

**SOCIAL MEDIA AS A MARKETING STRATEGY TO
INFLUENCE YOUNG CONSUMERS' ATTITUDE
TOWARDS FAST-MOVING CONSUMER GOODS: A
COMPARATIVE STUDY**

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DECLARATION

I, Olutade Enitan Olumide, declare that this study titled, ‘Social media as a marketing strategy to influence young consumer’s attitude towards fast-moving consumer goods: a comparative study,’ is my original work. This thesis has not been submitted for a degree at this or any other university. All materials used in the study have been duly indicated and acknowledged through references.

Olutade EO

Date

DEDICATION

This thesis is dedicated to God Almighty for his infinite mercy and favour despite my weaknesses.

I also dedicate this thesis to the most adorable woman in my life, my late mother, Mrs. Alaba Ademola, thank you so much for your sacrifice for me to be alive.

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ABSTRACT

Young consumers' actual purchase behaviour towards a brand is no longer based only on the websites of organisations nor on traditional media, but on social media comment, recommendations, and reviews. Yet there are limited studies focusing on the factors influencing young consumers' attitude towards fast-moving consumer goods (FMCGs) brands on social media in sub-Saharan Africa.

The purpose of this study was to propose a framework of factors that can be used by marketers to influence young consumers' attitude on social media towards a FMCGs brand. It was based on a comparative study undertaken amongst young consumers in both South Africa and Nigeria. The proposed framework of this study provides valuable input into strategic marketing management for influencing young consumers' attitude on social media platforms towards FMCGs in South Africa and Nigeria.

A conceptual framework was developed to examine the probable factors that can be used to influence young consumers' attitude favourably on social media platforms towards FMCGs brands. This is because such a study can have meaningful implications for the utilisation of social media as a marketing tool for influencing young consumers' attitude towards FMCGs brands.

This study is anchored on the theoretical framework of the Unified Theory of Acceptance and the Use of Technology (UTAUT2) model. This study followed the quantitative research approach by employing a non-probability, purposive sample and virtual snowball sampling in the age range of 18-35 years; 401 young consumers in South Africa (246 females and 155 males) and 463 young consumers in Nigeria (194 females and 269 males) participated in this study.

Customised research scales were developed for the instrument constructed to research influencing the attitude of young consumers towards social media marketing in terms of achieving marketing goals and objectives, brand awareness, organisation social media participation, rewards, brand integrity, actual purchases and consumer attitude. Seven hypotheses were tested using a series of statistics, such as descriptive, ordinal logistics regression (OLR), cross tabulation and structural equation modelling (SEM).

The structural equation modelling analysis results indicate that the structural path linking brand awareness with young consumers' attitude for both South Africa and Nigeria is in both cases

positive and statistically significant, as well as for organisational social media participation and young consumers' attitude, and also the structural path linking brand integrity with consumer attitude. Notably, the relationship between rewards and consumer attitude for Nigeria is negative and statistically significant ($\beta = -1.35$, $p < .05$), while for South Africa it is positive and statistically significant ($\beta = 0.07$, $p < .05$).

Lastly, the SEM analysis results indicate that 'Brand Integrity' is the only construct that surfaced as a structural path that links directly with actual purchase among all four of the research constructs in this study. Hence, the directional paths are positive, statistically significant, and supported by both the Nigerian ($\beta = .42$, $p < .05$) and the South African ($\beta = .01$, $p < .05$) results. The findings of this study confirm that brand integrity ought to be considered as a key yardstick for monitoring how FMCGs marketers enhance their brands as a preference in the minds and hearts of young consumers in South Africa and Nigeria.

The key recommendations found in this study are that fast-moving consumer goods marketers should embrace both user-generated communication and organisational-generated communication because of its significance. Firstly, it has great influence on brand integrity, brand awareness, and rewards among young consumers on social media platforms. Secondly, advertisers of FMCGs organisations should endeavour to inspire young consumers with current updated information in their respective industries, trending stories and engaging content. This will enhance social media as a marketing strategy platform to influence young consumers' attitude favourably towards FMCGs brands.

Key words: Social media, Young consumers, Consumer attitude, Marketing strategy, South Africa, Nigeria

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LIST OF ABBREVIATIONS AND ACRONYMS

BA	Brand Awareness
BAV	Brand Asset Valuator
BI	Brand Integrity
CRM	Consumer Relationship Management
eWOM	Electronic Word-of-Mouth
FGC	Firm-Generated Communication
FMCGs	Fast-moving consumer goods
HBM	Human Brand Model
HOE	Hierarchy of Effects
ICT	Information and Communication Technology
IMC	Integrated Marketing Communication
MBV	Market-Based View
MGO	Marketing Goals and Objectives
NWU	North - West University
OLR	Ordinal Logistic Regression
OSMP	Organisation Social Media Participation
RBV	Resource-Based View
ROI	Return on Investment
RSA	Republic of South Africa
SEM	Structural Equation Modelling
SM	Social Media
SMM	Social media marketing
SSA	Sub-Saharan Africa
STP	Segmentation, Targeting and Positioning
SWOT	Strength, Weakness, Opportunities and Threats
TAM	Technology Acceptance Model
TOMA	Top-of-the Mind Awareness
UGC	User-Generated Communication
UNILAG	University of Lagos
UTAUT	Unified Theory of Acceptance and Use of Technology

CHAPTER ONE

INTRODUCTION AND BACKGROUND

“Social media has become a primary tool for higher levels of fan engagement, directly driving lead generation through interaction and content sharing that is especially relevant to media organisations. Social Media Marketing: The Next Generation of Business Engagement deconstructs the tools and techniques, showing you how to apply social technology to your business.”

Johni Fisher, CEO, Looppa, Buenos Aires

1.1 Introduction

The retailers of fast moving consumer goods need a steady flow of consumers purchasing their products and brands on a daily basis in order to maintain optimum sales volume, and to operate in a local market with a large enough size. The study of Signé and Johnson (2018) asserts that Africa is one of the fastest-growing markets for fast-moving consumer goods (FMCGs) in the world. Its market for fast-moving consumer goods (FMCGs) has increased even faster than its gross domestic product (GDP) in recent years—and that average annual gross domestic (GDP) growth has consistently outpaced the global average.

Presently, many FMCGs companies have started to embrace digital platforms, but have further to go, especially in the area of social media marketing (McKinsey & Company, 2019). A report on total household expenditure on FMCGs in Africa on the World Bank’s Global Consumption Database revealed that FMCGs expenditure was highest in Nigeria (US\$41.7bn) and South Africa 1.1(US\$23bn) (KPMG, 2016). Therefore, the core focus of this thesis is on South Africa and Nigeria.

More than 70 percent of the 50 largest FMCG organisations in the world are already tapping into Africa’s rapidly growing consumer market, because Africa’s consumer market is currently much less saturated and developed than that of other developing regions, such as Asia and Latin America (Signé & Johnson, 2018). Thus, Africa’s emerging economies present exciting opportunities for expansion in FMCGs.

This study is underpinned by the theoretical framework of the Unified Theory of Acceptance and the Use of Technology 2 (UTAUT2) model in a consumer use context by Venkatesh *et al.* (2012). This theory enabled the exploration of factors influencing young consumers’ attitude

on social media platforms. The UTAUT2 model used in this study effectively explains and analyses young consumers' technology acceptance behaviours, such as on social media, as related to the fast moving consumer goods (FMCGs) industry. Consequently, the UTAUT2 model was used in several studies conducted for the purpose of understanding user behaviour regarding the adoption of technology in consumer text (Martins *et al.*, 2018; Chang *et al.*, 2019; Eneizan *et al.*, 2019; Palau-Saumell *et al.*, 2019). In addition, this study employed the UTAUT2 model of Venkatesh *et al.* (2012), with the addition of four new constructs: brand awareness (BA), organisation social media participation (OSMP), reward (R) and brand Integrity (BI), to understand the factors that influence South African and Nigerian young consumers' attitudes, with regards to the adoption of social media marketing.

The use of social media as part of marketing strategies has grown tremendously alongside the continuous growth of technology which has impacted the way the target market, especially young consumers, live their lives in these present days (Noralyne *et al.*, 2019). These young consumers which are also regarded as Generation Y. The study conducted by Shivakumar (2018) shows that Generation Y is a key consumer segment into the future and beyond; these Generation Y consumers are more engaged in online social media activities than any other generation category.

Heller (2015) and Duffett (2017) aver that the spending power of young consumers has already been estimated at \$200 billion per annum and has a massive influence in terms of household purchases. For instance, South Africa has a young population, and this is evident in many other developing countries such as Nigeria, in which two-thirds are aged 34 years or younger (34.6 million) and nearly 40% (20.1 million) are aged 19 years or younger (Duffett, 2017).

Therefore, it is imperative to acquire a more comprehensive understanding of Generation Y's attitudes in response to social media marketing. A study of Gurtner and Soyeze, (2016) infers that young consumers are characterised by a higher spending attitude compared to older generations; Helderwerdt (2017) affirms the opinion of previous researchers that these young cohorts have the highest expenditure level, hence, FMCGs organisations should take advantage of exploring this largest market segment.

However, traditional media channels like audio-visual and print media are quite expensive, which increases the marketing budget of an organisation. On the other hand, social media platforms enable an organisation to maintain a low budget and still reach a large target market

such as young consumers (Olotewo, 2016). Hence, the low-cost nature of brand awareness on social media platforms compared to traditional marketing channels makes social media marketing more appealing to FMCGs organisations. Bharucha (2018) avers that research has repeatedly shown that there is a high probability that young consumers will choose to purchase a particular brand based on social media recommendations. The researcher further stressed that social network sites have extended advertisers' ability to reach their target market via the social media market.

A previous study by Krbová (2016) and Soares *et al.* (2017) revealed that Generation Y consumers are heavily dependent on social media platforms for the majority of purchasing decision-making in terms of brand choice, price comparison, and brand information on consumable packaged goods, unique selling proposition and top-of -mind awareness. These young consumers are more attached to the recommendations of their online friends and fellow social media users (Naumovska, 2017), contributing the highest portion to the social media marketing industry (Dhanapal *et al.*, 2015).

In the light of this brief discussion, those FMCGs companies with no social media marketing presence targeting young consumers in Africa will potentially be missing significant growth opportunities. Across the African continent and related sectors, the forecast for Africa's FMCGs is optimistic; it is anticipated to be worth \$1 trillion by 2020 and as much as \$2 trillion by 2025 (World Economic Forum, 2016).

This chapter introduces the use of social media as a marketing strategy to influence young consumers' attitude towards fast-moving consumer goods (a comparative study between South Africa and Nigeria). The chapter then proceeds with the research problems, purpose of the study, the research objectives, the research hypotheses, the provisional contribution, a meta-analysis and justification of the importance of this study. The chapter then continues with a synopsis of the research methodology and it then ends with a brief explanations of the key notions used during this thesis before presenting the chapters constituting this study. Figure 1.1 illustrates Chapter map.

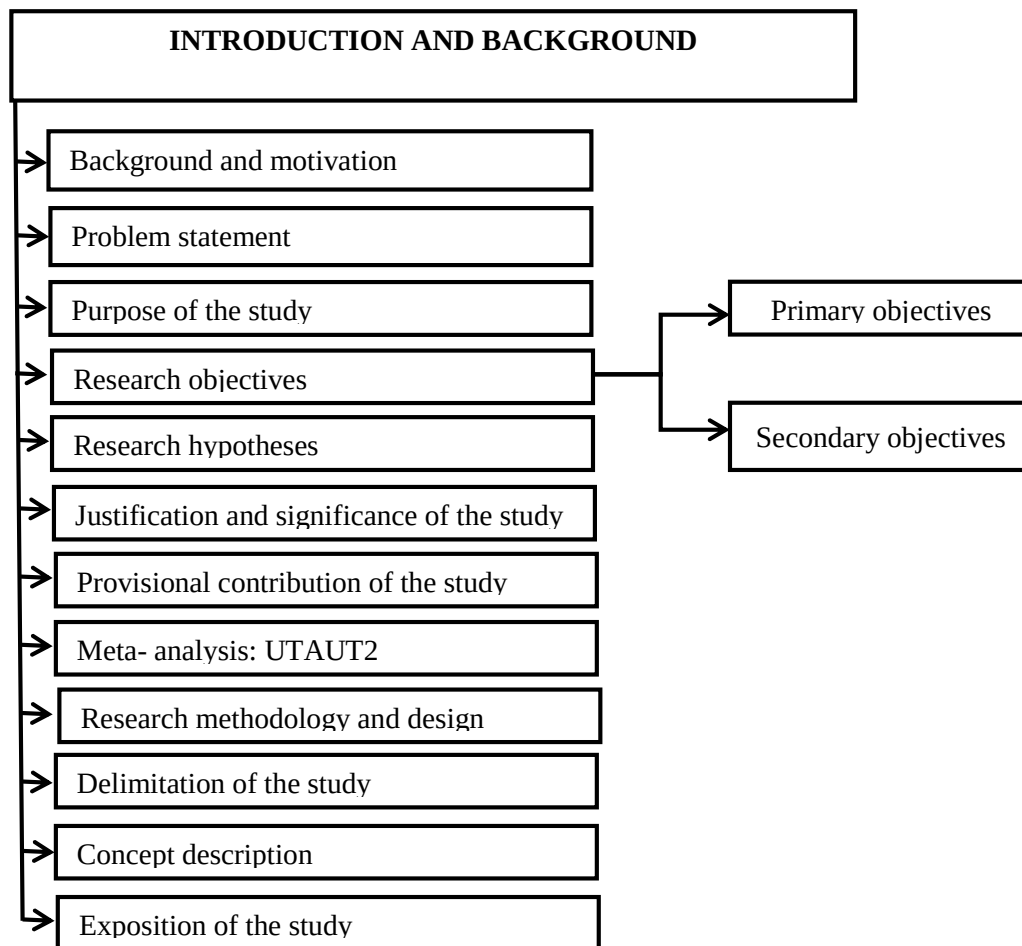


Figure 1.1 Chapter map

1.2 Background and motivation

The experience of proliferation of digitalisation in terms of transformation in information and communication technology (ICT) has forced the global business community to move towards social media marketing. Social media marketing offers consumers access to the global market, which has empowered young consumers to compare prices across countries, continents and several marketing sites, as well as facilitating brand exposure about substitute goods that can meet the needs of consumers (Rahman *et al.*, 2018).

This sudden shift from traditional media to social media marketing platforms by consumers brought about a significant change for marketers and advertisers in the manner that they can now communicate their respective offerings and brands directly to their target markets (MDG, 2018; LYFE Marketing, 2019; Decker, 2020). Subsequently, marketers and advertisers should ensure that they have a social presence in the prevailing virtual world through social media marketing (Rahman *et al.*, 2018).

Indeed, marketing activities via social media between an organisation and a target market are increasing and opening up unprecedented opportunities, especially on the African continent. The study of Matikiti *et al.* (2018) stated in broad terms that incorporating social media as a strategy to influence consumer attitude and participation is a logical progression for organisations to broaden their communication with targeted consumers. In addition, Wicks (2015), Oyza *et al.* (2015) and Mosley (2018) emphasise that social media is vital for businesses today, as it aids in generating business exposure, increasing traffic, and providing marketplace insight.

Meanwhile, the studies of Apuke (2016), Shah (2017) and Studholme (2018) argued that traditional communication requires organisations to incur more expenses, especially in advertising and promotions, which could otherwise have been invested in increasing research and development (R&D). Notably, a number of studies (Pütter, 2017; Kapoor *et al.*, 2018; Jacobson, 2020) affirmed that traditional communication theory has a minimal impact on the consumer, unlike social media marketing, because information dissemination via traditional platforms was, and still is, limited to small target groups of consumers.

Equally, social media marketing is a contemporary and expanding development that has almost become a necessity, especially among young consumers. In fact, several studies, such as those of Viljoen *et al.* (2016), De Veirman *et al.* (2017), Huete-Alcocer (2017), Balaban and Mustăţea (2019), attest that social media is perceived by young consumers as a more credible and accessible source of information about products and services, compared to the traditional methods of marketing communication. At present, social media is recognised as an integral part of integrated marketing communication (IMC), and social media is a powerful tool that can influence young consumers' attitudes positively or negatively towards a brand (Akkaya *et al.*, 2017; Glucksman, 2017; Naumovska, 2017; Gaber *et al.*, 2019).

However, it is unfortunate that a substantial number of FMCGs organisations in Africa are yet to engage with their target audiences on this cost-effective platform. Notably, the concept of 'attitude' is perceived as an active force in determining consumers' thinking and influencing them, whether to favour a brand or to disapprove of it. Gbadamosi (2016) maintain that attitude drives consumers to associate themselves positively, negatively, or neutrally with a given marketing message.

Still, in the view of Maw (2016), it is argued that the rise in popularity and use of social media tools have led to an upsurge in consistency and frequency of communication between consumers, and this certainly includes young consumers and organisations.

Icha and Edwin (2016) and Abenova (2018) are of the view that transformation in social network platforms has led Generation Y to become consumers of information as well as being producers thereof. This makes it possible for members of these young cohorts with mutual interests to organise online groups and forums, where every online member contributes his/her own quota of information and influence to the social network by means of a variety of available tools.

In line with this, Kumpel *et al.* (2015) concur with the view that fast-moving consumer goods organisations need to compete rigorously to integrate social networking platforms as part of their integrated marketing communication strategy.

Notably, Duffett (2015) submits that studies (Raghupathi & Fogel 2015; Olapic 2016; Voorveld *et al.*, 2018) related to social media and consumer attitude are conducted in Europe and the United States of America (USA). For example, Raghupathi and Fogel (2015) conducted a survey among 700 undergraduate students in New York City, while the research of Olapic (2016) cut across six marketplaces in Europe and the USA.

Generalising the above discussion findings to emerging economies, such as that of sub-Saharan African countries, may be biased due to variations in socio-economic background and cultural influences. This is due to developed countries have better access to good infrastructure, fast broadband Internet speed, high access levels and sound information technology. Besides, Duffett (2017) argues the need for studies on technology platforms that focus more on developing economies, such as sub-Saharan African countries. This study is an attempt to close this gap, by investigating the factors influencing the attitude of young consumers on social media platforms towards FMCGs brands in Africa, particularly in South Africa and Nigeria.

South Africa and Nigeria were selected for this study because these two countries are among the leading and prevailing economies in sub-Saharan Africa. The two countries show a degree of distinction in historical and cultural relationships. In addition, both countries are among the prevailing economies for online marketing in Africa. Numerous studies (Adesoji, 2017; Akintola, 2017; African Digitalization Maturity Report, 2017; Su & Chan 2017; Qwerty Digital, 2017; World Wide Worx & Ornico, 2017; Business Day, 2018) affirm the

exceptionally high penetration rate of social media in these two countries. Hence, this study endeavours to provide FMCGs marketers with managerial insight on the advancement of social media marketing strategies in African countries.

Above all, young consumers' benefits greatly from the increasing number of social media platforms, and also access to information about the global market through the platforms. Over the years, the United Nations Center for Trade and Development (UNCTAD) has stressed the relevance of digital marketing, particularly social media marketing, for emerging nations (UNCTAD, 2016). In order to enable and motivate developing countries like South Africa and Nigeria as it applies to this study to move all their marketing activities towards online, UNCTAD has designed a blueprint to set a global standard for all online business such as social media marketing (Rahman *et al.*, 2018).

1.3 Problem statement

Before the emergence of the internet, consumers were largely restricted to information generated through traditional media such as print, electronic, outdoor and audio-visual (Brandt, 2017; Grafström *et al.*, 2018; Haider & Shakib, 2018). However, Ng (2016), Reddy (2016) and Szolnoki *et al.* (2018) posit that the advent of Web 2.0 shifted the attention of young consumers towards searching for and accessing information related to brands and products on social media platforms.

Considerable literature has been published on social media and marketing. The publications of Ogidi and Utulu (2016), Pew Research Center (2016) and Nwammuo and Nwafor, (2019) unveiled that traditional media such as television, radio and newspapers are reporting a continuous loss of viewership and readership. Thus, the influence of traditional media as marketing communication media has been weakened. Meanwhile, researchers (Durmaz & Efendioglu, 2016; Lamminen, 2018; Appel *et al.*, 2020) are in agreement that the advent of social media is clouding marketing messages via traditional sources, making it less relevant to consumers.

A number of researchers (Glucksman, 2017; Ismail, 2017; Lin *et al.*, 2017; Kapoor *et al.*, 2018) hint that consumers identify social networking platforms as a more reliable foundation of knowledge about organisation offerings compared to organisation-generated marketing communication platforms. Yet, limited studies as attested by Todorova (2015), Ogidi and Utulu (2016), Supeková *et al.* (2016) and Brandt (2017) placed more emphasis on traditional media

and e-marketing to influence consumers' attitude towards fast-moving consumer goods, while undermining social media as a marketing strategy to influence young consumers' attitude towards fast-moving consumer goods.

Similarly, the few studies that exist on FMCGs (Dave, 2016; Goyal *et al.*, 2016; Panyi & Varga, 2017; Denis, 2018; Sadek *et al.*, 2018) failed to address social media marketing as a factor that influences young consumers' attitudes. Likewise, the extensive studies of Høibo *et al.* (2014), Leeftang (2014), Ortega Góngora (2016), Olotewo (2016), Razak and Latip (2016), Pasma (2017) and Wesley *et al.* (2018) were conducted on the adoption of social media as a marketing strategy, yet none of these studies comparatively address the influence of young consumers' attitude on social media platforms in sub-Saharan African countries. Hence, this study's endeavour was to close this gap by comparatively investigating social media as a marketing strategy to influence young consumers' attitude towards fast-moving consumer goods in South Africa and Nigeria, by initially proposing a conceptual model developed from pertinent and prevailing literature.

Lastly, an extensive meta-analysis was undertaken concerning young consumers' attitudes towards social media for the purpose of this study. Yet, it is not clear '**What factors influence young consumers' attitude on social media platforms to engage in the actual purchase of fast-moving consumer goods**'. This indicates that there is a need for in-depth research, identification and understanding of the various factors that can influence the attitude of young consumers in South Africa and Nigeria towards FMCGs brands via social media platforms.

1.4 Purpose of the study

Consequently, this study proposes a framework of the factors that can be used by marketers to influence young consumers' attitude on social media towards a FMCGs brand and is based on a comparative study undertaken amongst young consumers in both South Africa and Nigeria. The proposed framework provides valuable input into strategic marketing for influencing young consumers' attitude on social media towards FMCGs in South Africa and Nigeria.

1.5 Research objectives

Ensuing is the discussion of the analysis objectives relevant to this thesis.

1.5.1 Primary objective

The primary objective of this study is; to showcase the benefits accrue to organisations who adopt social media marketing as a strategy and how social media platform can be used to influence the attitude of young consumers towards an organisation's offerings, brands and products. It is important to identify the ideal and most appropriate factors (constructs) to be used on social media platforms capable of influencing young consumers' attitude in both South Africa and Nigeria.

1.5.2 Secondary objectives of the study

Secondary objectives have been assumed to aid in the accomplishment of study primary objective while the secondary objectives of this study are as ensues:

- To determine if the use of social media platforms can enable organisations to achieve marketing goals and objectives.
- To determine how brand awareness influence young consumers' attitude on social media towards actual purchase.
- To establish if organisational social media participation do have an impact on the FMCGs purchases of young South African and Nigerian consumers.
- To establish how rewards influence young consumers' attitude on social media.
- To determine if the attributes of brand integrity on social networks do influence consumers' attitude.
- To determine the impact of social media platforms in influencing Generation Y to engage in actual purchase.
- To establish if young consumers favour FMCGs organisations who actively participate on social media platforms compared to those who rarely use social media platforms.

1.6 Research hypotheses

Hypotheses are formal propositions stated in a testable form and that anticipate a particular relationship between two or more variables. It is a statement provisionally known as true in the light of what is recognised at the time about the phenomenon (Prasad *et al.*, 2001; Farrugia *et al.*, 2010; Creswell, 2014).

A research problem cannot be scientifically solved unless it is reduced to hypothesis form. Thus, research hypotheses can either be an alternative or a null hypothesis. The favoured assumption is called the 'null' hypothesis, which is denoted by H_0 and the alternative hypothesis is denoted by H_1 (or H_A).

The purpose of hypotheses testing is to make an inference about the population of interest on the basis of a sample taken from the research population; to determine whether there is enough statistical evidence in favour of proposed statements or hypotheses, about a parameter and also if it is suitable for a situation where groups are compared (Creswell, 2014). The hypotheses for the purpose of this study are stated as:

- H1:** Social media platforms enables fast-moving consumer goods organisations to achieve their marketing goals and objectives.
- H2:** Brand awareness influences young consumers' attitude to purchase via social media.
- H3:** Organisational social media participation does have an impact on South African and Nigerian Generation Y consumers.
- H4:** The rewards offered by FMCGs organisations do influence young consumers' attitude on social media towards actual purchase.
- H5:** Brand integrity attributes do influence consumers' attitude on social media platforms to purchase.
- H6:** Social media platforms do influence Generation Y consumers to engage in actual purchasing.
- H7:** Young consumers' attitude is more favourable towards organisations which participate in social media compared to those who rarely use social media platforms.

1.7 Justification and significance of the study

The justification for this research was prompted as a result of:

- A statement in the executive summary of the South Africa National Development Plan-2030:
Compared with the best international standards, South Africa's ICT infrastructure is abysmal. Efficient information infrastructure that promotes economic growth and greater inclusion requires a stronger broadband and telecommunications network, and lower prices. The economic and employment benefits outweigh the costs.

That as a middle-income country, South Africa has to compete on the basis of excellent products and brands, and effective entry into global distribution channels”.

National Planning Commission (2012)

- A statement in the Federal government of Nigeria Broadband Vision Statement “Vision 20: 2020”:

The National ICT Policy document describes ‘A knowledge-based and globally competitive society’ in its body of work as the vision for the Nigerian society. It is clear that an integrated and effective broadband strategy is pivotal to any of these vision statements. The vision for broadband in Nigeria must therefore derive from these vision aspirations by providing for a society of connected communities with access to fast Internet and broadband services.

Therefore, the broadband vision for Nigeria is one of a society of connected communities with high-speed Internet and broadband access that facilitates faster socioeconomic advancement of the nation and its people”.

The Presidential Committee on Broadband (2012)

This study intended to offer a comparative study of social media marketing in South Africa and Nigeria by devising a conceptual model developed from relevant prevailing literature and the statistically tested proposed model. Most of the earlier studies in the field of marketing, business management, consumer behaviour and marketing communication did not focus on the factors which offer unique influences on the attitude of Generation Y consumers towards FMCGs brands in South Africa and Nigeria.

This study extended the UTAUT2 model of Venkatesh *et al.* (2012) with the addition of brand awareness, organisational social media participation, rewards, and brand Integrity, through an in-depth review and empirical analysis. This approach is useful and supportive in understanding the latest known factors that can influence these lucrative and unobserved factors influencing young consumers’ attitudes on social media towards fast-moving consumer goods. In addition, this study provides a springboard for Nigerian and South African, and other sub-Saharan Africa researchers intending to embark on related studies in other countries, industries or contexts.

This study distinctively further compares young social media users in two developing countries, South Africa and Nigeria, both located in sub-Saharan Africa. It has effectively

extended the number of influences on young consumers' attitudes towards social media marketing, and proposes an empirically tested model suitable for the two sample populations from the two countries. Thus, this study unlocks vast opportunities for especially FMCGs organisations who adopt social media marketing as a strategy in their endeavour to influence their consumers' attitude towards purchasing fast-moving consumer goods (FMCGs).

Similarly, it is expected that the framework would aid FMCGs brand managers, marketers, advertisers, marketing communication agencies and other relevant stakeholders to design, implement and deliver a fully functional and effective social media marketing system targeting Generation Y. In like manner, the proposed framework is expected to reveal how social media marketing can influence young consumers' attitude to enable organisations to perform better, easier, and in more interesting ways, through offering entertaining events, online rewards, brand integrity, engaging them always through social activities. Thus, this would terminate the gap between FMCGs marketers targeting these young cohorts and meeting the wants and preferences of these technology savvy consumers.

Significantly, this study uniquely contributes to literature by emphasising the relevance of top-of-mind awareness (TOMA). This is considered as a key benchmark for organisations to develop brand preferences in the minds and hearts of young consumers on social media platforms. Thus, this study proffers a sustainability strategy and discovers a leverage to outwit competitors in highly competitive environments.

Thaichon and Quach (2016) and Maria-Irina and Istudor (2019) agree that Generation Y consumers trust recommendations and opinions from their loved ones and strangers on social platforms. Thus, social media marketing is a tool that can be used to influence young consumers' attitude towards a brand. Furthermore, researchers who examined social media participation on social media marketing directed their attention more towards consumer engagement.

Olutade *et al.* (2019) holds that social media marketing platforms influence buying behaviour of young consumers to access recommendations of other users, as well as strangers. The likes of Facebook as a social networking sites allow FMCGs organisations to own their respective corporate brand page, and brand page platforms enable followers of a brand page to receive, broadcast and post the latest information in relation to a brand (Glucksman, 2017; Voorveld *et al.*, 2018; HubSpot, 2020).

To the best of the researcher's knowledge, this study is one of the few to examine effective organisational social media participation in the context of young consumers on social media platforms, focusing on FMCGs organisations. It contributes to enhancing knowledge about participation in a different context. Marketing literature relating to relationship marketing, appreciates the importance of FMCGs organisations being active on social media marketing as a strategy to influence young consumers' buying decisions, as well as enhancing consumer brand loyalty.

Remarkably, this study revealed that the young consumers on social media tend to regard the opinions of other users through an in-depth review. Therefore, this study makes a clarion call that FMCGs organisations should adopt social media marketing platforms to get feedback and warmly accommodate young consumers' complaints, and respond promptly with relevant information about their brands. This will aid such organisations to use information gathered to influence these young people to have a positive attitude towards their brand.

Expressly, this study updates organisations on social media platforms to allow these young adults to freely provide both positive and negative comments on their social media marketing platform, then use that information to better their brand positioning in the industry.

Lastly, this study makes an original contribution towards UTAUT2, where Venkatesh *et al.* (2012) suggested that further research should be commissioned to identify other significant components to extend the UTAUT2 model, after which various other researchers continued to refine the model. In respect of this, this study extended the UTAUT2 model to the young consumer context. A meta-analysis was undertaken and is further explored in Chapter Two of this thesis.

1.8 Provisional contribution of the study

This study unlocks important implications, both theoretically (by contributing to the literature of social media marketing and marketing management) and managerially (for recognising how diverse consumer attitude/behaviour, especially the young consumer segment, can be taken care of through different approaches).

This study has also gone some way towards improving the understanding of the UTAUT2 model of Venkatesh *et al.* (2012), which is incorporated into this study. Furthermore, several

contributions are made to literature focusing on young consumer characteristics and which is expected to predict young consumer behaviour on social media platforms.

This study makes noteworthy contributions to policy makers, namely that there is a need to invest more resources into the information technology economy because the gains would spread to other sectors of the economy.

The findings of this study could foster improved business transformation processes for FMCGs organisations and provide knowledge about social media as communication and influencing channel. The empirical findings of this study provide a new understanding of potential threats, opportunities and weakness, which might hinder the integration of marketing activities with social media users. In addition, this study extends knowledge in terms of the factors affecting attitude change, privacy intrusion, social behaviour; and the ability to use social media platforms as a hub for efficient and effective marketing intelligence.

The outcomes of this study also add to the body of scholars and contributes its quota to prevailing theoretical information on the effect of the active social media participation of organisations, and contributes towards solving marketing uncertainties related to online users. Online user issues, such as the avoidance principle and skipping marketing messages, and influencing consumers' attitude are all marketing challenges that could lead to a competitive edge if correctly dealt with.

The results of this investigations therefore offer a new understanding to practical application of marketing strategies on social media as a measure to influence Generation Y' consumer behaviour. Similarly, this study could lead to creating awareness amongst young consumers that social media can be a solid tool to educate, to inform and to groom mentality, contrary to the negative perceptions of this platform.

Taken together, these findings recommend that social media play a significant role in contemporary marketing communication and marketing management at large. This study will benefit researchers, advertising agencies, public relations practitioners and organisations in the field of social media marketing and the business world at large. In practice, the results of this research would enable organisations to manage the adoption process of their merchandise communicated on social media amongst a growing number of young consumers.

1.9 Meta-analysis: UTAUT2

The conceptual framework developed for this study is based on an extensive meta-analysis. This was undertaken in an attempt to interrogate and examine standing conclusions and recommendations in literature related to the Unified Theory of Acceptance and the Use of Technology (UTAUT2) model, as well as the Unified Theory of Acceptance and the Use of Technology 2 (UTAUT2) model in a consumer context; as developed by Venkatesh et al. (2003, 2012). Table 1.1 shows the meta-analysis of UTAUT2 studied for the purpose of this study.

S/N	Constructs	Venkatesh et al. (2012)	Slade et al. (2013)	Baabdullah et al. (2014)	Albugami & Bellaaj (2014)	Oechslein et al. (2014)	Segura & Frederic (2015)	Tavares & Oliveira (2016)	This Study
1	Performance Expectancy	√		√	√	√	√	√	√
2	Effort Expectancy	√	√	√	√	√	√	√	√
3	Social Influence	√	√	√	√	√	√	√	√
4	Facilitating Conditions	√	√	√	√	√	√	√	√
5	Hedonic Motivation	√	√	√	√	√	√	√	√
6	Price Value	√	√	√	√	√	√	√	√
7	Habit	√	√	√	√	√	√	√	√
8	Self-Efficacy		√						
9	User's Social Network			√					
10	Trust		√		√				
11	Website Design					√			
12	Ubiquity						√		
13	Self-Perception							√	
14	Innovativeness		√						
15	User's Profile Information			√					
16	Risk		√		√				
17	Consumer Service					√			
18	Unobtrusiveness						√		
19	Triability		√						
20	User's Reading Behaviour			√					
21	Reliability					√			
22	Context Awareness						√		
23	Security					√			
24	Brand Awareness								√
25	Organisation Social Media Participation								√
26	Rewards								√

27	Brand Integrity								√

Table 1.1 Meta-analysis: UTAUT2

Therefore, this study, based on empirical studies from diverse disciplines, incorporates a meta-analysis to harmonise the empirical evidence from the research of Slade *et al.* (2013), Abdullah *et al.* (2014), and that of Albugami and Bellaaj (2014), Oechslein, *et al.* (2014), Segura and Frederic (2015) and Tavares and Oliveira (2016) to solidify the relevance of the Extended UTAUT2 model in terms of its applicability, relevancy, and the flexibility of its characteristics within the young consumer context.

This study adds an extension to the UTAUT2 model and investigates additional constructs and tests possible relationships to be integrated into the UTAUT2 model of Venkatesh *et al.* (2012). It should be kept in mind that the proposed model is tailored specifically towards young consumers' attitude on social media platforms. In keeping with the general ideas highlighted by Johns (2006) and Alvesson and Kärreman (2007) on how to extend a theory by leveraging new context, and the ideas presented in the Special Issue of the Journal of the Association of Information Systems on the Technology Acceptance Model (Bagozzi, 2007; Venkatesh *et al.*, 2007), this study accomplishes this goal by:

- Proposing four additional key constructs (brand awareness, organisational social media participation, rewards, and lastly brand integrity).
- Modifying some of the existing relationships in the original conceptualisation of the UTAUT2 model.
- Adapting the existing moderators.

This study aims to make a significant contribution towards marketing management and social media marketing in terms of the constructs (influences) on consumers' attitude in term of social media. The proposed four additional constructs are now dealt with in brief and detailed later on in Chapter Four.

Firstly, *brand awareness* is shaped by numerous techniques/media vehicles causing a consumer to acquire knowledge and familiarity about a brand – such as; television, live show programmes, billboards, smartphones and online advertising, promotions, publicity and social media (Hutter *et al.*, 2013; Montalvo, 2016). According to the study of Tritama and Tarigan (2016), it is claimed that social media is a virtual media that reveal essential information about a brand to both consumers and potential consumers, thus create brand knowledge to the target

market. This means that as young consumer participate enthusiastically on brand activities on social media results in to higher brand page significance, thus the brand awareness increases to these young cohorts (Hutter *et al.*, 2013; Alhaddad, 2015). Figure 1.1 presents a provisional framework devised for the purpose of this study.

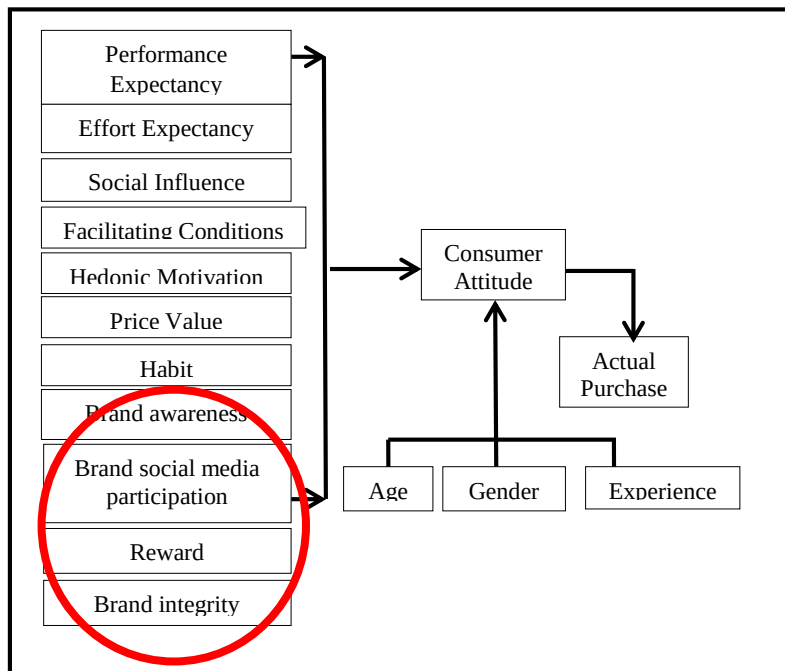


Figure 1.2 Conceptual framework

Creating brand awareness through social media platforms involves sustaining a perceptible organisation marketing communication blend and continuing engaging in brand social media participation that engage these young consumers. Montalvo (2016) attests that organisational tweeting and blogging are necessary and that the regular supply of invaluable content into the platforms will increase a fast-moving consumer goods brand visibility.

The studies of Hakala *et al.* (2012), Antila (2016) and Grover and Dasgupta (2017) all considered top-of-mind awareness (TOMA) as a key indicator of how consumers develop their own brand preferences in favour of or against a brand. Additionally, consumers tend to participate on social network sites with organisations with high brand awareness, trusting that such brands will not be involved in illusive marketing tactics.

Secondly, *organisation social media participation* remains also vital for FMCGs brand who intend to adopt social media as a marketing strategy. As Kaplan and Haenlein (2010) stated,

“it’s all about participation, sharing, and collaboration, and not straightforward advertising and selling”. Thus, FMCGs organisations need to participate and generate activities or events in order to influence young consumers’ attitude on social networks; by firstly fostering young consumer engagement on social networks, since a brand do not have the power on its own to control Generation Y on these platforms.

Chen *et al.* (2011), Hajli (2014) and Islam and Rahman (2016) commented that the increase in social networking sites, such as Facebook, is ascribed to the expansion of interconnectivity between Generation Y and FMCGs. Other scholars, such as Lu *et al.* (2010) and Chen *et al.* (2011), opined that the increase in social network sites has led the next generation of businesses to online communities. However, this is welcome as noble platforms for organisations in new segment attraction, better consumer relationship management systems, providing a possible foundation of integrity, and encouraging the social interaction of young consumers via social networks.

