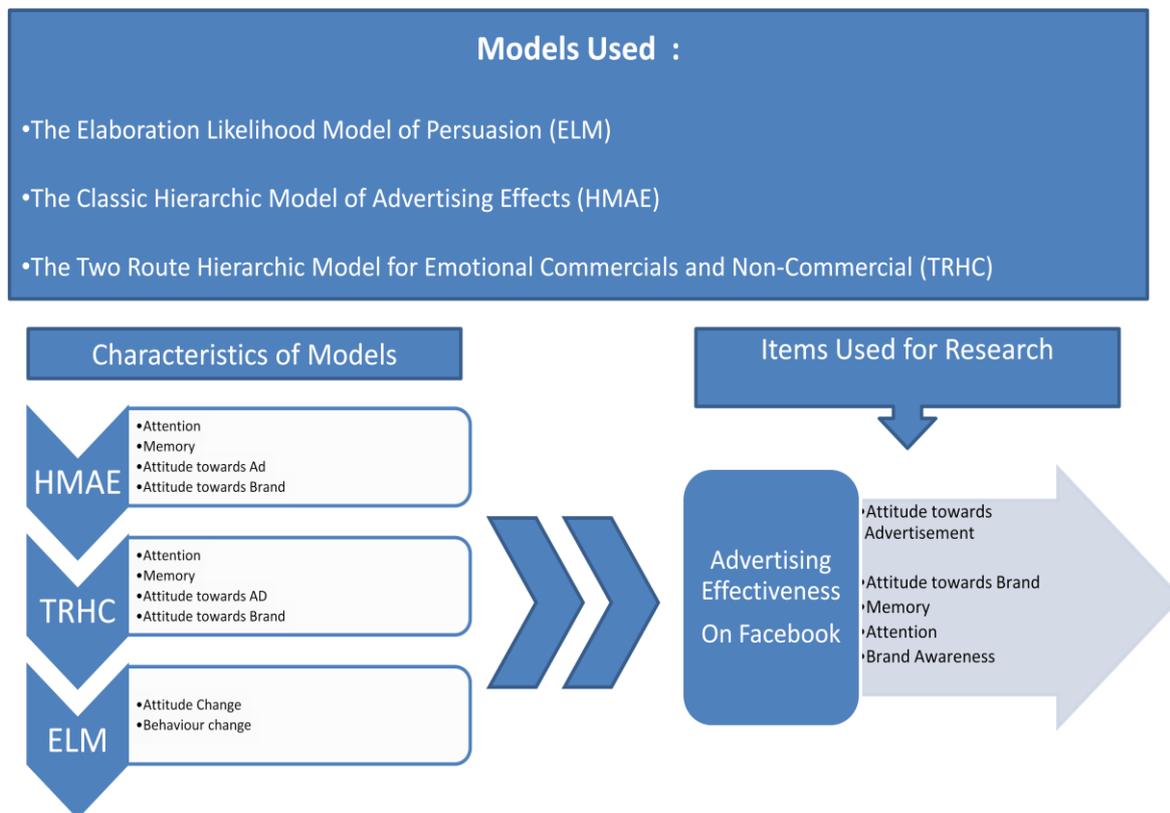
conjure up a heuristic or a simple rule to decide what their attitude toward the message is. If consumers decide to process the argument in their heads for a while, weighing the good and the bad, they might reach a different conclusion and think it is a systematic process.

The Heuristic and Systematic processes may occur independently (Changing Minds, 2011a). It is also possible for both to co-occur in an additive fashion or in a way that the judgmental implications of one process lend a bias nature to the other. With the occurrence of economic concerns predominant, the consumer will likely employ heuristic processing when formulating argumentation judgment. Reliability concerns are influenced by the level of the recipient's issue-involvement or response-involvement.

2.5.2 Research methodology

The models that have been used in the literature above pay reference to the advertising effectiveness of advertisements as well as the cognitive process behind the decision-making while viewing an advertisement. Taking the vital principals of these models, the literature review and survey questionnaire have been based on these already established research. The figure below illustrates the core of the research in terms of the factors taken into consideration in determining the effectiveness of the Facebook advertisements.

Figure 2.6: Diagram of Research Items



It is evident from the models used that the decisive factors to be incorporated into the study would be brand awareness, memory, attention, attitude towards advertisement and the attitude towards the brand. These factors have been incorporated into the survey that was sent out to the sample population in Gauteng.

Advertising effectiveness can be defined as the degree to which the advertising generates the desired effect (Nysveen, 2006). The measurement of these effects is very important, especially taking into consideration the significant investments in advertising. There is great difficulty in measuring the overall effectiveness of advertisements in South Africa due to the following:

- The effects of advertising tend to vary and thus cannot be converted into quantitative terms easily;

- The interaction of advertisements with other business variables such as behaviour, marketing policies, financial decisions. The other relationships are environmental variables such as competition and economic conditions;
- Advertising generally causes long-term effects in the minds of prospect consumers, however this is not always the case - the results can occur in the same period as the costs (Bryant, 2011).

The evaluation of advertising effectiveness can be measured separately by the desired:

- Sales effect;
- Communication effect.

2.5.2.1 The Sales Effect

The Sales Effect is a direct assessment of the advertising ability to affect the sales volume and the market share, irrespective of other variables (Gerard, 2009a). Many organisations consider the effectiveness of advertising in the effect on sales in the short term. This however cannot be a true reflection of the effectiveness of advertising. Businesses using the law's linear regression to predict the sales volume in a regression model, will know that advertising an independent variable will not be the sole variable that has a total effect on the dependent variable, which is sales. Organisations need to try and find the best arrangement of the variables that increases sales.

2.5.2.1 The Communication Effect

With respect to reliability concerns being predominant, the recipient will likely employ systematic processing when formulating argumentation judgment. When recipients perceive significant importance in formulating highly accurate argumentation judgment, the recipient will likely employ a systematic processing strategy.

The communication effect is the ability to reach the consumer, and to be able to transfer the appropriate message (Gerard, 2009b). The communication effect is not just one factor. It is made up of several variables - the most important factors are:

- Sociological;
- Semiotic;
- Psychological;
- Socio-psychological;

These four variables form the basis of the communication effect. These variables are explained in more detail in the paragraphs to follow.

2.5.2.1.1 Sociological

Sociology is the study of society. Its traditional focuses include social stratification, social class, social mobility, religion, secularization, law, and deviance (Wikipedia, 2011). The role of advertising and consumption in societal change is a very broad theme. The sociological aspect of advertising examines how advertising influences opinions, attitudes and behaviour of individuals and social groups.

The sociological perspective to the advertising function in contemporary society is broken down into two approaches. The first approach is to be positive towards advertising. It is believed that the role of advertising is to better organise economic and harmonise social relations, and that advertising encourages people to adhere to common values. The second approach, in contrast, tends to generate the hype needed for consumption. This is obtained by adapting messages to a superior audience, also introducing new or poorly differentiated symbolic values.

2.5.2.1.2 Semiotic Objective

The semiotic objective focuses on symbols from the first instance. This is identified as words, gestures, images and dance (Nagar, 2009a). The object of semiotics is to message itself containing different signs that can be interpreted according to a pre-established intention, without reference to the consumer and the influence on the consumer behaviour. This approach is most useful especially in the context of advertising creation, the quality of message from the viewpoint of its construction, its presentation and the place of the communication process. The impact the message has on the recipient is a minor problem in the process of the message evaluation. This is the most important limitation to the semiotic approach in terms of advertising.

2.5.2.1.3 Psychological

Communication and advertising in general is the influence on the perception of the recipient, thus bringing about motivation. Psychologists believe that these motivations drive consumer behaviour; therefore the purpose for the advertising developer is to identify the reasons for consumer behaviour (Nagar, 2009b). The reasoning behind this is to identify the most effective or favourable advertisement message to remove the communication barriers.

The psychological approach has the advantage of measuring the effectiveness of advertising with reference to the recipient of the message, in particular the characteristics of the consumer. This approach however, does not provide thorough answers, although it may provide great insight. This is because the recipients of the message expose themselves voluntarily to the message, decode it, store it and eventually recall the message to make the purchase. Resultantly, it takes the entire communication process and the external factors (especially those related to the environment that may play a crucial role in determining the behaviour of the recipient) in account.

2.5.2.1.4 Socio-psychological

The socio-psychological approach simultaneously accounts for the message and the recipient of the message (Heerde, 2007a). This approach aims to study the effectiveness of advertising in terms of persuasiveness. The effects observed are the formation process of attention, memory, attitude and behaviour. This method is used extensively due to the fact that it allows for all possible hypotheses to be tested together with all the links that may exist between variables - this research serves as an advantage in terms of validity. Traditionally focusing solely and exclusively on the direct effects of certain variables taken individually, this proves difficult to control. This method uses multiple variables to analyse the actual contribution of these variables in explaining the evolution of the dependent variable, namely sales. These variables are used in models that are utilised for both planning advertising campaigns and evaluating their effectiveness.

The communication and sales effects form an integral part of advertising effectiveness; however something that cannot be overlooked is the cognitive and

behavioural dimensions. The cognitive dimension is concerned with the consumer's understanding of the message and the storing of the message. There are different types of memory: spontaneous recall, without any added indication; stimulated recall, facilitated by the presentation of certain evidence; related memory, when respondents are able to describe at least one specific element of the communication; recognition, or identification of the advertising; brand allocation, the memory not only of the advertising but also of the advertised brand. The behavioural dimension describes changes in buying behaviour, detectable by intentions and actions measured by sales and market share (Heerde, 2007b). This dimension relates to the attitude toward and perceptions of communication. The behavioural attitude towards the images proposed and the spread opinion of consumers are detected.

All the factors and dimensions mentioned this far are focused on three segments: The communication process - the recipients in terms of audience, memory, storage; the media used in terms of impact, coverage, frequency, and so forth; and finally the feedback occurs in terms of attitudes, behaviours and opinions. Other elements that have been omitted are source, code, and context, essentially assuming that the communication process was conducted in optimal conditions or at least without distortion.

A fundamental element of an effective communication process is the use of the same code by the source and recipient. The reason for this is that the recipient will not understand the message or give a different meaning which will lead to the phenomenon Eco called "Aberrant decoding" (Ambekar, 2009). This "Aberrant decoding" message is what we understand, not what was intended to be understood, thus emphasising the importance to examine not so much and not only what the firms wanted to communicate, but what was actually communicated.

2.5.3 Facebook

Facebook was originally founded in early 2004 by a group of ex-Harvard University students as a service that was initially restricted to students of their own university. This application then rapidly expanded its services into most of the Ivy League universities in the USA, and thereafter it grew on a larger scale in the USA,

spreading to most universities and eventually down to high schools. The site then went international by moving to Canada, Australia and the UK where it was open to anyone who had a university or college email address. In late 2006, Facebook moved away from educational grassroots and became a truly open service that anybody, anywhere in the world could register for and participate in. This move away from their traditional roots inspired an effective stronghold on the educational social networking community, especially in the USA, with the company claiming that almost all US college students have Facebook accounts. In late November 2007, Facebook had the largest registered number of collegiate and student users of any social networking site, with 55 million users worldwide. By the end of 2007, this figure passed 60 million users, of whom over half - more than 30 million - actively participate in the Facebook community at least once a month (Cape Coders, 2011). To put Facebook's current rate of expansion into some kind of perspective: one year ago (2010) the site was enjoying 15,000 new user signups per day.

Currently there are 3,904.420 active Facebook users in South Africa with a staggering number of 143,260 people joining the social network within the last month, corresponding to a growth of 4% month on month (Cape Coders, 2011). There are some functional statistics on the South African population using Facebook, as indicated in the following tables.

General statistics on South African Facebook Users are shown in the tables below (Social bakers, 2010).

Table 2.1: Figures of Facebook users

Total Facebook Users:	3 904 420
Penetration of population:	7.71%
Countries list of most used:	31

Table 2.1: Gender Segmentation of Facebook Users

Male	49%
Female	51%

Table 2.2: User Age Segmentation of Facebook Users

AGE SEGMENTATION	PERCENTAGE OF USERS
13 – 15	4%
16 – 17	5%
18 – 24	31%
25 – 34	31%
35 – 44	15%
45 – 54	8%
55 – 64	4%
> = 65	4%

Table 2.3: TOP 5 Facebook brands in South Africa (May 2011):

BRANDS	NUMBER OF FANS
Springboks	337 765
Gareth Cliff	304 373
Huisgenoot	147 643
WOOLWORTHS SA	88 413
DJ Fresh	73 372

2.5.3.1 Facebook overview

The screenshot provided below provides a view of the front-end of a Facebook profile when logged in. The first thing the site encourages you to do is to 'Find Friends' thus playing emphasis on 'finding' people you already know, hence growing the networking circle.

Figure 3.1: Facebook overview



Source: Facebook (2011a).

By making the choice to following this link, you will soon discover that it takes you to a screen that allows you to search for ex-pupils of your old high school or university. This site encourages one to meet new people who have similar interests, especially by clicking on the Groups icon in the top left-hand side bar of the screen shown. This will take you to this screen from where it is possible to 'Browse groups' as indicated.

Figure 3.2: Facebook groups



Source: Facebook (2011b).

Many businesses use Facebook to promote their products or services. This is achieved by feature linking their website in as many ways as possible, on the assumption that doing so might potentially drive visitors from Facebook back to the business website or blog. An additional manner in which companies attempt to advertise themselves is by creating new groups.

Groups allow companies to target the audience with greater ability since they have been clustered, and the insights provided by Facebook analytics to bring about better understanding of what is required by the consumers.

2.5.3.2 The Facebook ecosystem

There are 3 steps to the Facebook Ecosystem:

1. Building a presence: A Facebook page allows companies to create and identify their states of business in the social graph and map of society that has taken the world by storm. Generally industries use Facebook to create social experiences involving their products and services online that are engaging and personalised.

2. Engage: Creating these Facebook touch points allows organizations to start building their fan base and engaging with their customers. Organizations that harness the full utilization of their publishing and engaging of conversations with fans, allow for intensified relationships and gain invaluable insights.

3. Amplify: For each time a consumer interacts with business on Facebook, these interactions are published into the News Feed, creating word of mouth. These interactions are extremely effective at getting other Facebook users to engage and take action. This can be shared with a much larger number of prospective and current consumers by using Facebook Advertisements. Facebook Advertisements include all the names of friends who have already connected to the business.

2.5.3.4 Classified advertising on Facebook:

There is 'Marketplace' on the Facebook site. This is the Classified Advertising section of Facebook. Below is an example of this Classified Advertising:

Figure 3.3: Facebook Marketplace



Source: Facebook (2011c).

The past couple of years, before the time that social media had taken off, many online businesses and internet marketers have enjoyed significant levels of success with various classified advertising sites. The choices were made by the most highly trafficked sites from the many hundreds of similar sites available.

Considering these successes, there have been many products that have given businesses lessons on how to successfully promote their products and services using only free classified advertising. This has great potential that generates business and with it associated revenues from classified ads.

The classified advertisements placed on the Facebook marketplace are entirely free of charge; hence individuals also make use of this resource as much as possible. Classified advertising within the Facebook community, suffers from exactly the same basic mistake that all such promotional efforts do - advertisers have very little or no idea who actually views the adverts. This problem, as well as many others that are

associated with 'traditional' advertising methods, caused that Facebook has recently significantly overhauled the advertising options that they offer.

2.5.3.5 Banner advertisements:

Facebook also offers the ability to place banner advertising in various locations on the site. The examples shown above are for educational institutions and, given the nature of the community, these banners are probably the most effective within Facebook. The average consumer in general suffers from at least some degree of 'Banner blindness' (Anon., 2009a) - most website viewers who are confronted with banner advertising tend to skip straight past it almost without noticing its existence.

This is a widely accepted phenomenon for all types of businesses that are advertising online, and would certainly not be limited to the Facebook site.

From this, it is conclusively established that the average Facebook community member is likely to be somewhat subversive to the chances of commercial banner advertising, thus the chances of being successful on Facebook is minimal. It is for this reason that only a handful of commercial banners appear on the Facebook community site. Nevertheless, even universities and colleges must justify the money they spend on advertising and therefore, it is reasonable to assume that they must obtain some kind of return from their Facebook advertising efforts.

Although the successes of a banner advertisement are negligible, organizations advertising will not get many direct sign-ups from such banner advertising. One facet that can be assured is that it would certainly help to establish their name and 'brand' awareness.

Together, advertisement mediums on Facebook give businesses the effectiveness of earned media, at the scale and predictability of paid media. Every campaign run has a lasting impact via the relationships that is built along the way. This is the new word of mouth and research has shown it is twice as effective at driving results.

2.5.4 Encouraging brand advocates:

Almost universally, advertisers seek to create and encourage brand awareness - the likelihood that consumers recognise the existence and availability of a company's product or service (Gibs, 2010).

One common and frivolous form of awareness on Facebook is through social ads. For example, if a user's friends are a fan of a particular brand on Facebook, the advertisement itself will contain the names of those friends. This frivolous form of endorsement actually does impact on and play a role in the effectiveness of the advertising.

These friends that are fans of brands can be seen as brand advocates. There is a high tendency for Facebook users to be eligible, seen in a social context, if one of their friends has previously "Become a Fan" of the brand running the advertisement.

Social impressions carry an added layer of influence. This is achieved by naming which of the user's friends also have a relationship with the brand and is strongly correlated to the size of the brand's fan base before their advertisements start. Social advertisements are the middle ground between the reaching of the generally directed profile homepage advertisements and the impact of the highly effective messages, and achieving buy-in from consumers as that is the goal. Whilst many businesses may buy a homepage advertisement, there are some things that money cannot buy and that is the influence that is intrinsic when a consumer sees a list of his friends featured as a "FAN" on the social advertisement.

The key basis is the high and long-lasting impact of brand loyalty of the messages in the social arena, however this brand loyalty cannot be bought by advertisers, it has to be earned through user engagement and connections between users and the brands. Advertisements on consumers' homepages are a key success factor in opening up to more impactful social impressions, however driving these valuable impressions requires advertising that sparks engagement and links brands with users.

Many organizations view social media as a platform only for advertising awareness, while there is actually significant benefit to both "seeding" social networks with paid advertisements, as well as maximizing little forms of social advocacy that will demonstrate significant reach. Many organizations are attracted to advertising on Facebook because of the ability to use an advertisement campaign as a starting point to the creation of derivative branded content created or passed along by those exposed to the advertising campaign.

2.5.4.1 Personalisation

In the perspective of advertising communication, advertising in social media has traditionally been applied to mass social media communication in order to distinguish advertising from personal selling, direct advertising, and individualised sales promotions. Nevertheless the power of social media to transform mass communication into personalised messages has modified the focus of traditional mass advertising to more concentrated and focused audiences. Organizations that want to carry out personalised advertising require measures that ascertain what consumers want to know, what they want to buy, and how they wish to buy. These measures are easily obtainable through the information Facebook has on offer of its users. This pertinent information can be used to cluster customers accordingly and the added potential to assure that consumers belonging to specified clusters only receive relevant messages, which has a dual purpose.

Firstly by avoiding bombarding consumers with inappropriate messages that are likely to detract them from accepting relevant messages, the marketer can send messages that are most likely to generate purchases or other desired responses. Secondly, mass advertising is usually very costly for many products that do not apply to all people, with organizations always looking to cut costs where they can which usually is unnecessary. Personalised advertising based on individual characteristics and tailored to individual preferences is therefore potentially more efficient for the marketer.

It is given that groups or clusters of consumers will differ with respect to their preferences for personalization in general and personalization of information about specific products and services, depending on what information the consumer must provide.

2.5.4.2 Comprehension

Comprehension with reference to advertisements is the recall of the message intended by the advertiser in response to a product category and brand cue. It can be said that good comprehension is achieved when there is consensus between the marketer and the consumer as to the shared meaning of an advertisement; however, in contrast to incomplete product disclosure, that creates confusion. The anonymous

and ambiguous nature of much social media advertising and interactive shopping brings about difficulty for consumers when comprehending the messages of many advertisers and this leads to the consumer not fully understanding the true characteristics of a product.

The uncertainty that arises from incomplete comprehension may discourage customers from purchasing a product or return it after purchase since it did not meet their expectations. Comprehension is a vital part of social media advertising. High levels of equivocality tend to arise when a consumer experiences confusion and ambiguity (Neill, 2007). This confusion and ambiguity may not be the result of a lack of information. The existence of multiple interpretations and conflicting views may still represent equivocality.

Comprehension is not merely measuring whether people can recite a claim intended by an advertiser; it also deals with the degree to which a claim reduces uncertainty and the extent to which it may reduce equivocality (Ambekar, 2009).

2.5.4.3 Satisfaction

Satisfaction is regarded as another element of advertising effectiveness with regard to communication. Interaction of consumers with marketers influences consumers' satisfaction both with the purchase decision and the interaction itself. Satisfaction can be viewed in two dimensions:

- Satisfaction with the interactive process;
- Satisfaction with the purchase of a product or the outcome.

These dimensions are highly correlated, although it is not always the case. Satisfaction arises when there has been enough information about products, new products, and comparing products that takes in account personal preferences both for product characteristics and the nature of the information search process. Facebook tools are designed to make it easier for organizations to collect information (data).