As a result of the development of the recent interface, Facebook is currently the most popular network platform worldwide for FMCGs brands seeking to grow and foster more intimate online consumer relationships (Rohm *et al.*, 2013; Statista, 2018). FMCGs need online community platforms to build engagements that will actualise broad marketing objectives and to favourably influence the attitude of Generation Y consumers towards their respective brands.

Thirdly, *reward* programmes comprise unified structures of marketing activities and promotions targeted towards brand switching reduction, increase market share, and aesthetics, brand exposure, TOMA in product category, efficient, and build interactive incentives (Agudo-Prado *et al.*, 2012). Peiguss (2012), Singh and Khan (2012) and Magatef and Tomalieh (2015) submit that consumers’ loyalty is a key concern for any successful FMCGs organisation, because appealing to a new set of prospects is costlier than retaining existing consumers.

Reward programmes tend to inspire existing consumers to buy more and more often. It is obvious that social media marketing is promising in this regard and unquestionably worth spending money on and investing additional effort. Social media platforms have become almost a need for excelling in today’s highly competitive market environment. The Truth Loyalty Whitepaper (2016) postulates that young consumers are becoming more and more sensitive about brands rewarding them; thus, organisations should use brand rewarding programmes as part of their marketing tactics to enhance consumer loyalty.

Fourthly, *brand integrity* is an ultimate prerequisite for upholding young consumer's reliance on social media market. Christou (2015) underpins brand integrity as a confidence and dependable relationship, which stipulates favourable consumer's attitude and enhances brand loyalty. In addition, brand social participation is vital approach of developing and preserving brand integrity on any information technology platform. Online brand page attributes, such as confidentiality, online consumer service and wide-ranging unique brand features complements to brand social participation.

Parikka (2015) describes brand integrity as the disposition of the consumers to completely have trust and confidence in brand promises continually. Relationship marketing is established on foundation of brand Integrity, to enhance robust relationship marketing between the brand and the target consumers, it has to be symbiotic in nature. That is, it must be two- way communication, where both parties must be happy. Thus, brand integrity can function as marketing strategy to actualise FMCGs brand objectives when properly implemented. In a nutshell, brand Integrity is the disposition of a young consumer to trust the capability of a brand to deliver as per expected performance and satisfaction.

Calefato *et al.* (2014) and Parikka (2015) opine that Integrity relates to a set of moral norms and trustees' characteristics are usually considered as good as trustworthiness, justice, loyalty, reliability, dependability and consistency. Social media marketing has many risks and insecurities because of insecure online shopping platform, security blunders from advertiser website, and various online rip-offs encounters that cause Generation Y phobia in terms of buying products or brands online (Sumarjan *et al.*, 2013).

1.10 Research methodology and design

Research method is vital for study as an unreliable method generates undependable outcomes and these outcomes will undermine the assessment of the analyses and results (Labaree, 2013; Tlapana, 2017). Investigation is a step-by-step process of executing a method. This discussion is a synopsis of the research method deemed proper for this research study and a detailed discussion is presented in Chapter Four.

A brief overview follows of the research philosophy, quantitative approach, research design, sampling strategy, method of data collection, and the data analysis technique appropriate for this study. Aliyu *et al.* (2015) and Saunders *et al.* (2016) identified three philosophical assumptions for acquiring knowledge – epistemology, ontology and axiology. However, this

research emphasised epistemology, which authenticates facts among scholars. In addition, Chilisa and Kawulich (2012) and Creswell (2014) affirm that positivism and post-positivism, interpretive or constructivism and transformativism are kinds of theoretical viewpoints among social science researchers.

The fundamental theoretical viewpoint in this study is post-positivism. In the post-positivism theoretical perspective, the aim is to predict effects, test a model, or find out the strength of relationships between variables mentioned in a study. Furthermore, a quantitative research approach was selected, based on its ability to quantify relationships amongst the study variables (Wiid & Diggines, 2013; Gwena *et al.*, 2018).

The quantitative approach is viewed as more dependable in defining relationships as compared to the qualitative approach (Wiid & Diggines, 2013). The quantitative approach adopted for this study was disposed towards a cross-sectional design. The uniqueness of the study is that it is comparative in nature. The study is centred on young consumers at the North-West University in South Africa and at the University of Lagos in Nigeria.

More so, the study design aids the outline that directs this research in the gathering and analysis of information. The quantitative and descriptive design was adopted for the purpose of this investigation so as to achieve quantitative facts for the study hypothesis raised in Chapter One. Having said that, the study populace was based on established benchmarks to choose respondents. Undermining the target and reachable populations for this study can lead to omitting eligible and/ or suitable respondent groups.

The target population for this study were young active users of social media sites in South Africa and Nigeria. These young active users of social media are potential young consumers who continuously have a strong desire to be on social media platforms, as well as spending most of their time posting contents, responding to their fellow online users, participating in relevant and irrelevant content that gets them engaged. Similarly, the purposive and virtual snowball sampling techniques were adopted. Then again, primary data and secondary data are the two main methods of gathering information in scientific research. In view of accomplishing the aims of this research, primary data was gathered quantitatively via an online questionnaire using an online survey together with the hand delivery method. This approach aided in eliminating issues of time and effort in both respective countries.

With this in mind, a survey was conducted with a questionnaire, and young consumers who are members of social media sites were targeted. The advantage of virtual snowball sampling was explored by requesting respondents to send the hyperlink in the questionnaire to their contacts. In addition, secondary data were accessed for gathering data essential for this investigation. These forms of secondary data are obtainable from distributed and online sources, such as texts, conferences proceedings, articles, and online databanks and Internet sources. These sources aid researchers to acquire an in-depth understanding of the field of study and the specific research problem at hand.

In order to ensure the validity of this study, the questionnaire was pilot tested, to refine the questionnaire and to assure that respondents do not experience any difficulty in responding to the questions, while reliability deals with the trustworthiness and the analysis of the data.

Lastly, after raw primary data had been collected, data analysis was undertaken to give meaning to the data. The statistical software programme, Statistical Package for Social Sciences (SPSS) was used for the in-depth data analysis. This study incorporates descriptive and inferential statistics, such as an ordinal logistic regression (OLR), cross tabulation, and a structural equation modelling (SEM) analysis.

1.11 Delimitation of the study

This research was executed only on the African continent, in two sub-Saharan African (SSA) countries among both males and females, specifically undertaken with young consumers at the North-West University in Mahikeng, South Africa and University of Lagos, in Nigeria.

Relative to the study, the reasons for choosing NWU (Mafikeng) and UNILAG is also as a result of geographic proximity, and convenience in accessing data, which minimises expenses and reduces the period for data collection for the study. This makes the study increasingly reasonable for the researcher. In addition, most of the young consumers from these two universities are Black. Notably, the English language still stands as the only language of instruction in both Universities chosen in this study and is recognised internationally.

Data collection was restricted to young consumers who belong to social media sites with an active account. Only young people (between 18 and 35 years of age) were included, although they are regarded as a narrow sample in the South African and Nigerian context. Above all, this study adopted only a quantitative research approach to arrive at quantifiable information

about the selected factors influencing the attitude of young consumers on social media to engage in the actual purchase of FMCGs.

The reason for restricting data collection to NWU (Mafikeng campus), and omitting the Vaaldriehoek and Potchefstroom campuses in this study has been extensively discussed in Chapter Five; Section 5.8.1.3(Justification of the use of the two universities in the study.)

Last but not the least, the university colloquium (research committee) agreed and recommended the researcher (candidate) to limit the study to Mafikeng campus after successfully presenting the PhD Proposal. See ethical clearance and certificate of Colloquium of the proposal stage, certificate methodology, colloquium and findings.

1.12 Concept description

Following is a brief explanation of the key terms used in the course of this research.

Active users of social media: An active users of social media as those consumers who log in every day, these active users are located on social media platform (Seek Visibility, 2016; Chaffey, 2019). They frequently linked on social network platform spending average of 2 hours and more daily.

Attitude: Palani and Sohrabi (2013) and Blythe (2014) refer to attitude as what consumers like and dislike; it determines to a large extent what people will and will not buy.

Consumer: According to the Consumer Rights Act (2015) and UNCTAD (2016), a consumer encompasses a person or individual who engages in the act of consumption that is meant for immediate or personal consumption for its benefits. Thus, using a seller's offering to satisfy some needs.

Generation Y: The term Generation Y is a relatively new name for young consumers who are commonly referred to as Gen Y, the Net Generation, Millennials and digital natives (Kacprzak & Dziwanowska, 2015; Pride *et al.* 2015). Generation Y cohorts are characterised as goal achievers privileged to have contemporary digital technologies and are connected to information technology platforms from their prime age. This includes smartphones, tablets, texting, social media and blogs and they are very comfortable and skilful with these technologies (Bansal & Srivastava, 2017; Velcovska & Hadro, 2018)

Fast-moving consumer goods (FMCGs): FMCGs, according to KPMG (2014), is generally understood to mean consumer packaged goods (CPGs). These are products which are sold quickly at a relatively low cost. These products are mainly non-durable consumer goods which are required frequently and in some cases almost daily by a consumer (Singh, 2014; Banerjee, 2015; Dave, 2016).

Marketing communication: The broad use of the term marketing communication involves the careful integration and coordination of an organisation's numerous promotional mix platforms that offer a vibrant and dependable information relating to brands offerings. (Todorova, 2015; Orasmäe, 2017).

Social media: This term encompasses a set of web-based interactive technology applications permits register online users generate to disseminate desired information, thoughts and content. It involves other forms of expression via social networking sites which facilitate and aid interconnectivity with other individuals or groups. Social media are also referred to as Web 2.0 or social networking (Kumar *et al.*, 2017; Tuten & Solomon, 2017; Sheth, 2018; Olutade & Chukwere, 2020).

Social networking sites (SNS): This refers to the operation of social media applications of web development. Social networking sites help to facilitate interaction, information sharing, creation of personal profiles and relationships on digital spaces (Jain, 2016; Roux & Maree, 2016; Gwena *et al.*, 2018).

1.13 Exposition of the study

The overall structure of this thesis comprises six chapters as per the following abridgment.

Chapter 1: Introduction and motivation

The first chapter introduces the study by setting the scene and providing the background context to the study, the study statement of problem, as well as the objectives and explaining the key concepts and research methodology.

Chapter 2: Marketing and consumer behaviour

Chapter Two is committed to justification of marketing and consumer behaviour, various consumer concept as related to this study.

Chapter 3: Theoretical foundation

Chapter Three commences with a review of the UTAUT2 theoretical framework and other relevant theories are discussed in detailed in this section.

Chapter 4: Marketing communication and social media

Chapter Four provides a brief overview of marketing communication before continuing with an in-depth discussion of integrated marketing communication (IMC) and social media. This continues with a review of related empirical studies in this thesis.

Chapter 5: Research design and methodology

Relevant research methods that required ensued for the purpose of this study and the quantitative method is displayed in this section. The study method and sample, information gathering, and the survey arrangement and measures involved are presented in-depth in this fifth chapter.

Chapter 6: Research results and interpretation

Chapter Six provides the study outcomes after the data was scientifically analysed and the displayed of the results is in the form of explanation, charts, tables and figures.

Chapter 7: Discussions, recommendations and conclusion

This final section accomplishes the research objective by summarising the theoretical and empirical results of the investigation and proffer commendations are expressed. The research is formerly terminated with a discussion of the limitations of the study and a closing conclusion.

CHAPTER TWO

MARKETING AND CONSUMER BEHAVIOUR

“Purchase decisions are now influenced by complex networks of friends, family, and peers. The new market winners will be the organisations that excel at identifying and engaging with their consumers’ influencers across the Social Web.”

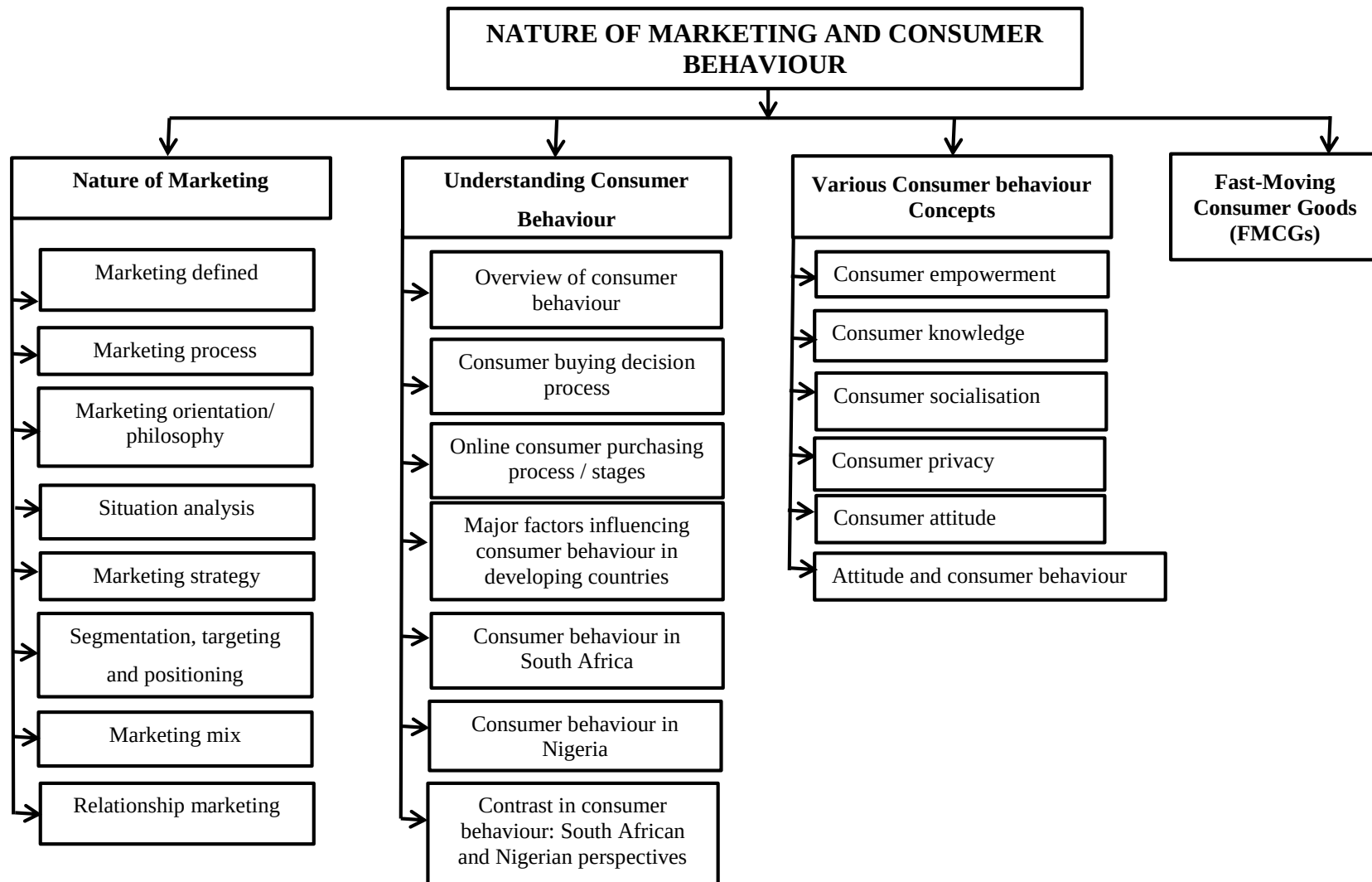
Paul May, Founder and CEO, BuzzStream, Austin, TX

2.1 Introduction

Sound marketing programmes are imperative to the success of any organisation that is profit-oriented in nature (Bertowitz, 2016; Kotler & Armstrong, 2018). Effective marketing entails identifying opportunities and deriving applicable and relevant marketing strategies. Marketing is an action, human beings engage in on an everyday basis, consciously or sub-consciously, and this ads to/and/or determines the financial success of organisations, countries and continents.

Moreover, marketing has a powerful influence on both the economy and society, which could be either favourable or unfavourable. In like manner, marketing has been described as a major contributor to the improvement of the standard of living for the average consumer before the conclusion of Second World War (Webster & Lusch, 2013).

This chapter begins by exploring the nature of marketing, starting with the definitions of marketing. The chapter further addresses the in-depth concepts of understanding consumer behaviour, and major factors that influence consumers in developing nations. This chapter proceeds with an investigation of various consumer concepts associated with this study. The chapter then terminates with literature on fast-moving consumer goods (FMCGs). The layout of this chapter is graphically depicted in Figure 2.1.



S

Figure 2.1 Chapter map

2.2 Nature of marketing

The geometrical changes in the global economy call attention to present-day fast-moving consumer goods marketers to move progressively towards combating ever-changing consumer taste and consumption, progression in technology and inconsistency in the business sector globally. Thus, this will make the field of marketing an effective rewarding bridge in a society, as well as tool for development and an agent of transformation that will yield social and economic well-being to larger global business environments.

It is important to comprehend the nature of marketing. This section's aim to explore the potential of social media as a marketing strategy to influence consumers' attitude favourable towards fast-moving consumer goods (FMCGs) brands among South African and Nigerian young consumers' It is therefore considered imperative to begin by proposing a thorough meaning of the nature of marketing and consumer behaviour. However, the main goal of this section is to analyse existing literature regarding marketing definition, marketing process, marketing orientation/philosophy, situation analysis, marketing strategy, segmentation, targeting and positioning (STP), marketing mix and relationship marketing used in this study.

2.2.1 Marketing defined

The Chartered Institute of Marketing (CIM, 2009) defines marketing as *“the management process for identifying, anticipating and satisfying consumer requirements profitably.”* CIM, a marketing professional body in the United Kingdom, is an acknowledged professional association of marketing; but the CIM definition does not get as much attention probably because of its simplicity, briefness, preciseness and comprehensiveness in nature. However, it is accepted as the operational explanation of marketing for the purpose of this study because it places the consumer right at the centre of all business activity, and this is regarded as vital for business strategy.

Ordinarily, the CIM's view of marketing from a perception point of view is that marketing is identifying the desires and preferences of consumers, it also advocates forecasting and studying consumer behaviour, which is ever changing and not static in nature, while delighting consumers and leaving them with positive and pleasant memories.

The CIM definition concludes that the efforts of a marketer should not be in vain, that is, there ought to be rewards for efforts in the form of profit. Kotler and Keller (2012) propose that marketing is a social and managerial approach by which persons, institutions, cooperate entity get their respective wants and preference by generating and trading values.

Looking at one of the most cited marketing definitions, that of the American Marketing Association (AMA), marketing is explained as an activity that goes beyond an individual and a corporate entity; rather, it has a great impact on society at large. The American Marketing Association states that “marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for consumers, clients, partners, and society at large” (AMA, 2013). Organisations engage actively in marketing activities in order to differentiate their products, services and brands from that of their counterparts.

There is this need to comprehend the term ‘MARKETING’ as it enables identifying consumer wants and preferences, and also how best to satisfy those effectively and efficiently, while the organisation is aiming at maximising profits at the same time in a win-win situation. Although the AMA (2013) definition of marketing is not as succinct as that provided by CIM, it is more relevant as the CIM definition incorporates the ‘profitability’ criterion (Panigrahi, 2014). In a nutshell, marketing must be a ‘win–win’ affair, because it hinges on a symbiotic relationship for both parties – the consumer and the marketer.

Incidentally, the relentless advancement of change experienced in the global economy demand contemporary marketers to shift ground to a more robust strategy that can combat ever changing consumer tastes and consumption; buying behaviour; the progression in technology; and also the inconsistency of the global business environment. Thus, this makes the field of marketing an effective and rewarding bridge in society which serves as mechanism for development and an agent of transformation that will yield social and economic well-being on a global scale.

Evidence from previous studies (Melnikova *et al.*, 2016; Vongkhamheng, 2017; Pluta-Olearnik, 2018) submit that the dawn of information and communication technology (ICT) globally has revolutionised the world of marketing. The Internet is exposing organisations to the latest of innovative ideas in meeting the wants and preferences of technology savvy consumers, especially young consumers. In addition, the Internet enables fast-moving

consumer goods organisations (FMCGs) to effectively and efficiently craft brand awareness and receive instantaneous feedback from a large populace of young consumers via social media. This type of feedback is unfortunately not supported by and/or obtainable via traditional marketing communication platforms, such as print and electronic media (Prasetyo & Nuzula, 2015; Akhtar *et al.*, 2016; Brandt, 2017).

Significantly, Panigrahi (2014) attests to the fact that the definitions of marketing are perceived differently by scholars and this supports the position that there is no unified definition of marketing. Nevertheless, a large and growing body of literature (Kotler & Keller, 2016; Sanclemente-Téllez, 2017; Kotler & Armstrong, 2018) hold that consumer satisfaction is the ultimate goal of marketing. It is apparent from Table 2.1 that there are a few components of marketing which are common to numerous definitions of marketing.

Table 2.1 Components of marketing

Component	Description
Needs and wants	Needs are conditions of felt privation. These incorporate fundamental requirements for survival nourishment, wear, and well-being; social requirements for having a place and love; and mankind requirements for learning (Ogechukwu, 2012; Majava <i>et al.</i> , 2014; Camilleri, 2018). While wants are the structure human needs that are influenced by culture and individual character (Kotler <i>et al.</i> , 2012; Camilleri, 2018).
Demands	Demands are needs for explicit items sustained by a capacity to pay. Large numbers of people desire luxurious things of life but only few could achieve it. At the point when supported by purchasing power, needs become demands. Given their needs and assets, individuals demand goods with advantages that indicate the most worth and fulfilment (Kotler & Keller, 2016; Trivikram, 2017).
Market offerings	Consumers 'preferences are satisfied through market offerings. Market offerings is blend of products, brands, information offered to a market to meet and exceed their expectations (Kotler & Armstrong 2016; Strydom, 2018).
Value	Value is a fundamental marketing notion and is essentially a mix of value, administration, and cost. Value entails connection and nature of relationship that exist based on what is gained and what is contributed and what can be improved or taken by marketing programmes (Blythe, 2014; Kotler & Keller, 2016).
Exchange	Marketing activities are happening when individuals choose to fulfil their needs and preferences through interactions. Exchange is the act getting an ideal item from somebody by offering something consequently (Kotler & Armstrong, 2016; Mc Cant & van Heerde, 2017).
Consumer satisfaction	This is a level of how organisation offerings as far as items/brands meet or surpass consumer desires (Agyekum <i>et al.</i> , 2015; Strydom, 2018).

Relationships	Relationships are enhance as a result of advertiser attempting to construct long lasting 'win-win' associations with consumers, distributors, vendors and providers (Kotler & Armstrong, 2016; Ojiaku <i>et al.</i> , 2017).

Based on the above components found in the descriptions of marketing, the following descriptions of marketing for the purpose of this study have been devised.

Marketing is an organisational attitude with activities applicable to various types of organisations, being it online or offline businesses, services organisations, product oriented firms, profit oriented or non-profit organisations, which are based on the identification and fulfilment of consumer wants and preferences at profit.

Relative to this study, subsequently looking at the various meanings of marketing and it shows that there is no general unified agreed upon meaning of the term 'marketing', the above definition represent the aim of this research. However, in spite of new knowledge about marketing, marketing is viewed as a process. Kotler and Keller (2016) infer that marketing is perceived as a shared and organisation progression in which individuals and organisations achieve their set marketing goals and objectives, through generating and trading something of importance with one another.

In a definite commercial perspective, marketing entails maximising profit through creation of worth and exchange of symbiotic association between a brand and a consumer. Hence, marketing is the manner by which profit and non- profit organisation generate worth for target consumers and build exciting association in order to achieve set objectives (Kotler & Armstrong, 2012). In spite of new knowledge evolving in the domain of marketing, a closer look into the marketing process is subsequently undertaken.

2.2.2 The marketing process

To begin with, fast-moving consumer goods (FMCGs) organisations need to create a demand or value that will attract targeted consumers. In the same manner, FMCGs organisations are required to inform their target consumers of the value created and then getting the appropriate tangible/intangible goods/services across to their consumers. Similarly, organisations are responsible for building a bond with consumers which will foster a sound and sustainable relationship between the organisation and its target market, which ideally will result into symbiotic relationships beneficial to both parties.

By drawing on the concept of marketing as a process, both Lamb *et al.* (2010) and Bertowitz (2016) regard marketing as a process, that is, the responsibilities of the marketing executive in an organisation entails a variety of activities blended together in an orderly manner and this represents the marketing process. These activities are linked to one another and there is a relationship between one another, from beginning to end. These authors state that the marketing process consists of a series of step-by-step tasks which must be undertaken in a sequential order geared towards meeting consumer needs and simultaneously accomplishing organisational goals and objectives.

The following scholars, Lamb *et al.* (2010), Mady *et al.* (2013), Berkowitz (2016), and Tkachenko (2018) view marketing as management based on a set of marketing objectives, which for the purpose of this study, could be profit, sales volume, going global, increased market share, investing in research and development (R&D), brand equity and top-of-mind awareness (TOMA), to mention but a few. Lastly, it entails knowing the strengths, weaknesses, opportunities and threats of an organisation relative to its competitors in the FMCGs industry, as in this case.

However, there are several marketing orientations which constitute marketing philosophies that can influence an organisation's marketing process towards achieving its stated goals and objectives over a period of time in a given market segment. Nevertheless, the studies of Kotler and Keller (2012), Pecić and Kolarević (2014) and Cant and van Heerden (2015) attest that each of these marketing orientations/philosophies has a set of unique and distinct characteristics. Of importance to note is that although the marketing orientations are named the same as the different phases of the marketing evolution process, the marketing orientations are not tied down to time-eras as is the marketing evolution process.

2.2.3 Marketing orientation/philosophies

A marketing orientation essentially constitutes the basis for devising and implementing strategies. The distinctive feature of each one of the marketing orientations is the manner in which organisations attempts to safeguard consumer satisfaction in conjunction with achieving organisational goals and objectives.

Reviewing marketing orientation/philosophy brought about challenges due to the usage of various terms which are widely known and used interchangeably, such as marketing concept, marketing orientation, marketing philosophy and marketing era. Grundey (2010) and Kotler

and Keller (2012) refer to various terms for the elements of a marketing philosophy: orientation, philosophy and concept. Subsequent to the widely adopted trend of this phenomenon, 'Orientation' is used most often by marketing scholars (Ashour, 2011; Stimac & Simic, 2012; Panigrahi, 2014; Pecić & Kolarević, 2014).

The Lithuanian authors Pranulis, Pajuodis, Virvilaite and Urbonavicius (1999; 2000; 2008) who wrote the first university book on marketing, used the Lithuanian counterpart word 'orientation' (Grundey, 2010) and the Lithuanian authors' term and meaning of 'marketing orientation' have been adopted for the purpose of this study.

Five distinct marketing orientations are recognised, each with its own characteristics and obligations and these are: production orientation, product orientation, sales orientation, marketing orientation and societal orientation. The orientation decided upon by management can vary per market segment per market offering (products/services) per market condition and this then also dictates the role of marketing and the use of social media as a communication platform.

The marketing orientation, according to Cant and van Heerden (2015), is a managerial philosophy based on meeting the wants and preferences of consumers, and making sure that all departments work towards satisfying the target market and hence, attaining organisational objectives. The societal marketing notion believed that organisation should offer importance to the immediate community where business operation takes place, such manner in support welfare being of the people not to the target consumer only. A recent work of Kotler and Armstrong (2018) points out that the societal marketing concept should be directed towards building social and ethical considerations into marketing practices. This implies that a FMCGs organisation ought to balance and manage the possible cause of conflict, such as organisational profit versus consumer satisfaction versus public interest, although organisations exist to satisfy consumers' needs and wants while maximising profits. Nevertheless, adequate consideration should also be given to the long-term interests of society and the community by striking a balance.

Competitive advantage is the key objective of a marketing orientation and the information of environmental factors is the fundamental condition for its creation (Brnjas & Tripunoski, 2016). By having an understanding of the structure and improvement patterns of factors of external and internal environment, we make conditions for survival, transformation and

formation of Competitive strategy to outwit rivals. Having briefly highlighted the marketing orientations stages and its contributions to FMCGs organisation, the subsequent segment delivers an account of the significance of situation analysis to this study.

2.2.4 Situation analysis

An organisation can be successful by offering higher value and more satisfaction to its consumers in a particular segment compared to its competitors by means of providing adequate information about the nature of the business and its offerings.

Numerous literature, such as that of Razzaq *et al.* (2013), Business Dictionary (2015) and Mousarezaei (2016), describe a situational analysis as an organised data gathering approach to inform marketers to probably influence an organisation's performance and provide meaningful insight about the position in and of the market. In the view of Kotler and Keller (2012), these scholars opine that the situation analysis is the second stage of the marketing plan. As an integral stage, it reveals information about both the internal and external environments that could influence the operations of an organisation.

Relative to this study, the aim of a situation analysis is to be proactive in detecting and identifying likely factors, positively or negatively, that might affect the execution of marketing strategies and hinder the organisation in achieving its goals. Since FMCGs organisations are expected to identify probable opportunities and threats in the business environment, they can now reboot their survival centred on their own capabilities. Therefore, a thorough analysis of all internal (known as strength and weakness) and external factors (known as opportunities and threats) is known as the SWOT-analysis.

Similarly, the studies of Montalvo (2011) and Brooks *et al.* (2014) were develop around the SWOT-model and explored in managing social media platforms in a business setting. Bertoni *et al.* (2012) and Huckfield (2012) are in concurrence and support the idea that the application of SWOT for evaluating social media platforms is a welcome approach for new product development and brand promotion. This could be beneficial to especially FMCGs organisations.

2.2.4.1 Components of the SWOT analysis – a social media perceptive

A SWOT analysis is undertaken by linking information from an environmental analysis and separating it into that of the internal (strengths and weaknesses) and external (opportunities and threats issues) environments. A brief description of each component of a SWOT analysis in terms of social media marketing is represented in Table 2.2.

Table 2.2 SWOT analysis for social media marketing

Strengths (S)	Weaknesses (W)
• Respectable remarks and suggestions that entails comments about organisation social media presence impact and favourable perception and opinion towards organisation brands offerings. • The ability of social platforms to personalise innovative consumer brand experience. • Staff skilled with activities of social media platforms, and render quality customer service to this young cohort that surpass their expectations.	• Limited to specific group of consumers. • No adequate information on return on investment. • Brands exposure are limited to only social media users. • Updates are not organised, consumers are shelled with necessary and unnecessary information.
Opportunities (O)	Threats (T)
• Explore unique marketing strategic scheme towards these young cohorts as related to their respective characteristics of the social media classification they belong to. • Updates the company strategies to increase brand exposure via social media platforms. • Update the overall company's goals in line with social media marketing goals and objectives • Incorporate and update social media technologies of the organisation in order to improve business opportunities	• Changing social media technologies to meet the target market. • Unstable young consumer's social media communication platforms. • Severe rivals increased as a result of varieties of social media technologies.

Source: Brooks *et al.* (2014)

The research piloted by Brooks *et al.* (2014) argued that SWOT models are used in managing social media platform in business settings. The application of SWOT analysis to evaluate social media platform is a welcome approach for new product development and brand promotion.

Of prime importance to this study is dealing with the opportunities and threats of social media platforms identified with young consumers since the platform has empowered these young cohort's consumers to effectively share brand information and broadcast visual materials via different accessible applications on the platforms when making choices (Stokes, 2017). Consequently, FMCGs brand managers need to take part effectively on this platform to take

care of annotations, inquiries and the assessments of these young consumers. Stokes additionally commented that FMCGs organisation should engage these set of consumers while relentlessly paying special attention to chances to drive their brands ahead of competitors towards these young consumers, as well generating positive attitude on the social media platforms amongst young consumers.

2.2.4.2 Managing opportunities and threats related to social media platforms

Social media platforms enable consumers to easily share brand information and to post visuals through various available applications on social platforms when making purchase decision (Stokes, 2017). Therefore, brands need to participate actively on this platform to attend to comments, the queries and opinions of especially young cohorts. Miller (2016) and Stokes (2017) remarked that FMCGs organisations that can engage young cohorts are persistently looking out for opportunities to drive their brand forward, as well as creating a positive attitude through social media platforms. In addition, brand presence on social media platforms save an organisation from unforeseen risks that could hamper their efforts to reach their stated goals and objectives. This risk can be in the form of threats that can negatively affect the reputation and image of a brand.

Marketers of FMCGs organisations should ensure to identify any potential threats that might hinder them from partaking in the available opportunities in the business environment and they also need be proactive by taking the necessary steps to prevent threats even before they realise. Notably, at the completion of the SWOT analysis, the marketer needs to turn attention towards establishing the strategic focus of an organisation's marketing strategies. The subsequent section sheds more light on the various marketing strategies relevant to this study.

2.2.5 Marketing strategy

Marketing strategies were somehow recognised as a result of the development of information ICT, which led to the emergence of the Internet and social media platforms on a global scale (Goneos-Malka, 2011; Melnikova *et al.*, 2016). This brought about a transformation in marketing communication and social media that greatly empowers Generation Y as consumers, it enhances the communication pattern between these consumers and marketers globally, and facilitates costless and quicker access to brand information (Melnikova, *et al.*, 2016).

The term technique is gotten from the old Greek word 'strathghma', articulated. The term 'strategy' is gotten from the old Greek expression 'strathghma', named 'stratagem' (Shaw, 2012), and means the demonstration of a general, particularly a stratagem, bit of general ship. Typically, strategy broadly refers to a viewpoint, location, idea, or arrangement in accomplishing the aim or purposes of the existence of an entity, person, group and so on. In the views of Fifield (2012) and Nickols (2012), strategy is the bridge between policy and goals while marketing is deliberately dedicated with the course and choice of the long-lasting relationship implemented by an organisation to achieve and maintain an edge above the competitors.

As far as research on marketing strategy is concerned, a number of studies have been recorded by scholars (Kumar *et al.*, 2012; von Jahf & Huhtilainen, 2015). Yet, a few scholars (Slater & Olson, 2001; El-Ansary, 2006; Eyvrigh, 2016) accentuate that the major concern of marketing approach is to obtain and maintain an edge above a rival, most often to be the market leader, as well as taking the largest portion of market share in a specific industry, such as in the fast-moving consumer goods industry. Thus, marketing strategy is a vital element of FMCGs organisations and cannot be ignored in their endeavour to accomplish marketing goals and objectives. Incidentally, different scholars approach marketing strategy from diverse viewpoints.

Varadarajan (2010) gave all-encompassing meaning of the term marketing strategy as organisation's united array of choices that stipulate its adoptions regarding target markets, consumers, marketing programmes, and available resources in the generating wealth, delivery favourable brand messages, and/or distribution of wants and preferences that meet the target consumer needs in agreement with organisation objectives.

Kotler and Armstrong (2012) opine that marketing strategy is an essential array of disposition or means within an organisation's capacity to communicate with target markets and rivals with the goal of achieving its set objectives. According to Lehtinen (2017), marketing strategy is a technique of cultivating target consumers' attention towards a brand or an organisation's offerings to favour a particular brand over that of a competitor's brand in the same industry.

Coupled with diverse definitions, marketing strategy is conceptualised as effectual distribution and management of available marketing resources and programmes. Conceptualising strategy to marketing profession as in this study entails incorporating both resources and the

harmonization of marketing events to appropriate brand or product to meet target consumer wants and preferences. Subsequently, definite features of marketing strategy suggest effective management of available marketing resources to achieve overall organisation set goals.

Progressively, the advent of the information technology, alter the way and manner organisation's implement and execute their marketing strategy. The social media is a lively platform where both many consumers and assorted brands meets and interact. This facilitates both parties to conform to the geometric and escalating new marketing platform that has come to stay.

To the fast-moving consumer goods (FMCGs) industry, this depicts severe global rivalry. . Meanwhile, target consumers are not limited by geographical boundaries any more, rather the social media have made easy and economical to access nations regions and break barriers. This infer that FMCGs brand have to proffer up-to-date diverse effective marketing strategies in order to combat the challenges and explore the opportunities provided by social media platform. If young consumers spend specific amounts of time on the Internet, chances are that these online users are part of a social media network, being it consciously or sub-consciously. Even if online users do register with an active social media network, content viewing on the website is probable link to a social media platform (McPheat, 2011).

In a nutshell, social media is no more an alternative; it is indispensable and is simply enormous. No matter where consumers search and/or surf or where their interests take them, they will probable complete their online activities social network sites with links to 'like' an article, or a 'tweet' button to share a web page.

2.2.5.1 Types of marketing strategies

There is virtually no limit to the types of marketing strategies a FMCGs organisation has at its disposal. Felt and Robb (2016) admit that FMCGs organisations and their associated brands decide for themselves what information is communicated to their target consumers and which marketing strategy they are to explore. Hitherto, as regular consumers, it is hard to figure out what is a sales trick and what is clear information. Hence, the emphasis of this research delves on segmentation, targeting and positioning. Social media as marketing strategy can be used to favourably influence young consumers' perception for fast-moving consumer goods. Notably, all the aforementioned marketing strategy are somehow related to "Segmentation, Targeting,

and Positioning (STP), branding and the marketing blend of an organisation” (Kumar *et al.*, 2012).

2.2.6 Segmentation, targeting and positioning (STP)

Segmentation, targeting and positioning (STP) are the three vital mechanisms of an organisation’s strategic marketing efforts, especially related to young consumers in FMCGs industry. A strategically implemented as well as executed STP programme will guide a FMCGs organisation in formulating proper marketing variables – offering the right products, at the doorstep of targeted consumers, and with the right value (Wysocki *et al.*, 2015; Thompson, 2016).

From a strategic point of assessment, this study conceptualises segmentation as the process of apportioning the entire different market for a specific product group into moderately related segments, such as young consumers. Targeting is a definite selection of a particular section of a consumer market, such as young consumers as in this study. Therefore, brand positioning gives young consumers a motivation to make a choice among numerous available brands. Figure 2.2 presents an overview of marketing segmentation, targeting and positioning as it relates to this study.

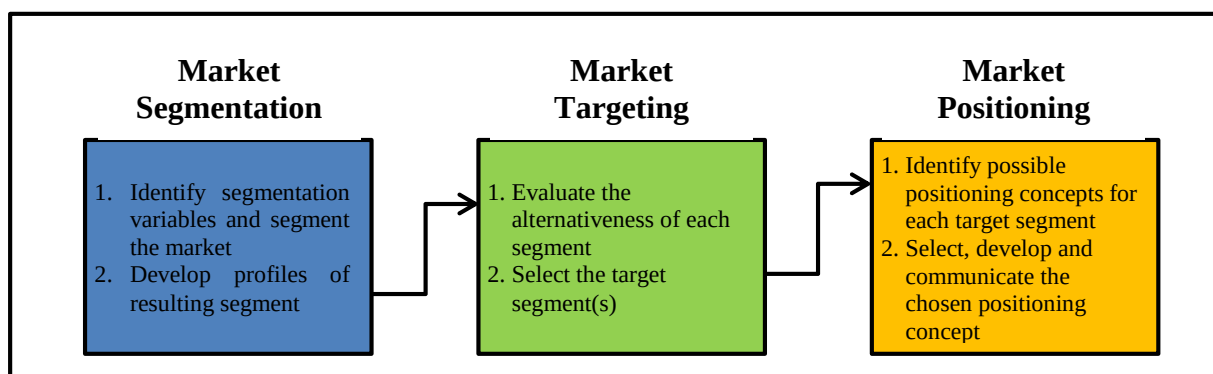


Figure 2.2 Segmentation, targeting and positioning (STP)

Source: Wysocki *et al.* (2015); Thompson (2016)

Besides, that integrated marketing communication (IMC) forms an integral part of brand positioning. An organisation that is in FMCGs industry needs to customised its message on social media platforms that is directed at young cohorts, in order to accomplished its marketing goals and objectives in the severe marketing rivalry.