2.5.4.4 Trust

This definition captures two important attributes of trust. Firstly, the subjective probability embraces the fact that trust is not objective but a personal anticipation; such subjective probabilities may be especially useful measures of advertising effectiveness, especially if such measures are obtained over time. Secondly, expectations represent a measure of what consumers have come to believe based on prior experience (Gerard, 2009b).

Firstly, credibility deals with predictability and fulfilment of implied and unambiguous requirements of an agreement. This is considered to be a weak type of trust that rests on reputation. Secondly goodwill or benevolence deals with expectations that consumers will not act opportunistically, even given the chance. This is the higher form of relational trust that is built on familiarity and experience, and is usually based on personal experience rather than reputation, calculation, or economic rationale.

- Credibility is based on the extent to which the consumer believes that the marketer has the expertise and honesty to perform the transaction effectively and reliably;
- Benevolence is based on the extent to which the consumer believes that the marketer has intentions beneficial to the consumer. The marketer has higher potential to raise the level of consumers' trust since there is more than one way of communication through Facebook. Facebook facilitates reciprocal communication that is trust building and brings about commitment from consumers.

Facebook advertising has the phenomenal potential to promote consumers' trust towards the advertiser and product through reciprocal information exchange, customer support and technical assistance, reciprocal communication, operational linkages, and other specific adaptations by the marketer to the needs of the consumer.

2.5.4.5 Persuasion

Social media advertising has far more powerful persuasive influence than traditional advertising and even more so on Facebook. Communication through Facebook

provides opportunities to personalise information presentation, promote trust, identify objections and points in need of further clarification, and modify the offering itself, as much as is the case with personal selling to specific clusters of customers. These opportunities further enhance the ability of the marketer to persuade. Resistance to the adoption of new products and services is an especially significant obstacle faced by marketers that can be overcome easily with the data that is readily available.

2.5.4.6 Quality of decisions

Consumer satisfaction, loyalty and trust are the by-products of the quality of consumers' decisions. The heterogeneity of consumers' goals and preferences makes the definition and measurement of decision quality, whether by the consumer or the marketer, a highly idiosyncratic proposition hence clustering of consumers with similar preferences will prove to be fruitful in the long run (Shao, 2004). This is the reason for interaction with consumers to be as vital as it provides significant information about the nature of consumers' preferences regarding products and product features. Marketers from big organizations can use this information or data to modify and improve future products and make better decisions regarding aspects that consumers find most useful. Facebook can promote marketers' learning on consumers' characteristics and preferences, which will improve customer support, technical assistance and future promotions. An important effect of advertising on Facebook should be better quality of decisions for future advertisements and future products.

2.5.4.7 Sales and return reduction

This is the most frequent measure of advertisement effectiveness used today and is some form of choice behaviour. Generally every advertiser relates advertising to sales. This focus on sales is a given for Facebook advertising. In a vast number of situations, where advertising is tied to an immediate sale, it will actually be easier to measure the effectiveness of advertising in the social media context. In several other situations, the link between advertising and sales in a social media context will be as difficult to define and measure as it is for much of advertising in more traditional media that has led to the sales figure (Pavlou, 2000). For example, where a consumer obtains information via the Facebook advertisement, but buys from a

traditional retailer, it may be very difficult to associate the advertising with the sale in this situation.

A sale is not really a sale, if a dissatisfied consumer returns a product. This stresses the importance of a consumer to be confident about a product and having developed appropriate expectations prior to purchase in order to reduce the frequency of product return. To alleviate this problem, better interaction between the marketer and the consumer prior to purchase is of utmost importance - the information gathered from these interactions will decrease the chances of a consumer returning the purchased product. Taking a look at the transaction costs perspective (Hindshaw, 2005), Facebook advertising is the way organizations diminish the ex-post cost of receiving already purchased products. The transaction-cost is regarded as maladaptation cost associated with an unsuccessful transaction. Facebook advertising prior to purchase certainly has the potential to improve the transaction process and reduce unsuccessful purchases and subsequent returns.

2.5.4.8 Brand Equity

The measures of brand equity and changes in brand equity over time have become imperative measures of advertising effectiveness and business success. These measures play prominent roles in the evaluation of Facebook advertising. There are many traditional measures of brand equity, such as strength of attitude toward the brand and resistance to different amounts of price reductions on competitive products that will remain important. However, the medium of Facebook potentially offers an opportunity to develop and measure a far richer conceptualization of brand equity.

2.5.5 Financial advantages of advertising on Facebook

The financial advantages to advertise on Facebook are:

- **Cost:** The costs associated with advertising on Facebook are related to the time it will take to plan a strategy and implement it by contributing and engaging with the audience on social media channels. These costs are far less than traditional advertising, such as mass media and print.

- **Engagement with customers:** The personal connection and interaction with customers on Facebook enables organizations to be more aware of their interests and impressions of the products and services that are on offer. These relationships also serve as an inexpensive extension of customer service offerings, as the action taken to address the consumer's concerns is personal rather than an automated response (Aitke, 2008a).
- **Measurability:** The analytic reports generated from Facebook are conclusive and produce statistics that provide great management information that is required for organisations directing their marketing efforts. The data obtained from this site proves very useful and invaluable as it is not data that can be obtained overnight from any other source.
- **Targeting for maximum effectiveness:** The correct utilization of this data will allow organisations to target their marketing to the right customers with precision so that more of the advertising budget is allocated to interested consumers that will in turn yield business (Aitke, 2008b).

Taking these key factors into consideration, businesses should yield a good return on the investment in Facebook. Once these components are combined, the rest is truly the easy part. It is easy not only because it should seem naturally intuitive to be social, but because organizations find that connecting with truly likeminded individuals who are happy to hear from them is uplifting and motivating.

2.6 RESULTS

The research methodology (as presented in Chapter 1) refers. The results that were obtained from the analysis of the data gathered for the purpose of the study are presented and discussed below. The results consist of a demographic profile, some descriptive statistics (mean values and the standard deviations were calculated). SPSS was the statistical tool employed to analyze the data.

2.6.1 Cronbach's Alpha

Cronbach's alpha is a measure of internal consistency. Cronbach's alpha has been used in this study due to the use of multiple Likert scale applied to the questions in

the survey questionnaire. In order to determine if the scale is reliable, the Cronbach's alpha was used. The formula for the standardised Cronbach's alpha:

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N - 1) \cdot \bar{c}}$$

Source: SPSS (2011).

There is always a tendency to obtain a high value of alpha as this is evidence that the items measure an underlying construct (Cronbach's Alpha). Cronbach's alpha can be determined as the average inter-correlation among the items. Additionally, if the average inter-item correlation is low, alpha will be low. As the average inter-item correlation increases, Cronbach's alpha increases as well.

Table 2.5: Cronbach's Alpha
Reliability Statistics

Cronbach's Alpha	N of Items
.722	40

Table 2.5 contains the outcome of the results of the calculated Cronbach's alpha on the survey questionnaire. The Cronbach's alpha is 0.722, which indicates a high level of internal consistency for the scale with this specific sample. This is an indication that there is a correlation amongst the questions within the survey.

2.6.2 Demographic profile

This profile includes 8 item variables. The first section of the survey questionnaire provides the demographic profile of the sample as building a frame for the interpretation of the results.

Table 2.6: Results of the demographic variable: Facebook Profile

Facebook Profile	Frequency	Percentage
Yes	170	89.9
No	19	10.1
Total	189	100.0

Table 2.6 contains the results of the sample population that have a Facebook profile; it is evident that a majority of the population used have Facebook profiles - 90% of the sample population.

Table 2.7: Results of the demographic variable: Gender

Gender	Frequency	Percentage
Male	98	51.9%
Female	91	48.1%
Total	n = 189	100.0%

Table 2.7 contains the results in terms of males and females that have completed the survey questionnaire. The results show that there were slightly higher numbers of males that have participated in this study. There were 52% of male participants and 48% of female participants.

Table 2.8: Results of the demographic variable: Log on period

Log on period	Frequency	Percentage
Once a month	27	14.3
Once in two weeks	44	23.3
Once a week	16	8.5
Once a day	43	22.8
More than Once a day	59	31.2
Total	189	100.0

Table 2.8 contains the results of the number of times that the sample population log onto Facebook. It is evident that more than half or 53% of the population log onto Facebook at least once a day. This suggests that these candidates have the best chances of the sample population to have actually seen the advertisements that

were used in the survey. This would also indicate a great chance to really build brand image and mould the consumers' minds in the way they view the brand.

Table 2.9: Results of the demographic variable: Age group

Age Group	Frequency	Percentage
15-25	70	37.0%
26-35	96	50.8%
36-45	17	9.0%
46-55	4	2.1%
55-65	2	1.1%
Total	n =189	100.0%

Table 2.9 contains results with respect to the age group that is viewing Facebook actively in the study. From table 8 it is evident that 87 % of users are younger than 35 years. The age demographic group of 15 - 25 that forms 37% of the sample population is relative to that of the age segmentation 16 – 24 forming 36% of all Facebook users as seen in table 2.3.

Table 2.10: Results of the demographic variable: Time spent on Facebook

Time spent on Facebook	Frequency	Percentage
0 - 10 minutes	83	43.9
11-20 minutes	67	35.4
21-30 minutes	20	10.6
31-50 minutes	7	3.7
51-60 minutes	2	1.1
More than 60 minutes	10	5.3
Total	189	100.0

The results in table 2.10 indicate the time that users actually spend on Facebook. There is a clear indication that there is a very small number of users that use Facebook for more than 30 minutes at a time. It is only 10.1% of users, as compared to 79.3% of users that use Facebook for less than 20 minutes at a time. This would be enlightenment to advertisers on Facebook as they need to focus on the 1 to 20 minute period that their advertisement is viewed within this time frame. The advertisers should concentrate on the length of time their advertisements are advertised, while the user is online. In terms of advertisement rotation the user on Facebook may not view the advertisement due to the period of time they spend on Facebook.

Table 2.11: Results of the demographic variable: Race group

Race group	Frequency	Percentage
African	49	25.9
Indian	51	27.0
Colored	16	8.5
White	71	37.6
Other	2	1.1
Total	189	100.0

Table 2.11 contains the results of the Race group and there seems to be a slight majority of white users with 37.6%, followed by 27% of Indian users and 25.9% of African users. The other race groups make up 9.6% of the sample population.

Table 2.12: Results of the demographic variable: Educational status

Educational status	Frequency	Percentage
Matric	28	14.8
Diploma	24	12.7
Degree	54	28.6
Post Graduate Degree	68	36.0
Master's Degree	15	7.9
Total	189	100.0

Table 2.12 contains the results of the educational status of the participants. There is a high percentage of users with tertiary education - 85.2% of all users. This may indicate that this population of 85% could be looking for old co-workers and current connections. From a networking point of view, finding contacts on Facebook is much easier than on LinkedIn. On LinkedIn, after a few emails to catch up, people do not communicate again. By adding these people to Facebook, the user is more connected to them without having to actively maintain a conversation via email. There also always the ability to look for business opportunities through shared interests.

Table 2.13: Results of the demographic variable: Language group

Language group	Frequency	Percentage
English	125	66.1
Afrikaans	38	20.1
Zulu	3	1.6
Xhosa	2	1.1
Sotho	6	3.2
Other	15	7.9
Total	189	100.0

Table 2.13 contains results of the language groups of the users. There are a larger proportion of English speaking users; followed by Afrikaans users with 20.1% and the African languages with 5.9%.The other languages make up 7.9% of the sample population.

2.6.3 Mean values

The research calculated the mean value of each criterion as well as the standard deviation. The mean values are presented in percentage format after the responses on the 7 point Likert scales have been converted into percentages. To interpret the results in a standard format the following guidelines have been applied:

- Under 60% = Unacceptable/Unimportant;
- Between 60% and 75% =Acceptable/Important;
- Over 75 % and Higher = Excellent/Very Important.

The results of the mean values are presented in table 13. All of the standard deviation values seem to be in order and none seem to be unusual. The mean portray a fair share of dissatisfaction as various categories show mean values below the unacceptable level of 60%. There also seems to be a great deal of important variables that have a mean value of 60% to 75% and very important levels of criteria that have mean values higher than 75%, especially that of consumer engagement.

Table 2.14: Mean values

Advertising personality of the Consumer	Mean %	Standard Deviation
I believe in products that are endorsed by Celebrities	54.75%	1.73
I care about using brands	58.20%	1.81
The country of origin affects my product purchase decision	59.55%	1.45
I talk to my friends about advertisements seen on traditional media (television, magazines, newspaper, billboards, etc.)	66.81%	1.49
I use products because they are most available	61.07%	1.41
I am a loyal customer of the products I buy	75.79%	1.08
I have a preference for products that are associated with a particular company	68.11%	1.49
Do you have positive reactions to advertisements on Facebook?	44.42%	1.46
Consumer Engagement		

I will enquire more information on the product because of the advertisement	45.14%	1.94
How important is the Quality of a product in affecting the choice of purchase?	84.59%	1.35
How important is the Quantity of a product in affecting the choice of purchase?	64.64%	1.55
How important is the Price of a product in affecting the choice of purchase?	85.55%	1.09
How important is the Branding of a product in affecting the choice of purchase?	72.37%	1.28
Brand Reputation and Image		
Does the brand you choose stand out in the overcrowded marketplace?	68.77%	1.32
I consider my chosen advertisement as the most favourable brand in terms of brand reputation.	61.06%	2.01
I consider my chosen advertisement as most publicly recognised brand in terms of brand reputation.	71.22%	1.25
I consider my chosen advertisement as most reliable brand in terms of brand reputation.	68.26%	1.71
Do the visuals and slogans of the chosen advertisement provide a memorable familiarity to the brand?	69.41%	1.65
Brand Attitude		
Do you find this product advertisement as being attractive?	79.83%	1.41
Does the product advertisement give you a pleasant feeling?	68.76%	1.22
Do you find the advertisement you have chosen memorable to you?	64.46%	1.26
I think the quality of the product in my chosen advertisement as compared with similar products is better.	72.32%	1.61
I find the claims made by the advertisement to be believable	75.15%	1.41

The results in table 2.14 contain all the mean percentages and standard deviations. The results have been split accordingly by the four items, namely Advertising Personality, Consumer Engagement, Brand Reputation and Image, and finally, Brand Attitude.

Advertising personality has one outstanding mean value that is 75.75% referring to the question of customer loyalty. This is an indication that these customers have a strong inclination to only consider products that they are using and are familiar with. These customers also do not believe in advertisements endorsed by celebrities as this has a mean value of 54.75%. The lowest mean score in this segment namely 44.42%, is the reaction to advertisements on Facebook.

Consumer engagement has three high mean values from which very interesting hypotheses could be drawn, namely quality, price and branding of a product in making choices to purchase with respective mean values of 84.59%, 85.55% and 72.37%. These three play an important role in the consumers' actual purchasing of products of their choice. A very interesting item that is revealed in this segment is the enquiry of information with a mean value of 45.14%, which is a clear suggestion that the consumers are not very easily influenced by the advertisements involved - also evident by the other factors they take into consideration when purchasing a new product.

The important mean values in the Brand reputation and image segment is the tendency to choose an advertisement based on the reputation of that brand in public - 71.22%. The aesthetics of advertisements play a big role in how well a consumer will actually remember the brand with a mean value of 69.41%. There is a strong predisposition that consumers are easily influenced by advertisements of products that have built strong brand reputations and images over the years through other advertisements.

The attitude towards the brand is a very important factor for all brands, as this will determine the outcome of sales at the end of the day. The claims making the advertisement credible, has a very high mean value of 75.15%, and the product advertisement attractive are even higher at 79.83%. The reason for these high values can be taken from the paragraph above - consumers have a strong inclination towards brand reputation and image. That influences attitude towards the brand, as

they choose advertisements based on reputation and remember advertisements in terms of images and aesthetics.

2.6.3.1 Average mean values

The results in table 14 contain the average mean values and the average standard deviations of the four categories within the advertising effectiveness. It is very interesting to see that brand attitude has the highest average mean - 4.99. All the average means tend to be fairly high with brand reputation the lowest with an average mean value of just 4.07. It is evident from these average mean values which factors play an important role in advertisement effectiveness. The average standard deviation values are indicative of the average mean values and fairly constant as the deviation values are fairly low, thus suggesting that if there are any fluctuations from the mean they would be minimal.

Figure 2.4: Average of means and standard deviations

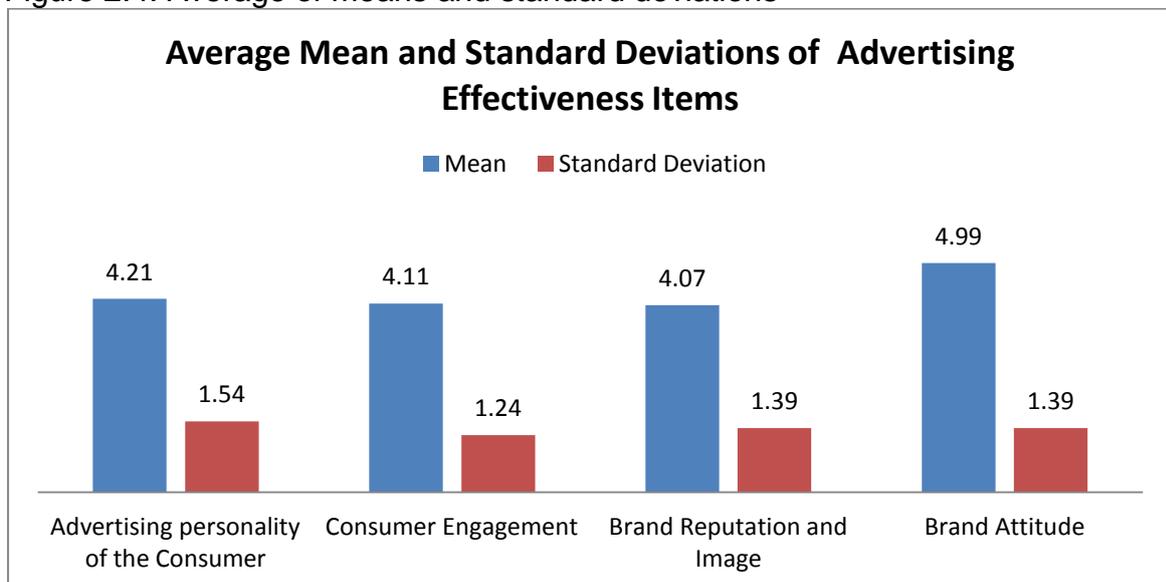
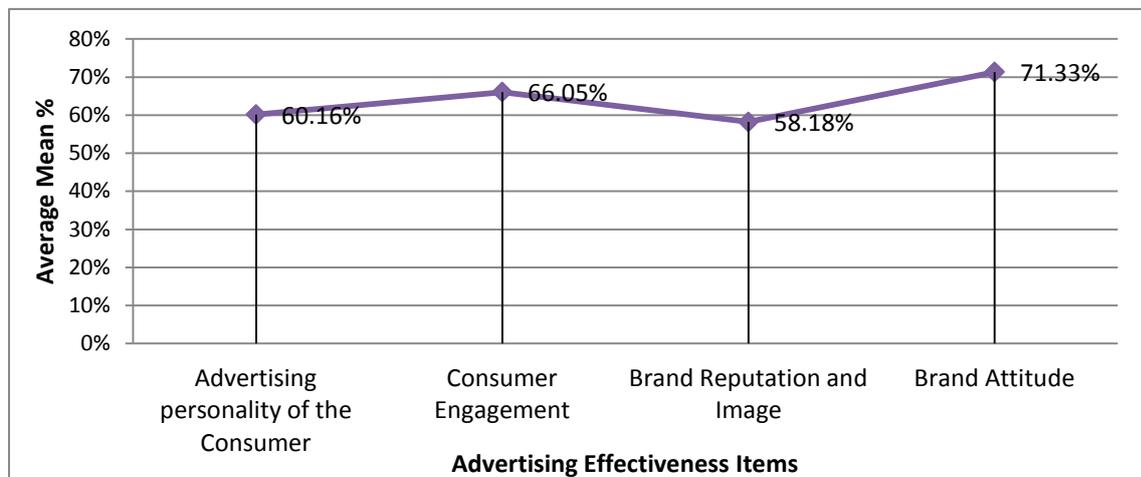


Table 2.15: Mean averages

Advertising effectiveness Items	Average Mean %
Advertising personality of the consumer	60.16%
Consumer engagement	66.05%
Brand reputation and image	58.18%
Brand attitude	71.33%
GRAND MEAN	63.93%

According to the mean values calculated for the criteria, all the advertising effectiveness can be regarded as important, as their values are higher than 60%. The only item that scored less than 60% is brand reputation and thus would be regarded as unimportant as compared to the other items. Unfortunately none of the criteria in the research achieved the highest merit that has exceeded the 75% mark. The brand attitude has obtained the highest average, indicating that it is the most important item that may influence the effectiveness of advertisements.