FMCGs organisations must continuously update their products, brand information and offerings benefits sought, review the prevalent medium of choice of young cohorts, and revise the image the organisation wants to establish in the minds of technology savvy consumers because of the intense brand competition. Brand positioning entails appropriate appeals to make a brand stand out amongst global competing brand rivals within an industry (Thompson, 2016; Tuckwell & Jaffey, 2016).

In a nutshell, the marketing mix elements need to be progressively focused after positioning a brand on social media. This implies that there is a need to align a brand's positioning with the marketing mix variables in order to actualise high sales volume and maximize profit on the social media platforms among these Generation Y consumers. Consequently, it is important to offer a brief discussion on marketing mix in social media marketing context.

2.2.7 Marketing mix

Kotler and Armstrong (2012) and Hakkak and Ghodsi (2015) support the view that the marketing mix relates to bundle of strategic marketing instruments an organisation blends to achieve its set goals and objectives. Furthermore, the marketing mix consists of marketing activities a FMCGs organisation engages within order to influence the demand for its products and brands. Previous studies (Jain & Han 2012; Kotler & Armstrong 2012; Hakkak & Ghodsi, 2015) recognised the four fundamental marketing mix elements which influence sales volumes and advertiser success in the competitive FMCGs market. Figure 2.3 is a graphic presentation of marketing mix.



Figure 2.3 4Ps' of Marketing

Source: Jain & Han (2012); Kotler & Armstrong (2012); Hakkak & Ghodsi (2015)

The marketing mix is a powerful concept and relevant in achieving objectives of marketing strategy, especially in the FMCGs industry. Marketers must embrace and integrate all the marketing mix variables because success of a FMCGs organisation is dependent on a well-balanced and integrated marketing mix; that is, the components of the product, its price, the distribution channels, and the promotion has to suit one another (Jain & Han, 2012; Kotler & Keller, 2012).

Irrespective of the nature of the basic product, the necessity of marketing promotion as a vital tool in creating product awareness cannot be overemphasised (Todorova, 2015; Keller, 2016; Supeková *et al.*, 2016). However, young consumers will not patronise brands or product(s) that are not popular. Remarkably, Odunlami and Emmanuel (2014) advise organisations that there is a great need to embark on all possible means of communicating the effectiveness of their products to the target market.

The social media marketing setting expand orthodox approaches of marketing communication with array of immediate feedback communication platforms at minimal rate. Though, there are numerous virtual method of communicating brands and products to the targets consumers such as the organisation websites, brand page, online ad, enhancing a brand webpage for internet search, social media platform and online newsletters (Talpau, 2014). Persuasively, all the aforementioned collectively will enhance high connectivity for many FMCG organisations, as well as the key elements that support social media marketing platforms becoming essential for many brands targeting young consumers (Talpau, 2014; Sharma & Soundarabai, 2017).

2.2.8 Relationship marketing

The term ‘Relationship Marketing’ was initially recognise as interpersonal method in marketing of intangibilities in the conference proceeding of the American Marketing Association already some time before the turn of the century (Berry, 1983). However, Berry the author of relationship marketing concept, failed to indicate the relationship marketing concept as a new paradigm shift. The orthodox approach in marketing of intangibilities was condemned for its failure to meet up with the ever changing activities in marketing of service sector (Hui, 2006; Alina & Laurențiu-Dan, 2007).

Notably, interpersonal marketing has the capacity of enticing, sustaining and improving client relations (Berry, 1983). Lately, Iglesias *et al.* (2011) added their own definition as: Relationship marketing centred on significance of instituting and sustaining sound long-term association amongst consumers and sellers, in compared to the orthodox transactional philosophy of the service marketing paradigm. This modification includes establishing, maintaining and enhancing relationships for the sake of establishing long-term relationships with consumers leading towards achieving organisational goals (Guo, 2014; Rizan *et al.*, 2014; Aka *et al.*, 2016).

Social media stands to empower young consumers by giving them an active voice in the relationship. At its core, social media platforms do change the way marketers communicate with young consumers, thus living up to the expectation of relationship marketing where both parties make an investment, and ultimately benefit from the association. In the view of Clark and Melancon (2013) and Guo (2014) avow that social media platforms give consumers a voice which marketers cannot ignore because the opportunity to directly engage in social media conversation with the target market is an indubitable benefit for any marketer (Clark & Melancon, 2013; Guo, 2014).

Therefore, this study has successfully thrown light on relevant concept and strategies that require to understand the main objective of marketing. In addition, it has shown how relationship marketing is an imperative tool and relevant to STP as marketing strategy in achieving marketing objectives when targeting young consumers on social media platforms. The subsequent deliberation expounds into extensive literature which hinges on understanding consumer behaviour from the perspective of young consumers and social media marketing.

2.3 Understanding consumer behaviour

Consumer behaviour is explored here from the viewpoint of social media marketing and marketing management as a discipline. In addition, the attitude structure of modern technology savvy young consumers is regarded as important for comprehending especially young consumers. In like manner, a well detailed comparison between consumers in South Africa and Nigeria is presented in terms of the market structure and behavioural characteristics of these young consumers. This section provides an in-depth overview of consumer behaviour, consumer buying decision process, online consumer purchasing process/stages, major factors influencing consumer behaviour in developing countries, consumer behaviour in South Africa

and Nigeria, and ends with the contrast in consumer behaviour — South African and Nigerian perspectives.

2.3.1 Overview of consumer behaviour

Consumer behaviour is the investigation on persons, establishments, institutions and the manner adopted in selection, choice making, and consumption of goods, experiences consumers to meet their wants and diverse preferences; and the influences these procedures have on these consumers and the public at large (Kinker & Shukla, 2016). However, the purchasing behaviour of young cohorts in the 21st century is rather different when social media is involved versus buying through-brick and mortar outlets. The popularity of information technology is growing rapidly and most people today prefer to do their business online because it makes life so much easier (Raghunath & Sahay, 2015).

Consumer behaviour differs from person to person, depending on his/her attitude towards brands and/or organisations as expressed by Kinker and Shukla (2016) who said that the buying decision process vary from person to person, place to place, and the experience of consumers. These authors noted that organisations can predict future trends and bring emerging and profitable products to their target market. Thus, consumer behaviour signifies all opinions, emotional state and activities consumer exhibits in taken possession of goods and services.

Similarly, a consumer is an individual who have preferences, wants and influences marketing components in his/ her own interest. Having said that, brand manager can successfully influence the buying behaviour and attitude of their targeted consumers without controlling them (Durmaz *et al.*, 2011). However, the emergence of social media neither entitles marketers with the power nor the information to control the activities of consumers (Durmaz, 2014).

Increased competition and ICT translate into more power and choice for consumers, especially young consumers on social media platforms. PWC (2016a) categorically stated that, in this phase of information technology and social network sites Generation Y are at the liberty to express their opinions freely about brand and organisation, and their diverse post-purchase experiences on social media.

Likewise, the physical and social environment of the consumers do have an enormous impact on young consumers' purchase in relations of their choice of brands. Muller *et al.* (2011) and PWC (2016b) aver that information technology (IT) platforms spawned countless new

opportunities for organisations to reach young consumers via social media, and making it convenient for organisations to bring their offerings and brands to the marketplace and influence existing and prospective buyers.

In the same manner, social media platforms also allow organisations to display their offerings during the consumer's decision-making process, which is not possible for brick-and-mortar stores (for example, audio-visual demonstrations of the product). In addition, social media also offers more facts about brands to young cohorts, and enables a platform for consumer comments and opinions. Muller *et al.* (2011) held that top brands enjoy brand dependability on social media platform amongst these young cohorts because these Generation Y trust brands that have social media presence due to brand integrity.

Thus, marketers need to study consumers buying patterns to be knowledgeable about how they purchase, place of purchase, product type they often purchase, and motive for choice of a specific brands. Furthermore, how and reason consumers purchase a particular brand is difficult to know since the response is highly protected within consumers' heart (Kardes *et al.*, 2011). Although, Loană and Stoica (2014) affirm that there are many psych-social characteristics that motivates these young cohorts in relation to the purchasing decision. Of importance to marketers is the consumer purchase choice commence before and after final possession of the products (Akbar & James, 2014). The concept of consumer purchasing decision procedure is concisely discussed in the next section.

2.3.2 Consumer buying decision process

The manner of deciding consumer buying choice is generally comparable irrespective of consumer being offline or online. Nevertheless, there are key changes when actual purchases take place on online platforms.

The traditional consumer decision model initially propounded by Cox *et al.* (1983) theorises that the consumer's purchase decision typically starts with recognising a need. In order to have an in-depth knowledge of the source of concept of satisfaction or cognitive dissonance, Tanner and Raymond (2012) proposed one more step. Awareness is ensued by information search, alternatives evaluation, deciding to purchase, and finally, post-purchasing behaviour. On the contrary, a study conducted by Katawetawaraks and Cheng (2013) shed more light on online communication. These authors explained that when consumers sight online brand messages, these marketing messages arouse consumers' interest concerning on a specific brand.

Nevertheless, prior to actual purchase, it is advisable to furnish consumers with more brand information in order to reduce the state of cognitive dissonances after making purchasing decision.

Sethi and Chawla (2014) opine that organisations need to analyse the buying behaviour and buyer reactions to an organisation's marketing strategy in order to determine the ideal marketing mix, and also consumers' responses towards the marketing strategies.

In reality, available evidence as per Furaiji *et al.* (2012), Kotler and Armstrong (2012), Tanner and Raymond (2012) and Sethi and Chawla (2014) concur that young consumers are bombarded with a multitude of choices and this transforms the purchasing process into a complex set of processes involving five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour.

In addition, Tanner and Raymond (2012) outlines six stages in a consumer's purchasing process and these are: problem/need recognition, information search, evaluation of alternatives, product choice and purchase, post purchase use and evaluation; and the responsible disposal of the product is added. In accordance with objectives of this study, the stages of the online consumers purchasing process proposed by Muller *et al.* (2011) has been adopted and is explored in the subsequent discussion.

2.3.3 Online consumer purchasing process/stages

Information technology improved the manner users and organisations relate and emerge opportunities are facilitated by ease to brand knowledge and facilitate cost effective. Figure 2.4 illustrates the online consumers purchasing process adopted for the purpose of this study.

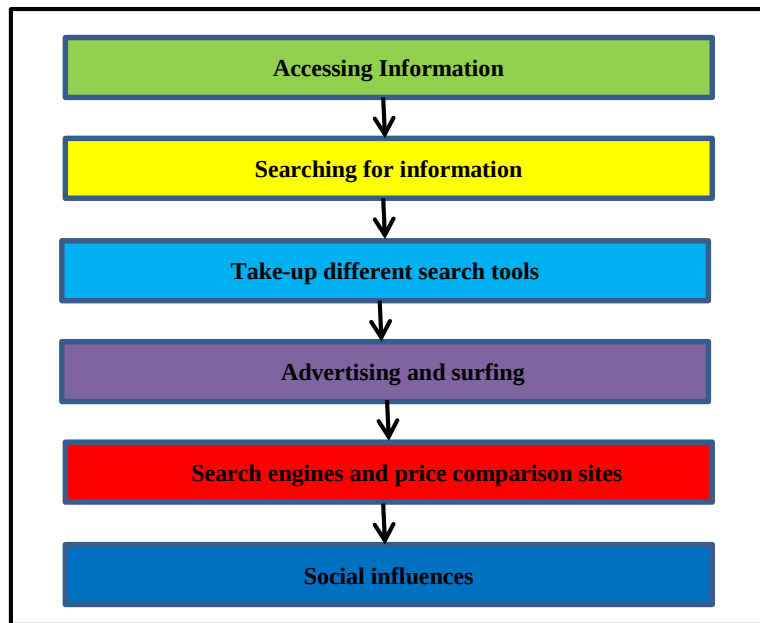


Figure 2.4 Online consumer purchasing process

Source: Adapted from Muller *et al.* (2011)

The Muller *et al.* (2011) model explains how young consumers on social media platforms undergo a set of steps in the purchasing process and these are deliberated as:

- Accessing information: This is the initial stage of the purchasing process which commences with accessing information relating to products, such as FMCGs. However, many young cohorts perceived much information about brands at their disposal alluring despite the low cost of searching on the web. Many studies found that the price of a product is often different on different websites.
- Searching for information online: It is not always totally free for young consumers to obtain information and there are often restrictions on some websites and this might allow some organisations to charge price premiums.
- Take-up of different search tools: Sales representatives and brand pages, organisation websites, online forums, and also all sources of information young consumers use to identify and compare brands that best meet their wants and preferences. Yet, search engines are the main tools used by Generation Y to locate online information and advertisement and include Google and Bing, supplier and manufacturer websites, comparison websites, discussion forums, and also advertisements.
- Advertising and surfing: In spite of the privacy policy, organisations have not halted unrequested and unpleasant marketing messages sent to consumers online because advertisements are an important source of funding for free content and other web

services in the digital environment. Marketing messages and other relevant information found on social media platforms have the ability to influence both the decision to initiate the purchasing process and the set of brands. Ultimately, online advertisements may influence the decisions of Generation Y on whether and what to purchase.

- Search engines and price comparison sites: Price comparison sites are explored by many young consumers for screening online content and comparing the brands of different organisations. Search engines usually sort sites by importance and include vital information from advertisers, as well as the recommendations of users. Comparison websites usually only include the information from manufacturers while online consumers have the opportunity to use different search metrics to sort brand performance or results.
- Social influences: Above all, in a virtual setting, young consumers are undoubtedly influenced by social influences from online appraisals and social network sites, as well as from an array of offline sources. With this in mind, social media permits young consumers to enjoy free product recommendations and detailed information from various groups of online users, often made up of completely total strangers.

In summary, social networks offer a platform for online users to query and counsel loved ones on their favourite social networking platforms. Relative to this submission, social networking sites alike virtual discussion platform because these sites enable young consumers to easily seek and share information between friends, relatives, and whoever is online. It is obvious from the discussion above, there is quite distinct in consumer online and offline purchasing process. Therefore, factors influencing consumers' behaviour in regards to South Africa and Nigeria are detailed in the subsequent section.

2.3.4 Major factors influencing consumer behaviour in developing countries

Regardless of the difference amongst people, the binding strings that describe consumers' similarity is that we are consumers (Gbadamosi, 2016). This section takes a relevance overview of consumer behaviour with reference to South Africa and Nigeria and shows that young consumers in both these countries are influenced by personal, social and cultural factors, and by marketing stimuli.

In spite of the initial knowledge about emerging nations that they are branded by low technological developments; globalisation and civilization are offering many developments

into these continent. Consumer preferences and brand knowledge in South Africa and Nigeria are changing rapidly. Africa has the global evolving rising populace and is estimated to report above 40 percent of global population growth by 2030 (Gbadamosi, 2016), and hence Africa is expected to experience a dramatic decline in its dependency ratio. It was reported that nearly 70% of the Generation Y in Africa are in developing countries, such as South Africa and Nigeria (UN, 2009; Fatusia & Hindin, 2010). It is interested to know that the rate of consumption behaviour in emerging countries is rising, extending from consumption of fast-moving consumer goods (FMCGs) to numerous other present-day concerns in consumer behaviour (Gbadamosi, 2016).

Though there exist numerous elements influencing the purchase stages of young consumers globally and the focus of this exposition is on the personal, psychological, social-cultural and marketing stimuli factors. It is vital for marketers to study these factors (Furaij *et al.*, 2012; Sethi & Chawla, 2014) and Figure 2.5 depicts the major factors influencing consumers in developing countries.

FMCGs organisations can strategically take part in social media marketing by grouping their target market on social media platforms by means of personal factors such as age, gender, personality, income and occupation. In addition, Hayta (2013) and Sanmamed *et al.* (2017) identified psychological factors such as motivation, perception, learning and attitude which have significant features that FMCGs organisations can explore in achieving their social media marketing objectives amongst Generation Y consumers. Figures 2.5 illustrates the major factors influencing consumer in developing countries.

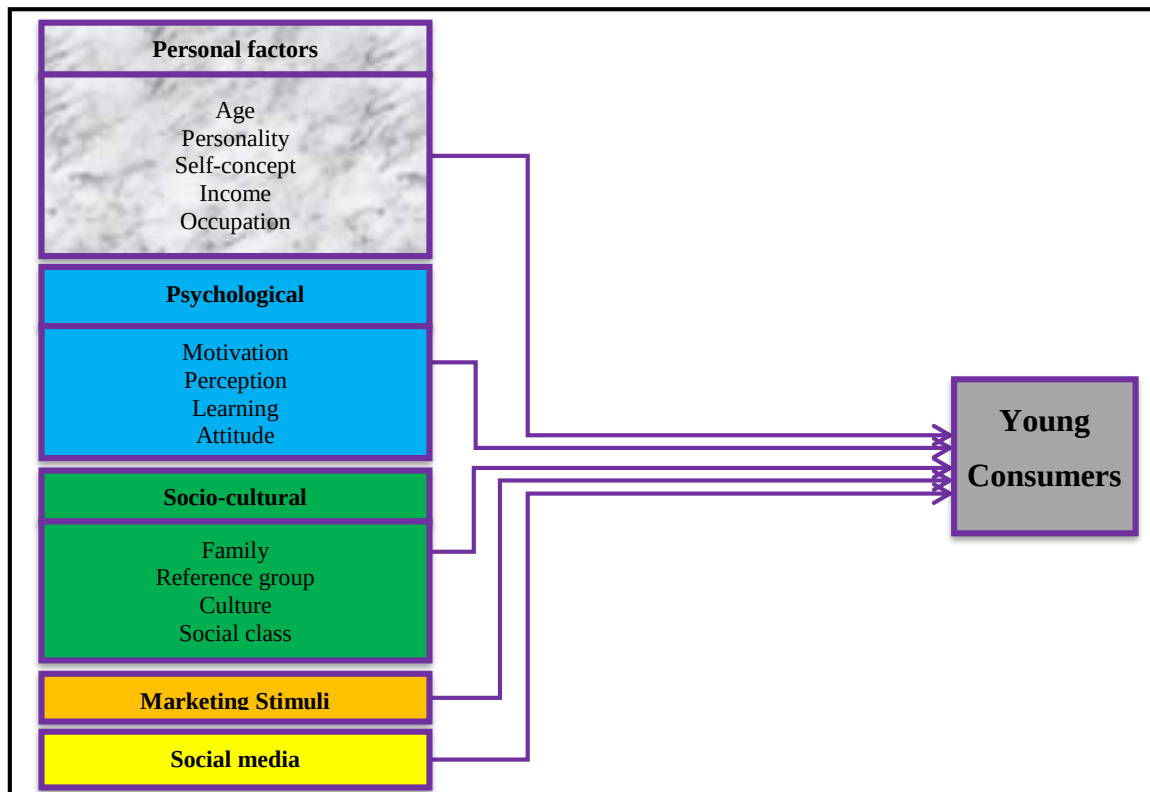


Figure 2.5: Major factors influencing consumers in developing countries

Source: Adapted from Gbadamosi (2016)

The socio-cultural factors such as family, reference groups, culture, and social class provide ample opportunities for FMCGs organisations on social media platforms to group and identify those factors influencing the wants and preference of young cohorts on social media (Hayta, 2013).

Following is a synopsis of each one of the categories of influences.

2.3.4.1 Personal factors

Generally, consumers' needs and wants are often triggered by many factors which can be categorised as personal, such as age, personality, income and occupation. The needs and wants of consumers differ according to age groups and are often unrelated in many situations. Gbadamosi (2016) reported that a substantial number of individuals in evolving nations, and this certainly is also applicable to young consumers, are threatened with the dilemma of their transitory life stage with a clash between their strict societal traditional values and the many forces of westernisation, as is evident in the culture of global young consumers.

Incidentally, numerous studies (Li & Su, 2007; Carpenter & Yoon, 2011; Lian & Yen, 2014; Rousseau & Venter, 2014) posit that adult consumers incline to negotiate costs of brands more than their young counterparts. In addition, Khraim (2010) establish that young cohorts perceived FMCGs brands displayed in super stores as of superior features compared to those in open market.

Importantly, income is a significant element on how consumers in evolving countries decide on their choices. Remarkably, the economic power of consumers regulates their prime of brands choice (Gbadamosi, 2016). Therefore, the income status of persons influences the value of brands choice they choose and young consumers tend to be hunting for promotional sales and specials. A favourable income status of the consumer facilitates, premium products purchase (Khaniwale, 2015). In addition, both consumers' profession and income power have impact on their purchasing decisions and buying behaviour (Kotler & Keller, 2012). Of note is also that individuals who share related occupations incline to have similar preferences and desires in their purchase of FMCGs, according to Lautiainen (2015).

2.3.4.2 Psychological factors

Armstrong and Kotler (2015) define personality as the distinctive emotional characteristic distinguishing a person or a group. Gbadamosi (2016) adds that it is the manner consumers react to environmental stimuli around them. What a young consumer purchases, when and how are influenced by personality type. It is a useful concept because it enables marketers to categorise buyers into various segments on the account of one or several characters (Sarker *et al.*, 2013).

Furthermore, when examining the factors influencing consumers' purchasing decisions, marketers ought to take note of psychological factors such as motivation, perception, learning and attitude, because this will enable understanding consumer behaviour (Gbadamosi, 2016). Durmaz (2014) describes motivation as a stimulated inner state leading to goal-directed behaviour to satisfy a particular wants and preferences. Individuals endeavour to lessen their respective pressure by selecting behaviour that will anticipate the need and resolve the feeling of deprivation.

Perception is extremely multifaceted practice and entails psychological activity that linked with discovery, knowledge and judgement, engaged on the basis of the sensorial system (Phanthong & Settanaranon, 2011; Radulescu *et al.*, 2012). It is the manner by which a consumer research,

evaluates, and accomplishes the internal and external information required for exploitation. A young consumer regularly encounters many and diverse motivations but tends to sustain it through various approach, such as selective exposure, selective attention, selective retention, and selective interpretation (Hawkins & Mothersbaugh, 2010; Kotler & Armstrong, 2012).

There are quite a number of areas where perception can be applied in social media marketing and reasonable number are related to African countries and range from perceived risks, quality perception, perceived price, price reference, perceptual mapping, and also country of origin (COO) (Gbadamosi, 2016).

The learning process started on a stable foundation, both deliberately at school and in the family; but typically it happens intuitively (as a result of external experience). Radulescu *et al.* (2012) established that consumption lifestyles are integrated in the initial stages of mankind and vary from one province to another, depending on civilisations, culture, family and values. People study from their experiences, recent commentaries and relationships with others, especially in the social media context. Khaniwale (2015) asserts that young consumers make use of what they have learned from buying decisions based on information gathered from several sources, and they utilise such information when making and engaging in further actual purchasing.

Significantly, attitude is an indication of internal emotional state that disclosed consumer favourably or unfavourably inclined to some 'stimulus' or 'object' (for example, a brand or a product). The term attitude is regarded as a consequence of emotional practices. This infers that attitude is not openly noticeable but can only be concluded from what individuals perceived or through action they exhibited (Asiegbu, 2012). It is attitude that puts consumers into the frame of mind of love or detest products and/or brands and moving towards or away from it (Purwanto, 2013; Gbadamosi, 2016).

2.3.4.3 Socio-cultural factors

Socio-cultural factors such as family, reference groups, culture, and social class have a very interesting superficial impact on the consumption patterns of consumers in both South Africa and Nigeria.

In the first place, the view of family associates has substantial impact on an individual or the family's purchases (Khaniwale, 2015). Meanwhile, in spite of this statement, it is also

imperative to note that with development and globalization at play, the authoritarian role of parents in family consumption, which presents children as passive stakeholders in the consumption system in Africa, is decreasing (Khaniwale, 2015). For example, Gbadamosi (2015) reveals that young consumers in Africa are rising up to be responsible and more active in the family consumption system than it used to be in the past as because of the easy access and cost effect to socialization platforms such as print, electronic, audio-visual and social media which subtly introduce foreign cultural values and morals into their societies.

Most often, groups impact on individuals behaviour. Groups that have a direct influence and to which a person belongs are referred to as membership (reference) groups. Advertisers tried to ascertain the reference groups of their target markets because reference groups liberate member to innovative behaviours and lifestyle of what is trending, they impact individual's attitude and self-concept, and they create confirmatory pressure and this may affect a person's product and brand choices (Kotler & Armstrong, 2012).

Culture denotes manner of living of individuals from a specific family, country and period. Culture comprises every phase of life encompassing the opinions, behaviour, attitudes, skill, rites, customs, philological, belief, ethics and also the lifestyle, tradition, and art of any given group of individuals. Khaniwale (2015) asserts that individuals that are divergent in cultural setting may have conflicting opinions about a certain goods and brand, and this could be related to FMCGs consumers in South Africa versus those in Nigeria.

Social class cannot be identified by a single variable, it emerges as result of several characteristics of the consumers, namely: income, occupation, and their level of education (Radulescu *et al.*, 2012). The distinction between African and European countries in itself is as a results of respect for affluence is often equally unavailable in different societal settings and social class patterns differ from society to society (Gbadamosi, 2016). Kotler (2012) holds that brand managers are concerned about social class because individuals within a specific social class are incline to display the same buying attitude.

2.3.4.4 Marketing stimuli

Marketing stimuli are deliberate and motivated by marketers, because the environmental stimulus is stimulated by social factors which are founded on the economic, political and cultural circumstances of a society (Gbadamosi, 2016). The aim of marketers is to discover what goes on in the mind of the consumer – the legendary 'black box' principle. The concept

of social media as marketing stimuli used by FMCGs marketers to influence young consumers in South Africa and Nigeria is further explored for the purpose of this study.

2.3.4.5 Social media

The notable advancement in social media for marketing communication is the influence the platform has on young consumer's choice. It has successfully succeeded in breaking barriers about how Generation Y, specifically young consumers in Nigeria and South Africa, can be reached and interacted with. A substantial number of top brands now disseminate information about their brand unique selling proposition on social media platforms and literature on social media will be further discussed in the preceding chapter.

Meanwhile, the key factors influencing consumers' behaviour towards fast-moving consumer goods (FMCGs) were identified, reviewed and tailored to the social media. This study recognised personal factors, psychological, socio-cultural, marketing stimuli and social media as a major factors influencing young consumers in developing nations. The subsequent discussion will delve on detailed literature on consumer behaviour in South Africa.

2.3.5 Consumer behaviour in South Africa

South Africa is a multi-cultural society made up of diverse values, beliefs, languages, and religions. South Africa's multi-ethnic nature of equality embraces multiplicity and is popularly referred to as the 'Rainbow Nation' with its eleven official languages (Hermine, 2014; Duffett, 2017). Nearly 80 per cent of South Africa's populace are Black (STAT SA, 2017). The report of Country Watch (2017) and Duffett (2017) aver that Blacks, who are known to be the main stream, have the lowest levels of income, education and employment, and that one in every five live below the poverty line. Hence, a large number of them are hopeful and is still self-assured of their future.

South Africa as a country exhibits features of both advanced and developing economy. It has easy passage to information technology. The nation is anchored on has both publicly and privately owned research establishments as well as higher institutions of learning, and in addition to its robust cooperate sector and financial resources (Stork *et al.*, 2013).

Generally, relative to market scope and purchasing right, the ‘Young Consumers market’ is of great importance to FMCGs brand managers, in which estimate of fifty percent of South Africa’s population being under the age of 24 and the most recent annual spend for consumers aged 18-23 being estimated at around R111 billion (Santos, 2015). Duffett (2017) reported that South Africa has a young population, which is typical of many developing countries. According to STATS SA (2019), South Africa population estimated at 58,78 million, the youth (aged 18–34) constitute almost a third of the population (17,84 million) in South Africa, while the 9,04 million are males and 8,80 million females.

Research done by Yellowwoods (2014) on consumer research and the Mobile Survey (2014) show that young Black consumers also have different brand preferences when compared to their parents. This is quite different in White consumers, where young consumers choose similar brands to their parents, whilst young Black consumers are not following in the footsteps of their parents’ preferences, neither do they agree with the lifestyle of their Black parents (Yellowwoods, 2014).

Surprisingly, many young Black consumers are embarrassed about well-known old brands they grew up with. This places the brands that have been historically popular behind the scenes in a challenging market position because brands that are ‘cool’ with young White consumers have no guarantee of succeeding with the young Black cohort. Thus, this presents an enormous opening for novel brands to enjoy the acceptance and loyalty of young Black consumers.

A sizeable middle-class group has developed and is still progressing since South Africa got her democracy in 1994. Moreover, previous studies (Radebe, 2013; Shevel, 2013; Hermine, 2014; Du Toit, 2015) confirm that the Black middle class have better economic control compared to Whites due to the size of the market; their children are schooled in the best privately owned academic institutions, as well as having well-paid job openings due to Black Economic Empowerment (BEE), Employment Equity, and other Affirmative Action policies.

South Africa’s retailers have been among the fastest to take advantage of accessible business openings (Deloitte 2016; PWC, 2016b) and well-known names are Shoprite, Woolworths, Mr Price, Truworths, Pick-n-Pay and Game. Many of the South African brands are exploring potential growth opportunities in other African countries such as Nigeria, Kenya and Ghana (PWC, 2016b). Figure 2.6 depicts the major market structure in South Africa.



Figure 2.6 Major market structure in South Africa

Source: SAPeople (2019)

Social media marketing has lately started to proliferate in South Africa, and the power of brands on social media to influence these young consumers continues to increase at a geometric rate. Friends and family enormously influence South Africans buying decisions. These Generation Y consumers especially are more optimistic about these recommendations in marketing decisions (Yellowwoods, 2014). The author further reported that since the commencement of online business in South Africa, social media marketing attained 1% of overall retail in 2016. This is the most important result of the 2016 report on e-commerce in South Africa (Market Research News, 2016).

Nevertheless, it should be noted that this growth was borne out of an increase in internet penetration among active users in South Africa who are prepared and willing to buy online, rather than the retailers influencing their purchasing decisions (Market Research News, 2016). In line with the study aims of comparative study, activities of consumer behaviour in Nigeria follow in the next discussion.

2.3.6 Consumer behaviour in Nigeria

Nigeria is the most populous nation in Africa and gifted with widespread natural resources, and Nigeria accounts for one in five people of sub-Saharan Africa (Etebong, 2018; Ogunleye *et al.*, 2018) and it is estimated that one out of every six people on the African continent is a Nigerian (Ijewere & Odia, 2012; Etebong, 2018). With about 182.2 million inhabitants, Nigeria is the largest nation in Africa and is acknowledged as rendering Africa's largest economic opportunities (Leke *et al.*, 2014; Michael & Odeyemi, 2017; Etebong, 2018; Ogunleye *et al.*, 2018). The population size of Nigeria makes this nation to be the largest market for FMCGs in Africa and this unleash numerous business opportunities.

Although Nigeria's economy has become varied, petroleum sales and taxes have become the main stream channel of government revenue. However, several studies (Leke, *et al.*, 2014; United Countries Economic Commissions for Africa, 2016; Bilateral Relations Fact Sheet, 2018; Etebong, 2018) reported that the benefits from public resources have not been equally distributed or shared and it is probable that the Nigerian populations will rise in nearest future.

Tremendous opportunities for contemporary and westernised products are prevalent due to Nigeria's relatively young population and their partiality towards Western brands. These young consumers form a trendy segment with an intrinsic demand for appealing products in modern retail settings or outlets. Sales via informal channels, such as open markets, is expected to eventually decline whilst sales via formal retailing channels will increase due to young consumers' demand for convenience (Bushu, 2015).

The study conducted by Leke *et al.* (2014) found that wealthier young consumers largely use and trust online sources. In Nigeria, mobile phones are the primary form of internet access, and GSMA Intelligence (2016) reported that about 50% of Nigerians use WhatsApp, Snapchat, and WeChat, while 12% access Facebook via their mobile phones. An estimated 100% of the population do have access to mobile network coverage in Nigeria while 55% have access to a 3G network (African Digitalization Maturity Report, 2017).

Retail business development is being powered as a result of growth in the Nigerian populace. More than 80 million of Nigeria's 170 million people live in city, aggregate disposable earnings amongst particular segments of the populace, and the efforts of the government at the centre to revolutionise retail business (Bushu, 2015). Like most African nations, Nigeria is characterised by a traditional marketing setting, with a huge open-market system, where products are

displayed and sold ranging from food stuff, attire, electronics, groceries, FMCGs to phones, to name a few. Business action for action (2014) and Leke *et al.* (2014) affirm that more than 70 percent of FMCGs sales across the country pass through informal and fragmented networks, such as market stalls, small shops, hawkers and street vendors. Figure 2.7 illustrates the major market structure in Nigeria.



Figure 2.7 Major market structure in Nigeria

Sources: BrandSpur (2017)

The continuing practice of the informal market structure in Nigeria hinders the effective flow of capital from real investors while the formal retail businesses have aided in bringing high returns on investment (ROI). This gives room for reinvestment in a larger scale such as increasing the size of retail stores, upgrading customer service activities and employing more hands to meet the target market (Leke *et al.*, 2014).

This informal retail business setting has been responsible for a high unemployment rate and other devastating consequences to Nigeria economy. Nigeria 's informal sector is believed to have a value of billions of naira; unfortunately, it is untaxable and undocumented in the nation 's gross domestic product (GDP). However, the informal economy sector is progressively

losing its grip on young consumers to mega-shopping malls, due to the high rate of patronage of these modern shopping malls over the years (Iroham *et al.*, 2019).

The study of Nielsen (2019) affirms that the prospect of formal retail business is not restricted to brick-and-mortar only, but has been shifted to social media marketing. Social media marketing experiences are meeting with the brick-and-mortar and information and communication technology (ICT), which is tremendously reshaping marketing and shopping experiences in Nigeria. This is due to provision of customised, convenient and simplicity shopping experience.

Presently, the federal government has geared its efforts towards a modern and formal retailing business setting economy and has executed new guidelines to support the proliferation of a modern retail business nation (Bushu, 2015). Figure 2.8 illustrates the new perspective of the emerging Nigerian market.



Figure 2.8 The new phenomenon for market in Nigeria

Source: Omidire (2015)

Most of the shopping malls built and centred within major Nigerian metropolis centres are evidence of the explosion in modern retail business. The marketing strategic of these shopping malls range from an aesthetic, secure, comfortable environment and coupled with a social media presence of these retailers also offers a stress-free shopping experience to shoppers (Bushu, 2015). Hence, all these attributes influence young consumers to visit these modern

shopping malls physically, and at times make their orders via branded social media marketing platforms.

Above all, Quartz Africa (2017) avowed, “The mall-going culture has become popular in Nigeria but many people see the large malls as destination spots for a fun day out rather than to shop thus keeping tenant retailers viable”. “If I build a \$100 million mall and people are showing up just to take pictures, then it’s a big problem”. However, sub-Saharan African countries do have their own set of differences and similarities and some factors that influence consumers’ purchase decisions are unique to South Africa and Nigeria respectively (Euromonitor International, 2015).

2.3.7 Contrast in consumer behaviour: South African and Nigerian perspective

Regardless of the continents, demographics play a fundamental role in the decision-making of consumers, especially young African consumers. In a market such as Nigeria, there is very little racial diversity as Blacks makes up the majority of the population. This makes it relatively interested for FMCGs organisations to considered consumer’s markets as a common food, culture and consumption pattern that can easily be acknowledged. There are few moral issues to deliberate on in Nigeria, unlike South Africa. On the contrary, there are also less business openings to diversify in a country that is not multi-racial, such as, Nigeria.

On the other side of the continent to Nigeria is South Africa, offering more opportunities to diversify due to its social multiplicity. Since South Africans are wide-open to many values, they are more progressive in consumption of numerous FMCGs brands, and this makes it quite difficult to penetrate the marketplace such as food products and clothing, because a detailed and thorough understanding of such markets are required (Euromonitor International, 2015).

Another aspect that influences consumers’ choice is culture, because it is what make mankind frame. From Nigeria perspective, women are typically treated to be housewives. Mostly make their brand choices under the influence of their husband, who is regarded as the head of the family. Nigerians have a similar attire code which is alike across to most of cultural settings within the country. Therefore, this has significant influence on mode of dressing among on majority of Nigerians. Likewise, behaviour can be found among mainstream in Nigeria who mostly eat the traditional food, Eba (Gari) which has been part of the major menu with other traditional food for centuries. South Africa is more cosmopolitan in its consumer practices.

This then makes it challenging for new/alternative food products to enter the Nigerian market and traditions. However, the South African market testifies of many cultures and most people effortlessly adjust to various cuisine and western delicacy menu such as Waffle, Spaghetti, Chicken and Chips, Ice creams, Thai and Indian food, and major food dealers tend to stock a assorted of both local and foreign foods and products (Euromonitor International, 2015).

In Nigeria, most of the major city public facilities and amenities are out of fashion as well as inconsistent energy supply, and obsolete road systems are challenges of real concern. This has a serious impact on FMCGs who ought to perform well. The business and economic environment of Nigeria is unfortunately not currently favourable for traditional retailing compared to South Africa. The inconsistent supply of electricity hamper stocking vastly fresh products such as tomatoes, cheese, meats, soups, snacks, and potatoes which under the circumstances do not do well on the Nigerian market. Dilapidated road systems also hamper distribution of goods within Nigeria, compared to South Africa, where there are good road network systems which facilitate prompt distribution of products and adequate of modern day market structure such as shopping mall.

Conventional markets structure still in vogue in Nigeria because of easy entry and exit, and setting up measures. Whilst in South Africa, suburban retailing tends to be more formally established because of stable and steady electricity and alternate energy provisions, as well as the developed road and transportation network which facilitates transporting FMCGs and perishables across the country (Euromonitor International, 2015).

In addition, social morals and attitude are also core yardstick that influences consumers' choice. Consumers in Nigeria and South Africa are highly materialistic and this is revealed in their expenditure lifestyles. Social eminence is greatly valued and respected, consumers are known to show class or exhibits their ego through the consumption of high-status brands in clothing, cosmetics, perfumes, costume, make-ups, wines, to mention but a few.

The Nigerian economy, unlike the South Africa economy (which heavily depends on sophisticated technology from overseas) is growing gradually as part of the Federal Nigerian government's aid encouraging local production. For example, Nigeria is manufacturing hardware and software products (African Digitalization Maturity Report, 2017).

On the contrary, homosexuality is apparent seen as abnormal in Nigeria, Kenya and the Cameroon and linked to ignominy. However, in South Africa is a culture, generally acceptable

and these consumers are known to be big spenders on luxury and status products and services. By implication, any product associated with homosexuality is not acceptable by the Nigeria market, for example men wearing female attire. Remarkably, Nigerian men are against heterosexual behaviour that is in vogue in South Africa. Consequently, this openly affects, costume and make-ups market in Nigeria (Euromonitor International, 2015).

Therefore, the above explication is merely a summation of the rational and irrational perceptions of Nigerian and South African consumers. This section is an overview of behaviour of consumer as applicable to social media marketing among young consumers in South Africa and Nigeria. Phases of the online consumer buying choice are reviewed. The section further provides an array of the major factors influencing consumers buying decision-making in South Africa and Nigeria are reported. Therefore, it is essential for FMCGs brand managers to have an in-depth of the fundamental matters that drive consumer's consumption, and the subsequent section presents various consumer behaviour concepts as related to this study: consumer empowerment, consumer knowledge, consumer socialisation, consumer privacy, and consumer attitude.