Figure 2.5: Summary of the Mean



2.6.4 Advertisements

The three advertisements used in the survey are meant to entice the consumer's cognitive responses (thoughts that occur to a message recipient's whole reading, viewing, and/or hearing a communication) in 3 different ways. The first advertisement hopes to entice the consumer by creating credibility by sheer dominance by the appearance of the product (Da Silva, 2006). The second advert tries to lure consumers in by advertising the price of the product indicating a discount on the item

as well as the affordability of the item. The last advertisement attracts consumers through the offering of a chance to win something in exchange for purchasing their product. The advertising appeal that is created through the approach used in an advertising message to attract the attention or interest of consumers and/or influence their feelings toward the product, service, or cause was successfully measured in this study (Martin, 2001). The questions directed towards recipients in the survey completed tried to understand the cognitive processing of the consumer. The interpretation with which the individual transforms external information into meanings or patterns of thought, and how these meanings are used to form judgments or choices about behaviour, will be important in how effective these advertisements are on Facebook.

The order in which a consumer makes a decision and gets persuaded eventually, happens in two ways (this based on the Elaboration Likelihood Model of Persuasion in Figure 2.5):

1. When a consumer is motivated and able to pay attention, a logical step is taken, conscious thinking, and a central route to decision-making, which may lead to permanent change in the attitude of the consumer.
2. In other cases, a consumer may take the peripheral route, meaning that they do not pay attention to persuasive arguments but are rather swayed by surface characteristics such as the way the advertisement is transmitted. In this case consumers do change, although it is only temporary and to a state where the consumer may be susceptible to further change.

Table 2.16: Choice of advertisements

Advertisement choice	Frequency	Percentage
Advertisement 1	111	58.7%
Advertisement 2	51	27.0%
Advertisement 3	27	14.3%
Total	189	100.0%

Table 2.16 contains the results of the choice of advertisements that were selected. It is evident that the first advertisement is the one that were chosen by the most, followed by advertisement 2 and then advertisement 3.

Table 2.17: Times advertisement viewed

Times advertisement viewed	Frequency	Percentage
Never viewed	177	93.7%
1 time	5	2.6%
2 times	1	0.5%
3 times	3	1.6%
4 times	2	1.1%
5 times	1	0.5%
Total	189	100.0%

Table 2.17 contains the results for the number of times that the advertisement was viewed. It is surprising to see that 94% of the sample respondents have never seen any of the advertisements on Facebook. There has only been 6 % of the total population who have viewed these advertisements on Facebook. This brings to understanding that the majority of the respondents have based their judgement and answered the questions of the survey according to viewing the advertisement for the first time during the survey.

2.6.5 Type of advertising

The advertisements used in the survey form part of a subliminal advertising campaign for the brands involved. The subliminal messages, namely the words and pictures used are not consciously perceived, but may still influence a consumer's judgment, attitude, and behaviour. Such examples are hidden sexual visuals or noises that will worm into a person's sub-consciousness and entice people to buy a product. Subliminal messages encountered in everyday life may influence the way the consumer may behave. The model that explains this occurrence in more detail is

the Heuristic-Systematic Model of Persuasion which is discussed in more detail in the literature review. The Heuristic-Systematic Model of Persuasion in Figure 2.4 was used to base the understanding of how candidates in the survey would respond to advertisements.

2.6.6 Correlation coefficients

The correlation coefficient is a measure that determines the degree to which two variables' movements are associated. A coefficient of correlation is a mathematical measure of how much one number can be expected to be influenced by changes in another (Investopedia, 2011). A correlation coefficient of 1 means that the two numbers are perfectly correlated. In other words, if one grows so does the other - the change in one is a multiple of the change in the other. A correlation coefficient of -1 means that the numbers are perfectly inversely correlated, in other words if one grows, the other falls - the growth in one is a negative multiple of the growth in the other (Levine, 2008a). A correlation coefficient of zero means that the two numbers are not related.

The correlation coefficient is calculated as follows:

$$\rho_{xy} = \frac{Cov(X, Y)}{\sigma_x \sigma_y}$$

Source: Investopedia 2011.

For this study there has been a test of correlations amongst each question corresponding to the survey that was used for the collection of data. The correlation tables have been split according to their designated sections as in the survey.

2.6.6.1 Correlation Coefficients for the Personal Profile

Table 2.18 : Correlation of Personal Profile Questions

	1	2	3	4	5	6	7	8
Personal Profile								
1	1.00							
2	0.07	1.00						
3	-0.35	0.08	1.00					
4	0.11	-0.02	-0.34	1.00				
5	-0.04	0.01	0.14	-0.06	1.00			
6	0.08	0.02	0.02	0.14	-0.16	1.00		
7	-0.09	0.04	0.14	-0.10	-0.05	0.39	1.00	
8	0.00	0.11	0.09	-0.09	0.13	-0.24	0.02	1.00
Advertising Personality								
9	-0.20	-0.19	-0.01	-0.02	0.04	-0.23	-0.12	0.00
10	-0.01	-0.18	0.18	0.02	0.09	0.11	0.22	0.26
11	0.00	0.02	0.05	0.12	0.13	-0.06	-0.12	-0.02
12	0.01	0.19	0.11	-0.10	0.10	0.11	0.12	0.17
13	0.01	0.02	-0.01	0.03	0.06	-0.28	-0.24	0.33
14	-0.11	-0.06	0.19	-0.17	0.01	0.03	-0.07	-0.17
15	0.07	-0.12	0.02	0.03	0.16	0.02	-0.03	0.05
16	-0.02	-0.06	0.13	-0.04	0.08	0.04	0.07	-0.03
17	0.11	-0.05	0.00	0.08	0.02	-0.12	-0.09	-0.01
Consumer Engagement								
18	0.03	0.03	-0.03	0.03	-0.08	0.15	0.02	-0.03
19	-0.06	-0.09	0.04	0.17	0.15	-0.12	0.03	0.06
20	-0.07	0.11	0.09	-0.02	0.20	-0.11	0.01	0.09
21	-0.15	-0.22	-0.14	0.05	-0.12	-0.07	-0.13	-0.10
22	0.15	0.19	0.02	-0.01	-0.02	0.21	0.18	0.13
23	0.08	0.09	0.00	-0.10	-0.13	0.03	0.11	0.00
24	-0.20	-0.03	0.24	-0.09	-0.09	-0.05	0.07	-0.14
25	-0.11	-0.07	0.09	-0.06	-0.05	0.06	0.19	-0.01
26	-0.19	0.01	0.14	-0.07	0.14	0.01	-0.02	-0.02
27	0.07	-0.02	-0.04	-0.08	-0.16	0.01	0.00	0.19
	Brand Reputation							
28	0.14	0.21	0.01	0.02	-0.05	0.27	0.13	-0.12
29	-0.03	-0.03	0.18	-0.04	-0.02	0.20	0.32	-0.10
30	-0.02	0.06	0.13	-0.05	-0.02	0.21	0.23	-0.06
31	-0.06	-0.08	0.07	-0.02	0.17	-0.11	0.01	0.14
32	-0.07	0.04	0.16	-0.10	0.17	0.11	0.20	0.19
33	0.06	-0.01	0.04	-0.07	0.19	0.03	0.09	-0.03
34	-0.02	0.04	0.09	-0.07	0.13	0.13	0.23	0.09
	Brand Attitude							
35	-0.13	-0.03	-0.09	0.12	0.13	-0.14	-0.15	0.15
36	0.00	0.08	0.06	0.10	0.09	0.16	0.12	0.03
37	-0.05	0.01	0.08	0.06	0.21	-0.14	-0.07	0.20
38	-0.03	0.01	0.10	-0.05	0.13	0.07	0.13	0.07
39	-0.03	0.12	0.16	0.00	0.12	0.09	0.27	0.12
40	0.02	0.01	-0.05	0.12	0.09	-0.06	-0.13	0.10

Table 2.18 contains all the correlations for the questions with relation to demographic variables. There is a negative correlation (-0.34) between the age group and the log-on periods to Facebook. This is indicative that the older age group logs onto Facebook on a much lower frequency as compared to the younger generation. The memory of the advertisement has a direct correlation to the time spent on Facebook - this is the correlation showed by question 5 and question 37 with correlation coefficients of 0.21. The time spent on Facebook also has a correlation to question 20, which indicates that the longer the time spent on Facebook is related to the consumer actually enquiring about the product.

2.6.6.2 Correlation Coefficients for the Advertising Personality

Table 2.19 : Advertising Personality

	9	10	11	12	13	14	15	16	17
Advertising Personality									
9	1.00								
10	0.10	1.00							
11	0.09	-0.03	1.00						
12	-0.07	0.16	0.23	1.00					
13	0.20	-0.01	0.00	-0.09	1.00				
14	0.05	0.03	0.13	0.03	-0.08	1.00			
15	-0.02	0.21	0.03	0.02	-0.12	0.08	1.00		
16	0.18	0.28	0.18	0.10	-0.14	0.02	0.22	1.00	
17	0.40	0.13	0.11	-0.01	0.18	0.05	0.04	0.07	1.00
Consumer Engagement									
18	-0.02	-0.12	-0.13	0.08	-0.08	0.05	-0.02	0.00	-0.01
19	0.09	0.12	0.06	0.11	0.05	-0.08	0.12	0.01	0.26
20	0.11	0.12	0.13	0.25	-0.05	0.08	-0.02	0.03	0.19
21	0.19	-0.08	-0.01	-0.22	0.22	-0.09	-0.15	-0.11	0.04
22	-0.25	0.26	0.12	0.30	-0.18	-0.13	0.11	0.18	-0.10
23	-0.11	0.08	-0.02	0.05	-0.16	0.17	-0.01	0.05	0.15
24	0.15	0.02	0.13	0.01	-0.06	0.16	0.00	0.00	0.09
25	0.22	0.30	0.20	0.24	-0.10	0.02	0.00	0.29	0.00
26	0.19	0.13	0.04	0.14	0.09	0.13	0.07	0.06	0.02
27	0.15	0.15	0.03	0.11	0.05	-0.12	0.05	-0.03	0.12
	Brand Reputation								
28	-0.14	-0.05	0.01	0.15	-0.31	0.05	0.01	0.01	0.03
29	-0.01	0.25	0.15	0.11	-0.18	0.10	0.10	0.33	-0.02
30	-0.12	0.23	0.18	0.12	-0.12	0.07	0.02	0.07	-0.03
31	0.17	0.16	0.16	0.13	0.11	0.05	0.05	-0.04	0.03
32	-0.08	0.28	0.14	0.24	-0.04	-0.02	0.08	0.18	-0.09
33	-0.12	-0.01	0.09	0.03	-0.07	0.01	-0.05	0.06	-0.07
34	-0.13	0.24	0.08	0.23	-0.11	0.00	0.16	0.23	-0.02
	Brand Attitude								
35	0.33	0.14	0.10	0.06	0.14	-0.08	0.03	0.11	0.22
36	-0.04	0.30	0.12	0.31	-0.12	-0.09	0.15	0.28	0.04
37	0.11	0.09	0.14	0.15	0.11	-0.18	0.03	0.13	0.10
38	-0.10	0.22	0.03	0.23	-0.10	0.00	0.10	0.19	-0.03
39	-0.23	0.18	0.17	0.19	-0.05	-0.02	0.06	0.16	-0.09
40	0.21	0.09	0.09	0.00	0.04	-0.04	0.21	0.15	0.20

Table 2.19 contains the results of the correlations with respect to advertising personality of the consumer. The first correlation is the one between question 9 and question 17 with a correlation coefficient of 0.4. This could indicate that adverts on Facebook endorsed by celebrities should have a positive reaction to advertisements on Facebook. The other interesting correlation found is that advertisements with celebrities are found to be more attractive than those without. Therefore, the correlation between question 9 and question 35 has a coefficient value of 0.33. There is a keen interest in brands purchased to go with branding and reliability of a product when purchasing a product - this is evident with the correlation of question 10, question 25 and question 32 with coefficient value of 0.3 and 0.28 respectively. From the study a correlation exists between question 12, 22 and 36 with coefficient values of 0.30 and 0.31 respectively. This is an indication that consumers tend to communicate to their peers about advertisements that make them feel good and products of the highest quality. The correlation coefficient of 0.33 between question 16 and questions 29 bears testimony to the preferences consumers have for their products of choice as they are products that stand out in the market.