2.4 Various consumer behaviour concepts

Consumers have come to depend on and form the social media platform that enable connection (Stokes, 2017). Young consumers are connected, impatient, inconsistent and motivated by a number of drives and contextual certainties. Only through targeting and understanding factors that influences them can ensure the success of FMCGs brand in a competitive environment. Various consumer behaviour concepts can aid to portray a picture of young consumer's attitude on social media and their experience of prospective brands by portraying their attitudes. This facilitates consumer need and research, and considering the multifaceted and various factors that influence consumer choices.

This section examines the key young consumer behaviour concepts in contexts of factors that influence young consumer attitude on social media platforms. These key concepts of consumer behaviour are deliberate not thorough, but moderately places importance on what this study considers to be significant in social media as a marketing strategy that influence young consumer attitude towards FMCGs: consumer empowerment, consumer knowledge, consumer socialisation, consumer privacy, and consumer attitude.

2.4.1 Consumer empowerment

‘The Consumer is King’ and ‘The Consumer is Always Right’ are phrases often heard and the challenge is to reach agreement on how consumers are empowered or is it merely marketing gimmicks marketers propagate to society at large, thus gaining consumer ceremonial power (Rodríguez, 2014). The market place is generally acknowledged as the battleground between marketers for market share. Rodríguez (2014) categorically stated that FMCGs organisations induce young consumers in order to engage in actual purchase by offering better quality, price discounts and also other after-sales service.

Before the advent of integration of information technology and marketing, organisations exert power by regulating and controlling the marketplace as well as their target consumers because of inadequacy and access to vital information by these consumers (Kucuk, 2012). However, this condition has been improved due to advent of social media. Obviously, consumer empowerment developments demonstrate dynamics of understanding current and future young consumer behaviour.

For the purpose of this study, consumer empowerment is a manner in which young consumers are empowered to endorse a brand on social media platforms. This approach has cognitively aid in pursue of both economic and rational interests. This description of consumer empowerment as single-mindedness from merely authorisation of brand to ability to make right choices within the existing marketplace satisfy. (McShane & Sabadoz, 2015).

The next deliberation expounds on consumer knowledge as part of understanding consumer behaviour relative to young consumers’ use of social media platforms.

2.4.2 Consumer knowledge

Knowledge are truths, evidence, and abilities attained through involvement or learning, it entails the theoretic and managerial consideration of a subject matter (Oxford Dictionary, 2014). Knowledge is a development factor and a source of success for an organisation in the complex and difficult operating environments of the markets of today. Organisations face the challenge of continuously acquiring knowledge about the market and its consumers, but also the creation of knowledge for remaining innovative (Engdahl & Larsson, 2011).

Consumer knowledge can be categorised into three groups: Knowledge for consumers; Knowledge from consumers, and knowledge about the consumers (Zembik, 2014; Mwakatumbula *et al.*, 2016). Firstly, knowledge for consumers incorporates all necessary data to fulfil the information needs of consumers about a brand, all the marketing programmes related to the organisation. Secondly, knowledge from consumers encompasses of data (views) about brands. Thirdly, knowledge about the consumers concerns their preferences, inclinations, and inspirations of consumers, just as their statistics and psychographic qualities.

Recently, social media became regarded as a source of diverse knowledge for marketers and young consumers alike, in particular, as a way to deliver what young consumers think about brands, their attitude towards an organisation, what they think about competitive brands, and how they evaluate suppliers and market trends (Khodakarami & Chan, 2014). The development of technology enables tracking the content posted and/or forwarded by friends, from particular portals, and also from other social media platforms, such as Facebook's brand page, and this creates an ecosystem of knowledge (Hamsley & Mason, 2013).

Of note is that Generation Y globally trust electronic word-of-mouth (eWOM) information more than traditional media information such as electronic and printed media (Sjoberg, 2017). In addition, Sjoberg reported that for every one million blog entries per day, there are young consumers' opinions and posted information about almost every FMCGs brand (Hsu *et al.*, 2013).

Consumer satisfaction also acts as a trigger for consumers' knowledge and expectations from a brand. When young consumers' expectations are met, they are satisfied. Otherwise, if they are not satisfied, they flaunt their cognitive dissonance behaviour to the whole world via social media, often with global reach. Here, the warning is that young consumers who are not satisfied will report their complaints and express it to large populace and vice-versa (Mwakatumbula *et al.*, 2016). The subsequent review examines consumer socialisation in an endeavour to understand how young consumers acquire knowledge on social media platforms.

2.4.3 Consumer socialisation

The socialisation theory is a common basis for discerning how consumers learn how to make choices (Quintal *et al.*, 2016). According to Basu and Sondhi (2014) and Quintal *et al.* (2016), consumer socialisation is a manner by which young people obtain abilities, information, and approaches appropriate to undertaking expectation of a brand in the marketplace or in a specific

communal setting. This indicates that social online interaction with peers is part of a consumer's socialisation process, as consumers learn from their peers (Wang *et al.*, 2012).

The dramatic growth of social media is viewed by Ngai *et al.* (2015) as shaping the interface of young consumers via numerous platforms and it is projected that social media will progressively revolutionise marketing communication, as well as sustain the bond that exist between marketers and the consumers. Martínez-López *et al.* (2017) stated that the aggregate usage of Information technology universally could stimulate social values and arts among consumers of diverse beliefs and nationalities. However, the research conducted by Wang *et al.* (2012) is in support with the view Ngai *et al.* (2015) and Martínez-López *et al.* (2017) who submit that social media have great influence on the purchase decisions. These scholars emphasised on the relevance's of consumer socialisation on social media platform.

Above all, social media is a vital socialisation media because to its capacity to enable immediate feedback facilities, which permits young consumers' to exercise their skill as online consumers (Hill & Beatty, 2011). Thaichon (2017) asserts that online users can also be reference as noble source of influence consumer's socialisation process.

2.4.4 Consumer privacy

With social media marketing, consumer privacy takes the dimension of a gathering of private information; exercising power over individual information without permission, and exchange of personal data for economic gains. Tsai, (2011) refers consumer privacy to fair management of consumer data as an "inferred social agreement "with the consumer.

The term 'Big Data' denotes an innovative approach in which organisations pool diverse digital data and arrays of information by using data mining and other techniques to extract information often from unauthorised sources (Ramirez, 2016). More so, relative to data broker industry, the contemporary marketing and advertising agency industry, comprises of a number of organisations and not advertising business units, as well as online personal data trading- such as buyer and seller balance sheet format; data negotiators, cooperate marketing research establishments, and a host of other agents collecting consumer data behind-the-scenes, popularly known as "information resellers, or information intermediaries" (Ramirez, 2016).

As illustrated in Figure 2.6, resellers obtain their information from three primary types of sources: public records, publicly available information, and non-public information (GAO, 2013).

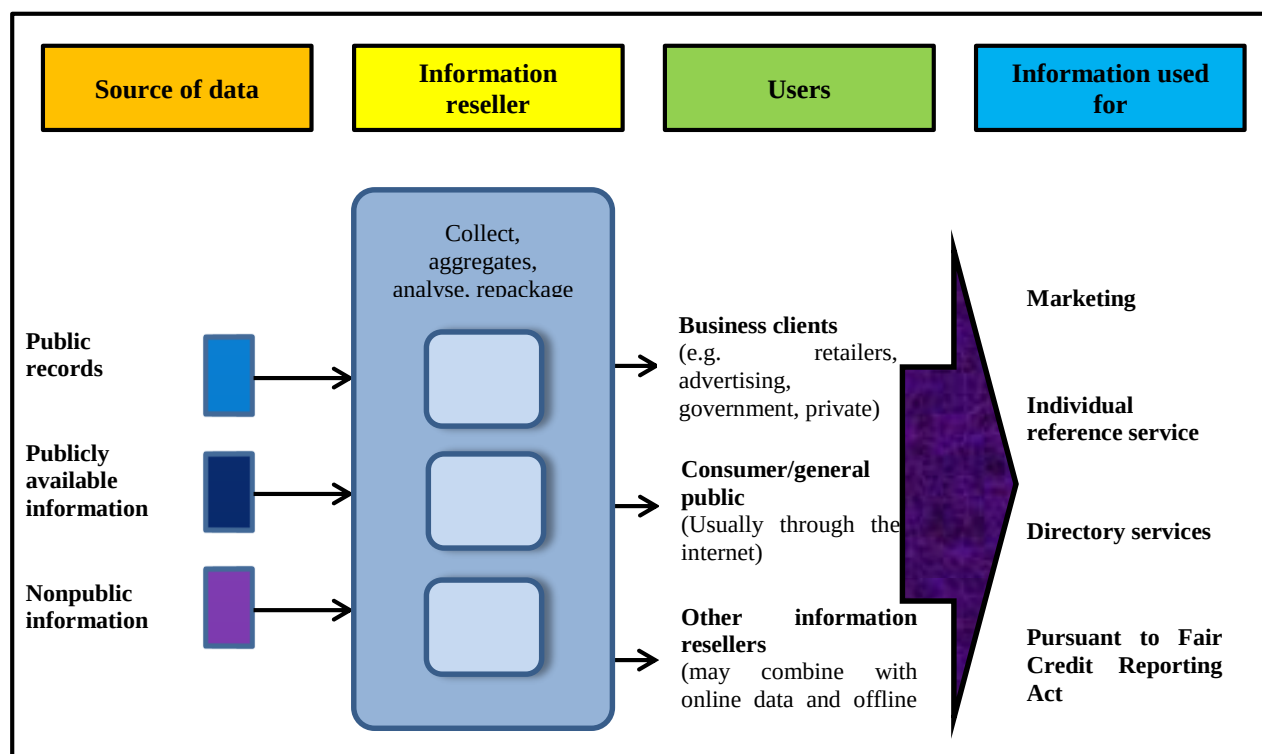


Figure 2.9 Types of consumer information held by information resellers
Source: GAO (2013)

Information about consumers can be gathered from social media platforms, smartphones, internet and different kinds of telecommunication gadgets (GAO, 2013). Similarly, data brokers gather consumers' personal information from public platforms, such as social network sites or from information posted to blogs by or during discussion sessions on social media platform.

Privacy protection is imperative to uphold young consumer trust in social network platforms. At the House (2012) points out that when young consumers are frequently known to unreservedly offer their information about themselves with regard to social media marketing transactions involving sensitive personal data. The author further explained that these naïve young consumers normally expect that organisations should utilise their data in a way that is predictable in the expected manner. Although, many organisations live up to these young cohort's expectations while many failed them. As a result, it is a challenge for these young

consumers to trust an organisation's privacy philosophy (House, 2012). Hence, an effective privacy policy is imperative to sustain young consumers' trust on social media platforms.

However, that FMCGs organisations that sources information genuinely from these young consumers are few, compared with the data broker industry and big data agent. Numerous organisations use deceptive marketing tactics to gather these young cohorts' personal information and use it for their selfish gain without the knowledge of the consumers. Ramirez (2016) identified the information broker industry and advertising agencies who are major players in the cabal that gather consumers' personal information for profit. It also includes various organisations, such as, information aggregators, marketing research organisations, and a host of other consumer data collecting representatives that work behind-the-scenes, and widely known as "information resellers", or "information intermediaries".

An empirical research conducted by BEUC (2010) reports that 82% of young customers are worried that individual data is utilised without their permission, 75% expressed that their character is remade utilising individual information from different sources and 69% are of the opinion that their perspectives and practices are distorted based on information gathered from social media platform participation.

Besides, most of Generation Y consumers do not take caution to protect their personal information. These young cohorts voluntarily submit their personal information freely for a token of marketing reward, gifts or free airtime. They also flaunt most of their personal details on social media platforms of which information resellers take advantage. Therefore, there is a need for clarion call for standard rules of all the stakeholders to collectively agree on terms of the information protection policy of these young cohorts in particular, due to their lack of rational decision, deceptive information and greenwash practices of marketers (BEUC, 2010; Olutade & Chukwere, 2020).

Kimmel and Kestenbaum (2014) infer that more effective policy by regulators and other key players on the African continent that are concerned, is required to shield consumer information by means of privacy regulators and advocates looking at antitrust laws to protect these consumers from the privacy risks that may be related with social media marketing.

Above all, the Federal Trade Commission (FTC) calls on respective organisations to execute standard practices to safeguard and protect consumers' personal data. The FTC convened its 'Exploring Privacy' fora, which brought together stakeholders representing concerned

interests' institution to assess whether the FTC's current method to protecting consumer personal information is satisfactory in the light of 21st century information and communication technology (ICT) model (FTC, 2016). In like manner, consumer attitude will be the next deliberation as the last concept of understanding young consumers' behaviour on social media platforms as related the theme of this study.

2.4.5 Consumers' attitude

Originally, the term attitude is derived from the Latin words for posture or physical position. Just for the record, attitude according to Allport (1935), is "a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related". Lien and Cao (2014) refer to attitude as learned positive or negative summative evaluations that develop over time and lead to consumers' like or dislike of brands. Attitude is learned through experiences with a product or from information received or acquired from mass media or individuals (Le Roux, 2016). Once this learned predisposition is recalled, it influences behaviour and decision-making (Bagozzi & Dholakia, 2006).

Actual purchase is based on attitude, and favourable attitude towards a brand will lead to favourable buying intention and ultimately to actual buying behaviour (Le Roux, 2016). In addition, positive or negative attitude generally is created by evaluations of thought towards a brand (Raktham *et al.*, 2017). Advertisers want to understand how young consumers think and what motivates them. Having adequate information about these young cohorts will aid brand managers to influence the attitude of these young consumers towards their brand (Iacobucci, 2014).

Attitude and decision-making affect the extent to which consumers will buy a brand repeatedly, become loyal, and recommend it to others. A top-of-mind awareness (TOMA) brand do enjoy free broadcasting from social media users to the extent that consumers are price insensitive to such a brand. Therefore, FMCGs organisations should endeavour to enhance favourable attitudes towards their brands, as well as positioning their brands as top-of-mind awareness (TOMA) in the heart of their target market (Iacobucci, 2014).

Consumer attitude is a vital concept for marketers. This is the reason why consumer attitude is regarded as views, opinions, knowledge and emotions established towards a specific brand (Nyaguchua, 2017). Consumer attitude is expressed by assessment of a brand in two

dimensions, which is either positive or negative negative (Yogesh & Yesha, 2014; Nyaguchua, 2017). Subsequently, researchers (Asiegbu *et al.*, 2012; Lee & Ma, 2012; Raktham *et al.*, 2017) remarked that attitude is a motivational variable inducing favourable or unfavourable evaluation and an emotional feeling which can develop by obtaining stronger thoughts and feeling towards an object or idea.

A positive attitude towards a brand leads to the likelihood of a person's product use and vice-versa (Alhabash *et al.*, 2015). In other words, consumer perception towards a brand determines the consumer's readiness to accept and adopt that brand. Attitude may be acquired or changed by influences arising from four principal sources: information exposure, group membership, the environment, and want satisfaction (Nyagucha, 2017).

However, Kotler and Armstrong (2012) aver that organisations, and this includes FMCGs, should try to integrate their brands into prevailing attitudes instead of making an attempt to alter an existing attitude. Blythe (2014) adds in his own opinion where he describes attitude as what is liked and dislike, so that attitude decides to a large extent what people will and will not buy. Attitude is not stable and likely to change over time. Actual purchasing can be linked to attitude, that attitude to a product is affected by attitude to knowledge towards a brand. Attitude held about something could be positive, negative or neutral and is quite enduring but due to many reasons attitude about something may still change (Gbadamosi, 2016).

Together, attitude is learned through past associations/experiences, through trails, as well as through information processing. Attitude composes of three elements or components: cognitive, affective, and behavioural (Belch & Belch, 2015; Duffett, 2015). Cognitive refers to the awareness or knowledge, such as a brand; affective is the positive and negative feelings associated with a certain brand; and behavioural is the intention to purchase (Lee, 2013).

Obviously, these three fundamental components of attitude are important but their relative importance vary, depending on the level of motivation of the consumer in respect of the attitude objective in question.

Consumers' attitude towards online shopping is a prominent factor in motivation towards shopping behaviour and Farhangi *et al.* (2014) emphasized that there is a growing trend among consumers towards using social media as an influence on organisations' brands in the nearby future. Notably, the influence of social media on consumers' attitude towards brands is higher than that of an organisation's traditional advertisements, and it seems reasonable to argue that

exploring social media for advertising is strategically an advantage for FMCGs marketers targeting young consumers (Farhangi *et al.*, 2014).

In the context of social media, when users perceive a blog to be important and valuable, they are likely to use that blog (Shiau & Luo, 2010). Furthermore, support was derived from other studies, for example that of Cha (2009) and Sohail and Al-Jabri (2017), who imply that as people perceive shopping on social networking sites to be useful there is a tendency for satisfied consumers to be repeat purchasers on these platforms.

Numerous scholars (Kaplan & Haenlein, 2010; Motwani *et al.*, 2014; Singh, 2014) argue that social media are lively tools that enable online interaction and that it is a moderately low-cost form of promotion. This allows organisations to engage directly with their targeted consumers without any intermediary. A brand and its consumers have an exchanging role to play in an organisation's marketing strategy because of its economic impact (Motwani *et al.*, 2014). Brands influence consumer choice. Online consumers influence other online consumers. These chains of activity enhance repurchase, which further affect future earnings and long-term organisational sustainability (Motwani *et al.*, 2014).

Social media experts in the world of business and management ought to be strategically positioned and engage in in-depth research to be knowledgeable about the factors that influence young consumers' attitude. Social media is a prime factor that will enhance relationship marketing and build a strong bond between young consumers and marketers on social media platforms (Sohail & Al-Jabri, 2017).

2.4.6 Attitude and consumer behaviour

Currently, the internet and social media platforms have changed social, information and business activities (Bucatariu *et al.*, 2017). The consumer is the reason and drive behind all production and marketing functions (Thangamani, 2019). Rahman *et al.* (2018) stress that daily taste, needs preference and choices vary regarding different factors such as the emergence of the internet as well as social media. However, this development requires more understanding regarding attitude and consumer's behaviour.

The primary goal of marketing is to offer products and brands that meets an organisation's target consumer needs and preferences. Remarkably, a FMCGs organisation that fulfils the customer needs with satisfaction is more successful than rivals, as satisfied consumers tend to

engage in repeat purchase. Rahman *et al.* (2018) asserted that the World Wide Web has brought evident changes in the attitude and behaviour of people generally all over the globe. Due to this transformation, social media has emerged and has successfully influenced the lives of young consumers with regard to their buying decision. Thus, social media marketing is a buzzword in the contemporary online business globally.

Notably, the social media marketing model has replaced the traditional brick and mortar business model (LYFE Marketing, 2019). Young consumers today are using social media marketing for shopping a wide range or variety of FMCGs. Similarly, social media marketing platforms permit young consumers' various options to choose their products and brands while they are shopping. Hence, social media has unique tools and features to make life easier for this Generation Y.

Comparatively, marketing and social media platform have succeeded in turning consumer behaviour around and changing attitudes towards the product, brand and notion. Krasniqi and Krasniqi (2014) term attitude as a link to consumer behaviour that is created as a direct result of the experience with the brand information that is communicated, exposure to brand messages via media, internet and other forms of marketing directly. Therefore, attitude deals with learning and willingness to respond in an unpredictable manner, either positive or negative, towards a product or a brand (Mckinsey & Company, 2017).

However, it is important to differentiate between attitudes and consumer behaviour. The two concepts are not synonyms of each other; consumer attitude may be a consequence of consumer behaviours. Both reflect the evaluation that can be favourable or unfavourable to an object (Krasniqi & Krasniqi, 2014). As a learned disposition or enthusiasm, attitude has motivational attributes, which means it can be established in motion. Furthermore, attitude is the relative steady assessment, emotion, and propensities towards an object or idea that is difficult to amend (Thangamani, 2019).

Previous studies by Ayub *et al.* (2018), Datta and Acharjee (2018) and Savelli *et al.* (2019) identified numerous factors that can aid in developing young consumers' attitude, such as information, friends, family, environment, social media platform, celebrities and so forth. Equally, attitude can be view as the manner of disposition of consumers and acts in an environment, whether a retail outlet or an online marketing setting. The understanding of the

notion of attitudes are worthwhile in a marketer's point of view as they have the capability to influence consumers' attitude to products or brands they want to favour.

Furthermore, attitudes consist of three basic components: affective, behavioural and cognitive. These three components are popularly referred to the "ABC model of Attitudes" (Vainikka 2015; Thangamani, 2019). Affective relates to the emotional reaction of consumers and the way they feel about an object, while behavioural component focuses more on the consumer's intention to respond in a certain manner toward an object, and finally the cognitive element describes the consumer's beliefs about the object (Vainikka 2015; Thangamani, 2019).

Fundamentally, this role supports the idea that attitudes encourage young consumers to achieve their goals in order to avoid cognitive dissonance. Thus, young consumers tend to hold positive attitudes about products that steer them to achieve their goals, and hold negative attitudes to products that distract them from reaching their goals.

Ku and Lin (2018) and Ko *et al.* (2019) emphasis the attitude of consumer by marketing experts that entirely relies on how this attitude affects the behaviour of the consumers. These authors revealed that the assumption of attitude leading to consumer behaviour association relies on the usage of consumers' attitudes towards certain attributes as the forerunner of their behaviour towards specific brands. Saleem and Recker (2014) reference the theory of reasoned action and the theory of planned behaviour, and argue that attitudes towards certain behaviour besides subjective norms and perceived behavioural control are a noble predictor of behavioural intentions. However, as consumers' behavioural responses regarding FMCGs is relevant to this study rather than consumers' affective or cognitive responses regarding FMCGs, the latter two expressive expressions will not be considered. The behavioural processes expressing consumers' attitudes towards FMCGs, however, will be of major concern.

Furthermore, Vainikka (2015) and Thangamani (2019) assert that study of consumer behaviour emphasizes the rationale behind consumer decision-making processes and analyses the manners in which marketers can better understand how consumers think and behave. Consumer behaviour is a broad discussion considered to be relevant in marketing management, as every aspect of our lives revolves around the buying and consumption of goods and services.

Azadi *et al.* (2019) aver that consumer behaviour emerged as a sub-discipline of marketing management, drawing upon a variety of other disciplines, including psychology, sociology and economics, to investigate an individual's decision-making process. According to the Theory of

Reasoned Action (TRA), the best prediction of behaviour is the person's intention to engage in behaviour. The intention is predicted by two variables of behavioural attitude (positive or negative, which is the total assessment of behaviour) and abstract norms (Azadi *et al.*, 2019).

Today, young consumers are considered as the main key to success or failure of a FMCGs company by targeting the largest segment of the market. Shivakumar (2018) affirms that these young consumers' market is a key consumer segment into the future and beyond. Heller (2015) and Duffett (2017) confirm that young consumers' spending power has a massive influence in terms of household purchases. Thus, studying and discovering the needs of these young consumers, analysing the process of their buying behaviour, and prioritising the factors influencing this process are among the major tasks of marketers.

Rahman *et al.* (2018) assert that more and more young consumers are progressively familiar with ICT and its benefits. Many researchers (Glucksman, 2017; Reddy, 2017; Bharucha, 2018; Appel *et al.*, 2020) affirm that social media marketing is becoming more popular and gaining preference among young consumers group, while this class of consumers is seeking better value propositions regarding information, accessibility, affordability, varieties and best quality. Unlike in brick and mortar stores, all organisations on social media marketing platforms can showcase their products and brands through text, videos, photos, and high quality multimedia expressions. In addition, FMCGs organisations that have social media presence can also offer links for more extra information about their products offerings and brands.

Generally, young consumers' attitudes toward social media marketing are determined by two main factors; one is trust, and another is perceived benefits (Hoque *et al.*, 2015; Rahman *et al.*, 2018). Therefore, trust and perceived benefits appear to be the important inferences of young consumers' behaviour toward social media marketing. Therefore, young consumers choose brands and trust them in the same manner they trust their friends and family members, to avoid cognitive dissonance and product /brand related problems (Thangamani, 2019).

It is clear from this section that various discussions on consumer behaviour concepts influence young consumers' attitude on social media towards FMCGs. Finally, the section discussed in detail the relevance of the afore-mentioned consumer behaviour concept to this study. However, the subsequent section is the last section of this chapter and is followed by a brief discussion on fast-moving consumer goods (FMCGs).

2.5 Fast-moving consumer goods (FMCGs)

The fast-moving consumer goods (FMCGs) industry is a large and essential part of the world economy and the products of this industry represent a significant part of every household's budget (Pongiannan & Chinnasamy, 2014; Srinivasu, 2014; KPMG, 2016). FMCGs are mostly necessities and the inelastic nature of these products' prices makes their impact on economies globally important. KPMG (2014) said that FMCGs are occasionally referred to as consumer packaged goods (CPGs) and the various products are characterised by being sold quickly, in large quantities, at low prices, and are mostly consumables purchased regularly by society at large (KPMG, 2014; Singh, 2014; Emoderation, 2015).

Srinivasu (2014) posits that FMCGs are lines of merchandise that get replaced within a year. Examples of FMCGs generally include a range of often purchased consumer products such as toiletries, cosmetics, dental care, shaving products and detergents, as well as other non-durables such as glassware, bulbs, batteries, paper products, and plastic goods, to mention but a few. FMCGs may also include pharmaceuticals, consumer electronics, packaged food products, soft drinks, tissue paper, chocolate bars and many others (KPMG, 2014; Srinivasu, 2014).

Importantly, as subdivision of brand communication tools, advertising is known to be major strategy to facilitate the introduction of a new brand of FMCGs. Pongiannan and Chinnasamy (2014) reported that consumer buying behaviour and brand loyalty in Africa's fast-moving consumer goods markets vary from region to region in terms of product group. They also disclosed that brand awareness determines top-of-mind awareness (TOMA) for the quantum sales volume for FMCGs in different market regions.

Notably, a consumer's loyalty towards a particular brand of FMCGs is solely dependent on the brand equity that brand established, its unique selling proposition, and the steady quality in meeting the needs of the target market. Singh (2014) concurs that products with high brand equity generate more money than competing brands, and the author further affirms that consumers tend to patronise known brands of FMCGs and disregard unpopular brands.

In a nutshell, many young consumers 'Like' or follow brands on social media to show their support for that brand. For these young consumers to keep supporting brands in a FMCGs category, there is a need for marketers to create entertaining and educative messages to sustain brand relationship and co-creation among online users as an active member of the brand

community of an organisation (Zhang *et al.*, 2015; Le Roux & Maree, 2016; Kumar & Kaushik, 2018).

2.6 Summary

This chapter commenced with an introduction dedicated to disseminating the domain of marketing and consumer behaviour and its application to young consumers and their social media platforms that can be used by the marketers of FMCGs brands. The second section of this chapter discussed the nature of marketing under different sub-sections, while the third part of this chapter presented an overview of consumer behaviour, in order to fully understand consumer behaviour as applicable to social media marketing among young consumers in South Africa and Nigeria. However, as part of the literature reviewed, this chapter covers vital consumer behaviour concepts as related to the study: consumer empowerment, consumer knowledge, consumer socialisation, consumer privacy and consumer attitude. The chapter ends with a review of the fast-moving consumer goods (FMCGs) industry. The subsequent chapter provides clarity on theoretical foundation that anchors this study.

CHAPTER THREE

THEORETICAL FOUNDATION: UTAUT2

“Dave takes social media from concepts and theory to concrete, simple steps that make it easy to implement social technology in your business.”

Marco Roncaglio, Director of Online Marketing,
Personal Care, Philips, Consumer Lifestyle,
Amsterdam.

3.1 Introduction

A theory foundation base, rather than having a results-driven approach, generate, increasingly cognisant arrangements of expectations that emanate from or expand upon the fundamental perspective (Shaw, 2017). In addition, a "start with a theory" approach offers progressively refined, accurate, and thorough meanings of respective construct. Theories aid in clarifying motives for occurrence in the manner they occur, which also serves as path to have adequate knowledge or proffer solutions to multifaceted phenomena. Numerous models have been propounded throughout the centuries to clarify different individual behaviours in addition with interaction on social media platforms. Although theories are varying in conceptions regarding consumers' attitudes on social media. Thus, theory establishment is the basis of standard research.

This research is underpinned on the theoretical framework of the UTAUT2 model of Venkatesh *et al.* (2012). This theory enabled the exploration of and establishing the interrelationships that exist between social media and influencing the attitude of young consumers on social media platforms. Invariably, unravelling how fast-moving consumer goods organisations can influence young consumers' attitude on social media towards their respective brands, idea, ideologies, culture and objectives.

This chapter addresses the theoretical framework of the Unified Theory of Acceptance and the Use of Technology 2 (UTAUT2) model in a consumer use context, developed by Venkatesh *et al.* (2008; 2012) and other related theoretical perspectives. The chapter commences with a review of the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) as the main theoretical foundation of this study. The chapter proceeds with other seven related theoretical perspectives considered suitable to explain the key issues identified in this study: The Market-Based View (MBV); the Resource-Based View (RBV), the Brand Asset Valuator Model (BAV); the Theory of Fan-page Participation; the Equity Theory; the Theory of Human Brand Model (HBM); the Technology Acceptance Model (TAM) Theory. This chapter terminates

with a review of the Hierarchy of Effects Theory and Figure 3.1 depicts the layout of this chapter.

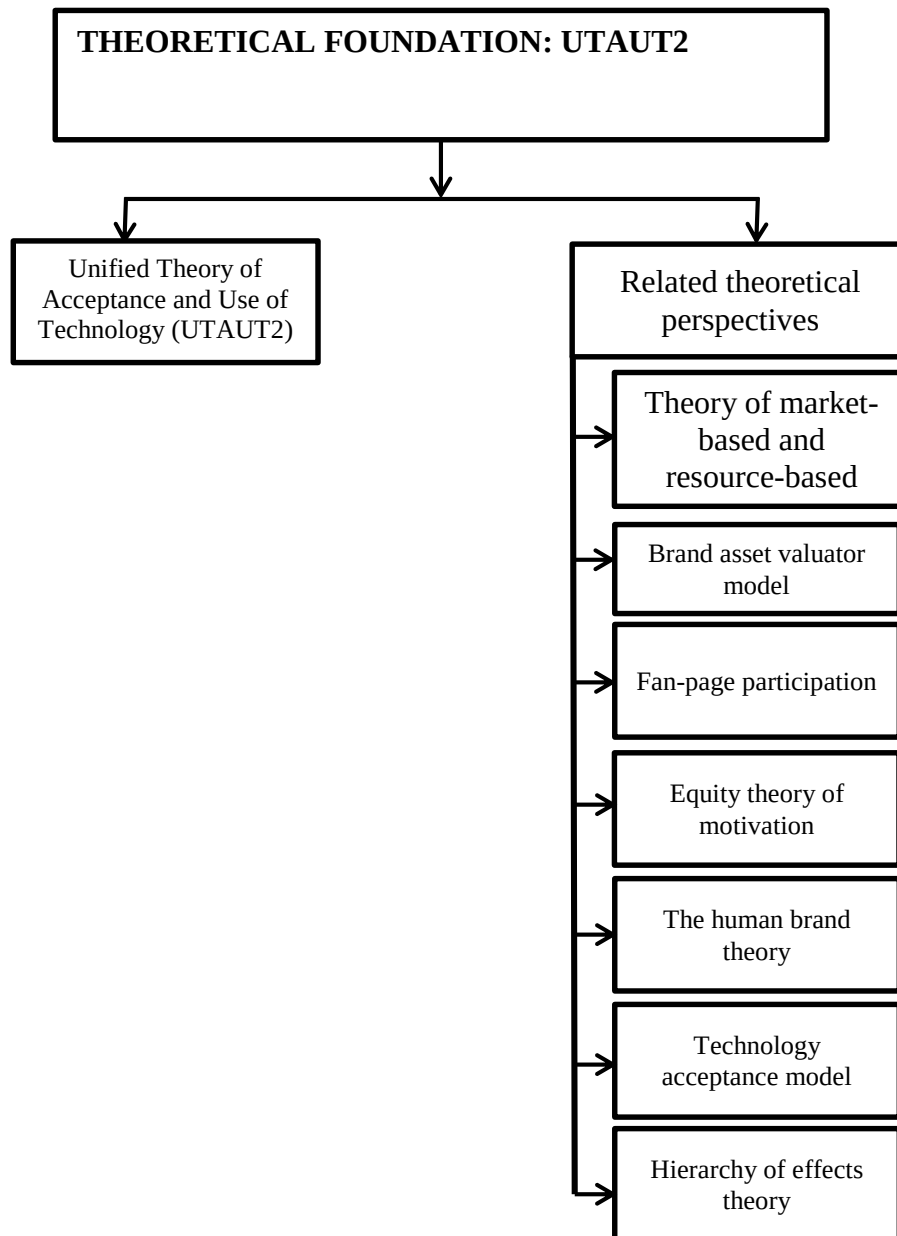


Figure 3.1 Chapter map

3.2. Unified theory of acceptance and use of technology 2 (UTAUT2)

It should be kept in mind that the purpose of this discussion is not a replication of what was presented in Chapter One; it is a continuance of the theory and literature for gaining a comprehensive understanding.

Among many theoretical models that have been recommended to attempt explaining end users' acceptance behaviour, the UTAUT2 model of Venkatesh *et al.* (2012) has been extensively used, verified, and believed to be more robust than any other Technology Acceptance models in assessing and forecasting technology acceptance attitude. The validity of UTAUT2 and the extended UTAUT2 were proven through literature and this study harmonised the existing outcomes of UTAUT, UTAUT2 and various extended UTAUT2 models through a meta-analysis to justify the conceptual framework of this study. The thorough meta-analysis revealed the relationships and discrepancies among the constructs of UTAUT and the UTAUT2 as per Table 1.1.

Since the original and formal conceptualisation of the UTAUT and UTAUT2 models in 2003 and 2012 respectively, these models continue to gain widespread attention and interest among academia and researchers around the globe, due to the unique features of the UTAUT and UTAUT2 models. This is the reason why researchers integrate the theory into their studies in various disciplines. Moreover, the UTAUT2 theory also has a strong theoretical foundation and comprehensiveness in the scientific process of its development (Slade *et al.*, 2013; Abdullah *et al.*, 2014; Oechslein *et al.*, 2014; Segura & Frederic, 2015; Tavares & Oliveira, 2016).

However, Venkatesh *et al.* (2003) developed UTAUT as a comprehensive combination of earlier technology acceptance research. UTAUT has four key constructs (performance expectancy, effort expectancy, social influence, and facilitating conditions) that influence behavioural intention to technology usage. An empirical comparison of the eight models and their extension of user acceptance was studied by Venkatesh *et al.* (2003) after which they formulated the Unified Theory of Acceptance and Use of Technology (UTAUT) model.

In addition, Venkatesh *et al.* (2012) detailed that UTAUT2 is an integration of eight theories: Fishbein and Ajzen's (1977) theory of reasoned action (TRA); Davis *et al.*'s (1989) technology acceptance model (TAM); Ajzen's (1991) theory of planned behaviour (TPB); Thompson *et al.*'s (1991) model of PC use (MPCU); Davis *et al.*'s (1992) motivational model; Taylor and

Todd's (1995) combination of TAM and TPB (C-TAM-TPB); Compeau and Higgins's (1995) social cognitive theory (SCT); and finally, Rogers's (2003) innovation diffusion theory (IDT).

Meanwhile, UTAUT, which was originally developed to explain employee technology acceptance and use, is relevant for exploring how it can be extended into other contexts, such as the context of consumer technologies, which is a multi-billion-dollar industry, given the number of technological devices, applications, and services aimed at consumers (Stofega & Llamas, 2009).

UTAUT2 is an extension of UTAUT in a "consumer use context" (Venkatesh *et al.*, 2012). What is more, UTAUT2 incorporates more constructs related to the consumer, such as hedonic motivation, price value and habit. As a result, it can be said that its main contribution is its adaptation to consumer information technology (IT) acceptance. UTAUT2 redefines the UTAUT constructs from the point of view of the consumer instead of from the organisation employee (Venkash *et al.*, 2012). UTAUT2 also integrates new constructs and new relations to explain consumer information technology acceptance and usage (Venkash *et al.*, 2012).

UTAUT2 primarily consists of seven constructs; four from UTAUT (performance expectancy, effort expectancy, social influence and facilitating conditions) plus three new constructs: hedonic motivation, price value, and habit. UTAUT2 adapts the definitions of the seven constructs to consumer technology acceptance (Venkash *et al.*, 2012).

The Extended UTAUT2 was developed as an adoption model providing the general factors of IT adoption in consumer use. However, according to Venkash *et al.* (2012), in certain situations where technology may be influenced by specific factors, it may be necessary to extend the model with new constructs, moderators, and relationships.

The UTAUT model, as mentioned, is an integration of eight information technology adoption models, but, conversely, UTAUT has been reported to have better performance than these models. The advantage of the UTAUT2 model is that it incorporates moderating factors, such as gender, age, experience (Min *et al.*, 2008; Venkash *et al.*, 2012). The eight major constructs are explained as below. Figure 3.2 depicts the theoretical framework of the UTAUT2 Model.

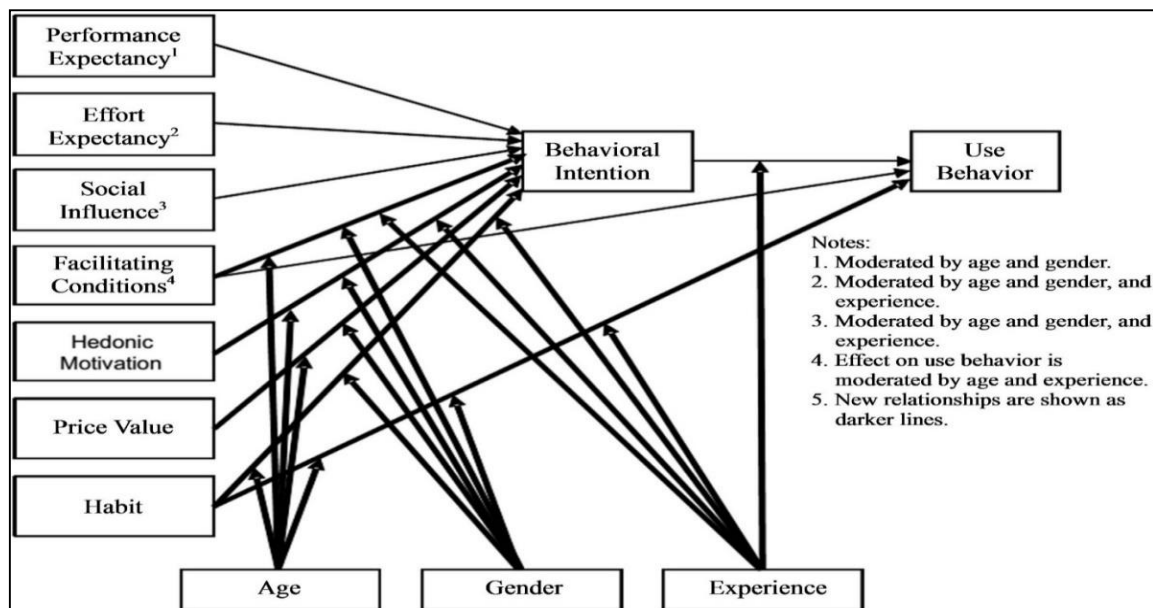


Figure 3.2 Theoretical framework: UTAUT2 Model

Source: Venkatesh *et al.* (2012)

- (1) **Performance expectancy:** This specifies that individuals trust a system because it will improve their performance (Calderon *et al.*, 2017; Radise, 2018; Sair & Danish, 2018). Specifically, for the aim of this study, performance expectancy means an online users having the confidence that social media platforms will provide numerous gains and aid them in their respective decision-making by influencing their attitude online.
- (2) **Effort expectancy:** This denotes that individuals believe using social media platforms will be free from stress because of its ease of use (Nawi *et al.*, 2016; Chua *et al.*, 2018). In this study, effort expectancy implies that young consumers on social media platforms will prefer a technology that will be free of effort and the organisation will provide then with support systems in order to ease difficulties in the course for their prospective decision-making.
- (3) **Social influence:** Social influence is a way in which an individual's thoughts, attitude, or behaviour change as a result of the interaction with other individuals or groups, especially when using information technology (Kuan *et al.*, 2014; Hammerl *et al.*, 2016). For the purpose of this study, it unveils how social interaction is regarded as a social influence in the form of recommendations and comments influence young consumers' attitude, as well as other users on social networks in relation to actual purchase and brand choice.
- (4) **Facilitating conditions:** These are the conditions in which a person believes in in terms of the availability of organisational infrastructure for the use of technology (Listyo, & Lisandy, 2014; Oechslein, 2014; Huang & Kao, 2015). It was concluded from the literature review that

facilitating conditions describe a variety of applications that will enable young consumers to be active on social media, such as information, knowledge and skills; training and guidance; and Internet connection, device support and help desk support provided by FMCGs organisations.

(5) Hedonic motivation: This indicates an individual's enjoyment or pleasure and entertainment derived from using a technology (Brown, 2016; Al-Zyoud, 2018). Hedonic motivation for the purpose of this study refers to joy, entertainment, fun, and the pleasure young consumers derive while engaging on social media.

(6) Price value: Price value refers to an individual's perceived gain (benefits) derived from using technology in relation to the cost involved (Huang & Kao, 2015; Venkatesh *et al.*, 2016; Ceyrat, 2017). The economic effect of using social media as an interaction and information dissemination platform aimed at young consumer far exceeds the cost and effort when compared to brick and mortar activities.

(7) Habit: It is the extent to which individuals exhibit behaviour naturally relative to their former experiences and learning (Oechslein *et al.*, 2014; Bühler, 2017; Fard *et al.*, 2017). For the purpose of this study, habits refer to how consumer usage of social media becomes a habit among young consumers in their daily activities; specifically obtaining online recommendations and/or advice before engaging in a buying action.

(8) Behavioural intention: This refers to the degree to which an individual expresses plans to engage in a particular future behaviour (Ahmed & Sathish 2017, Choshaly and Tih. 2017; Chen, 2018). Behavioural intention here is used to describe how probable it would be for consumers to purchase after evaluating the pros and cons of the brand on social media and behaviour is used to describe the intensity of the use of social media on a daily basis.

Relative to the original conceptualization of UTAUT, voluntariness as a moderating variable is disregarded. This change is necessary to make UTAUT2 applicable to the context of voluntary behaviour, as relevant to this study. While in general, voluntariness is perceived as a continuum from mandatory to voluntary, consumers have no organisational mandate and thus, most consumer behaviours are voluntary, resulting in no variance in the voluntariness constructs. However, attitude links up with three moderators: gender, age and experience, and

are key relationships. Voluntariness of use refers to insignificant situations where consumer actions are compulsory.

After all, there are a few limitations associated with the adoption or use of the UTAUT2 model of Venkatesh *et al.* as per this study. Al-Qeisi (2009) challenged the view of UTAUT2 model. Firstly, the theory failed to consider multifaceted and complex organisational technologies, that is, the theory is more appropriate for easy and tailored technologies. Secondly, most of the studies (Slade *et al.*, 2013; Yang, 2013; Oechslein *et al.*, 2014) adopting this theory used students as samples except for a few studies (Abdullah *et al.*, 2014; Segura & Frederic, 2015; Tavares & Oliveira, 2016; Munyoka & Maharaj, 2017).

In a nutshell, Venkatesh *et al.* (2012) suggested that future research should apply the UTAUT2 model in different countries, across different age groups, and on different technologies. It was also recommended that future studies should attempt to find other relevant factors to extend UTAUT2 (Venkatesh *et al.*, 2012) even more. Thus, validating and providing support for this study and for these significant reasons, the choice of UTAUT2 as the core model for extension by this study is justified and reasonable. The next section presents seven additional related theoretical perspectives incorporated into this study for elucidating the study variables and their relation to influencing young consumers' attitude on social media towards FMCGs brands.

3.3 Related theoretical perspectives

The ensuing section presents the seven supplementary theoretical perspectives integrated into this study for expounding the study, their relation to influencing young consumers' attitude on social media platform. It should also be noted that theoretical perspectives are arranged orderly as related to each hypothesis stated in this study in Chapter One. Theory of market-based and resource-based view, Brand asset valuator model, Fan-page participation, Equity theory of motivation, Human brand theory, Technology acceptance model and Hierarchy of effects theory are discussed in depth in this section.

Therefore, this section clearly reflect how all stated hypotheses in this study were validated by relevant theory, which are:

H1: Social media platforms enable fast-moving consumer goods organisations to achieve their marketing goals and objectives (Theory of market-based and resource-based view).

H2: Brand awareness influences young consumers' attitude to purchase via social media (Brand asset valuator model).

H3: Organisation social media participation does have an impact on South African and Nigerian Generation Y consumers (Fan-page participation).

H4: The rewards offered by organisations do influence young consumers' attitude on social media towards actual purchase (Equity theory of motivation).

H5: Brand integrity attributes do influence consumers' attitude on social media platforms to purchase (Human brand theory).

H6: Social media platforms do influence Generation Y to engage in actual purchasing (Technology acceptance model).

H7: Young consumers' attitude is more favourable towards organisations, which participate in social media compared to those who rarely use social media platforms (Hierarchy of effects theory).

3.3.1 Theory of market-based view (MBV) and resource-based view (RBV)

H1: Social media platforms enable fast-moving consumer goods organisations to achieve their marketing goals and objectives.

According to the MBV viewpoint, organisations are measured as similar and the main thrust for brand rivalry is showcasing exertion of contending brands as far as the marketing blend approach is concern (Madhani, 2009, 2010). The resource-based view (RBV) was popularised by Hamel and Prahalad in their text 'Competing for the Future' (1996) and the resource-based view (RBV) considers an organisation as a set of capitals. The manner in which these capitals are pooled make organisations differs and this determines their market leadership position in their respective industry.

Ordinarily, both the theory of the market-based view (MBV) and the resource-based view (RBV) of competitive advantage are obtained when an organisation develops or acquires a set of qualities (or executes actions) that allow it to outperform its competitors (Wang, 2014). The development of these theories assists in explaining competitive advantage and how it has occupied the attention of management. The MBV of strategy suggests that the primary source of high returns is the bargaining power of an organisation in the market, and the RBV states that the source of high returns is the set of unique resources, capabilities and knowledge of an organisation (Wang, 2014). The notion of RBV is moderately differ from the orthodox market-

based view (MBV). Figure: 3.3 depicts the characteristics of the resource-based view (RBV) and the market-based view (MBV).

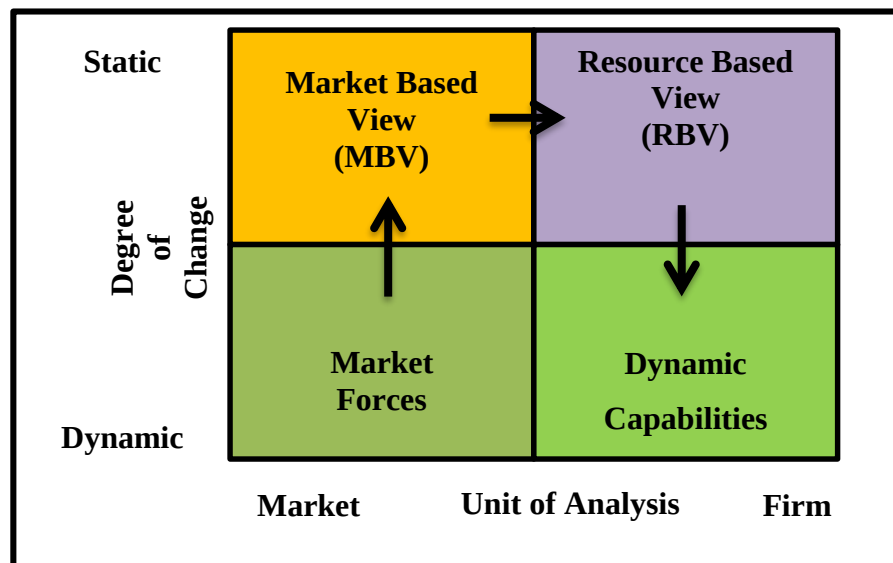


Figure 3.3 Characteristics of the resource-based view and the market-based view
Source: Madhani (2009)

The market-based view (MBV) explains an organisation's performance through the external industry structure and the strategic conduct of competitors within the industry. According to the 'outside-in' perspective, the performance of an organisation and its competitive advantage can largely be attributed to the structure of its industry; for instance, erecting entry barriers to keep competitors at bay and protect profit margins (Knecht, 2013; Wang, 2014).

In contrast, the focus of the resource-based view (RBV) is on internal, organisation-specific resources and capabilities to explain performance. This 'inside-out' perspective explains an organisation's competitive advantage through its distinctive combination of rare resources, which are inimitable to competitors and valuable for the specific purpose of the organisation (Knecht, 2013; Wang, 2014).

Furthermore, the market based view (MBV) of strategy designs organisational policies and strategy based on the trends of the targeted market and the nature of the industry's environment. It helps in selecting the market combination for the product, in which an organisation utilises its strategy. The strategy helps in designing the structure and strategy of the organisation based on the market analysis of the industry. It can be inferred that fast-moving consumer goods brands need to be integrated into available social presence, such as social media platforms

preferred/frequented by the target market (young consumers), and it is also exceptionally cost-effective in nature.

FMCGs organisations need to expedite the effective development and implementation of sustainable competitive branding strategies to be able to take advantage of new opportunities in order for them to succeed in their markets. Worthy to note is that the strategic value of social media platforms is being recognized in global marketing circles (Okazaki & Taylor, 2013). Hence, a brand's ability to integrate social media platforms into marketing strategy will assuredly provide an edge over competitors who do not have active social media presence in the young consumers' market.

In addition, this is consistent with the resource-based view (RBV), which offers the view that the resources possessed, deployed and used by an organisation are more important than the industry structure. Barney (1991; 2007) and Wang (2014) professed that other than the general resources of an organisation (such as physical capital resources, human capital resources and organisational capital resources) its primary source is – that of the competitive advantage of an organisation.

The publications of Ray *et al.* (2004), Gruber *et al.* (2010), Kamasak (2017) and Ying *et al.* (2019) explain that resources are either tangible or intangible in nature. Powell (2001) and Tapera and Gororo (2013) aver that marketing strategy can be viewed as a tool to influence the resources of social media platforms to create competitive advantage and meet set marketing goals and objectives. Kozlenkova *et al.* (2014) and Kamasak (2017) posit that under the RBV theory, an organisation had better concentrate on building platforms that are valuable and reinforced by an organisation's capabilities that will generate viable competitive returns and superior performance.

Valuable resources are those that “enable an organisation to develop and carry out strategies that have the effect of lowering the organisation's net costs and/or increase an organisation's net revenues beyond what would have been the case” (Barney & Hesterly, 2012). Finally, the social media platforms of FMCGs organisations ought to empower them to extensively exploit new opportunities and embrace the countless opportunities in the market (Morgan, 2012). Therefore, the focus of this theory is on how social media platforms can aid FMCGs organisations to meet their marketing goals and objectives.

3.3.2 Brand asset valuator model (BAV)

H2: Brand awareness influences young consumers' attitude to purchase via social media.

The theory of the Brand Asset Valuator Model was propounded by Young and Rubicam in the year 2000 (Sasikala, 2013; Grover & Dasgupta, 2017). BAV is among one of the most embracing studies on branding and to date, more than over 100 000 consumers in 32 countries have been cross-examined. Data related to more than 13 000 brands have been gathered with a diverse set of 56 scales and dimensions of consumer opinion (Grover & Dasgupta, 2017). The object of this theory involves how a consumer observes the value of a brand in terms of four attributes: differentiation, relevance, esteem and knowledge as illustrated in Figure 3.4.

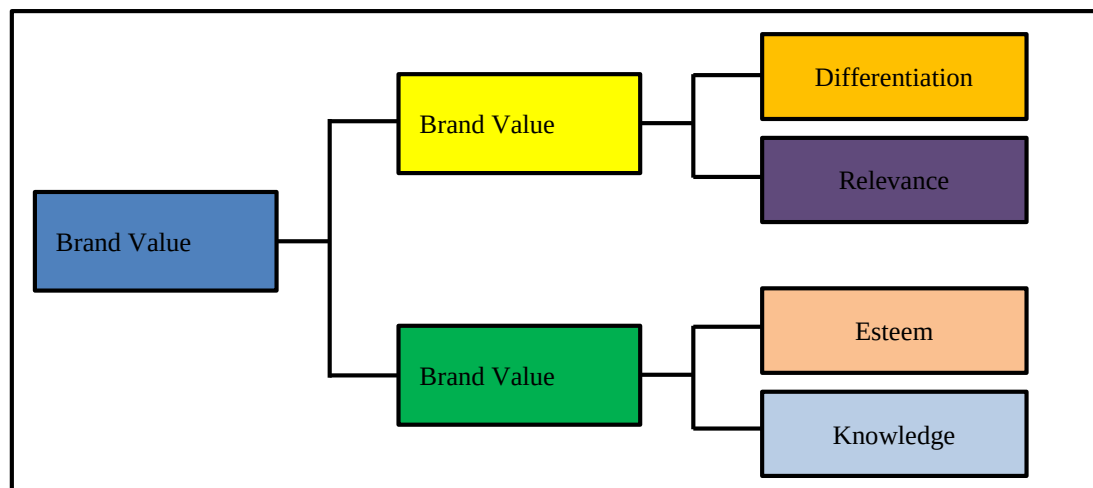


Figure 3.4 Brand asset valuator

Source: Young and Rubicam (2000)

A synopsis of each of the attributes is presented and discussed sequentially in Figure 3.4.

Firstly, *differentiation* is the ability of young consumers to prefer one particular brand above another brand offering a similar product. It entails the ability of a brand to offer and deliver on promises on social media platforms in a unique way which differs from that of competitors (Sasikala, 2013; Grover & Dasgupta, 2017). Secondly, *relevance* is the personal suitability of a brand for young consumers and of importance to note is that young cohorts prefer social networking sites associated with differentiation. This deals with actual and perceived significance of brands to the large market of young cohorts in a way that is fascinating and entertaining on social media platforms (Sasikala, 2013; Grover & Dasgupta, 2017).

Thirdly, *esteem* is the quality and perception of a brand in the mind of consumers. Young consumers are known to display their ego and identity through their support of popular brands. These technology savvy consumers ‘must be inline’ with trends and they adore celebrities ‘or whatever is in vogue’. The BAV model exhibits how a brand achieves integrity and status among young consumers across continents (Sasikala, 2013; Grover & Dasgupta, 2017).

Fourthly, *knowledge* is the presence or existence of a brand on social media platforms. Young consumers’ level of awareness about a particular brand and their understanding of what a brand stands for on their respective social platforms are keys to building top-of-mind awareness (TOMA) and knowledge. Karjaluoto *et al.* (2016) concur that brand awareness captures the potential availability of a brand in the mind of a consumer. Hence, Figure 3.3 demonstrates the brand asset valuator model.

The integration of these brand asset parameters of the BAV theory describes brand equity. Hence, brand equity lies in a consumer’s awareness of the brand features and association, which drive favourable consumer attitude or behaviour towards a brand. This is regarded as one of the relevant theories to influence attitude that will eventually result in actual traffic and sales on social media platforms towards a FMCGs brand; as well as achieving the strategic marketing goals and objectives of a FMCGs organisation.

These afore-mentioned attributes of the BAV model aid to identify core issues for a brand, analyse contemporary brand performance, and determine brand potential. Nevertheless, the relationships among these attributes will display a brand that can stand the test of time in terms of severe competition (Grover & Dasgupta, 2017). This study reviewed the importance of top-of-mind awareness (TOMA) and differentiation as a key index forming strong brand equity. Incorporating a brand asset valuator model shows its relevance for assessing a brand equity taking differentiation as a key parameter.

To conclude this discussion, several academia (Lu *et al.*, 2014; Alhaddad, 2015; Lee *et al.*, 2016; Oláh *et al.*, 2017; Ročkutė *et al.*, 2018) concur that if consumers are more familiar with a brand via social media platforms then it infers higher brand awareness and consumer are then more likely to show trust towards such a brand.

3.3.3 Fan-page participation

H3: Organisation social media participation does have an impact on South African and Nigerian Generation Y consumers.

The theory of Fan-page participation by Jahn and Kunz (2012) validate how social interactions on fan-pages affect purchase intention, brand loyalty and the effects on consumer value. The Fan-page theory is based on an integration of theories and includes the uses and gratifications theory (U&G) of Katz (1959), the involvement theory (Zaichkowsky, 1985; Van Doorn *et al.*, 2010), and the consumer engagement theory (Brodie *et al.*, 2011).

Relative to the concept of a brand Fan-page, a framework was developed based on the classical concepts of the uses and gratifications theory (Katz, 1959), the involvement theory (Zaichkowsky, 1985) and the customer engagement theory (Van Doorn *et al.*, 2010; Brodie *et al.*, 2011). This framework describes how Fan-page behaviour might influence consumers' brand loyalty and what might influence Fan-page behaviour itself. Figure 3.5 is a depiction of the Fan-page framework and illustrates the three zones: gratification, participation, and customer-brand loyalty.

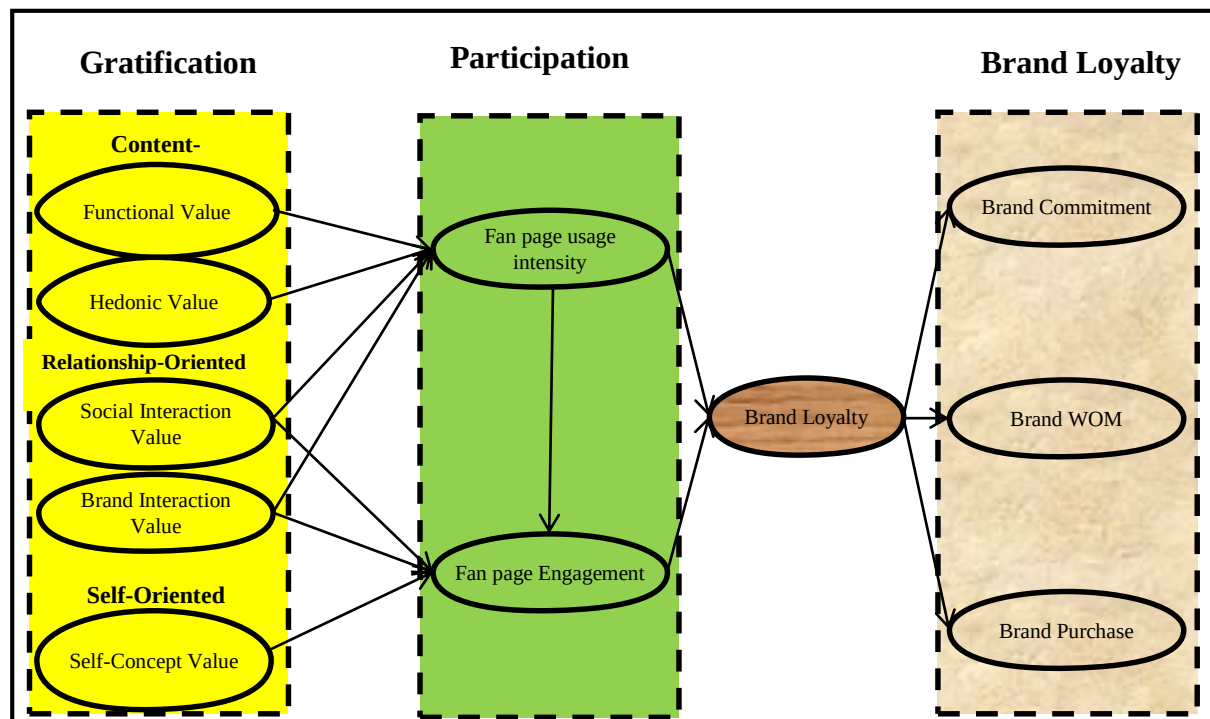


Figure 3.5 Framework of Fan-page participation
Source: Jahn & Kunz (2012)

This framework further describes how consumer participation on social media is in relationship with marketing activities and brands in terms of various consumer values. It also involves the satisfaction of consumers as expressed on and by a brand Fan-page, which further leads to increased brand loyalty (Ahmad & Tamyez, 2015).

Jahn and Kunz (2012) studied consumer participation in brand profile pages on Facebook and found that functional and hedonic contents were the major drivers of participation. The application of this framework in this study will aid FMCGs marketers in designing effective and efficient social media platform presence as a marketing strategy. It will further enable FMCGs organisations to influence young consumers' attitude towards FMCGs on these platforms. This theory also advocates that for marketers to profit through social media it is essential to study and enhance their understanding of the online behaviour of consumers.

The Uses and Gratification (U&G) theory proposed by Katz (1959) has been found useful for application to new media such as the Internet, online communities, social networking, and blogs. The U&G theory explains why individuals have different media-usage patterns because people use media to satisfy various needs and for achieving their goals.

Jahn and Kunz (2012) proposed two main kinds of relationships where an interaction could be of value for a Fan-page user: the interaction with other users, and the interaction with a brand or organisation. However, many activities on social networking sites can also be conceptualised as forms of self-presentation. Users present themselves by updating their profiles, connecting to particular friends, displaying their likes and dislikes, and joining groups. This motivation for social networking usage is supported by several other studies (Jahn & Kunz, 2012; Ho, 2014; Ahmad & Tamyez, 2015). Furthermore, Ahmad and Tamyez (2015) disclosed that Facebook fans use their profiles and postings consciously to portray images about themselves.

Facebook transformed consumer behaviour. For example, young consumers dedicate almost one-third of their time to social networking and half of these active users' log onto the site on a daily basis. Thus, organisations and brand players ought to enhance their brand presence on Facebook. The Facebook Fan-page as brand community is established where fans and consumers can communicate and interact with organisations or brands using the 'Like' or 'Comment' option (Ho, 2014).

The Fan-page participation theory aids this study in portraying social media networks as an excellent marketing tool in fostering consumer attitude, such as brand advocacy and word-of-mouth activity.

3.3.4 Equity theory of motivation

H4: The rewards offered by organisations do influence young consumers' attitude on social media towards actual purchase.

James Stacy Adam propounded the equity theory in 1963 and the theory points out that people are motivated to keep up relationships between their performance and rewards in comparison to others. Equity is measured by comparing the ratio of contribution efforts and (or costs) and benefits (or rewards) (Adams, 1963; Goldman & Cropanzano, 2015; Steinhoff & Palmatier, 2016). Fair-mindedness and objectivity in consumer loyalty programmes can be examined using the equity theory (Huppertz *et al.*, 1978; Holbrook & Chappell, 2019). The model of equity depicts something that is reasonable and transparent, it must be real and not imaginary in practice, and it is individual or collective (Oliver, 1997; Lacey & Sneath, 2006).

In applying the equity theory by integrating reward programmes on social media directed at young consumers' aid in influencing attitude favourably towards brands that do have social media presence (Agudo-Prado *et al.*, 2012; Capgemini Consulting, 2015). The favourable attitude formed towards a brand by Generation Y on social media is based on their contributions towards a brand (such as purchases, opportunity costs, referrals, recommendations, time and so on); and what they received in return from a marketer (such as tangible and intangible benefits) that are related to their needs or wants (Lacey & Sneath, 2006; Agudo-Prado *et al.*, 2012; Steinhoff & Palmatier, 2016).

The equity theory implies that rewards from a FMCGs organisation are regarded as a major reason compelling young consumers to demonstrate favourable attitude towards a brand, thus keeping up sound relationship-marketing and cementing strong consumer loyalty with a brand is of vital importance (Lacey & Sneath, 2006; Steinhoff & Palmatier, 2016; Kim & Ahn, 2017).

Equitable outcomes stimulate confidence where neither an organisation nor consumers take advantage of one another other than what they are concerned about, being it profitability and satisfaction and/or vice versa (Ganesan, 1994; Guerrero *et al.*, 2005; Van Eerde, 2015). In any loyalty programme, both the young consumer and the FMCG organisation will have to give up

something, the cost of which is expected to be outweighed by the advantages. Figure 3.6 depicts the equity theory of motivation.

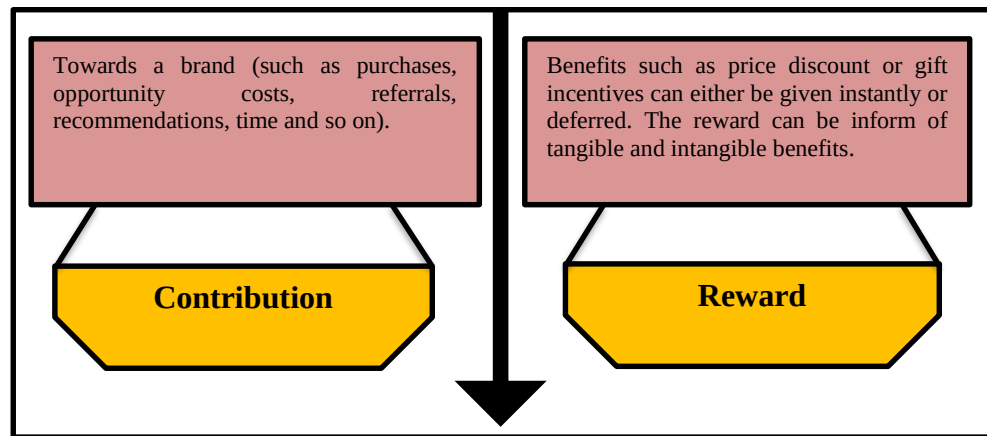


Figure 3.6 Equity theory of motivation
Sources: Adam (1963)

Remarkably, reward programmes should be able to meet a set of goals designed by an organisation's strategy, as well as being exciting, have a low budget, and is reasonable, that is, it must be symbiotic in nature for both parties (Van Eerde, 2015).

Fairness and biasness in consumer loyalty programmes can be examined using the equity theory (Huppertz *et al.*, 1978; Goldman & Cropanzano, 2015). A considerable number of researchers, such as Kim and Ahn (2017) and Holbrook and Chappell (2019) caution that equity should not be confused with equality, which calls for all consumers to receive the same value proposition regardless of an individual's contributions.

In line with this observation, marketing scholars have greatly expressed concern that loyalty programmes, based on either positive or negative reinforcements of the rewards-feedback association, might not always result in genuine brand loyalty (Adams, 1963; Kim & Ahn, 2017). However, Yi and Jeon (2003), Noordhoff *et al.* (2004) and Kim and Ahn (2017) comment that there might be a lack of full dedication or sensitivity to external rewards which may result in a lack of emotional bonding with a brand.

Similarly, all loyalty programmes involve some minimal effort from consumers, be it at least carrying with them and presenting a loyalty card to a cashier at the time of purchase. Wulf *et al.* (2003) and Steinhoff and Palmatier (2016) is of the opinion that effort required from a

consumer reduces the perceived value of the benefits promised in return of this effort. It appears that simplicity of required effort for redeeming the rewards is the key to consumers' loyalty (Cigliano *et al.*, 2000).

Furthermore, young consumers are more concerned with what they get in return for their participation in any reward programme (Van Eerde, 2015). When people perceive their own input–outcome ratio as inequitable (that is, worse compared to that of another), they could feel anger or tension. Various scholars (Butori & DeBruyn, 2013; Steinhoff & Palmatier, 2016) alleged that consumers will adjust their own efforts and inputs or even resort to punishing the exchange party in order to restore to a more rational equitability.

In many loyalty programmes, benefits serve as the most compelling reason for consumers to obtain membership to a loyalty programme. A number of researchers (for example Wulf *et al.*, 2003; Steinhoff & Palmatier, 2016; Holbrook & Chappell, 2019) recommend that consumers can be exposed to tangible and intangible benefits. Benefits such as pricing or gift incentives can either be given instantly or deferred and various authors have indicated that deferring rewards restricts consumers' perceived value of these rewards (Cigliano *et al.*, 2000; Van Eerde, 2015).

In a nutshell, many empirical studies (Basaran & Buyukyilmaz, 2015; Kelly *et al.*, 2015; Van Eerde, 2015; Kivetz & Zheng, 2017; Nkwe & Cohen, 2017; Holbrook & Chappell, 2019) endorse that successful loyalty programmes need the appropriate incorporation of exciting and entertaining tangible and intangible benefits to retain the involvement of consumers, specifically that of young consumers.

3.3.5 The human brand theory (HBM)

H5: Brand integrity attributes do influence consumers' attitude on social media platforms to purchase.

Andre Le Roux is a brand strategist, mentor and brand philosopher who worked in a brand management industry for many years, and Thys de Beer is the lead guide of brand policy at the Vega School of Branding Leadership, as well as the head of the programme. These duos propounded the human brand theory (HBM).

Brands today are becoming more and more challenging and competitive and the process of cultivating brand personality is not child's play. Kim and McGill (2011) added another level and called it brand anthropomorphism (having human characteristics or attributes, as a brand have the capacity for care and concern. Fournier and Alvarez (2012) designated this advancement as a brand having a mental-like state, goals and even a desire for power. Brand building is more challenging today than ever before, and lately consumers are communicating with brands as they do with humans (Portal, 2017).

This study adopted the human brand model (HBM) because the model provides practical guidance and acceptance of the fact that a brand is more humanlike than recognised before. Marketing professionals and practitioners ought to use expressions not only of warmth and competence, but of originality, ethically, genuineness and integrity as well. It is essentials to note that not one single dimension mentioned can be ignored by marketers in this process. Brand experts should understand that effort needed to build a human brand far surpass the marketing team. This process requires the mobilisation of every department in the organisation and the commitment of the highest level of leadership (Portal, 2017).

In line with the earlier discussion, it is expected that a corporate brand that is perceived by young consumers to be ethical is also likely to be perceived as the offering of products and services that are fair, just, honest, and trustworthy. The ethical perception of a corporate brand will be transferred into increased trust towards product brands (Singh *et al.*, 2012). It has been said that brands that are succeeding are those that are portrayed as humanlike; bringing about the era of the human brand (Malone & Fiske, 2013; Marshall & Ritchie, 2013).

Looking, at global brands today, especially those in the fast-moving consumer goods industry, brands that top their market segments in FMCGs are mainly brands that do have social media presence and are always consistently at the top-of-the mind (TOMA) of consumers (Choron, 2014; Anderson, 2017; Farooqi, 2018). Examples of FMCGs brands that are the top- of- the mind of young consumers are McDonalds, Coke-a-Cola, Red Bull, Oral-B, Gillette, Pampers, Colgate, Dettol, Vaseline, Dove, Heineken, to name but a few. By implication, these brands aim for a higher ideal, they are focused with a drive, telling stories, have a stable personality, and increasingly, builds relationships amongst Generation Y on social media platforms.

The human brand model (HBM) is a presentation of what is required to build a brand perceived as human (see Figure 3.7). This model presents four phases – the four concentric circles show

the four significant phases in building a human brand theory and are: brand traits, brand dimensions, brand promise, and brand perception (Portal, 2017).

A synopsis of each one of the four circles are presented subsequently.

Firstly, brand traits are the initial stage, where it is expected from a brand manager and team to enthusiastically connect and blend all brand qualities that span the organisation's ethics and standards. More so, the staff and the entire marketing team must be made to understand the organisation offerings and propose the values the brand stands for. Figure 3.7 depicts human brand model.



Figure 3.7: The human brand theory (HBM)

Source: Portal (2017)

Secondly, the human brand dimensions are indistinguishable from one another; it is deeply interconnected and includes likes of competence, trust, genuineness, originality, ethics and warmth. The implication of this is that a brand manager and the entire team must work collectively with one another on every aforementioned dimension, as its power lies in its accord. These six human brand dimensions fit together as the pieces of a puzzle.

Thirdly, brand promise is one of the most significant deliverables of a human brand. A brand team must continue to engage with their respective target consumers with a brand promise activity without stopping. Morhart *et al.* (2015) avow that brand promise is an important

interpreter of brand integrity. Eggers *et al.* (2013) and Portal (2017) expounded that reliable brands are deeply committed to their values and to delivering promises.

Lastly, brand perception is essential because building brand attributes and brand dimensions aforementioned takes place in phase two. There must be consistent and repeated activities of brand traits human brand dimensions and brand promise in order to proclaim a sound and outstanding humanlike brand (Portal, 2017).

The HBM is based on the principle that brands should be reliable and humanlike in nature. This can be attributed to the fact that consumers, especially young consumers, on social media nowadays relate to brands in the same way as they relate to human beings (Portal, 2017). The same social standards that govern relationships between people, especially young consumers, now appear in the relationships between Generation Y and brands on social media platforms.

3.3.6 Technology acceptance model (TAM)

H6: Social media platforms do influence Generation Y to engage in actual purchasing.

The technology acceptance model was originally proposed by Davis in 1989 and has become the most widely used model to explain user acceptance of new technologies (Salwani *et al.*, 2009; Matikiti, 2018). The technology acceptance model (TAM) largely replaces the theory of reasoned action (TRA). TRA's technology attitude measures technology acceptance attitude in terms of ease of use and usefulness. TRA and TAM both have strong behavioural elements and assume that individuals demonstrate an intention to an action that will be allowed without deprivation. Although, in reality there are numerous challenges that limit individuals to perform or take action and Bagozzi *et al.* (1992) categorically stated that:

“Because new technologies such as personal computers are complex and an element of uncertainty exists in the minds of decision makers with respect to the successful adoption of it, people form attitudes and intentions toward trying to learn to use the new technology prior to initiating efforts directed at using it. Attitudes towards usage and intentions to use may be ill-formed or lacking in conviction or else may occur only after preliminary strivings to learn to use the technology evolve. Thus, actual usage may not be a direct or immediate consequence of such attitudes and intentions”.

TAM reflects the fact that the actual use of information technologies hinges upon a consumer's attitude towards that information platform, such as the perceived ease of use and the perceived benefits that can be derived from using it (Salwani *et al.*, 2009; Mulero, 2012). Behaviour is thus predicted by using the two variables of perceived ease of use and perceived usefulness (Fishbein & Ajzen, 1977). It is deduced from this model that if young consumers perceive that using a certain technology will aid them in improving performance or that it will bring some benefits to them, then young cohorts will gladly embrace it.

When participants experience high levels of system quality or information quality, they will most probably be more likely to partake in the actual buying situation. The empirical studies of Mulero (2012) and Hajli (2014) indicate that perceived usefulness has more influence than trust on intention to buy. Mulero (2012) and Matikiti (2018) maintain that if new technology is perceived as being easy to implement then consumers will be quick to adopt its usage. Thus, FMCGs organisations need to realise and promote the benefits of using social media platforms, and incorporate it effectively and efficiently into their marketing endeavours, then sales turnover should continuously improve.

Perceived usefulness plays an important role in e-marketing and a positive impact on social media platforms can be achieved (Hajli, 2014). The results of research conducted on the actual purchase via social media platforms revealed that the more consumers shop on social networking platforms they perceive as useful, the more actual purchases they will engage in via these platforms (Jiyoung, 2009).

Furthermore, Davis (1989) reflected through TAM the fact that the actual use of a novel information system depends upon a consumer's attitude towards that IT platform. It is inferred from this model that if young consumers perceive using social media will support them in their online purchasing, especially fast-moving consumer goods brands, then they will probably accept such technology and increase their purchasing in future. The perceived ease of use of the technology and the perceived benefits that can be derived from using it is depicted in Figure 3.8.

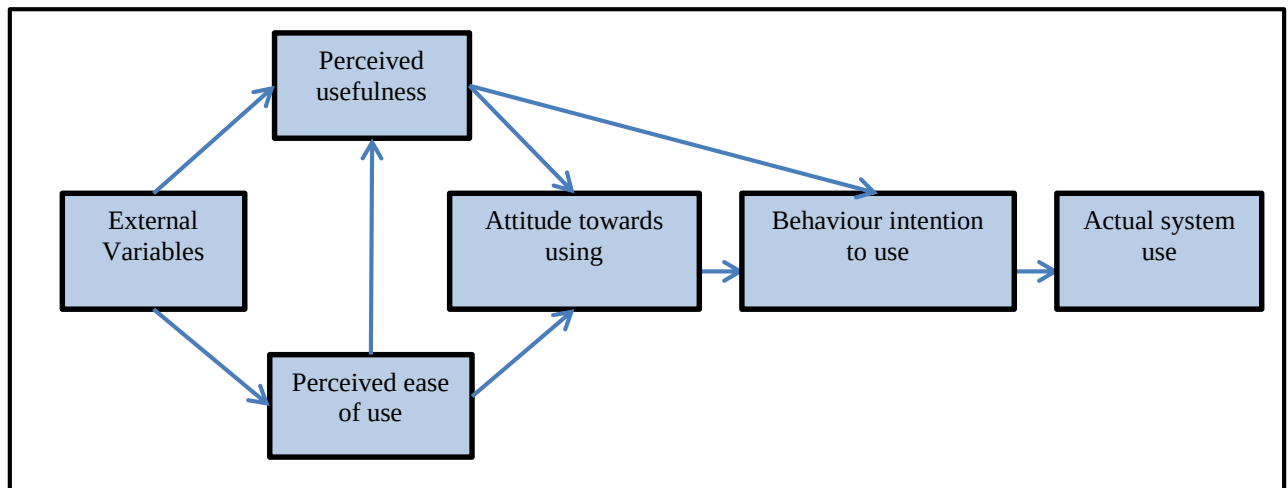


Figure 3.8 Technology acceptance model
Source: Davis (1989)

The TAM model has been used in many quarters to forecast the acceptance of new information technology (IT) and has been validated as dependable in explaining the acceptance behaviour in many areas of domain of information technology (El-Gohary, 2012; Lai, 2017; Matikiti *et al.*, 2018). The nature of perceived ease and perceived usefulness can enhance the participation of young cohorts on social media, should FMCG marketers succeed in fashioning enthusiasm and a keenness to engage with social media platforms.

The TAM model has been applied in numerous research projects to evaluate the acceptance of information technology (IT) and has been approved as reliable in clarifying the acceptance behaviour in numerous areas of domain of information technology (El-Gohary, 2012; Lai, 2017; Matikiti *et al.*, 2018). The nature of perceived ease and perceived usefulness can enhance the participation of young cohorts on social media, should FMCG marketers succeed in fashioning enthusiasm and a keenness to engage with social media platforms.

3.3.7 Hierarchy of effects theory

H7: Young consumers' attitude is more favourable towards organisations, which participate in social media compared to those who rarely use social media platforms.

A number of hierarchy of effects (HOE) models, such as the awareness, interest, desire and action (AIDA) hierarchy, have been developed over the years and used by researchers and practitioners. Amongst all the attitudinal theories developed, the hierarchy of effects theory was propounded by Robert Lavidge and Gary Steine in 1961; which was refined by Elias St.

Elmo Lewis, an American brand and sales expert, in 1990 (Hutter *et al.*, 2013; Boon-Long & Wongsurawat, 2015). The Lavidge and Steiner HOE model was made up of six chronological phases that show how marketing messages influence consumer choice, beginning with brand awareness to actual purchase behaviour (Belch & Belch, 2015; Boon-Long & Wongsurawat, 2015; Duffett, 2015, 2017).