2.6.6.3 Correlation Coefficients for Consumer Engagement

Table 2.4 : Consumer Engagement

	18	19	20	21	22	23	24	25	26	27
Consumer Engagement										
18	1.00									
19	0.15	1.00								
20	0.06	0.21	1.00							
21	0.05	0.08	-0.08	1.00						
22	0.08	0.04	0.18	-0.39	1.00					
23	0.09	0.09	0.16	-0.14	0.25	1.00				
24	0.13	0.05	0.11	0.00	0.04	0.19	1.00			
25	-0.05	0.16	0.18	-0.14	0.29	0.03	0.15	1.00		
26	0.12	0.00	0.06	-0.02	-0.15	-0.08	0.21	0.08	1.00	
27	0.00	0.06	0.05	-0.07	0.25	0.09	0.16	0.24	-0.30	1.00
Brand Reputation										
28	0.04	-0.04	0.05	-0.09	0.00	0.14	-0.06	-0.06	0.19	-0.20
29	0.02	0.15	0.21	-0.16	0.22	0.07	0.09	0.39	0.16	-0.06
30	-0.22	0.08	0.30	-0.19	0.23	0.12	0.19	0.30	0.06	0.03
31	-0.36	0.10	0.20	-0.05	0.02	-0.07	-0.01	0.19	-0.09	0.17
32	-0.44	0.09	0.29	-0.22	0.31	0.04	0.01	0.33	-0.02	0.13
33	-0.01	-0.05	0.02	0.05	0.04	0.03	0.07	0.01	0.00	0.02
34	-0.08	0.11	0.37	-0.20	0.46	0.13	0.08	0.15	0.05	0.11
Brand Attitude										
35	-0.22	0.11	0.15	0.12	-0.06	-0.12	-0.03	0.03	0.05	0.13
36	-0.22	0.16	0.37	-0.24	0.34	0.03	-0.05	0.24	0.06	0.14
37	-0.20	0.10	0.35	-0.12	0.16	-0.08	0.05	0.15	0.10	0.16
38	-0.06	0.20	0.30	-0.22	0.34	0.02	-0.01	0.21	0.07	0.12
39	-0.30	0.06	0.29	-0.16	0.26	0.01	-0.04	0.26	-0.03	0.06
40	-0.11	0.01	0.01	-0.07	-0.01	-0.14	0.10	-0.05	0.07	-0.05

Table 2.20 contains the correlations of questions related to consumer engagement. The three important correlations that are related to consumers requiring more information to purchase a product, are firstly the number of times the advertisement was viewed, secondly the feeling that is perceived by the consumer when viewing the advertisement and lastly the aesthetics of the advertisement. These correlations between question 20, 19, 34 and 36 have coefficient values of 0.21, 0.37, and 0.37 respectively. The correlation between question 21 and 22 suggests that there is a strong correlation quality in the main message that could influence the consumer's choice in purchasing the product, this correlation coefficient is 0.39. Another interesting correlation seen between question 22 and question 34 with a coefficient of 0.46 indicates that the consumer perceives quality through the aesthetics of the advertisement. Consumers are spoilt with the number of products on offer and this makes competition between companies fierce. The only way a company maintain the competitive advantage is by means of building an incredible brand. This is exhibited by the correlations between question 25 and 29 - a correlation coefficient of 0.39.

2.6.6.4 Correlation Coefficients for Brand Reputation

Table 2.21: Brand Reputation

	28	29	30	31	32	33	34
Brand Reputation							
28	1.00						
29	0.05	1.00					
30	0.12	0.48	1.00				
31	-0.08	0.13	0.43	1.00			
32	0.05	0.39	0.68	0.49	1.00		
33	-0.08	0.03	0.14	0.06	0.15	1.00	
34	0.01	0.29	0.38	0.21	0.46	0.14	1.00
	Brand Attitude						
35	-0.14	-0.08	0.02	0.21	0.05	0.07	0.26
36	0.03	0.32	0.45	0.14	0.47	0.09	0.59
37	-0.05	0.07	0.22	0.21	0.27	-0.01	0.47
38	-0.05	0.29	0.33	0.27	0.50	0.12	0.46
39	0.04	0.30	0.52	0.33	0.66	0.15	0.47
40	-0.08	0.08	0.11	0.20	0.13	0.13	0.22

Table 2.21 contains all correlations with respect to the segment on brand reputation. The correlation coefficient values for this segment have the highest values as compared to the other segments. The correlations between question 29, 30 and 32 is indicative of the consumers making their choice of products in the market based

on the favourability and the reliability of the brand, thus referring to customer loyalty. The correlation coefficients for these questions are 0.48 and 0.39 respectively. The correlation between questions 30, 31, 32, and 36 indicates that the advertisement chosen by consumers that are most favourable by brand reputation have tendencies to be related to brands that are most publicly recognised, most reliable and mostly brings about good emotions and feelings towards the consumers themselves. Consumers that see advertisements more as publicity tend to think that they are more reliable and this is proved by the correlation between question 31 and 32 with a correlation coefficient of 0.49. The correlation between question 32 and 39 is 0.66, which is very high. This suggests that the reliability of brand reputation of the product advertised leads to customers purchasing the product which is the reason why the perception of quality of the product is superior to that of other products. There are also other significant correlations with respect to question 32, 36, and 38. The consumer tends to have pleasant feelings to an advertisement when the advertisement has a well sustained brand reputation as proved by a correlation coefficient of 0.47. The judgement of consumers towards advertisement seems to be highly correlated to reliability of brand reputation, thus indicating that consumers tend to have highly favourable judgement based on the brand reputation. The correlation coefficient for the questions 32 and 38 is 0.50. The aesthetics advertisements that are memorable to consumers tend to stir up emotions that are pleasant them. The same sentiment can be used as the aesthetics of advertisements emphasise how memorable the advertisement really is to the consumer. This is illustrated by the correlation between question 34 and 37, namely 0.47.

2.6.6.5: Correlation Coefficients for Brand Attitude

Table 2.22: Brand Attitude

	35	36	37	38	39	40
Brand Attitude						
35	1.00					
36	0.45	1.00				
37	0.46	0.56	1.00			
38	0.24	0.54	0.29	1.00		
39	0.07	0.52	0.33	0.55	1.00	
40	0.41	0.27	0.25	0.13	0.07	1.00

Table 2.22 contains all the results of all of the correlations that involve questions within brand attitude. The correlation between the attractiveness of the advertisement and the memory of the advertisement indicate that the advertisements that tend to be more attractive than other advertisements in a similar class tend to be more memorable. This correlation between question 35 and 37 has a correlation coefficient of 0.46. The emotions that are attributed to pleasant feelings tend to be highly correlated to the memory the consumer has of the advertisement, as well as the judgement that is favourable with respect to the quality of the product advertised, as perceived by the customer. The correlation coefficients are 0.56, 0.54 and 0.52 for questions 37, 38 and 39 that are correlated to question 36. This result can be used to explain the high correlation between questions 38 and 39 which has a coefficient value of 0.55.

2.7 CONCLUSIONS

There is much that can be concluded from this pilot study into the effectiveness of advertising on Facebook. From the models that was built the research hypothesis is evident that the results needed as well as future topics for research were found. The defining demographic of the sample used for this study involved the geographic location of Gauteng consisting of mainly a younger population between the ages of 15 and 35 with 44% of this population spending less than ten minutes on Facebook per day. The most staggering figure was the number of times consumers actually viewed the advertisements in the survey proving that 93% of the respondents have never before seen the adverts posted in the survey. The first time that they have viewed that advertisement was during the survey itself.

The first goal of the hypotheses was to investigate the items that were selected for the effectiveness of advertising:

Hypothesis 1: There is a sole factor that has an effect on the advertisement.

Outcome: There is no sole factor that has an effect on advertisements; however there are strong tendencies to certain factors influencing the effectiveness of the advertisement.

Hypothesis 2: There is a correlation between two factors that has an effect on the advertisement.

Outcome: From the correlation table, it is clearly evident that there are correlations amongst factors that play a role on the effectiveness of advertisements.

Hypothesis 3: There are various numbers of factors that have an effect on the advertisement.

Outcome: The final conclusion is that all factors (customer engagement, brand reputation, brand image and brand attitude) identified in this research are required for the effectiveness of advertising.

There are two objectives that have been set up:

Objective 1: To study the impact that the variables used in the study has on the effect of advertising on Facebook.

Objective met: The factors used in the study have an effect on the effectiveness of advertising. These factors include customer engagement, brand reputation, brand image and brand attitude.

Objective 2: To investigate the relationship these variables have with each other, and on the overall effects on advertising on Facebook.

Objective met: The questions that were designated to each section showed that they did have an effect on the advertisements on Facebook.

The hypotheses and objectives setup for this study have been met and have been discussed in more detail in the results section - section 2.6.

2.8 RECOMMENDATIONS

In order to find a solution to the problem statement, future research should be conducted that focuses on evaluating a larger population, expand the geographical

location and include more provinces than just the Gauteng region. It will be interesting to see the behaviour exhibited amongst different population groups across the country. The larger data set will provide more conclusive results as well as definite conclusions of the advertisements on Facebook. The questionnaire must be reconstructed to allow for factor analysis. There could be more interest in the factor groupings. It should be very interesting to view the correlations found in this study as a separate study on its own.