The hierarchy of effects (HOE) theory was adopted for the purpose of this study and was also used as preparation basis of the marketing communication strategy (Wijaya, 2012; Duffett, 2016). This frequently proposed theory submits that positive attitudes towards brand content results in similar attitudes towards an advertiser and its brand, which in turn will have a favourable influence on actual purchase (Bruner & Kumar, 2000; Duffett, 2017). In addition, the theory of Lavidge-Steiner 1961 (HOE model) established that consumers pass through three main components of attitude, namely: the cognitive, affective and behavioural stages (Belch & Belch, 2015; Duffett, 2016).

Cognitive is recognised as emotional action that reveal understanding, information, opinions and judgments consumers have towards a brand (Wijaya, 2012; Belch & Belch, 2015; Duffett, 2016). The affective component is the level of sentiment and reaction ascribed to a specific brand (Wijaya, 2012; Boon-Long & Wongsurawat, 2015). The studies Wijaya (2012), Belch and Belch (2015) and Duffett (2016) describe behavioural as the intension to perform actual purchase behaviour about what a consumer experience as a result of the cognitive and affective attitude components.

Furthermore, the Lavidge-Steiner HOE model posits that consumers undergo a six step sequence of hierarchical attitudinal stages in response to brand content, namely: awareness, knowledge, liking, preference, conviction and purchase (Belch & Belch, 2015; Duffett, 2016; Mansfield, 2018). These stages of the hierarchical attitudinal model are separated into three sets of attitudinal components and Figure 3.9 is a display of the hierarchy of effects model.

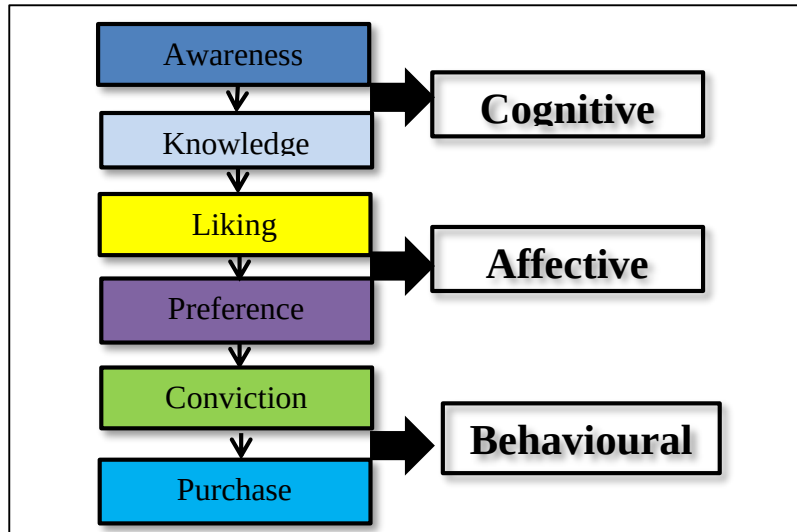


Figure 3.9 Hierarchy of effects model
Source: Lavidge & Steiner (1961)

Following is a brief explanation of the three main components of attitude.

Cognitive = Awareness + Knowledge

The cognitive stage is inclusive of all the information made available about the target market. Awareness and knowledge, in the views of Belch and Belch (2015) and Duffett (2017) and Mansfield (2018) is the degree at which an organisation gets the attention of a consumer. This depends on the ability and motivation of consumers to decode brand content based on them having knowledge about a brand through advertising and experience.

Affective = Liking + Preference

The affective phase describes attitude formation towards an organisation and its brands. In order to influence target consumers in this phase, a brand must be showcased with emotions, lifestyle, values and other factors that can aid to change and shape favourable consumer attitude towards a brand and the organisation's offerings (Belch & Belch, 2015; Duffett, 2017; Mansfield, 2018).

Behavioural = Conviction + Purchase

The behavioural phase explains how consumers respond to knowledge and understanding and their emotion towards a brand. This decisive behaviour drives the action of engaging in actual purchase behaviour, leading towards the generation and conversion of oriented contents (Belch & Belch, 2015; Mansfield, 2018).

The significance of the sequences of the HOE model is based on three principles towards social media marketing: *firstly*, HOE allows both marketers and practitioners to influence young consumers' actual purchases (Preston & Thorson, 1983; Barry & Howard, 1990; Wijaya, 2012); *secondly*, understanding the hierarchy of effects will provide social media marketers with ample quality information on brand content strategies to emphasis when targeting Generation Y on social networking platforms (Wijaya, 2012); *thirdly*, the HOE theory has been proven as valuable support for marketers in influencing consumers' attitude towards brand content on social media, and the disposition of probable organisational marketing strategies in meeting young consumers' wants and preferences (Wijaya, 2012; Boon-Long & Wongsurawat, 2015).

However, many other variables have been found to have an influence on brand communication on social media, such as media usage, age, gender (Duffett 2017), brand awareness (Hutter, *et al.*, 2013; Montalvo, 2016; Tritama & Tarigan, 2016), rewards (Agudo-Prado *et al.*, 2012; Truth Loyalty Whitepaper; 2016), and also brand Integrity (Christou, 2015; Parikka, 2015).

The emergence of information technology has drastically changed the attitude of young consumers, their interaction and communication; as well as a model and era shift from product orientation to relationship-marketing (Wijaya, 2012; Duffett, 2017). Kumar *et al.* (2013) and Duffett (2017) researched the influence of electronic word-of-mouth (eWOM) on social media platforms and described eWOM as a predictor to influence the attitudinal components of young consumers towards FMCGs brands. These scholars further established that unintentionally, many young consumers engage in brand contents sharing and posting as a form of exercising either positive or negative attitude towards a brand on social media among users.

Malthouse *et al.* (2013) and Duffett (2017) concur that social media platforms enable Generation Y consumers to filter brand content, as well as publicising their favourable/positive or unfavourable/negative brand content freely, being it created or shared. A substantial number of studies (Chi, 2011; Chu, 2011; Taylor *et al.*, 2011; Kwon, 2014) found that consumer attitude towards social media platforms is considered as a strategic measure for effective marketing strategy towards FMCGs brands. Certainly, social media enables consumers to freely share brand content, communicate, make recommendations, influence users' attitude, review and evaluate brand performance in the market place, and discussing their post-purchase experiences with a large populace on social media platforms (Tuten & Solomon, 2012; Cretti, 2015; Khatib, 2016).

Lastly, the studies of Hansson *et al.* (2013), Hautz *et al.* (2014), He and Zha (2014), Logan (2014), Lukka and James (2014) and Murphy (2014), are in accord that Western countries researched exhibit different hierarchical attitudinal effects of social media marketing. Yet, there are limited studies based on sub-Sahara African countries, specifically that of Nigeria and South Africa.

3.4 Summary

This chapter dealt with the theoretical framework of the UTAUT2 model that anchored this study. The UTAUT2 model aided exploring and showing the interrelationships that exist between social media and the attitude of young consumer on social media platforms. Therefore, the relationship identified in the UTAUT2 model of Venkatesh *et al.* (2012) is not disregarded relevant constructs influencing young consumers' attitude on social media. Rather, an extension of UTAUT2 with the additional constructs is proposed to increase the applicability of UTAUT2 in a social media context. By this exercise, this study makes significant contributions to the domain of marketing management, consumer behaviour and the marketing communication discipline about the factor that influence consumers' attitude of FMCGs purchasing on social media platforms.

Persuasively, various related theoretical perspectives such as the theory of market-based view (MBV) and the resource-based view (RBV), the theory of brand asset valuator model (BAV), the theory of Fan-page participation, the equity theory, theory of human brand model (HBM), the technology acceptance model and hierarchy of effects theory were reviewed and conceptualised with all key variables in the study. The subsequent chapter presents Chapter Four which provides clarity between marketing communication and social media.

CHAPTER FOUR

MARKETING COMMUNICATION AND SOCIAL MEDIA

“What’s so appealing about social media is its power to reach not just one consumer at a time, but a huge network of friends through the open graph. Businesses must learn to do this or risk losing their connection with consumers altogether. Social Media Marketing: The Next Generation of Business Engagement shows you how.”

Roger Katz, CEO,
Friend2Friend, Palo Alto,
California and Barcelona

4.1 Introduction

Marketing communication on social media is what the fast-moving consumer goods organisations of today ought to incorporate into their integrated marketing communication strategies and tactics. This will enable them to acquire and maintain a pre-empted competitive position in the market, especially those FMCGs with a focus on the young consumer segment. Technology and development have drastically transformed the contemporary marketing scene and it is unlike the previous era where consumers used to have an uninterrupted relationship with advertisers. The emergence of integrated marketing communication (IMC) open new avenues and diverse platforms marketers can use for communicating and presenting their offerings to selected consumers through various platforms best suitable for their target markets.

This chapter commences with detailing the nature of marketing communication and the traditional marketing communication tools, as well as the concept of integrated marketing communication (IMC). In accordance with the aim of this chapter, the section will proceed with an overview of social media with reference to its history and development, defining social media, and its characteristics. Furthermore, there is an extensive discussion on Internet penetration, social media classification, and also firm- and user-generated communications. This sectional part of this chapter discloses the relevance and challenges of social media marketing and reviews young consumers as Generation Y. Lastly, related empirical studies associated with the stated research hypotheses are reviewed. Figure 4.1 provides the graphical depiction of the layout of this chapter.

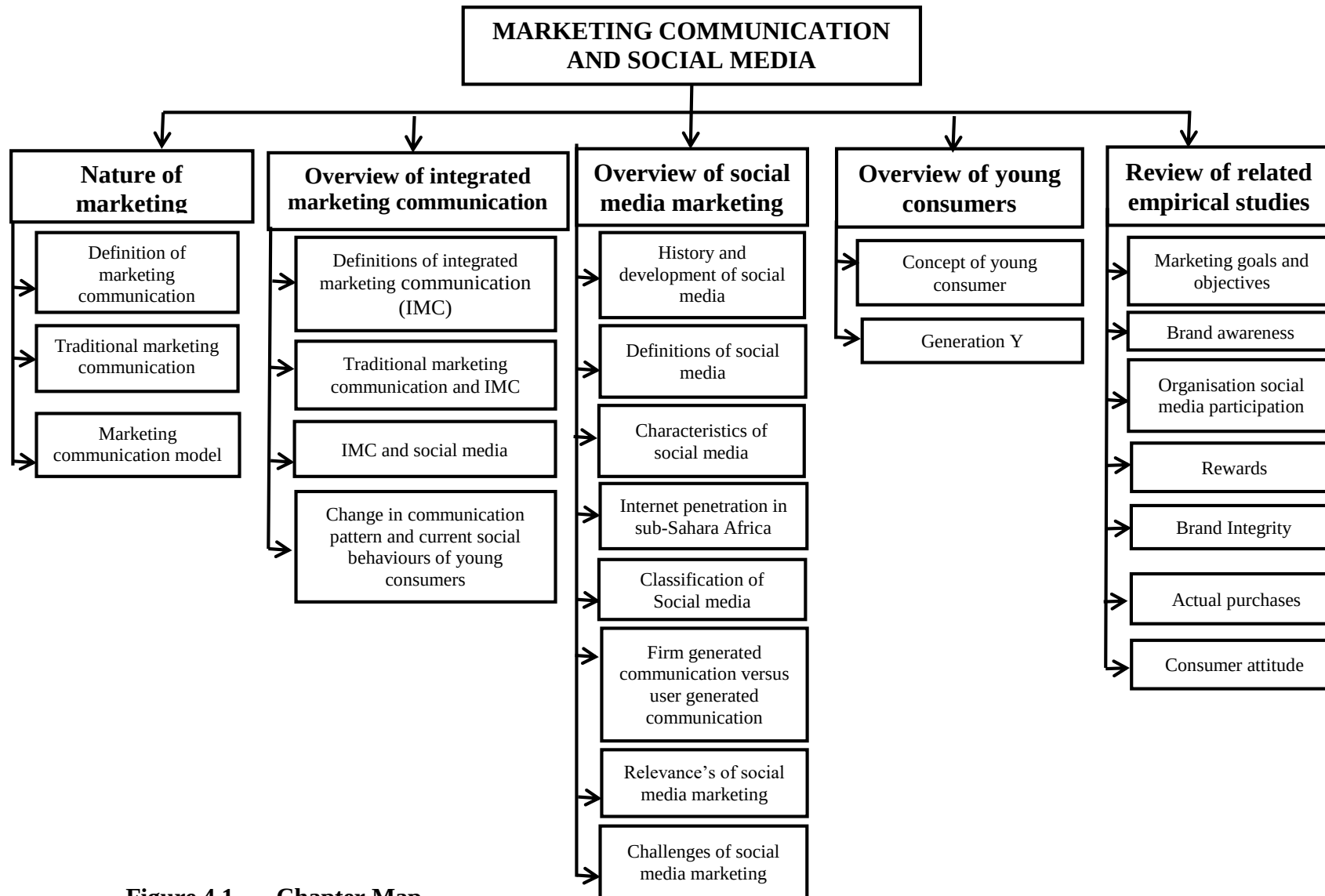


Figure 4.1 Chapter Map

4.2 Nature of marketing communication

The success of a FMCGs organisation can result from the effective management of its marketing communication. Marketing communication is an organisational process through which organisations actively get involved with their target audiences. Marketing communication is the bridge linking the component which signifies brands and identifies with the respective market(s) (Gimadeeva, 2016; Melewar *et al.*, 2017).

Marketing communication represents the voice of an organisation and its brands, and is the means by which an organisation can establish a dialogue and build a relationship (Todorova 2015; Gimadeeva, 2016). The predominant objective of this first section of this chapter will present a discussion on marketing communication defined, traditional marketing communication and marketing communication model.

4.2.1 Definition of marketing communication

Marketing communication is the ‘promotion’ part of the marketing mix, or the ‘four Ps’ (4Ps) being: price, place, promotion, and product. It can also be referred to as the strategy used by an organisation (or individual) to reach a target market through various types of communication (Sathish, 2015; Williams & Wilkins 2013).

Kotler and Keller (2012) define marketing communication as "the means, by which organisations attempt to inform, persuade and remind their consumers – directly and indirectly of the products and brands they sell." Kotler and Armstrong (2012) describe marketing communication as “the specific blend of promotion tools organisations use to persuasively communicate consumer value and build consumer relationships.” Marketing communication messages are intended to arouse awareness, build interest and engage prospective consumers in actual purchase (Du Plooy, 2012; Williams & Wilkins 2013), and marketing communication (promotion) involves: advertising, sales promotion, public relations, publicity, and personal selling.

Promotion, in the view of Keller (2016), is regarded as effective and efficient platforms that can draw prospective consumer attention. Marketing communication is a marketer’s container of tools for communicating organisational messages with prospective consumers and all concerned stakeholders. In order to convey a clear, convincing and regular message, every tool

in the marketing promotion mix ought to be judiciously harmonised to realise its own set of objectives (Kotler & Armstrong, 2012; Haapaniemi, 2013).

Effective marketing communication is the result of a coordinated operation between the functions of an organisation and its selected strategy of marketing communication, resulting from both planned goals and marketing strategy, specifically fast-moving consumer goods organisations (Sathish, 2015; Melewar *et al.*, 2017). Thus, the marketing communication strategy should be aligned with the vision, strategy, and mission statement of a FMCGs organisation and be reflected in the goals relevant to desired target markets. The marketing communication mix, also often referred to as the traditional promotions mix, consists of five elements and these are explored in the following section.

4.2.2 Traditional marketing communication

The marketing communication mix consists of five elements/instruments which are: advertising, sales promotions, personal selling, public relations and publicity (Onditi, 2012; Tsikirayi *et al.*, 2013; Todorova, 2015; Supeková *et al.*, 2016) as depicted in Figure 4.2.

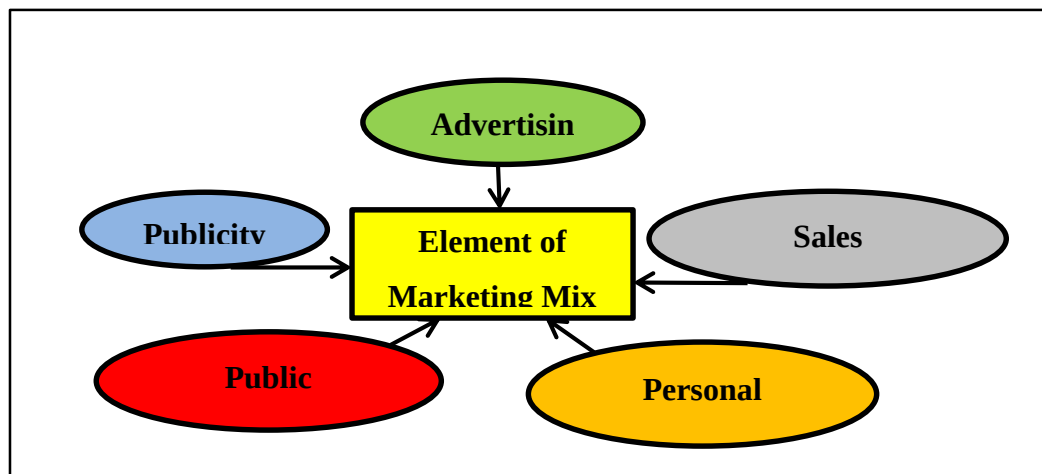


Figure 4.2 Traditional marketing communication tools
Source: Du Plessis *et al.* (2005)

Following is a brief description of each traditional marketing communication tool.

(1) Advertising

Advertising is a paid, facilitated form of non-personal communication from a recognisable source designed to persuade the receiver to take some action, now or in the future (Karimova, 2014; Terkan, 2014; Prasetyo & Nuzula, 2015). It can be informative and persuasive in nature;

utilizing mass media or social media platforms to persuade a consumer to purchase goods and/or services. Advertising functions favourably for launching new products and to promote existing ones.

A number of researchers and literature sources AMA (2013), Frolova (2014), Terkan (2014) and Brandt (2017) advocate that advertising is an ideal tool for engaging with and sharing influencing information with consumers in a selected target market. Shimp (2010), Terkan (2014) and Orasmäe (2017) listed the benefits of advertising such as: large coverage due to its ability to reach mass audiences; low cost per contact; a specific media vehicle can be used to reach a selected target audience; and it is a relatively effective and economical way to influence the knowledge and attitude of targeted consumers.

However, the cost of placing advertisements on television, in high-street magazines, and on certain billboards can be substantial compared to advertisements on social media platforms (Kotler & Keller, 2012; Frolova, 2014; Orasmäe, 2017). A word of warning to keep in mind is that the creative and innovative nature of advertising encompass the frequent usage of scandalous and hilarious messages, experimental videos, and other questionable promotional tools (Brandt, 2017).

(2) Sales promotion

Sales promotion encompasses short-term incentives to manipulate demand; to convert non-buyers to become a consumer and to convince existing consumers to buy more frequently and/or more volume. The significance of sales promotion is founded in its importance as a short-term inducement to enhance sales (Hollensen & Opresnik, 2015; Kotler & Armstrong, 2018). Sales promotion is a very effective competitive weapon when providing an additional incentive to purchase or support one brand over another, and it is ideal for encouraging product trial and impulse purchases (Sakara & Alhassan, 2014; Smedema, 2016).

Advertisers use incentive-type promotions to attract new triers, to reward loyal consumers, and to increase the repurchase rates of occasional users. Sales promotions often attract brand switchers and stimulate brand loyalty amongst those who are primarily looking for a low price, good value, and/or premiums (Kotler & Keller 2012; Todorova, 2015). Sales promotion activities are more prevalent in fast moving consumer goods (FMCGs) than before. A better consideration to different techniques of sales promotion common to these young consumers

will draw more insights to brands and enhance brand loyalty to a brand that rewards them as well.

The sales promotion techniques associated with consumers are known as “consumer sales promotion” whereas those sales promotion techniques targeting retailers, wholesalers and distributors are labelled as “trade sales promotion” (Vongkhamheng 2017; Shamsi & Khan 2018). Examples of consumer sales promotion tools are discount, premium, instore display, contents, buy-back allowance, free goods, coupons, cash refund offers, prices off, premiums, and patronage rewards to mention but few.

Besides, studies of Shimp (2010), Kotler and Armstrong (2012), Mishra *et al.* (2012), Jakobsson and Korkeamäki (2014), Shamout (2016) and Eiman (2017) inform that consumer-oriented promotion is referred to short-term and incentivised tactics to arouse interest and entice consumers to buy more than they have planned. In addition, Chitty *et al.* (2014) and Vongkhamheng (2017) remark that sales promotions increase sales and market share, entice trial, and stimulate brand switching of products.

Similarly, previous studies of Darko (2012) Santini *et al.* (2016) Genchev and Todorova; (2017) validate that sales promotion is known to lessen the price of products for a larger purchase in quantity; as a result, it improves the consumer’s perceived value of the product price leading to the purchase decision initiative. However, beyond monetary savings, sales promotion provides consumers with a range of benefits that comprise value expression, entertainment, and exploration (hedonic benefits), as well as product quality and shopping convenience (utilitarian benefits), according to Chandon *et al.* (2000) and Mishra and Mishra (2011), who also said that non-monetary promotions offer more hedonic benefits and fewer utilitarian benefits than monetary promotions, and this is supported by Santini *et al.* (2015).

(3) Personal selling

Personal selling involves the two-way flow of information and communication between a consumer and a seller, often in a face-to-face setting, and designed to influence a person or group purchase decision (Mbugua, 2014; Todorova, 2015; Adesoga, 2016; Orasmäe, 2017). In the view of Mbugua (2014) and the AMA (2017), direct personal communication most often involves oral conversations aimed at creating strong buyer-consumer relationships to enhance brand equity by increasing brand awareness and brand attitude (Chitty *et al.*, 2014; Percy & Elliott, 2016).

(4) Public relations

Public relations (PR) is the strategic management of relationships between an organisation and its various publics, through the use of communication to achieve understanding, realise organisational goals, and serve public interest (Todorova, 2015; Brandt, 2017; Orasmäe, 2017). PR is a form of engagement that seeks to make use of publicity tools and other non-paid forms of communication and information sharing to influence the feelings, opinions, and beliefs about the organisation amongst its consumers, prospects, and all other stakeholders (AMA, 2013; Brandt, 2017).

In public relations, effort is put into creating and maintaining good public reputation and similarly, Chitty *et al.* (2014) and Papasolomoua *et al.* (2014) describe marketing public relations (MPR) as an umbrella concept integrating PR, marketing, advertising and research techniques. MPR relates to activities intended to support an organisation's marketing objectives, which include, inter alia, creating and sustaining awareness, informing and building trust with consumers (Papasolomou & Melanthiou, 2012; Eiman, 2017; Orasmäe, 2017).

(5) Publicity

The fifth element of the promotion mix is publicity. Publicity refers to non-personal and unpaid for communication in the form of news, editorials or announcements about an organisation, its products, services and brands (Eiman, 2017). Organisations generate publicity through press releases in various media vehicles such as the print media, radio and digital media to elicit interest in its products/services and the organisation in its entirety (Eiman, 2017).

The study has briefly discussed available traditional tools or techniques and FMCGs organisation can use to create visibility and marketing their product/ brand to their respective consumers. However, the next section delves into the marketing communication model, which forms the basis of in-depth understanding of marketing communication.

4.2.3 Marketing communication model

Jerman and Zavrsnik (2012), Kayode (2014) and Klepek and Starzyczna (2018) address the marketing communication model as business interaction existing in the form of diffusion progression in which information or a message moves from a sender or initiator through a platform known as a channel to a receiver. This signifies the existence of marketing communication between a marketer and a consumer. The interfaces that exist amongst the

marketing communication variables form a vital phase of the in-depth knowledge of effective marketing communication activities (Jerman & Završnik, 2012; Klepek & Starzyczna 2018).

This section focused more attention on uniqueness between the traditional outbound marketing communication model and the consumer-initiated marketing communication model, in order to form the basis of understanding effective marketing communication model in this study.

4.2.3.1 Traditional outbound marketing communication model

Marketing communication occurrence refers to the rate at which communication exists amongst an organisation and the target consumers (Schultz & Schultz 2004; Schultz & Patti, 2009). Figure 4.3 depicts the traditional outbound marketing communication model.

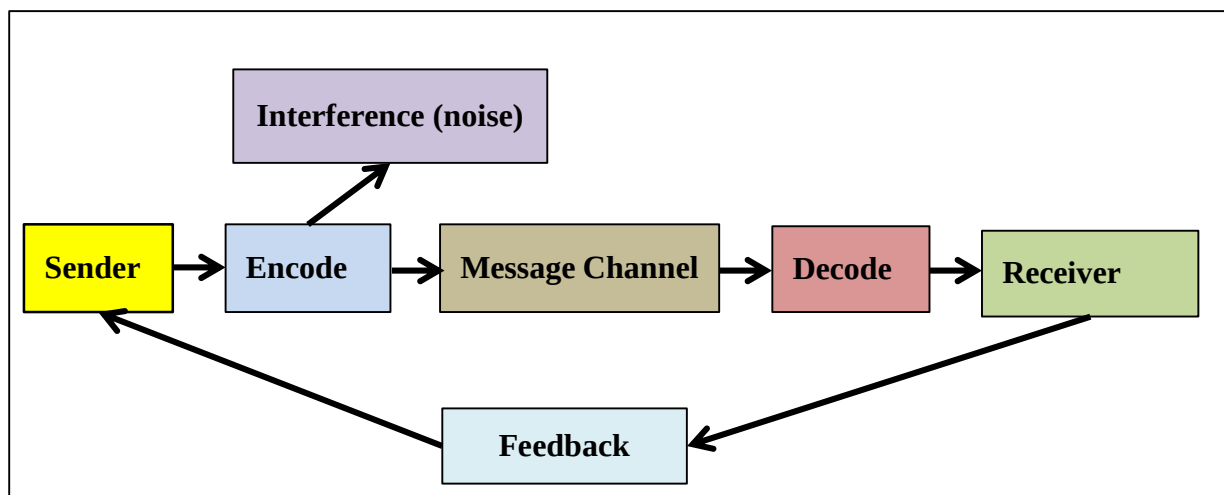


Figure 4.3 Traditional outbound marketing model
Source: Shannon & Weaver (1949); Schultz & Schultz (2000); Goneos-Malka (2011)

The marketing communication model is significant as a medium through which desired information is conveyed to targeted consumers ((Mohr & Sohi, 1995; Maltz & Kohli, 1996). Effective marketing communication arises when a consumer (including the young consumers') properly decodes/understands a message and takes the action intended as the objective of the message initiated by a source (FMCGs organisation).

This fundamental one directional model (Figure 4.3) is characteristic of modern (in the traditional sense) communication (Firat & Dholakia, 2006) and does not take into account interactive communication, such as that generated on social media platforms. This model represents communication through which a source encodes a message and transmits it through a channel to a receiver who then decodes the message. Although the Shannon and Weaver

model is very direct in nature, it recognises that noise (distractions) may prevent a targeted consumer from interpreting the message as the source intended the message.

Nevertheless, it is a procedure in which both the initiator of a message and the target market (receivers) are concurrently encoding and decoding messages through responses, which could be positive or negative and/or immediate or delayed.

Conversely, Duncan (2005) challenged the traditional outbound communication model to address the flow of communication initiated by consumers towards organisations and propounded the ‘consumer -initiated marketing communication model.

4.2.3.2 Consumer -initiated marketing communication

The consumer-initiated marketing communication model proposed by Duncan (2005) epitomises the model to begin with a source providing a message via a number of communication channels directed at an organisation, often surviving noise, who then provides feedback to the consumer, as depicted in Figure 4.4. The Duncan model illustrates a one-on-one communication process between a consumer and an organisation, and it enables a privacy channel for interaction, via special coded numbers, memos, e-mails, and sales ambassadors, as well as online consumer service.

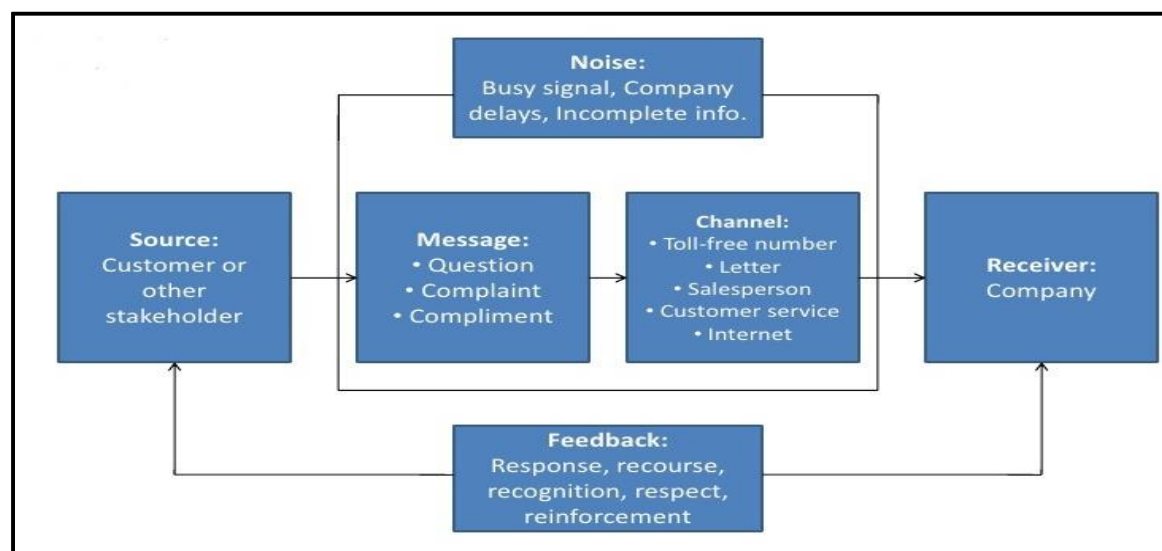


Figure 4.4 Consumer-initiated marketing communication model
Source: Duncan (2005)

In this market-initiated marketing communication context, the organisation decodes the message and takes action by responding to the enquirer/consumer (Halligan & Shah, 2010).

Young consumers, as in this case, can reach or contact an organisation through consumer service direct calling, social network platforms such as Facebook, instant messaging such as WhatsApp, sales kiosks, direct mail, and also e-mail. Knowledge of all the aforementioned platforms will aid FMCGs organisations in their endeavour to develop effective IMC strategies to influence the attitude of young consumers towards the organisation's brands and offerings.

Computer-mediated media enable young consumers to develop content they exchange with FMCG organisations and with other online consumers (Duncan, 2005). Communication in the marketing world has shifted totally, especially among Generation Y from 'word-of-mouth' (WOM) to 'electronic-word-of-mouth' (eWOM). The focus of Duncan's model is on consumer-initiated contact with an organisation or brand and explains how this interaction can be exploited by marketers to create more integrated and meaningful two-way communication. This two-way communication is based upon a brand's identity and message as perceived by the consumer, who facilitates communication before and after purchasing FMCGs. Duncan (2005) refers to objections, enquiries, suggestions, requests and compliments as a form of feedback that can be generated.

Marketers recognise that there are diverse opportunities and approaches in today's modern world of marketing to contact existing and prospective young consumers to deliver information about an organisation and/or its brands (Belch *et al.*, 2009). Marketing communication is about building relationships, providing brand identity, and forming ways of delivering a brand message. How a consumer interacts with this communication will impact on how the messages are received, perceived and interpreted, remembered and shared (Belch *et al.*, 2009).

There is a need to integrate the marketing communication of both consumer-initiated and organisation-initiated communication, and the conversations between young consumers and organisations, as well as that with existing consumers with potential consumers, such as consumer reviews. Sundar *et al.* (2010) add a further complication of interactivity with digital media, namely that of de-differentiation between the message, the medium and the source (Goneos-Malka, 2011).

This present section concludes that there exists a popular model which is the communication process/model known as a traditional outbound marketing communication model and the consumer-initiated marketing communication model. Having extensively discussed the nature

of marketing communication as per the above explanation. Integrated marketing communication (IMC) is deliberated in the subsequent section of this study.

4.3 Overview of integrated marketing communication (IMC)

In order to enjoy full dividend of integrated marketing communication (IMC), identifying the target market is priority and this is tailed by formulating a synchronised marketing activities-plan related to marketing communication in order to attain the marketing goals (Melnikova *et al.*, 2016).

The integrated marketing communication (IMC) is the key to sustainable competition in marketing management, by using it as a tool to influence the attitude of young consumers to a specific brand. The marketing scene has drastically altered in this present era, unlike in the previous decade where consumers had an uninterrupted relationship with advertisers. The emergence of integrated marketing communication (IMC) has open diverse platforms in which marketers can communicate and present their offerings to respective consumers through many platforms that are best suited for the target market.

The subsequent section of Chapter Four is an extensive review of the definitions of integrated marketing communication, traditional marketing communication, IMC and social media.

4.3.1 Definitions of integrated marketing communication

There are diverse interpretations of the concept ‘integrated marketing communication’. One of the frequently cited definitions of IMC by academics and practitioners is that of Belch *et al.* (2009) who defined IMC as: “a strategic business process used to develop, execute and evaluate, coordinated, measurable, persuasive brand communication programmes over time with consumers, prospects, employees, associates and other targeted relevant internal and external audiences.” IMC is acknowledged as having constructive impact on organisational communication and it requires uniformity of the marketing message, the techniques and the tactics used for communicating with a target market. The affirmation of Porcu *et al.* (2012) is a broader clarification of IMC that aid in enlightening marketing communication experts and practitioners pertaining to the relevance of IMC for organisations and defined IMC as:

“the interactive and systemic process of cross-functional planning and optimization of messages to stakeholders with the aim of communicating with

coherence and transparency to achieve synergies and encourage profitable relationships in the short, medium and long-term.”

Distinct scholars, such as Gabrielli and Balboni (2010), Yeboah (2013) and Vongkhamheng (2017), elucidated that the concept of IMC is a planned method through which organisations ought to integrate effective marketing communication tools to reach their targeted consumers, so as to induce brand awareness and maintain their brand Integrity. The judicious application of IMC will aid a FMCGs organisation to earn consumer trust and concurrently establish the uniqueness of their brands. Orasmäe (2017) described IMC as a predetermined process of using various marketing communication tools and channels in a way to supplement and support one another to enhance consistent information.

Distinct from traditional media tactics, IMC is considered as a thorough communication process between organisations and its targeted consumers and all stakeholders (Belch *et al.*, 2009). Nevertheless, the relentless ever-changing nature of consumer choice and ICT necessitate organisations to uphold their IMC approach and be pre-emptive in meeting the wants and preferences of the market, particularly that of young consumers.

The set of tools used in integrating marketing communication became imperative to marketers since the recent transformations as brought about by ICT, which are revolutionising the way consumers and organisations communicate (Naeem *et al.*, 2013). The integration of marketing communication tools/activities enhance rivalry between FMCGs organisations and also make accessible added opportunities for brands to showcase distinctiveness and to differentiate offerings between rivals (Du Plessis, 2017; Vongkhamheng, 2017). Inevitably, the concept of integrating marketing communication tools is relevant to marketing in all settings. The significance of the concept discloses that organisations need to gain the attention of the target market in order to achieve marketing goals and objectives (Kotler, 2012; Percy, 2014; Vongkhamheng, 2017).

A different perspective to IMC is added by Chitty *et al.* (2014) who indicated that the final goal of IMC is to influence consumer's buying attitude favourably towards brands through an array of impactful, effective and coordinated marketing communication techniques. Darmarjati *et al.* (2016) commented that well-defined IMC is a method of marketing tactics to explore customised schemes for influencing the attitude of consumers by means of the online and social media platforms to grasp the attention of large groups of individuals; while traditional

marketing communication solely rely on the marketing mix to convince the target market to purchase.

As per the study of Porcu *et al.* (2012), these scholars identified four attitudinal principles in terms of the approach to IMC and branding as ‘new marketing or new advertising’. *Firstly*, single voice – this signifies the main aim incorporated as it signifies consistency of information in all media and marketing communication techniques utilised. *Secondly*, paradigm shift – IMC is regarded as the epitome of the paradigm shift from old to new since IMC defines the conveyance of communication between an organisation and all stakeholders. *Thirdly*, cross-functional arrangement – in emphasis of traditional marketing is on the classical promotions mix tools (advertising, public relations and publicity, personal selling, and sales promotions), but attention in the contemporary dispensation is drawn to the entire organisation. *Fourthly*, profitability – this is a certainty, at both the short and the long term, and will follow effective and enduring relationships with an enhanced impact on brand integrity.

Academic literature, specifically that of Rogala (2015), Melnikova *et al.* (2016), Warran (2016), Vongkhamheng (2017) and Pluta-Olearnik (2018), attest that contemporary rapid changes in information and communication technology (ICT) and consumer behaviour not only radically transform the way marketers communicate with target markets, but also the techniques used for communicating. In the view of Kanibira *et al.* (2014), the latest transformation FMCGs organisations needs to pay cognisance to is to devise a cutting-edge marketing communication strategy.

Furthermore, this strategy should enable FMCGs organisations to procure progression in their application of marketing tactics for supporting their brands to the satisfaction of their consumers, and to endure severe rivalry. This transformation would empower organisations to engage directly with their consumers, unlike before with traditional media (Ruzzier *et al.*, 2013; Keller, 2016). For example, FMCGs organisations can host their corporate website, their brand pages and their brand community on social media platforms.

The avowals of Keller (2016) pinpoint that the improvement in marketing communication platforms is due to technology and the ever-changing consumer choices that immensely empower young consumers. It has empowered them to freely express their feelings, their likes and their dislikes; favourable and unfavourable experiences, and their perceptions about a brand by using electronic word-of-mouth and communicating with a large populous on social

media platforms that are fast and of a low-cost. By implication, technology development is advantageous for both consumer and organisation since both parties can now progressively interact, communicate, share ideas, and discuss issues/concerns at any time on any day (Keller, 2016).

In order to enjoy the full dividend of IMC, identifying the target market is priority and this is tailed by formulating a synchronised marketing activities-plan related to marketing communication in order to attain the marketing goals (Melnikova *et al.*, 2016).

4.3.2 Traditional marketing communication and integrated marketing communication (IMC)

Stephen and Galak (2012) and Pluta-Olearnik (2018) articulated the differences between traditional marketing (which relies heavily on television, magazines, newspaper, radio, and billboard) and new marketing (IMC) (such as brand pages, websites, mobile applications (apps), electronic word-of-mouth, blogs, press coverage, seminars, event marketing, above-the-line (ATL) and below the-the line (BTL) communication, the Internet, e-mails and social media). Figure 4.5 displays the array of integrated marketing communication techniques in the context of social media platforms.



Figure 4.5 Array of integrated marketing communication techniques
Source: Adapted from Pluta-Olearnik (2018)

The revolution in ICT empowers young consumers and generates opportunities for improving the effectiveness of communication, to appraise, share, post, experience, and get instant feedback on brands (Pluta-Olearnik, 2018). Social media, specifically, is so convenient to use, it is cost effective, and accessible 24 hours every day. Meanwhile, marketers utilising the ‘new

marketing’ approach is challenged more compared to those using the ‘old marketing’ approach, which is also quite expensive and time consuming (Pluta-Olearnik, 2018). Table 4.1 specifies the distinct characteristics of traditional marketing communication compared to that of new cutting-edge marketing communication.