2.9 SUMMARY

This chapter was the backbone of the study. The literature review was analysed. It allowed for the design of the empirical research. This study was done to understand the effectiveness of the advertisements on Facebook to users in the Gauteng province. The survey was constructed from the fundamental findings of previous models used for advertising effectiveness. It measured factors such as brand awareness, brand attitude, attention and memory. These results were presented and discussed. Chapter 3 concludes the study. This chapter consists of the final conclusions, recommendations and insight into the future studies and areas of research.

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CHAPTER 3

CONCLUSIONS AND RECOMMENDATIONS

3.1 INTRODUCTION

This chapter outlines the conclusions and recommendations relating to findings of chapter 2. Conclusions are made, based on the findings of the descriptive statistics that formed part of the research results. The recommendations offered is a result of the conclusions drawn in the research. The chapter aims to provide recommendations in the light of the results reported in chapter 2. The recommendations for future research can be applied to formulate a new strategy to find answers to the research questions.

3.2 CONCLUSIONS

There is much that can be concluded from this pilot study into the effectiveness of advertising on Facebook. From the models the research hypotheses have been built on, it is evident that we have managed to find the results that we were looking for as well as future topics for research. The defining demographics of the sample used for this study involved the geographical location of Gauteng which consisted of mainly a younger population between the ages of 15 and 35 with 44% of this population spending less than ten minutes on Facebook. The most staggering figure was the number of times consumers actually viewed the advertisements in the survey. It proved that 93% of the respondents have never before seen the adverts posted in the survey. The first time that they have viewed that advertisement was during the survey itself.

The first part of the hypotheses was to investigate the items that were selected for the effectiveness of advertising:

Hypothesis 1: There is a sole factor that has an effect on the advertisement.

Outcome: There is no sole factor that has an effect on advertisements, however there are strong tendencies to certain factors influencing the effectiveness of the advertisement.

Hypothesis 2: There is a correlation between two factors that have an effect on the advertisement.

Outcome: From the correlation table, it is clearly evident that there are correlations amongst factors that play a role in the effectiveness of advertisements.

Hypothesis 3: There are various numbers of factors that have an effect on the advertisement.

Outcome: The final conclusion is that all factors (customer engagement, brand reputation, brand image and brand attitude) identified in this research are required for the effectiveness of advertising.

There are two objectives that have been set up:

Objective 1: To study the impact that the variables used in the study has on the effect of advertising on Facebook.

Objective met: The factors used in the study have an effect on the effectiveness of advertising. These factors include customer engagement, brand reputation, brand image and brand attitude.

Objective 2: To investigate the relationship these variables have with each other and on the overall effects on advertising on Facebook.

Objective met: The questions that were designated to each section showed that they did have an effect on the advertisements on Facebook.

The hypotheses and objectives setup for this study have been met and have been discussed in more detail in the results section in section 2.6.

3.3 RECOMMENDATIONS

Recommendation 1

With the analysis of the data and the results obtained from it, it became clear that very interesting research could be done by changing the types of advertisement used in the survey and analyse the results obtained from that.

Recommendation 2

This study should be refined to a greater extent and extended. To add more value to the problem statement, future research should be conducted and focused on evaluating a larger, less homogenous group of the population. This study could be repeated across the country in order to form true consensus of the South African public. This can be achieved easily by distributing the survey through the Facebook medium itself.

Recommendation 3

Additional research on the use of the survey should be conducted in order to refine the norms. The survey should be refined and data reduction methods should be applied, e.g. an exploratory factor analysis can be carried out. Recommendations to use more advanced statistical procedures, such as logistic regression and multivariate analysis in further development of the survey (SAS Institute, 2010), could yield some interesting results.

3.4 AREAS FOR FUTURE RESEARCH

As a first step in exploring customer attitudes and decision-making dynamics concerning the product category in general and your brands in particular:

1. There can be an in-depth study that provides an understanding of the range of target audience attitudes and brand selection considerations that might come to bear in response to their chosen brand's and its competitors' products (Temkin, 2008a). Thus gaining valuable insight as to the linkage between the various components that create interest in and attitudes towards various

advertisements on the market and explore the basis for expectation and fulfilment in the selection of a product (Temkin, 2008b).

2. With this insight a model can be built that can score the effectiveness of advertising campaigns. This model can be used to define the target audience and also identify the advertisements that are really effective.
3. With regard to advertisements on Facebook it can be interesting research to understand if the advertisement plays a role in supplementing the brand reputation of a product.
4. An analysis of the competitive situation as it relates to a brand includes a review of direct competition. An effective competitive analysis begins with a review of competitive advertisements and sales promotion materials. A competitor's research and strategy can often be uncovered by a thorough analysis of what it is saying in its advertising and promotional literature (Knowles, 2008). From the competitor analysis it would be a good area for future research to understand how the effective advertisements on Facebook correlate to competitor analysis.
5. There are many questions that have been highly correlated to each other, many areas within the survey and by breaking this down:
 - The correlations between questions 19, 20, 34 and 36 - these important correlations are related to consumers requiring more information to purchase a product, which firstly is the number of times the advertisement was viewed, secondly the feeling that is perceived by the consumer by viewing the advertisement and lastly the aesthetics of the advertisement;
 - The correlations between questions 32, 36, 38 and 39. The advertisements tend to evoke emotions that would be remarkable to study - the emotions that are brought forward when a consumer views an advertisement.

3.5 SUMMARY

In this chapter, the findings of this study, which was designed as a pilot study to investigate the effectiveness of advertising on Facebook, are summarised. All the traditional factors that are used to measure advertising effectiveness have been

extended to measure the effectiveness of advertising on Facebook. These have been based on models that have been discussed in more detail.

The demographics of the sample population that have responded to the survey were all situated in the Gauteng region. The most staggering figure was the number of times that the respondents actually viewed the advertisements in the survey which showed that 93% of the respondents have never before the survey, seen any of the adverts posted in the survey. From the survey it is evident that for an advertisement to be effective there are four major elements that contribute to the effectiveness of advertisements on Facebook, namely customer engagement, brand reputation, brand image and brand attitude.

It indicates that a few conclusions have been drawn about Facebook advertising and its effectiveness. With many trends present in the data and significant correlations, future exploration and refinement of this study is recommended, more specifically with regard to the survey questions, the much needed advance statistical analysis of the data, and the geographic sample of the data extended. The adaptation of companies advertising on Facebook can prove to be very fruitful in the long run if the correct linkages are created.

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Addendum A: Survey Electronic Format

POTCHEFSTROOM BUSINESS SCHOOL RESEARCH QUESTIONNAIRE		 <small>NORTH-WEST UNIVERSITY YUNIBESITHI YA BOKONE BOPHIRIMA NOORDWES-UNIVERSITEIT</small>	
<p>Thank you for taking the time to respond to this research questionnaire. The questionnaire will not take you longer than 10 minutes to complete. Please be assured that your responses will be strictly confidential and is only being used for research purposes.</p>			
<p>The aim of this research is to ascertain the effectiveness of advertising across the social media channel - Facebook</p>			
<p>SECTION 1: Personal Profile</p>			
1. Do you have a Facebook Profile	Yes <input type="button" value="v"/>	2. Gender	Male <input type="button" value="v"/>
3. How often do you log onto Facebook	Once in two weeks <input type="button" value="v"/>	4. Age group	26-35 <input type="button" value="v"/>
5. How long do you spend on Facebook	11-20 min <input type="button" value="v"/>	6. Race group	African <input type="button" value="v"/>
7. Highest education level	Matric <input type="button" value="v"/>	8. First language	English <input type="button" value="v"/>
<p>SECTION 2: Advertising personality of the Consumer</p>			
9. I believe in products that are endorsed by Celebrities			Strongly Agree <input type="button" value="v"/>
10. I care about using brands			Disagree <input type="button" value="v"/>
11. The country of origin affects my product purchase decision			Neutral <input type="button" value="v"/>
12. I talk to my friends about advertisements seen on traditional media (television, magazines, newspaper, billboards, ect)			Disagree <input type="button" value="v"/>
13. The factors that influence me when deciding to buy a product are			Trade shows/event <input type="button" value="v"/>
14. I use products because they are most available			Neutral <input type="button" value="v"/>
15. I am a loyal customer of the products I buy			Agree in some case <input type="button" value="v"/>
16. I have a preference for products that are associated with a particular company			Neutral <input type="button" value="v"/>
17. Do you have positive reactions to advertisements on Facebook?			Neutral <input type="button" value="v"/>
<p>SECTION 3: Facebook Advertisements</p>			
<p>The New C-Class Coupé Advertisement 1 Jeep South Africa Advertisement 2 Peugeot 308 has character Advertisement 3</p>			
			
			
<p>SECTION 3.1: Consumer Engagement</p>			
18. The advertisement that appeals to me the most is			<input type="button" value="v"/>
Please refer to advertisement chosen when answering the questions below			
19. In the time spent on Facebook, how many times have you seen an advertisement for this product?			<input type="button" value="v"/>
20. I will enquire more information on the product because of the advertisement			Strongly Disagree <input type="button" value="v"/>
21. What would you say is the main message of this advertisement?			Other <input type="button" value="v"/>
22. How important is the Quality of a product in affecting the choice of purchase?			Non-Important in S <input type="button" value="v"/>
23. How important is the Quantity of a product in affecting the choice of purchase?			Non-Important in S <input type="button" value="v"/>
24. How important is the Price of a product in affecting the choice of purchase?			<input type="button" value="v"/>
25. How important is the Branding of a product in affecting the choice of purchase?			Neutral <input type="button" value="v"/>
26. What factors mentioned above influence your choice in choosing products from the market?			Quantity <input type="button" value="v"/>
27. How important are these factors mentioned above in affecting your choice of purchase of the product?			Important <input type="button" value="v"/>
<p>SECTION 3.2: Brand Reputation and Image</p>			
28. How do you choose brands?			You are aware of t <input type="button" value="v"/>
29. Does the brand you choose stand out in the overcrowded marketplace?			Disagree in Some C <input type="button" value="v"/>
30. I consider my chosen advertisement as the most favourable brand in terms of brand reputation.			Strongly Disagree <input type="button" value="v"/>
31. I consider my chosen advertisement as most publicly recognized brand in terms of brand reputation.			Agree in some case <input type="button" value="v"/>
32. I consider my chosen advertisement as most reliable brand in terms of brand reputation.			Disagree <input type="button" value="v"/>
33. What do you recollect when you hear about the product in your chosen advertisement ?			The attributes of th <input type="button" value="v"/>
34. Does the visuals and slogans of the chosen advertisement provide a memorable familiarity to the brand ?			Disagree <input type="button" value="v"/>
<p>SECTION 3.3: Brand Attitude</p>			
35. Do you find this product advertisement as being attractive ?			Strongly Agree <input type="button" value="v"/>
36. Does the product advertisement give you a pleasant feeling?			Slightly Unfavourab <input type="button" value="v"/>
37. Do you find the advertisement you have chosen memorable to you ?			Neutral <input type="button" value="v"/>
38. How favourable is your judgement of the product in your chosen advertisement ?			Slightly Unfavourab <input type="button" value="v"/>
39. I think the quality of the product in my chosen advertisement as compared with similar products is better.			Disagree <input type="button" value="v"/>
40. I find the claims made by the advertisement to be believable			Favourable <input type="button" value="v"/>

Addendum B: The Survey questions and answers

"POTCHEFSTROOM BUSINESS SCHOOL RESEARCH QUESTIONNAIRE"

The aim of this research is to ascertain the effectiveness of advertising across the social media channel - Facebook

SECTION 1: Personal Profile

1. Do you have a Facebook Profile?

- Yes
- No

2. Gender

- Male
- Female

3. How often do you log onto Facebook

- Once a month
- Once in two weeks
- Once a week
- Once a day
- More than Once a day

4. Age group

- 15-25
- 26-35
- 36-45
- 46-55
- 55-65
-

5. Time spent on Facebook

- 10 minutes
- 11-20 minutes
- 21-30 minutes
- 31-50 minutes
- 51-60 minutes
- More than 60 minutes

6. Race group

- African
- Indian
- Coloured
- White
- Other

7. Highest educational level

- Matric
- Diploma

- Degree
- Post Graduate Degree
- Master's Degree

8. First language

- English
- Afrikaans
- Zulu
- Xhosa
- Sotho
- Other

SECTION 2: Advertising personality of the Consumer

9. I believe in products that are endorsed by Celebrities

- Strongly Disagree
- Disagree
- Disagree in Some Cases
- Neutral
- Agree in some cases
- Agree
- Strongly Agree

10. I care about using brands

- Strongly Disagree
- Disagree
- Disagree in Some Cases
- Neutral
- Agree in some cases
- Agree
- Strongly Agree

11. The country of origin affects my product purchase decision

- Strongly Disagree
- Disagree
- Disagree in Some Cases
- Neutral
- Agree in some cases
- Agree
- Strongly Agree

12. I talk to my friends about advertisements seen on traditional media (television, magazines, newspaper, billboards, ECT)

- Strongly Disagree
- Disagree
- Disagree in Some Cases
- Neutral

- Agree in some cases
- Agree
- Strongly Agree

13. The factors that influence me when deciding to buy a product are

- Commentary on the Internet/Web site
- Word-of-mouth
- Sales/service representative
- Industry publications
- Advertising
- Trade shows/events
- Other

14. I use products because they are most available

- Strongly Disagree
- Disagree
- Disagree in Some Cases
- Neutral
- Agree in some cases
- Agree
- Strongly Agree

15. I am a loyal customer of the products I buy

- Strongly Disagree
- Disagree
- Disagree in Some Cases
- Neutral
- Agree in some cases
- Agree
- Strongly Agree

16. I have a preference for products that are associated with a particular company

- Strongly Disagree
- Disagree
- Disagree in Some Cases
- Neutral
- Agree in some cases
- Agree
- Strongly Agree

17. Do you have positive reactions to advertisements on Facebook?

- Strongly Disagree
- Disagree
- Disagree in Some Cases
- Neutral
- Agree in some cases

- Agree
- Strongly Agree
-

SECTION 3: Facebook Advertisements

SECTION 3.1: Consumer Engagement

18. The advertisement that appeals the most to me is

- Advertisement 1
- Advertisement 2
- Advertisement 3

Please refer to advertisement chosen when answering the questions below

19. In the time spent on Facebook, how many times have you seen an advertisement for this product?

- 0
- 1 time
- 2 times
- 3 times
- 4 times
- 5 times
- More than 5 times

20. I will enquire more information on the product because of the advertisement

- Strongly Disagree
- Disagree
- Disagree in Some Cases
- Neutral
- Agree in some cases
- Agree
- Strongly Agree

21. What would you say is the main message of this advertisement?

- Just trying to sell the product
- Entice people to try the product
- Big discounts
- Product is of high quality
- Company Exposure
- Other

22. How important is the Quality of a product in affecting the choice of purchase?

- Insignificant
- Non-Important

- Non-Important in Some Cases
- Neutral
- Important in some cases
- Important
- Very Important

23. How important is the Quantity of a product in affecting the choice of purchase?

- Insignificant
- Non-Important
- Non-Important in Some Cases
- Neutral
- Important in some cases
- Important
- Very Important

24. How important is the Price of a product in affecting the choice of purchase?

- Insignificant
- Non-Important
- Non-Important in Some Cases
- Neutral
- Important in some cases
- Important
- Very Important
- 25. How important is the Branding of a product in affecting the choice of purchase?

- Insignificant
- Non-Important
- Non-Important in Some Cases
- Neutral
- Important in some cases
- Important
- Very Important

26. What factors mentioned above influence your choice in choosing products from the market?

- Quality
- Quantity
- Price
- Branding of product
- Other

27. How important are these factors mentioned above in affecting your choice of purchase of the product?

- Non-Important

- Non-Important in Some Cases
- Neutral
- Important in some cases
- Important
- Very Important

SECTION 3.2: Brand Reputation and Image

28. How do you choose brands?

- You are aware of them
- Knowledge of Manufacturers
- Products are priced high
- Advertisements of products
- Word of Mouth

29. Does the brand you choose stand out in the overcrowded marketplace?

- Strongly Disagree
- Disagree
- Disagree in Some Cases
- Neutral
- Agree in some cases
- Agree
- Strongly Agree

30. I consider my chosen advertisement as the most favourable brand in terms of brand reputation.

- Strongly Disagree
- Disagree
- Disagree in Some Cases
- Neutral
- Agree in some cases
- Agree
- Strongly Agree

31. I consider my chosen advertisement as most publicly recognised brand in terms of brand reputation.

- Strongly Disagree
- Disagree
- Disagree in Some Cases
- Neutral
- Agree in some cases
- Agree
- Strongly Agree

32.2 consider my chosen advertisement as most reliable brand in terms of brand reputation.

- Strongly Disagree
- Disagree
- Disagree in Some Cases
- Neutral
- Agree in some cases
- Agree
- Strongly Agree

33. What do you recollect when you hear about the product in your chosen advertisement?

- The advertisements
- The attributes of the product
- The brand ambassador
- The showrooms
- Other

34. Does the visuals and slogans of the chosen advertisement provide a memorable familiarity to the brand ?

- Strongly Disagree
- Disagree
- Disagree in Some Cases
- Neutral
- Agree in some cases
- Agree
- Strongly Agree

SECTION 3.3: Brand Attitude

35. Do you find this product advertisement as being attractive?

- Strongly Disagree
- Disagree
- Disagree in Some Cases
- Neutral
- Agree in some cases
- Agree
- Strongly Agree

36. Does the product advertisement give you a pleasant feeling?

- Very Unfavourable
- Unfavourable
- Slightly Unfavourable
- Neutral
- Slightly Favourable
- Favourable
- Very Favourable

37. Do you find the advertisement you have chosen memorable to you?

- Very Unfavourable
- Unfavourable
- Slightly Unfavourable
- Neutral
- Slightly Favourable
- Favourable
- Very Favourable

38. How favourable is your judgement of the product in your chosen advertisement?

- Very Unfavourable
- Unfavourable
- Slightly Unfavourable
- Neutral
- Slightly Favourable
- Favourable
- Very Favourable

39. I think the quality of the product in my chosen advertisement as compared with similar products is better.

- Strongly Disagree
- Disagree
- Disagree in Some Cases
- Neutral
- Agree in some cases
- Agree
- Strongly Agree

40. I find the claims made by the advertisement to be believable

- Very Unfavourable
- Unfavourable
- Slightly Unfavourable
- Neutral
- Slightly Favourable
- Favourable
- Very Favourable

ADDENDUM C: MEAN VALUES AND PERCENTAGES:

<i>Advertising Effectiveness Items</i>			
Advertising personality of the Consumer	Mean (X-BAR)	Standard Deviation	Mean %
I believe in products that are endorsed by Celebrities	3.83	1.73	54.75%
I care about using brands	4.07	1.81	58.20%
The country of origin affects my product purchase decision	4.17	1.45	59.55%
I talk to my friends about advertisements seen on traditional media (television, magazines, newspaper, billboards,etc)	4.68	1.49	66.81%
The factors that influence me when deciding to buy a product are	3.69	1.98	52.71%
I use products because they are most available	4.27	1.41	61.07%
I am a loyal customer of the products I buy	5.31	1.08	75.79%
I have a preference for products that are associated with a particular company	4.77	1.49	68.11%
Do you have positive reactions to advertisements on Facebook?	3.11	1.46	44.42%
<i>Consumer Engagement</i>			
In the time spent on Facebook, how many times have you seen an advertisement for this product?	1.17	0.73	16.76%
I will enquire more information on the product because of the advertisement	3.16	1.94	45.14%
What would you say is the main message of this advertisement?	2.99	1.64	42.68%
How important is the Quality of a product in affecting the choice of purchase?	5.92	1.35	84.59%
How important is the Quantity of a product in affecting the choice of purchase?	4.52	1.55	64.64%
How important is the Price of a product in affecting the choice of purchase?	5.99	1.09	85.55%
How important is the Branding of a product in affecting the choice of purchase?	5.07	1.28	72.37%
What factors mentioned above influence your choice in choosing products from the market?	2.25	1.19	32.12%

How important are these factors mentioned above in affecting your choice of purchase of the product?	5.92	0.91	84.55%
Brand Reputation and Image			
How do you choose brands?	2.47	1.60	35.22%
Does the brand you choose stand out in the overcrowded marketplace?	4.81	1.32	68.77%
I consider my chosen advertisement as the most favourable brand in terms of brand reputation.	4.27	2.01	61.06%
I consider my chosen advertisement as most publicly recognised brand in terms of brand reputation.	4.99	1.25	71.22%
I consider my chosen advertisement as most reliable brand in terms of brand reputation.	4.78	1.71	68.26%
What do you recollect when you hear about the product in your chosen advertisement?	2.33	1.11	33.34%
Does the visuals and slogans of the chosen advertisement provide a memorable familiarity to the brand ?	4.86	1.65	69.41%
Brand Attitude			
Do you find this product advertisement as being attractive?	5.59	1.41	79.83%
Does the product advertisement give you a pleasant feeling?	4.81	1.22	68.76%
Do you find the advertisement you have chosen memorable to you?	4.51	1.26	64.46%
How favourable is your judgement of the product in your chosen advertisement?	4.72	1.33	67.46%
I think the quality of the product in my chosen advertisement as compared with similar products is better.	5.06	1.61	72.32%
I find the claims made by the advertisement to be believable	5.26	1.41	75.15%