Table 4.1 Traditional marketing communication and integrated marketing communication (IMC)

Compared features	Promotion — traditional definition	Integrated marketing communication (IMC)
Primary point	Initiator of messages (for example, FMCG organisation).	Receivers of messages and their wants and preferences and details for attitude changes
Objectives	Mostly information about selling concept and concerns sales volume.	Maintaining long lasting relationship that fosters financial gains to both consumer and the organisations at long run.
Information about the target market.	Limited information on mass market treatment of consumers.	Comprehensive, databank platforms for storing information and extensive Research & Development.
Organisations information path.	Uni-directional information generate from the organisation to consumers.	Bi-directional communication exists between the organisation and the consumer. That is feedback.
Budget classification	Regarded as expensive.	Considered as return on investment (ROI), source of actualisation marketing goals and objectives.
Media classification.	Predominantly mass media and general.	Customised and personalised message to specific target cohorts.
Approach to coordination communication tools and media.	Usually poor or minimal coordination.	Strategically packaged communication activities and consistency.
Relationship of the initiator with the receiver of information.	Poor impact, deferred feedback.	Compressive and instant feedback that foster relationship marketing.

Source: Pluta-Olearnik (2018)

It is, however of significance to accentuate that the coordination of an IMC programme should not be founded on a mere combination of all marketing communication tools (old and new); but, it should rather be inclusive of all marketing variables relevant to the entire organisation, such as the mission, vision, target market, and the specific industry (Pluta-Olearnik, 2018). In agreement with this integration of marketing communication, Schultz and Schultz (2004) noted that the downfall of traditional marketing communication to information technology innovation expanded the strategic scope of IMC with the disposition of new marketing communication

through appropriate, consistent, and cost-effective delivery approaches. Therefore, the preceding sections discussed IMC and social media as relevant to this study.

4.3.3 Integrated marketing communication (IMC) and social media

The relevance of social media is escalating within the IMC paradigm, especially amongst young consumers, since it sustains the dissemination of information and needs little or no variation of the core content, and it provides platforms for instant feedback (Qualmann, 2011; Vongkhamheng, 2017). Importantly, study conducted by Khattab *et al.* (2015) conducted a conclude that social media should be considered as an emerging platform from marketing communication tool suitable for targeting Generation Y, and this resulted in linking social media with IMC. The effective deployment of social media platforms by FMCGs brands will most probably strengthen cordial relationships amongst young consumers and aid FMCGs organisations in achieving their marketing goals and objectives (Khattab *et al.*, 2015). The ‘new communications model’ is graphically depicted in Figure 4.6.

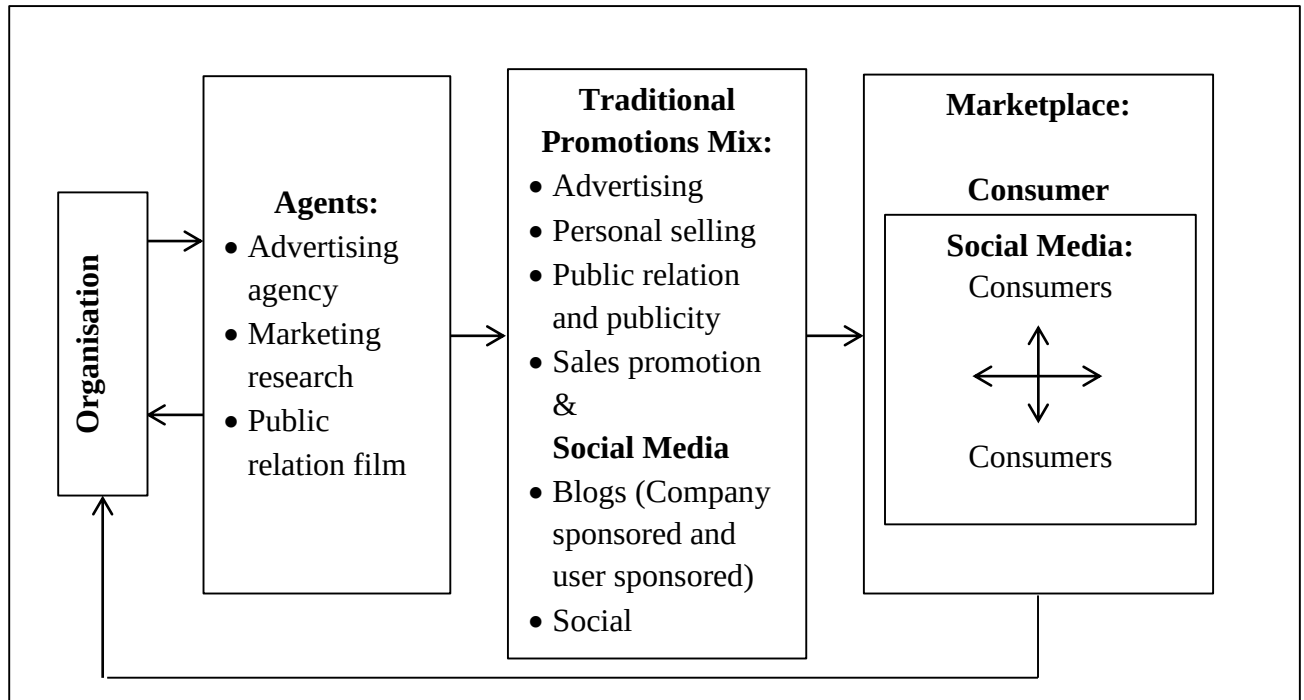


Figure 4.6 The IMC communication paradigm
Source: Mangold & Faulds (2009)

The new marketing communication approach advocates that advertisers are expected to study and understand the nature and complexity, and the interaction that exist amongst Generation Y on social media platforms. The significance of the change in marketing communication, and the impact of the interactions amongst young consumers on these platforms require the effective management and implementation of IMC.

As per the new marketing communication paradigm, there are a number of vital changes which call for strategically approaches as requirement for securing the dividends of IMC (Mangold & Faulds, 2009). First and foremost, marketers have no choice but to shoulder the challenge of managing enormous quantities of qualitative/narrative information concerning their offerings as expressed by young consumers on their social media platforms in the form of pictures, videos, chats, product and brand reviews, and personal impressions and experiences.

Secondly, the new marketing paradigm implores marketers to understand that young cohorts are turning away from traditional marketing communication as primary source of information. Young consumers' trust of the source of information has shifted to social media platforms to guide them in their buying decision-making process. Thirdly, marketing communication experts should fine-tune their mode of communication with and on these platforms. For example, interactivity on these platforms should be customised to influence the attitude of young consumers towards a brand (Mangold & Faulds, 2009).

More so, the adoption of IMC as strategy in the field of marketing is forcing marketing communication experts to personalise marketing messages into comprehensive messages and to support consistency in targeting different cohorts and meeting their wants and preferences. The typical model of IMC focusing on young consumers is anchored on a media blend such as digital media and social network platforms. Inspired messages ought to be peculiar and passionate, and if it can be conceivable, it should contain components of entertaining, humour, engaging with rich images and pictures (Naumovska, 2017). It is of importance to note that interaction will continue to be shared among young consumers.

Against this backdrop, organisation should ideally convey their commitment to bearing the interests and likings of these young cohorts who are the upcoming main resources controller and verdict decider of the future. FMCGs organisations are challenged to communicate more intensely with messages containing greater basis and support than just merely pushing selling products (Naumovska, 2017).

There is necessity for the coherence and harmonisation of marketing communication efforts of FMCGs organisations in promoting their offerings (Melnikova *et al.*, 2016). In a nutshell, with the proliferation of the usage of Web 2.0 came the need for organisations to create social media brand presence because social media platforms are highly explored by a large populace (Niesche, 2014).

4.3.4 Change in communication pattern and current social behaviours of young consumers

The rise of social media is changing, and influences traditional form of communication among these young consumers. The rapid and vast adoption of social media is changing how people make friends, make choices, relate with one another, how people access information and trust the sources of information (Ortiz-Ospina, 2019). The human need for communication has existed for hundreds of thousands of years and has changed dramatically.

Today's advertisers and marketers share their product/brand information targeting young consumers mainly on social media platforms. Parke (2016) asserts that this is due to various traditional media platforms that have been inexistence for many years did not allow people/young consumers / users to upload videos or images or allow instant feedback, unlike social media platforms.

Young consumer attitudes towards a brand on social media are still growing. Roughly one-third of active social media users find brand ads on social networking sites more attention-grabbing compared to other traditional media types such as print and audio-visual (LYFE Marketing, 2019). Thus, there are numerous opportunities for marketers to engage with young consumers via social media. Additionally, research conducted by Knoll (2016) affirmed that young consumers are excited and feel honoured experiencing personalised or customised brand information ads on social networking sites meeting their personal profile information.

Another systematic review also highlighted by Bozkurt *et al.* (2017) and Wolf *et al.* (2018) is that the advent of Web 2.0 technologies transformed online networks into interactive spaces in which user-generated content has become the core tactics to influence young consumers' attitude. Similarly, the dawn of social media platforms has rapidly and tremendously changed young consumers' social behaviours. For instance, young adults aged 18 to 29 preferred sourcing for live updates, brand information and news indirectly via social media platform than

directly from print newspapers or brand page sites; they also report being online ‘almost constantly’ (Parke, 2016).

Khoshrouzadeh and Salleh (2016) assert that the rapid adoption and use of social media marketing among consumers is transforming social television -watching into a more immediate and shared experience. Thus, young consumers in Africa use social media to engage with everyone from close family to complete strangers, transforming the television watching experience. Thus, this attitude aids young consumers buying behaviour of FMCGs brands.

Ortiz-Ospina, (2019) reported that Facebook, the largest social media platform in the world, has 2.4 billion users. Other social media platforms such WhatsApp, as related to this study, also have more than one billion users each. Parke’s (2016) study asserted that Ortiz-Ospina reported that in 2014, 100 million people were using Facebook each month across the continent; that number grew to 120 million users in 2015, with 15 million users in Nigeria, 12 million in South Africa. Hence, there is evidence there is great impact of influence in the form of communication among these young consumers as well as great influences on social behaviours of these young consumers in buying decision-making.

However, despite the moderate discussion on change in communication pattern and current social behaviours of young consumers in relation to social media, the subsequent section delves into an in-depth review of social media literature relevant to this study.

4.4 Social media – overview

The unbridled escalation in the popularity of social media platforms brings about opportunities and challenges for marketers of fast-moving consumer goods (FMCGs) organisations. Social media platforms became a part of most people’s everyday live, especially that of young consumers (Stokes, 2017). Social media platforms provide communication convenience which could lead to profitability for FMCGs organisations by means of instant resending messaging, chats, visuals, pictures, hashtags and social networking sites (Duffet & Wakeham, 2016; Vongkhamheng, 2017).

The advent of Web 2.0 has benefited the Generation Y in their mode of interactions among their friends, loved ones and also to fast moving consumable goods (FMCGs) companies. Social media has changed the world of marketing. The best possible option for FMCGs organisations is to incorporate social media as part of their marketing strategy in their

endeavour to achieve marketing goals and objectives in the young consumer market (Vongkhamheng, 2017). This is ascribed to the shift in marketing communication caused by social media as it permits organisations to establish contact and freely interact with a very large section of the young consumer market segment, and this with a minimal budget (Taneja & Toombs, 2014; Vongkhamheng, 2017).

In accordance with the purpose of this chapter, this segment starts with the historic and development of social media with relative to various definitions by various scholars in the field. The section identifies various characteristics of social media. This further showcases the Internet penetration in sub-Saharan Africa: South Africa and Nigeria and classification of social media. Firm-generated communication and user-generated communication are reviewed as part of the discussion in this section. The concluding part of this section showcase relevance's and challenges of social media marketing.

4.4.1 History and development of social media

The history of the Internet dates back to Advanced Research Projects Agency Network (ARPANET) in 1967. This was a military department of the United States of America, which connected universities with the Internet for the first time. The rate of innovation increased and the Bulletin Board System (BBS) was hosted for the public in the year 1978. USENET is a collection of user-submitted transcripts or information on numerous themes that are sent to servers on a worldwide network was created in 1979, Internet Relay Chat (IRC) came into existence in 1988, LiveJournals was founded in 1999, 2001 marked the introduction of Six Degrees.com (Liu & Ying, 2010; Paolillo, 2011; Baruah, 2012). Friendster was launched by Jonathan Abraham in 2002 and hi5 entered the limelight in 2003 (Liu & Ying, 2010; Gharibi & Shaabi, 2012). These disclosures are not an all-inclusive list, are portion of the principal significant social interactive platforms that ever existed.

The World Wide Web (WWW) was first introduced in 1989 and the first blog was hosted by a student in 1994. Social networking was first introduced to the public in 1997 and permitted online users to express themselves and communicate with fellow online users (Dao, 2015). The evolution and growth of social media manifested in the 20th century when the progression of the Internet brought about the dissemination of information via electronic mails (Baruah,

2012). The history of social media came via the launch of Web 2.0 to the populace; it is a media that transformed from unidirectional contents sharing to bi-directional way of communication.

Web 2.0 was officially launched by O'Reilly in 2005 together with other applications enabling effective and efficient performance contrary to the one-directional mode of communication introduced by Web 1.0 which was designed solely for firm-generated content only (Weber, 2017). The term social media refers to 'second generation Internet' based on available technologies and applications associated with this novel platform. Hay (2009) and Hayta (2013) describe Web 2.0 as a tool that brings convenience to humanity, especially in the area of communication with platforms facilitating socialising and interaction.

Hayta (2013) claims that the emergence of social media contributed towards information and communication technology (ICT) advancement and the rise in computer mediated interactivity enhance the improvement of and instant feedback among users. This transformation also added value to the approach of marketing, in the way a marketer interacts with current and prospective consumers. Previously, in the era of Web 1.0, marketers were in total control of all marketing activities and the opinions of the target market were not relevant. However, with the advent of Web 2.0, the table has turned and the opinions or contributions of consumers are highly respected and important for the survival of brand in the market (Hayta, 2013).

In addition, the recent development in information technology is a result of consumer behaviour and the availability of infrastructure facilities (Vongkhamheng, 2017). The present rise in the Internet has also impelled the development of interactive mediated communication (Abenova, 2018). In a nutshell, Web 2.0 is universally connected with Internet technology to enable the sharing of content and collaboration among users. Social media is also popularly referred to as: social networking sites, web applications, mash-ups, hosted services, video sharing, blogs and wikis. The subsequent section provides an overview of diverse definitions of social media commonly used across the globe with the objective of understanding social media marketing.

4.4.2 Definitions of social media

The conception of social media has up to now been extensively discussed among academia and practitioners who explore and apply it in different disciplines and contexts. A number of studies infer that social media is a platform enabling communication and fostering user participation (Steenkamp & Hyde-Clarke, 2014; Ariel & Avidar, 2015; Dao, 2015; Olutade & Chukwere,

2020) and enhancing two-way interaction between a marketer and consumers (Sloan & Quan-Haase, 2017). For instance, Olutade and Chukwere (2020) describe social media as a Web 2.0 platform that permits consistent sharing of information among people within a typical gathering that is characterised as an online platform that offers boundless open doors for organisation to impart effectively and efficiently with diverse stakeholders.

However, it is important to note that defining social media is complex since social media is progressive and wide-ranging (Ventola, 2014). Kaplan and Haenlein (2010) are the first authors that gave widely used definitions of social media, both view social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of User Generated Content”.

Oh *et al.* (2014) explicate that social media is “communication channels that are used to form or maintain social relationships through the creation and exchange of electronic interpersonal communication.” Ventola (2014) pronounced social media as global web-based tools permitting persons from different backgrounds and groups to connect and freely interact, share contents, thought, philosophies, pictures and to engage with other people around the globe online without out any barriers.

It is imperative to clarify that social media comprises several types of ‘computer-mediated’ communication gadgets such as instant messaging, podcasts, virtual worlds, games, Wikis and the likes (Kaplan & Haenlein, 2010; Kietzmann *et al.*, 2011; Ventola, 2014; Baumöl *et al.*, 2016). In line with previous scholars’ definition, Sloan and Quan-Haase (2017) maintain that social media is online administrations that permit individuals, systems, and associations to come together, interface, link, and fabricate a platform, empowering them to make, co-make, transform, share and draw in users to create content that is effectively open.

Similarly, it includes diverse online media platforms and numerous approaches, and examples are pictures, weblogs, wikis, videos, Internet forums including Internet forums, message boards, weblogs, wikis, podcasts, pictures and video. All social media activities were enhanced and facilitated by integration of Internet-based application.

In conclusion, social media has been described as Web 2.0 based on Internet connectivity that foster connectivity of diverse individual background and ideology, and which also enhances execution of collaboration ventures, and shared communication and long lasting relationships among all the users at real-time (Brown, 2011; Hayta, 2013). Researchers such as Burgess *et*

al. (2017) have shown that social media is a platform of digital applications (apps) specifically built for dissemination, communication, and relationship building among various stakeholders.

4.4.3 Characteristics of social media

Kietzmann *et al.* (2011) identified seven characteristics associated with social media and it is recommended that the marketers of FMCGs provide for this in their marketing strategies as this could contribute towards achieving the marketing goals and objectives. The seven characteristics of social media are detailed below.

(1) Identity

Identity explains how young consumers express their private lives on social media platforms. Functional information about themselves is freely broadcasted and/or posted on these platforms such as their name, location, profession, and gender. Bagozz and Dholakia (2002) found that the relevance of 'identity' as a vital characteristic of social media and Csordas *et al.* (2014) alleged that internalisation and identification are vital predictors of active engagement with a social media community.

(2) Conversation

This is regarded as the manner of interaction amongst young cohorts in terms of what drives them, how often they are online, and their information contents (the nature and kind of information or subject matter). This has led author such as Kavada (2015) affirms that conversation is what social media platform are meant for and it is a platform where these young cohorts are being empowered with vital information to fight their cause.

(3) Social presence

Piskorski (2011) found that quite a numbers of social problems can directly be traced to user and marketer presence and non-presence on social media platforms. For instance, young consumers are known to seek the recommendation of, to chat to, and to communicate with strangers, besides wanting to connect with loved ones. The integration of identity and conversation resulted in the theory of social presence (Csordas *et al.*, 2014).

(4) Group

Groups refer to people or a particular market segment with similar or common goals and this is a major reason for the existence of social media platforms. Online user groups allow members to manage their existing cordial relationships and aids in achieving the common goal

of the cohorts (for instance, Facebook) (Csordas *et al.*, 2014). According to Culnan *et al.* (2010), there is need for organisations to have a form of online social communities for their respective brands and then to use these platforms of groups to meet the wants and preferences of their groups.

(5) Relationships

This describes the bond between the consumers and organisations. The degree of association among the consumers, especially the young consumers', determines the nature and the content they share (Kietzmann *et al.*, 2011). The more the personality of young cohorts are valued and respected by an organisation in an online social community the greater the long lasting relationship and bond will be between two parties (Csordas *et al.*, 2014).

(6) Reputation

This outlines the attribute attached to trust. Young consumers expect marketer will safeguard their personal data and a brand marketer needs to be transparent, honest, and truthful in dealing with young cohorts (Csordas *et al.*, 2014).

(7) Sharing

This denotes the final characteristic of social media and entails the procedure and type of information shared among consumers. The social media platform gives a setting to an on-going progression of relational correspondence that offers new potential outcomes particularly for the easy circulation of contents among the respective users (Villi & Noguera-Vivo, 2017). Marketers need to be acquainted with the kind of information young cohorts willingly share, as well as what they regard as interesting objects or information to share by means of text, pictures, videos, and any information on brands, their readiness to post and spread information about a brand of their choice, to make recommendations, post hashtags and clicking on likes.

Social media is here to stay and marketers need to adapt their marketing strategies accordingly, or rather device marketing strategies in accordance with prescripts of social media as a marketing tool. The focus of the subsequent deliberation is Internet penetration in sub-Saharan Africa (SSA).

4.4.4 Internet penetration in Sub-Saharan Africa (SSA)

The African continent is still tied to a high cost fixed-broadband rate compared to developed countries. A study was conducted by International Telecommunication Union (ITU, 2017) who

reported that, in sub-Saharan Africa, the fixed-broadband rates are exceptionally expensive and surpasses 5% of the gross national income (GNI) per capita in 30 out of 35 countries. The McKinsey Global Institute (2013) reported that Africa's total Internet contribution to overall gross domestic products (GDP) is about 1.1%. Internet accessibility on especially the African continent is still in its proverbial embryo phase; however, there is almost unlimited opportunity for growth in sub-Saharan Africa (SSA) (Guerriero, 2015).

Studies of scholars Guerriero, (2015), World Development Report (2016) and International Telecommunication Union (ITU) (2017) related to Internet penetration support that an effective and efficient Internet connectivity has the potential to drive competition among various organisations from different sectors besides having the likelihood of increasing the GDP of a nation. The Internet has been with mankind for a number of years, but, unfortunately, the African continent is still lagging in embracing the Internet. This is ascribed mainly to the poor and inadequate infrastructure prevailing in many SSA nations (Okae & Gyasi, 2013). Africa is slowly but surely awakening from its slumber and is embracing internet connectivity and telecommunications as major potential contributor towards their economic development by making the entire world an easily accessible global village (Okae & Gyasi, 2013).

A couple of studies:Guerriero (2015), World development report (2016) and ITU Statistics (2019) attest that it is obvious that the African continent has lately become an emerging market for Internet and telecommunication. For instance, the World Development report (2016) affirms that Internet penetration in Africa has multiplied by three in a decade, that is, there was an increased from 1 billion in the year 2005 to an appraised value of 3.2 billion in the year 2015. A similar report of a study conducted by Guerriero (2015) affirms that Internet connectivity was boosted and multiplied ten times in Africa, from 17 million active users in 2005 to an estimated number of 172 million in 2014.

Research conducted by Guerriero (2015) and World development report (2016) infer that the recent growth and development in information and communication telecommunication (ICT) has tremendously revolutionised marketing activities globally, communication and information dissemination, convenience, lower information cost, free information products, new forms of social interaction and global connectedness without borders. Furthermore, this historical digital revolution has successfully enabled easy information sharing, browsing, surfing, fostered relationship, collaboration, online community, and also affected how business transaction

evolve between target consumer on courtesy of social media (Guerriero, 2015; World development report, 2016).

A study conducted by the International Telecommunication Union (ITU, 2017) among 104 countries shows that more than 80% of the young consumers are active on social media. It further revealed that the percentage of developed country Internet users at home is double the African country users; 15% of people on the African continent has access to Internet from their various residences. Moreover, many of the Internet users are connected from the offices, universities and business centres (World development report, 2016; ITU, 2017).

Therefore, 73% were recorded for Internet penetration in sub-Saharan Africa (SSA) , compared to 98% in developed countries; young consumers signify one-quarter among the active Internet users globally; while 35% are the young users that fall in the age bracket 15-24; about 9 out of every 10 who are not Internet active reside on the African continent (Guerriero, 2015). So therefore, there are large opportunities abound for social media marketers in fast-moving consumer goods targeting young consumers which are yet untapped in Africa, especially in SSA.

4.4.4.1 Internet penetration in South Africa

South Africa, a dependable member of (SSA) countries, has an estimated total population of 55.22 million with 66% of the Internet users dwelling mainly in the city; 28.6 million (52%) of the users use the Internet for various purposes (Qwerty Digital, 2017). Social media marketing is estimated to have an annual revenue worth \$2.3 billion; which signifies that online users contribute \$136 (R1 800.00) annually on online purchases (Qwerty Digital, 2017).

South Africa scores above the average of four top African countries in Internet penetration, yet is lagging in the areas of training and development Internet skills among the young consumers. African Digitalization Maturity Report (2017) reports that South Africa's mark is very close to the international yardstick in terms of Internet connection and usage, although this is basically because of quality mobile network connection. African Digitalization Maturity Report (2017) affirm that 93% of South African populace has access 3G coverage while 100% are connected to mobile network coverage.

However, research conducted by Bester (2012) shows an increase in Generation Y participation from 2010 to 2020 compared to other generational cohorts. In addition, the report shows that

15 million users are active on social media platforms with a penetration rate of 27% of the entire populace of South Africa, although 13 million access and engaged on social media via the smartphones, which shows 24% penetration (Qwerty Digital, 2017). This development started from 2016 with an increase of 2 million (15%) of new users (Qwerty Digital, 2017).

Therefore, this implies that there are so much opportunities for FMCGs advertisers which are yet untapped on this platform, especially among technology savvy cohorts globally (Murphy, 2014; Bevan-Dye, 2017). Various researches such as Manjunatha (2013), Xiao and Zuang (2014) and Lin *et al.* (2017) found that, on social media globally, female users take part more on the platforms than their male counterpart. Asterhan and Bouton (2017) and Xie *et al.* (2017) point out that young females were found to be more exposed to, and explored the social networking platforms in terms of information sharing, pictures, videos and electronic word of mouth (eWOM) compared to young men. The views of Bannister *et al.* (2013) and Walter (2014) affirm that females show a more positive attitude on social media marketing compared to men.

Furthermore, the African Digitalization Maturity Report (2017), asserts that only 37% of individuals have access to reliable digital connections via their mobile phones every day of week and at any time in South Africa. Mobile data and mobile data broadband prices have reduced drastically lately. Nevertheless, a study appraisal on Internet penetration conducted by the South African Institute of Race Relations (2016) discloses that mobile broadband monthly mobile rates in South Africa were 10 times costlier than in the United Kingdom and 5 times higher than the United States of America's rates for mobile broadband, with poor service (African Digitalization Maturity Report, 2017).

According to Qwerty digital (2017) the young consumers in the age bracket of 18-24 years and 25-34 years' group dominate Facebook as social networking platform. Statistics SA (2012) conclude that two out of three South Africans are below the age of 30 years. This infers that almost a quarter of the South Africa populace are in the age group of Generation Y or young consumers as related to this present study.

Moreover, research disclosed that single young consumers place more attention or priority to be active on social media platforms compare to married couples on the same platforms, based on these following reasons: reconnection with their lost contact, and networking or associating with celebrities or known people in the society to display their ego (Lennon *et al.* 2012).

Likewise, Nadler and Stockdale (2012) argue that married men are found to be socially assisted and often with minimal role conflicts, whereas married women are found to be more socially engaged, which often results in larger tasks. The platforms also offer nod like mutual friends and individuals of same interest, which can serve as a guide as to whether to show a friendship or connection based on common belief (Whillans & Chen, 2017).

Reaching The Black Consumers (2012) contends that young Black race consumers especially 18 years and older are “aspiring to get ahead” and “having material possessions, a lot of money” as their priority compared to White race young adults irrespective of their age. Research in a comparable developing country, Thailand, conducted at University of Bangkok by Lukka and James (2014) affirms that the majority of the young consumers have been active members for more than 4 years on the social networking sites platforms.

Oyetunde (2017) reports that many first-year students daily spend between three to six hours on Facebook surfing. The study shows that the excessive hours’ student spent on social media are due to a strong emotional attachment to Facebook chat, sharing pictures and video, e-music etc. Mackey (2016) and Shava and Chinyamurindi (2018) found that despite the challenges in accessing the Internet, the majority of young consumers have social networking accounts.

The social network platforms are not only popular for social interaction among Generation Y; it has extended to a platforms of learning and gathering information about brands (Ng, 2016). Studies of Kemp (2015), Shava *et al.* (2016) and World Wide Worx and Ornico (2017) are in agreement that majority of these young consumers access their social networking accounts via computers and tablet, yet mobile phone usage is the most popular platforms with which these young cohorts get connected in South Africa. Van Zyl (2015) discloses that the reason for this rapid growth in smartphone usage is a result of the decreasing cost of data.

Data sharing has become a behaviour among young South Africans and authors such as Dalvit and Strelitz (2013) and Shava and Chinyamurindi (2018), concur that sharing behaviour of data and mobile phones among South Africa young consumers enable these young cohorts to get connected with the available and multimedia application.

Bester (2012) established that Generation Y in South Africa are literary connected to the Internet and social media on a 24-hour-7-days-a-week basis and can instantly share their views and perspectives with others. This has led other scholars such as VinIntell (2013) and Futurum

Premium Report (2016) to maintain that Generation Y are tied to their mobile phones; therefore, brands must reach this generation through mobile devices.

Internet users worldwide spend 101.4 minutes of their day using social networks (Statista, 2015). This in line with the report submitted by Swartz *et al.* (2017), the researchers aver that South African Generation Y university students who were reported to have a strong emotional attachment to Facebook, spend more than average of their time per day on social network sites. They mostly utilise the site to express their feelings with loved ones, to gossip and associate with companions and as stages for interacting their perceptions and assessments on issues related to them.

In South Africa, Generation Y is well-known for sharing links on social network platforms. This implies the platforms are an expedient type of communicating with and sharing valuable information and broadcasting it to loved ones (Duffett, 2017). As social media infiltrates consumer's lives before making purchases, they are increasingly reaching out to their social media communities for opinions and recommendations (Chaturvedi & Gupta, 2014). Patnaik (2015) avers that the social media, electronic word-of-mouth (eWOM), has a great influence on young consumer attitude on social media platforms.

Noteworthy gains from social network platforms acknowledged in earlier research stated comprises relationship building, information dissemination, attitudes influences, fun and interaction (Woo & Lee, 2017). According to World Wide Worx (2015), Su and Chan (2017) and Qwerty Digital (2017) they assert that Facebook is one of the most popular social network platform explored by young consumers in South Africa. Consequently, the next segment emphasises on Internet penetration in Nigeria as well, as it is imperative to offer a brief discussion on the Nigerian experience.

4.4.4.2 Internet penetration in Nigeria

Nigeria ranks 8th-position among the sub-Saharan African countries as the highest percentage of Internet usage and accessibility at 33% of the populace, lagging behind South African mobile markets (GSMA intelligence 2015; Etebong, 2018). Nigerian mobile Internet penetration is small on its large population, rated largest population in Africa (GSMA intelligence, 2015). As at 2017, the digital users of Nigeria were estimated at 91 598 757, which infers a 40% increase from 67 101 452 users in 2014 (Internet World Stats, 2017). The compliance of online banking activities and proliferation of social networking sites have made it obvious that young

consumers especially the Generation Y are more users that access the Internet via mobile phones in Nigeria (Adesoji, 2017).

According to Digitalization Maturity Report (2017), the Nigerian economy is bigger than that of South Africa and has possibility to grow faster in the next five years, yet the country's per capita income is still low compared to South Africa. In addition, Nigeria scores close to the four-country aggregate percentage in aspect of mobile broadband Internet affordability, Internet protection of the users, scope, usage and development of Internet.

More so, it is obvious that Nigerians spend less time in accessing mobile broadband compare to South Africans. However, Nigeria and South Africa have the same proportion of Internet protocol (IP) messaging (African Digitalization Maturity Report, 2017).

Once again, the study of Osazee-Odia (2017) avows that young consumers in the age bracket of 18 – 25 years are addicted to Facebook and Internet World Stats (2012) reports that social media usage in Nigeria is around 5.4%, albeit young adults (age 15 years to 34 years) demonstrating greater likelihood of being social network users than those 35 and older. Similarly, a study of Kinley *et al.* (2010) established that a huge segment of the young consumers comprised undergraduate students, which are among the most attractive market sections compared to post-graduate counterparts because of their size and Bevan-Dye *et al.* (2009) affirm this finding, including their potential for high future earnings.

According to research conducted in Nigeria, Adesoji (2017) posits that majority of the young consumer's Internet users engage in social networking sites once in month with various purposes, such as brand information search, on-line shopping, entertainment and fun and sustaining relationship. Kazeem (2016) and Vadwa *et al.* (2016) advise that marketers should deem it fit to be readily available on social media platforms 24hours, 7 days a week; and make sure to create social brand communities on social media that suit the young consumers who are eager in becoming part of brand community to generate brand affinity and loyalty. In addition, young consumers spend an average of 2 to 3 hours on social networking site every day (Ciboh, 2015; Vadwa *et al.*, 2016).

According to Husain and Adamu (2014) hold that Nigerians are enthusiastic, 82% of the internet users connect to the Internet at least once in a day and 25% are connected around the clock. Internet penetration in Nigeria has increased as a result of smart phones which has become more reachable to typically young consumers (PWC, 2017).

A growing number of young consumers in Nigeria exploit social media platforms for online dialogue, discussions, customer audit pages, weblogs, suggestions, organising pages, and to convey their opinion about brand experience (Eke *et al.*, 2014; Syarief, 2015). Research conducted in Nigeria by Business day (2018) reports that social media platforms influence their buying decisions, 38 % of respondents are of the opinion that recommendations from a family and friends were the main influence for making purchases of products or services on social media. Recommendations on social platforms were the second most significant reason for buying decisions with 30 percent of the young consumer testified.

Ezeah *et al.* (2013) generalise that social media is an indispensable part of university undergraduates' lives. This in line with the study conducted by Sanusi *et al.* (2014) and Akintola *et al.* (2017) affirms that social media has become a constant presence and almost essential part in the lives of the average Nigerian university students. It is quite logical to find WhatsApp as the most favourite social media platform of University undergraduates as the mobile instant messaging platform has collaborative features which offer university undergraduates the ability to exchange messages, images, videos and voice notes to their contacts and study groups (Mefolere, 2016; Akintola *et al.*, 2017; Gasaymeh, 2017).

Africa Practice (2014) discovered that WhatsApp was one of the mobile chat apps with the most users in Nigeria. In conclusion, WhatsApp is most popular among Nigerian young consumers because of the opportunity to create online group chats and a location directives option for users (Mbanaso *et al.*, 2015). In a nutshell, the fast evolution of the Internet, and social media platforms, and changing consumer's attitudes and user profiles updating draws the attention of many researchers (Vassiliadis *et al.*, 2015). This inspires study on classification of social media, because this will enable marketers of FMCGs to segment various potential consumers' profiles for specific social media application at given period.

The study further provides more details on each of the six different categories of social media platforms in this study in the next section.

4.4.5 Classification of social media

As social media infiltrates consumers' lives before making purchases, they are increasingly reaching out to their social media communities for opinions and recommendations (Chaturvedi & Gupta, 2014). Patnaik (2015) avers that the social media, such as electronic word-of-mouth (eWOM), social networking, virtual communities among others has a great influence on young

consumer attitudes on social media platforms. Markos-Kujbus and Gáti, (2012) and Israel and Oguche (2018) discuss different forms of social media components, such as virtual communities, Internet forum, blogs and micro blogs, weblogs, social blogs, social networking, media sharing, business networking sites Wikipedia, personal blogs, pictures, content communities, teleconferencing, and social bookmarking. However, Kaplan and Heinlein (2010) and Dao (2015) identify six major types of social media. Figure 4.7 depict types of social media.

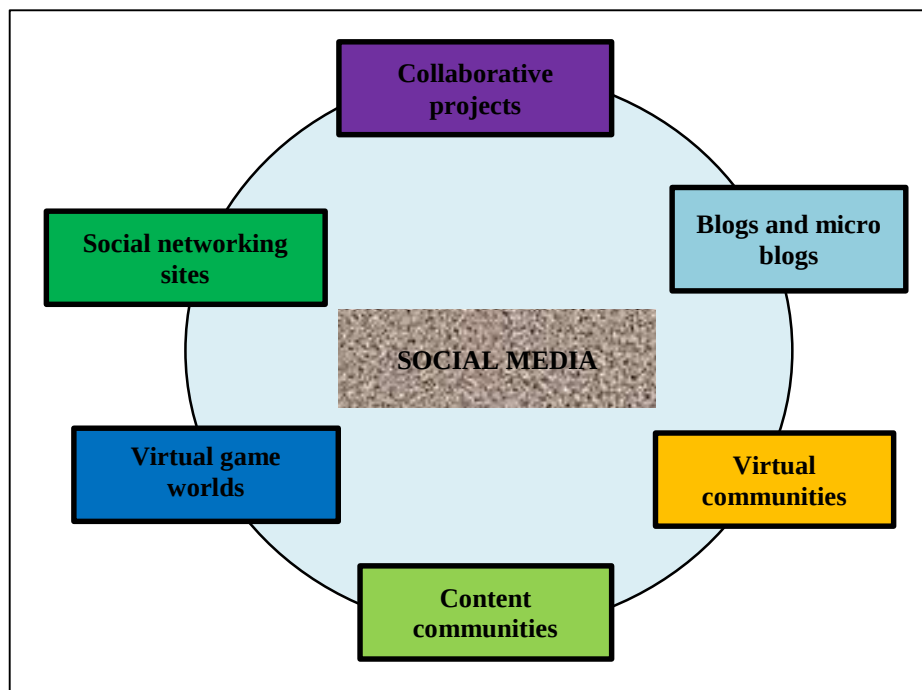


Figure 4.7 Types of social media

Sources: Kaplan & Heinlein (2010); Dao (2015)

4.4.5.1 Types of social media

Importantly, Kaplan and Heinlein (2010) and Dao (2015) discuss six categories of social media platforms:

- Collaborative projects.
- Blogs and micro blogs.
- Virtual communities.
- Content communities.
- Virtual game worlds.
- Social networking sites.

An abridgement of these six specific categories of social media sites is provided in the ensuing discussion.

(1) Collaborative projects

These are unique forms of social media platforms application which aid collaboration and concurrent formulations of information, mostly related to young consumers on social media platforms. Kaplan and Haenlein (2014) describe collaborative projects as distinctive platforms, that allow users to spread content, enable users to post without boundaries, anytime, and modify content in order to suit a purpose (Dao, 2015). Collaborative projects are regarded as one of the democratic platforms of social media.

Kaplan and Haenlein (2010) view collaborative projects as a group of Internet-based applications that builds on the ideological and technological foundations of Web 2.0, and that allows the creation and exchange of user generated Content'. This kind of social media gives rooms to all users or participant on the platforms to disseminate and freely contribute their opinion on the subject of the discussion.

In short, collaborative projects can be classified into namely: Wiki-Wiki Web, social bookmarking sites, or collaborative tagging services, online forums or message boards and review sites (Kaplan & Haenlein, 2014; Dao, 2015).

(2) Blogs and microblogs

It is one of the most popular Web 2.0 kinds of platforms (Ebner, 2018). These are regarded as individual web pages where users can interact freely with one another via texts and other supporting applications available such as pictures, photos, music and so on (Dao, 2015). The bloggers create contents post to the blog or forums, the bloggers can as well upload contents from the forums, view, and express their own views and comments (Dao, 2015; Akhtar *et al.*, 2016). The commonly used word 'blog' is simply the shortened term for Weblog (King, 2014; Ebner, 2018).

Microblog is the short form of blogging, novel, sub-category of Weblog, brief forms of information, limited in terms of capacity when compared to Weblog. Microblogs are used among young consumers and advertisers to express their views, spread information, break news, post status updates, as well as a form of interaction (King, 2014; Ebner, 2018). Microblogs are often expressed in opposite sequential manner, links to stories, articles, in web

site or blogs; quicker and more instants compare to blogging. An example is Twitter (Conway *et al.*, 2013; King, 2014).

Microblogs enable the users to change their character role from sender to receiver and vice-versa; contents on this platform are real-time unlike in traditional media (Ebner, 2018). Furthermore, microblogs are mass communication in nature, that is, a message from one person to large a populace; it is a vital tool for documentation and retrieves useful contents from enormous information (Tse & Zhang, 2013). Blogs and microblogs are the prevailing source of pre-purchase information among online users (Tse & Zhang, 2013). Blogs are updated frequently; nevertheless, both the blogger and the reader are not necessary to be online at the same time (King, 2014; Akhtar *et al.*, 2016).

(3) Virtual communities

The activities of social networking sites, dating websites, instant messaging, chat servers, as well as virtual games have boosted the existences and purpose of virtual communities (Grantham & Habel, 2012). The term ‘virtual’ infers that the usual or orthodox manner of our property in the community no longer exists as part of our real -life; it has been taken over by the ‘Internet’. The virtual world implies that our property is in a form of expressions, pictures, audio, sound, videos but not a real life.

Grantham and Habel (2012) expound on virtual community, and describe it as an information technology (IT) manner of interaction and communications among individuals, in real time without geographical boundaries. In the opinion of Jones and Rafaeli (2000) and Roy (2015) virtual community is a collection of people with a common goal that is moderately open to the general public registered online; it enables large numbers of individuals to join and participate in similar related computer interactive platforms. According to Roy (2015) virtual communities come in different profiles and scope. These communities range from lively and engaging discussion groups and chat rooms, to inactive platforms such as emails and bulletin boards.

(4) Content community

The main role of content communities as a typical kind of social media is media sharing contents. The media sharing range from text, music, audio clips, video, photographs, power points, and graphics among young consumers (Dao, 2015). According to Du Plessis (2017) content communities provide platforms for a brand to create contents that show the human side of its brand and link it to the respective target market, for example young consumers. The

platforms can be used to communicate to these young cohorts about their preferences and wants. Often times, organisations engage these users as co-creators or generate a story that supports a favourable attitude towards a brand (Johnston, 2017).

Social media content communities are prevailing because of their benefits in building brand loyalty (Pulizzi, 2012; Du Plessis, 2017). More so, many studies (Kaplan & Haenlein, 2010, Laroche *et al.*, 2013; Cawsey & Rowley, 2016; Du Plessis, 2017; Potgieter & Naidoo, 2017; Rosenthal & Brito, 2017) have shown that content communities facilitate brand loyalty and trust, aid brand communities on social media and enhance contemporary marketing strategy in building a long-term relationship without any form of rewards or incentives towards the consumers.

Therefore, FMCG brands need to manage their contents brand interactions among a brand community member with relevant and interesting contents as part of the strategy without intruding into these young cohort's discussion (Chauhan & Pillai, 2013; Du Plessis, 2017).

(5) Virtual game worlds

This is a form of platform where users, especially young consumers, virtually engages in competitions and games through customised avatars in virtual worlds, for example World of Warcraft (Dao, 2015). Many big brands have recently recognised the relevance of virtual worlds, as these lead to the establishment of a brand virtual world presence (Daniëlle, *et al.*, 2017).

Kaplan and Haenlein (2009) recognise three kinds of manners by which FMCGs can successfully increase their sales volume in virtual worlds. Firstly, second life entails establishments of flagship outlets; secondly, placing Ads in virtual malls or structured buildings (example, virtual billboards); lastly, sponsoring brand beneficial events in the virtual world (examples: videos, movies and music concerts).

The distinctiveness in these virtual world marketing is that potential consumers have preview sound knowledge prior to the physical possession of the products in their real lives. Probably this builds a positive attitude towards brands and stimulate young consumers buying intentions to purchase such products in the virtual world (Kaplan & Haenlein, 2009b; Daniëlle *et al.*, 2017).

Guo and Barnes (2012) and Daniëlle *et al.* (2017) agree that integrating virtual world into marketing strategies of organisations is found to be one of the fundamental factors that influences purchase intentions among Generation Y. In a nutshell, virtual world provides various choices as part of marketing tactics that suit prospective organisations towards the wants and preferences of their target consumers. The subsequent discussion is regarded as the last category of social media platforms with which this study is concerned. It is a key platform familiar with young consumers in this study.

(6) Social networking sites (SNSs)

The phrase ‘social networking sites’ is often used interchangeably with social media (Oguche, 2018). Meanwhile social media is quite different because it enables all the users on the platforms to jointly come together by creating individual information, inviting loved ones, as well as strangers to access their personal data (Kaplan & Haenlein, 2010). This platform enables a web-based platform for creating social relationships among individuals without boundaries and without time limit (Akhtar *et al.*, 2016). The term ‘social networking sites’ is often interchangeably referred as social media.

In addition, social media is an environment that hosts social networking sites, and has great influence on young consumers on how they collect information about brands and their actual purchase process. According to Statista (2015) social networks have grown rapidly over the last ten years and there are currently 1.96 billion social network users in the world, predicting an increase to 2.44 billion users by 2018 (Statista, 2015; Vadwa *et al.*, 2016).

Therefore, the most frequently cited definitions of SNSs among scholars are by Ellison and Boyd (2013). The scholars defined “social network” as networked communication platforms in which participants (1) have uniquely identifiable profiles that consist of user-supplied content, content provided by other users, and/or system level data; (2) can publicly articulate connections that can be viewed and traversed by others; and (3) can consume, produce, and/or interact with streams of user-generated content provided by their connections on the site”.

Recently, SNSs have become leading communication platforms among Generation Y (Ng, 2016). More so, Margetts *et al.* (2015) and Thurairaj *et al.* (2015), described SNSs as mobile Internet based user-generated content designed specifically to aid users to interact, disseminate information, collaborate, and share contents among all the fellow users on the platforms.

However, many researchers (Hu *et al.*, 2015; Lu *et al.*, 2016; García-domínguez *et al.*, 2017; Heerden & Jordaan, 2017; Robertson & Kee, 2017) are in support of Ellison and Boyd's (2013) definitions of SNSs. Social networking sites offer great benefit and opportunities to FMCGs brands to create their respective brand presence on the platforms in order to connect or get access to their respective target consumers scattered round the globe (Stoke, 2017).

In order to achieve social media marketing goals and objectives and explore optimum benefits, and opportunities attached to the social network platforms, FMCGs brand management must appreciate these young consumers' drive or inspiration of engaging on SNSs every day; hence, organisations should strategically develop platforms to engage young consumers always (Ng, 2016).

SNSs enable advertiser targeting of young consumers to have a cordial relationship and be dynamic in their respective interaction with these young cohorts, which leverages organisations to facilitate and increase their brand engagement programme among these target markets (Lilley *et al.*, 2012; Ng, 2016). However, most significant social networking websites patronised by young consumers are Facebook, Twitter, Instagram, Snapchat and WhatsApp (Akhtar *et al.*, 2016; Gwena *et al.*, 2018).

Meanwhile, a number of studies (Paquette, 2013; Shen & Bissell, 2013; Mbanaso *et al.*, 2015; Putter, 2017) hold that Facebook is the most popular and most explored SNS in the world among young consumers. The usage of social networking sites (SNSs), such as that of Facebook and WhatsApp, increase globally and is playing a pivotal role in the lives of Generation Y (Hashim & Kutbi, 2015; García-domínguez *et al.*, 2017; Krasnova *et al.*, 2017).

Lastly, Devi and Tevera (2014) and Mbanaso *et al.* (2015) identified Facebook and WhatsApp among several social networks platforms being used as the most popular among young cohorts. The next section deals with the popular social networking sites that are related to this study.

4.4.5.2 Popular social networks

For the purpose of this study, the social networking sites Facebook and WhatsApp were selected based on their popularity and relevance to this study.

(1) Facebook

Facebook platforms are regarded as the most popular social networking sites used by both young consumers and adults (Dao, 2015; Mbanaso *et al.*, 2015; Su & Chan, 2017; Ernest-Ehibudu & Sira, 2017). The Facebook website was created and launched in February 4, 2004, by Mark Zuckerberg along sides his colleagues and friends for Harvard University student's usage in the United States (Stokes, 2013; Mbanaso *et al.*, 2015; Pasma, 2017). In 2006, Facebook expanded its scope in which the publics are permitted to register. At 2017, Facebook active users have grown geometrically and it is crystal clear to be leading with 1,871 million active users (Pasma, 2017; Putter, 2017), mostly young consumers.

Facebook is an online social networking site platform which offers ranges of services to its numerous users such as: social group, online marketing, social media marketing voice calls, instant messages, video calls, video sharing, viewing and virtual gifts (Dao, 2015; Mbanaso *et al.*, 2015).

Facebook is a free platform of social networking sites that permits individuals around the globe to registered and voluntarily create user's profiles, post pictures and video, keep in touch with loved ones. The platform accommodates as many users as possible, and offers options to invite more friends as registered member (Ernest-Ehibudu & Sira, 2017).

Su and Chan (2017) reported that there are varieties of applications and features which enhance relationship building provided by Facebook such as liking, sharing, commenting and messaging options. Facebook allows young consumers who are in the same field of study, with same interests or living in the same area to meet in online groups where they become online friends and share information (Thurairaj *et al.*, 2015).

A study conducted among South African Generation Y University students by Bevan-Dye, (2017) revealed that young consumers have a strong passionate addiction to Facebook. They spend between 31 and 60 minutes on average per day on the site and have, on average, 250 Facebook friends (Bevan-Dye, 2017). Research also showed that the Facebook site is used to communicate with friends, family, loved ones and even to connect with strangers in order to expressing their views and opinions (Bevan-Dye & Akpojivi, 2015; Bevan-Dye, 2016).

Furthermore, in South Africa Generation Y consumers are known for sharing links on Facebook. This means that the Facebook platform is a convenient form of communicating and sharing useful and newsworthy information with family and friends (Bevan-Dye, 2017). A study conducted in South Africa by Khan and Karodia (2013) reveals that 95% of big brands have social media presence via Facebook. The findings further show that 51% respondents agreed that Facebook is a good medium for marketing, and 70% concurred that the platform is helpful for publicity. BusinessTech (2015) reports that data published by Facebook in South Africa indicate that there are 12 million monthly active Facebook users, with 7.3 million accessing the websites on mobile phones.

However, 7.2 million people in Nigeria visit the Facebook website each day, while 97% of those access the social networking site on their mobile phones (Osazee-Odia, 2017). Facebook is well known among Nigerian young consumers, as, most advertisements in the FMCGs industry are targeted towards these young cohorts (Akpan *et al.*, 2015).

Rehman *et al.* (2014) affirm that Facebook has become a marketing channel for advertisers to reach their respective target consumers with low budgets. Facebook offers its platforms as a marketing place via its Facebook marketing which provides the likes of: owned media, Facebook ads and earned media (Newberry, 2016; Pasma, 2017).

Nevertheless, Facebook is still in its infant stage in many sub-Saharan African nations, for example South Africa (Duffett, 2015). Qwerty digital, (2017) posits that Facebook is enormously under-explored in South Africa, as it is revealed that a large opportunity is left untapped on this platform. The most remarkable thing to note is that at least 22% of the 12 million Facebook users in South Africa are young consumers aged between 13 and 18 years (BusinessTech, 2015).

In a nutshell, Africa Practice (2014) emphasises that Facebook is losing active users to other social media platforms such as WhatsApp especially in Nigeria and other African countries.

(2) WhatsApp

WhatsApp was initiated and founded by Brian Acton and Jan Koum, former employees of Yahoo. It is a better alternative to short message service (SMS) that works while connected Internet to smartphones. The WhatsApp platform was later acquired by Facebook for 19 billion US Dollars on 19th February 2014 (Akintola *et al.*, 2017).

Bouhnik and Deshen (2014) and Alsanie (2015) and Mefolere (2016) provide evidence that WhatsApp messenger is well known across the social media mobile messaging application as an instant messaging subscription service for smartphones, which offers selected phone features connected to Internet in order to enhance interaction. WhatsApp is viewed as social network that enables people from different backgrounds to have access to vast information rapidly. Statistics show 1.2 billion active monthly users of WhatsApp in 2017 (Statista, 2017). This platform is easy to use, cost- effective, quick and speedy.

Several studies (Ahad & Lim 2014; Devi &Tevera, 2014; Akintola *et al.*, 2017; Gasaymeh, 2017) attest that among various social media platforms, WhatsApp is most popularly used among undergraduate university students daily throughout the world.

Vorderer *et al.* (2016) recounted that undergraduate students mostly access WhatsApp on their smartphones. They use WhatsApp for a variety of purposes, such as entertaining, media sharing, chatting and communication (Eid & Al- Jabri, 2016; Raza *et al.*, 2017).

The studies of Yeboah and Ewur (2014), Krishnan and Hunt (2015), Gasaymeh (2017) and Tang and Hew (2017) all point out that WhatsApp is ideal for personal communication, convenient to use, low-cost, reliable, high speed, and accessible anywhere and at any time. It enables people to chat and make both video and audio calls; it also permits groups of young consumers to chat or discuss online via Internet or data charges.

Another interesting feature of the WhatsApp platform is the ability to encrypt messages so as to secure calls and chats for not being visible to third parties; it enables users to upload media files while chatting, and displays the last time all users connected, visited (Eberechukwu & Queendarline, 2018).

In addition, a study conducted by Patel (2014) and Veena and Lokesha (2016) affirm that WhatsApp features are readily available in modern smartphones, the likes of Android, Blackberry, Windows phones, tablets and all these permits users to send information/ contents to one another. Users enjoy sending information or chatting free of charge on this platform because WhatsApp messages are sent through Internet data connection (Bouhnik & Deshen, 2014; Alsanie, 2015; Mefolere, 2016).

Research conducted among undergraduate students by Gasaymeh (2017) argues that most of the respondents are heavy users of WhatsApp platforms while 96% of these respondents spend

more than three hours daily on it and only 7% use the platforms for academic purposes. WhatsApp platforms offer opportunity for chatting messages, video sharing, audio media clips, broadcasting to large numbers of users, as well as location navigation through its integrated mapping features (Bouhnik & Deshen, 2014; Alsanie, 2015; Mefolere, 2016).

In Nigeria, this mobile instant message application (WhatsApp) has over 5 million users (Akintola *et al.*, 2017). Sanusi *et al.* (2014) aver that WhatsApp is widely used as a social media platform among young consumers in Nigeria for academic purposes. WhatsApp is a mobile messaging platform which makes communication easier and faster thereby enhancing effective flow of information and idea sharing among students (Yeboah & Ewur, 2014).

More so, Akintola *et al.* (2016) and Yeboah and Ewur (2014) asserted that WhatsApp is the favourite social media platform of university undergraduates, as well as their major mobile messaging platform. This is due to collaborative features which provide young consumers with the ability to exchange messages, images, videos and voice notes with their registered contacts and study groups. In addition, WhatsApp offers University undergraduates the opportunity to send messages without limits and creates study groups who can engage in academic forums (Amry, 2014).

Research conducted by Akintola *et al.* (2016) in Nigeria among 387 undergraduate students identified WhatsApp as their favourite social media platforms. The Africa Practice (2014) discovered that WhatsApp is one of the mobile chat applications with the most users in Nigeria. Hence, WhatsApp is most popular among Nigeria young consumers because of the opportunity to create online chat groups and a location directives option for users (Mbanaso *et al.*, 2015).

In conclusion, many media house in Nigeria, the likes of Cool FM, Wazobia FM, Lagos state television and The Punch are working rigorously to integrate WhatsApp platforms in most of their 'Live' feedback programme sessions; in order to increase and incorporate more of their target audience into their programme (Mefolere, 2016), thus, expanding their audience base.

So far this section has focused on social media classification. The next section delves into firm-generated and user-generated communication as an influential factor on social media platforms.

4.4.6 Firm generated communication versus user generated communication (FGC vs UGC)

It is very important to distinguish between firm-generated and user-generated communication of social media marketing communication, each of them has separate impacts on brand awareness and brand Integrity (Bruno & Dabrowski, 2015; Poulis *et al.*, 2019). Several studies (Bruno & Dabrowski, 2015; Olsson and de Vries 2015; Kumar *et al.*, 2016; Schivinski & Dabrowski, 2016; Putter, 2017; Poulis *et al.*, 2019; Sadek *et al.*, 2018) have successfully investigated the influence and activities of firm-generated and user-generated contents (It is significant to elucidate the difference between the firm-generated contents (FGC) and user-generated communication (UGC)).

4.4.6.1 Firm-generated communication (FGC)

FGC is a communication strategy under the influence of the advertiser or brand (Bruhn *et al.*, 2012; Putter, 2017; Maksimova, 2018). In contrast to the traditional means of firm-generated communication, social media have been popular and acknowledged as revolutionised communication platforms in order to reach the young generation (Kaplan & Haenlein, 2010).

The Generation Y are turning away from traditional media and increasingly exploring social media platforms to gather and share contents, opinions relating to brands and products (Mangold & Faulds, 2009; Schivinski & Dabrowski, 2016).

FMCGs are heavily relying on social media as communication platforms due to its prevailing popularity among young consumers and their great influence on them (Bashir *et al.*, 2017; Kumar *et al.*, 2016). This caused many FMCGs organisation to create social brand communities where target consumers can easily interact effectively with their respective brands (Park & Cho, 2012; Bashir *et al.*, 2017).

Social media provide ample opportunity to both advertiser and young consumers to communicate with one another. Mangold and Faulds (2009) aver that FGC is an indispensable component of FMCGs organisation marketing communication mix. Marketing experts are opined to ensure that their social media campaign contents duly engage their target market and influence the attitude favourably towards their brands (Brodie *et al.*, 2013; Schivinski & Dabrowski, 2016). Meanwhile, FGC is regarded by scholars as promotional activities towards

a brand which fully influences and is generated by the organisation and strategically directed by the marketing approach (Kumar *et al.*, 2016; Schivinski & Dabrowski, 2016).

Kumar *et al.* (2016) describes FGC as a multi- dimensional concept that wholly relies on social media contents, consumer's feedback, and consumer's attitude towards a brand in a stiff competition among the targeted group. FGC is fundamentally targeted towards building and maintaining long term relationship between the advertiser and the young consumers. This infers that any contents uploaded by FMCGs organisation on their corporate brand page are regarded as FGC. Thus, favourably claimed FGC enhances one-on-one communication with consumers through available social media interactive features on the platforms (Kumar *et al.*, 2016).

In view of Nielsen (2013), Soewandi (2015) and Schivinski *et al.* (2016) maintain that organisation that have social media presence is evolving, though it is a unique notion among many advertisers. Unlike traditional marketing practice where the marketers wholly depend on electronic, print, audio-visual and outdoor media, that is, one-way communication in interacting with young consumers. On the other hand, in the study of Stelzner (2014) and Soewandi (2015), the authors identify gains accrue from social media to FMCGs organisations, such as increase in brand equity, stimulating brand loyalty, increasing sales volume, increasing market share profitability ratio increasing and favourably influencing young consumer attitudes towards a brand.

In taking the above discussion together, Kietzmann *et al.* (2012) conclude that young consumers generally trust FMCGs brand contents from the staple of social media platforms more than traditional media platforms. In conclusion, FGC has been confirmed to be cost - effective and aiding brand related information collection about young cohort's attitudes and behaviour on social media platforms (Soewandi, 2015).

4.4.6.2 User-generated communication (UGC)

UGC is a content generated by consumers on social media platforms (Schivinski & Dabrowski, 2016). User-generated content is an integral part of social media which permits users to get connected through “many users” to “many users” unlike the traditional from “one source to many” communication approach (Sadek *et al.*, 2018).

UGC can be described as any form of contents or material that is generated and voluntarily broadcasted about a brand online by users (Sadek *et al.*, 2018). Thus, the majority of UGC

contents are generated by users without the intentions of expecting rewards or benefits; the driving factors involve connecting with loved ones, expressing their status and showcasing their level of fame. UGC is an evolving and dynamic strategy explored by FMCGs organisation to improve their relationship with their target consumers and promote their brand awareness (Putter, 2017). This is an anchor on rising benefits and opportunities provided by social media platforms among the lives of young consumers; for example, social media is reckoning with creating social capital (Ashley & Tuten, 2015).

Earlier UGCs were based on writing, but the sudden shift to young consumers and the manner in which they generate and share contents via pictures, videos, audio clips and electronic word-of-mouth (eWOM) was a quite novel phenomenon that quickly changed social media platforms (Purcell *et al.*, 2010; Olsson & de Vries, 2015).

According, to the Organisation for Economic Co-Operation Development (OECD, 2007) UGC must fulfil these three fundamentals:

- A public content available on the Internet.
- Content that presents a certain amount of creative effort.
- Content created by non-professionals.

However, UGC is fundamentally created by young consumers on social media platforms that are busy sharing contents, discussing and interacting among fellow users online round the globe; thus UGC has a great influence among users (Chen *et al.*, 2011; Olsson, & de Vries, 2015).

Blackshaw (2011) also refer to UGC as ‘the new currency of relationships between business and consumers’. UGC has a vital managerial implication for marketing professionals and practitioners. Advertiser explores UGC as a source of gathering quality and mass information about their online target market at low cost compared to traditional media, since the young consumers on social media trust UGC contents, and UGC is known to be more influential compared to traditional communication (Christodoulides 2012; Schivinski & Dabrowski, 2016). Olsson and de Vries (2015) affirm that young consumers perceived UGC as credible and trustworthy; it also possesses great influence on target consumer’s attitude and purchase behaviour due to the available features offered by social media platforms such as content sharing, pictures, videos and audio clips.

Murphy (2014) notes that an increase in the UGC on social media platforms has opened doors for integration of collaborative interaction between the young consumers and FMCGs brands. Murphy remarks that with this new revolution, consumer is proactive not mere passive information consumers, they are now promoted from co-producers of online contents.

User-generated social media communication can take the form of a positive or negative impact on a brand (Bruhn *et al.*, 2012; Maksimova, 2018). A positive UGC is an emotional fact that can influence the attitude and behaviours of the young consumer favourably towards a brand (Maksimova, 2018). A negative UGC can have an adverse effect on a brand Integrity and on the young consumer's actual purchase, because an unfavourable comment or recommendation made on the social media will definitely jeopardise all marketing effort of FMCGs organisations.

Both firm-generated and user-generated communications have a positive effect on brand Integrity, brand equity and brand relationship (Schivinski & Dabrowski, 2015; Bashir *et al.*, 2017). In a nutshell, the advertiser should work vigorously to manage and tactically address issues relating to negative UGC and FGC that might influence the young consumer's attitude negatively towards organisations' offering or brands on social media platforms (Bruhn, *et al.*, 2012; Putter, 2017).

Having done justice to the impact of FGC and UGC in this section, the subsequent review presents relevance of social media marketing.

4.4.7 Overview of social media marketing

The alarming rate of progress of the internet gave rise to the popular concept of online business such as digital marketing and social media marketing (Bekoglu & Onayli, 2016), beginning with digital marketing. An extensive body of research, such as Mandal *et al.* (2016); Ahmed *et al.* (2019) and Mkwizu (2019), describe digital marketing as a promotion of organisational offerings using digital advertising platforms. Examples of these are email, social media websites, online advertising on search engines, banner ads on mobile, or websites and affiliates programmes, display, social media, search engine, video, email marketing and social media marketing. Artemova (2018) argues that indisputably, social media marketing (SMM) is just one element of the larger part of digital marketing. Furthermore, Mkwizu (2019) acknowledges that social media marketing is a vital technique in digital marketing.

A previous study by Olabanji *et al.* (2014) terms social media marketing as a platform that empowers organisations to be involved in shared discourse with their target consumers in order to generate more favourable consumer experience after purchase. Artemova (2018) defines social media marketing as a process of exploring digital technology with the goal of building, connecting and offering value to the target consumers. Olotewo (2016) views social media marketing as a method of marketing products and brands through social media platforms. Thus, it is the incorporation of social media into the components and blend of marketing activities. Owing to the extensive exposure and advance of the internet, businesses are able to interact with many of their target consumers across the world (Olotewo, 2016; Appel *et al.*, 2020).

Studies by Statista (2016), Bekoglu and Onayli (2016) and LYFE Marketing (2019) comprehensively described social media marketing as a way to increase awareness, increase a loyal consumer base, marketplace insight, improve leads generated by enhanced search rankings, boost sales volume and reduce marketing costs. Contrary to traditional marketing, SMM enhances organisations to improve their brand awareness through digital technology and to build long-lasting relationships with their target consumers (Olotewo, 2016).

Generation Y have been born in the ideal age of digital technology. These young consumers cherish and welcome technology as a routine of daily activities, because it makes life stress-free and more resourceful for them. This generation are digital natives, a cohort that treasures excitement and entertainment memories. Retailers, marketers and advertisers have the understanding that investing in social media marketing is the ultimate approach to influence this young cohort, due to revelation of the available record that over 55% of young consumers are readily available on this social media network platform (Shivakumar, 2018).

Furthermore, Kotler and Armstrong (2015) avows that one of the principal strengths of the social media marketing is its possibilities. Thus, FMCGs organisation have opportunities to reach and engage these young consumers at any time and from any place. Consequently, brands will continue to focus more on Generation Y consumers' preference since they are digitally savvy and have more purchasing power compared to older generations. In addition, social media marketing has the propensity to influence how this young cohort perceives a brand. A recent study by Shivakumar (2018) advocates that brand managers and retailers must constantly strategies novel approaches to engage young consumers on their favourite social network platforms in order to fully attract and retain them to their brand.

However, social media marketing in South Africa has continued to progress, particularly with a large number of Generation Y due to the affinity of these young people to social media (World Wide Worx, 2016; Budree *et al.*, 2019). A report from Adeleye (2015) avows that over 864 million mobile contacts makes the African continent emerge with the highest growth of mobile Internet usage, which represents the world's highest usage in recent years. This is as result of usage of social media that openly unites Africans through the social network platforms such as Facebook and MXit.

Meanwhile, MXit is a free instant messaging application that originated in South Africa with an estimated 7 million users, and the most popular local social network service (Nsizwana *et al.*, 2017; Ngesi *et al.*, 2018), although Adeleye (2015) confirms that Facebook is one of the most visited websites in Nigeria and has been launched in local native languages of communication for Africans, such as Swahili, Hausa and Zulu.

The adoptions of social media marketing have positively impacted South Africa's FMCGs industry in several ways. For instance, according to Budree *et al.* (2019), social media marketing has become one of the most influential platforms to disseminate FMCGs organisation brands / products information to their target market on their various social networks platforms, especially to young consumers on social media. It is also the fastest and cheapest way to attract and contact these young people influentially. By adopting social media marketing as a strategy, young consumers' personal information, attitude and behaviours online towards products / brands has becomes easily reachable to FMCGs organisation that practice social media marketing (Hillis, 2016).

However, young South African consumers are tremendously mindful of image, which has resulted in noticeable consumption; although they are not self-obsessed and careless about their future prospects rather they live for today (Duh & Struwig, 2015; Tennant, 2016; Duffett, 2017).

Furthermore, the Nigerian Internet market is positioned as one of the biggest in Africa, with over 125 million mobile telephone subscribers in the nation; 35 million people access the internet through their smart phone service (Olotewo, 2016). The researcher further emphasises that in Africa, Nigeria still remains the largest internet market on the continent because it has an enormous proportion of young people (one-third of the population falls in the 10-24 years'

age bracket) and a increasing middle class projected at 23% (approximately 39 million) of the populace.

Rashid and Aminu (2014) studied how social media marketing has impacted the Nigerian market. Findings revealed that many FMCGs organisation in Nigeria explore social media marketing to support their products / brands sales towards their target market. Furthermore, the research of Otugo *et al.* (2015) on social media marketing amongst four hundred undergraduates from nominated universities students in Nigeria reported that young consumers affirmed that brand information messages on social media network are noticed and easily recalled. Finally, Olotewo (2016) affirms that this is possibly due to the level of everyday activity and traffic on social media platforms, because an average Nigerian online user will visit his/her social media platforms fourteen times daily.

Remarkably, in emerging markets such as Nigeria and South Africa, social media marketing is developing rapidly, but the shortage of social media marketing experts reduces the gains from this profitable platform. For instance, a FMCGs organisation may have numerous likes and hashtags followers on their social media brand page. However, lack of professional skills of a brand manager or advertising agencies to convert these attributes on the social media marketing platform (such as follower, tweets and likes) into loyal consumers is one the major challenges facing organisations adopting social media market in emerging markets (Olotewo, 2016).

By contrast, financial institutions in South Africa and Nigeria, such as First National Bank (FNB) and Guaranty Trust Bank (GTB) respectively, are developing technology-driven facilities/ platforms through social media marketing (Adeleye, 2015). South Africa's FNB explored the prevalent usage of Mxit, a South African based instant message network with over seven million active users. FNB collaborated with Mxit's mobile money to promote their bank offerings. In addition, Guaranty Trust Bank, one of the popular brands and largest bank in Nigeria, launched its social banking platform, which opens access to various banking services such as opening and managing a bank account via social network platform from anywhere such as Facebook.

Finally, the previous study of Adeleye (2015) avows that this recent development prepares a noble foundation for Africa's social media marketing industry with information technology. This was projected to contribute at least \$300 billion to Africa's gross domestic product by the

year 2025; social media marketing perhaps contributes almost \$230 billion out of the estimated \$300 billion to Africa's incredible progression.

4.4.7.1 Relevance of social media marketing

Social media marketing has become an essential part of online marketing strategy among the FMCGs brand because of its cost-effectiveness, ability to reach the targeted market quickly and generate more leads/sales (Ciprian, 2015). The growing importance of social media marketing among FMCGs towards young consumers is very clear after understanding the benefits of social media marketing. Many FMCGs organisations have increased the time and investment spent on social media marketing. FMCGS advertisers are getting more active on social media and share relevant content to their various target markets. Thus, social media provides ranges of features that offer diverse benefits and opportunities to FMGC organisations that have a social media brand presence (Ventola, 2014).

First and foremost, product branding can be easily done efficiently and effectively on social media. Social media marketing is the best tool for FMCGs branding. According to Social media today, 83% of consumers prefer to connect to a brand on Facebook (Ciprian, 2015).

According to Eriksson (2012) many social media activities are offered free of charge. This is one major reason that social media experience so much traffic on its platforms. For example, Facebook recorded 1.415 billion active users in 2015 (Icha & Edwin, 2016). This implies that large numbers of target consumers can easily be contacted with minimal cost, which makes social media relevant to advertiser and a brand as a whole.

Through social media, FMCG organisations have broad access to young consumers' public and private information (user profiles, activities, interests, relationships, followers of a organisation's social media account), as well as young consumers' 'networks of contacts' (Reinhold & Alt, 2012). Information regarding young consumers' product and brand preference, organisation-related opinions and views are expected to be conducive to revealing consumer needs and experiences (Alt & Reinhold, 2012), which in turn can be useful for leveraging the development of consumer relationships and increasing consumer lifetime value (Kumar, 2013; Kumar & Pansari, 2016; Baumöl *et al.*, 2016).

Malthouse *et al.* (2013) postulate that an organisation's social interaction with young consumers via social media has a high potential for brand-based consumer relationship

management. In addition, previous studies (Hollebeek *et al.*, 2014; Baumöl *et al.*, 2016; Bevan-Dye & Akpojivi, 2015) affirm that actively engaging young consumers in brand issues and marketing processes via social media enhance FMCG management to explore into diverse opportunities and increase consumer satisfaction and loyalty.

Ciprian (2015) attests that many young consumers depend heavily on social media while making purchase decisions and 50% of shoppers make purchases based on the recommendations on social media websites. Consumer acquisition is easy on social media with more than half of the world's population registered with different social media platforms, the chances of acquiring consumers are fairly high on social media websites (Ciprian, 2015).

More so, social media allow FMCGs brand to connect with young consumers, be interactive and share contents with them. Social media thereby supplement traditional 'push' communications (Choudhury & Harrigan, 2014). The 'multi-directional' facet of social media communications refers to social media interactions not being limited to dialogue between the organisation and a focal consumer exclusively but instead, this extend to include other stakeholders (Meng *et al.*, 2016; Baumöl *et al.*, 2016).

Social media is active and costless compared to traditional media. Social media marketing is very important for FMCGs because of its low budget expenses and return on investment (ROI); also the ability to reach a large number of targeted audiences within less time and with moderate budgets. According to Ciprian (2015), as a large number of users are using these SM platforms, this will surely give a maximum exposure to a brand social media presence with minimum budgets. Icha and Edwin (2016) affirm that users spend on average at least 6 hours per week on social media platforms.

Social media facilitates FMCGs' advertisers uninterrupted for young consumer communication. Through social media the advertiser can interact with consumers directly. FMCGs' brand can easily appeal to young consumer by engaging them with some interactive methods such as 'Question & Answers (Q&As), and Polls'.

Social media platforms are used to generate sales lead. Social media marketing plays an important role in generating leads and thus increasing the sales volume of a brand. Ciprian (2015) avers that young consumers are known to purchase FMCGs from the advertiser that has brand social media presence. Young consumers are branded to spend on average 6 hours per

week on the social media platforms; research revealed that 66% of advertiser's experience lead generation benefits with social media platforms (Icha & Edwin, 2016).

Recently, young consumers have now become co-producers/ producers of contents. Young consumers with similar views form viral groups in which every member enthusiastically contribute by using social features such as social networks, videos, blogs and photo-blogging to establish common ground. The social media applications enable these young cohorts to influence fellow Generation Y (Abenova, 2018).

Prior to the emergence of Web 2.0, young consumers were known to be content consumers, but through the rise of Web 2.0 has become co-producers of brand contents. Young consumers with similar views form viral groups in which every member enthusiastically contributes by using social features such as social networks, videos and blogs. Today, consumers have gained a new role through social media. Consumers are becoming co-idea initiators, thus, creative consumer rather than being a mere consumer, they use to be in the past.

The social media platforms enable FMCGs organisations to offer unlimited valuable contents related to their brand to young generation consumers without human interference. This is a part of vital gains organisations enjoy on social media over other traditional marketing media of communication, because social media content offered is so much larger and richer compared to the traditional kinds of communication (Rajendran & Thesinghraj, 2014; Ogidi & Utulu, 2016).

Social media aids in meeting young consumer's wants, preferences and solving brand problems encountered (Eriksson, 2012). The platforms assist in FMCGs brand related problems by supporting brand developments through identifying and responding to young consumers' queries. Social media's quality consumer service, technical support and improve service delivery, as well as discover potential consumers. Social media provide platforms for FMCGs to connect with young consumers and to browse rating in the search engine via search engine optimisation (Eriksson, 2012).

Social media offers advertiser opportunities to connect with young consumers without any intermediary, interactive and sharing contents freely. This implies that social media have successfully supplement traditional marketing communication (Choudhury & Harrigan, 2014). Social media facilitate an interactive pattern with current consumers and prospective consumers. Social media offer a multi-directional communication feature. That is, social media

is not restricted to consumers alone but extended to all FMCGs stakeholders (Baumöl *et al.*, 2016; Meng *et al.*, 2016).

Social interaction application offered via social media platforms helps to increase the level of trust and reduces perceived risk (Hajli, 2014). The interconnectivity of consumers through social media such as communities, reviews or recommendations is likely to establish trust on social media marketing. In SNSs, the social interaction of young consumers with a brand on social media helps a brand to build trust among young consumers. Brands can build credibility by participating in relevant forums (Wang *et al.*, 2012; Hajli, 2014).

Social media marketing organisations can create interactions by customising information for individual consumers, and allow consumers to co-design products that meet their specific requirements. In addition, social media provide marketers with the ability to target specific consumers based on site users' personal interests and what their friends like. With recent marketing and advertising, marketers effectively reach the young consumers who are most interested in what they have to offer. Furthermore, social networking enables word of mouth to promote products beyond what advertising alone does (Hill *et al.*, 2006).

The use of blogs, social and business networking sites can increase the traffic to brand pages and corporate websites. This in turn may increase corporate website and brand page rating (Ciprian, 2015). FMCGs brand can reach a large number of people in a more impulsive manner with a low budget of advertising cost. Icha and Edwin (2016) report that a substantial and vast majority of advertiser pointed to social media platforms as major sources of their brand exposure.

Baumöl *et al.* (2016) postulates that it is necessary to have a thoughtful consumer service system. Links to frequently asked questions (FAQs) and links to online brand representatives are useful in order to assist young consumers in the selection of products or facilitate the buying process. A marketer should not just offer online assistance, rather need to go further to provide toll-free (numbers) call services to target consumers.

Similarly, the use of a toll-free phone number for consumers should be considered. Interacting with consumers on social media platforms has potential to increase consumer relationship management (CRM) base of an organisation (Malthouse *et al.*, 2013; Hollebeek *et al.*, 2014; Baumöl *et al.*, 2016). Through shared content on social media platforms such as online consumer communities, consumers are able to access information that helps improve their

product and brand choice and decision-making in general (Gommans *et al.*, 2001; Mpinganjira, 2016).

Lastly, social media offer varieties of benefits and large opportunities for FMCGs organisations and their respective brands as discussed briefly in the social media marketing benefits section. In like manner, the challenges and risks associated with social media marketing will be delved into in the subsequent section.

4.4.7.2 Challenges of social media marketing

Social media entails much attention and vigorous efforts, so also social media has its own challenges and risks associated with achieving marketing goals and objectives on the platforms (Stelzner, 2014; Rugova & Prenaj, 2016). The online environment creates not only opportunities, but also complications and challenges for the social media-marketing managers. Icha and Edwin (2016) emphasis that negative effects of social media marketing can have an adverse effect on a brand, as well as on the overall efforts of the organisation.

First and foremost, social media marketing is challenging in terms of result measurement and return on investment (ROI). It seems difficult to measure social media campaign effects because not all social media campaigns are unsuccessful. According to studies conducted by Allen (2017) only 48% of advertisers agreed that they experienced ROI using social media platforms. This figure infers that either the marketers are not actively participating with the right platforms or do not have adequate knowledge on how to calculate properly. Therefore, marketing experts or advertisers need to pay adequate attention to measurable items in order to determine return on investment (ROI).

Social media marketing requires much time and attention, although social media as a channel to FMCGs seems cost effective. Yet, it still requires much time and other resources as investment to achieve desired results (Stokes, 2017). The activities of marketing changes on social networks sites, with the attention set on setting up long haul connections that can yield great business returns. Generally speaking, investing little in social media platforms and expecting large returns is living in the world of fantasy. Therefore, FMCGs brand need to know the essential period to invest and judiciously be committed on the platforms of social media (Barefoot & Szaboo, 2010; Nadaraja & Yazdanifard, 2013).

In a previous study Steinman and Hawkins (2010) argue that it is of utmost importance for FMCG organisations to protect their own brand logo and patents when using social media to promote their brands and products. Social media have the ability to enable informal and urgent messages frequently on a real-time basis. The authors point out that the platforms support organisations brand exposure and equity by sharing the patent contents; but unknowingly to the many advertisers the social media platforms provide room for a third party to misuse of the brand logo patent right and copyrights (Steinman & Hawkins, 2010).

Notably, social media marketing has a greater threat and risk due to the use of credit card scams, online fraud and other security issues that contribute to consumers' phobia to buy via social media platform (Sumarjan *et al.*, 2013). FMCGs brands online are tagged with fraud, disclosure of confidentiality and data security issues. It is vital for FMCGs organisations to be aware of and manage these issues, and to respond appropriately to minimise their exposure to liability related to personal data collection and usage. The fear of online credit card fraud has been one of the major reasons consumers have not done more extensive online buying (Sumarjan *et al.*, 2013; Richard & Guppy, 2014; Alanezi, 2016).

In addition, building trustworthiness on social media platforms is more challenging for FMCGs advertisers than it is experienced in brick-mortar (Richard & Guppy, 2014). Social media platforms are recently seen as an insecure, untruthful, and untrustworthy marketplace. The "third party approval" is an instrument used to create conviction. In detail, this prevailing views are hindering many prospective consumers from purchasing online. A third party positive experience is a good device to acquired brand loyalty on social media (Hajli, 2014; Oliveira, *et al.*, 2017; Akar & Dalgic, 2018). Lack of brand Integrity usually contributes to a reduction of certainty in social media (Parikka, 2015).

Social media space is crowded by unhappy and idle users. Most often the platforms are crowded by idle and grieved young consumers (Nadaraja & Yazdanifard, 2013). These set of users spent much of their time on social media platforms chatting, especially on social networking. They are known to be posting or sharing negative comments about brands or organisations which are not true reflections of their post or comments. Unhappy consumers or industry rivals do post reproachful or unpleasant images, similes or descriptions; thus there is still more an advertiser will need do to prevent these incidences occurring (Cheung *et al.*, 2009; Greetham *et al.*, 2011).

In conclusion, negative or other non-constructive feedback cannot be ignored. Social networks must be managed tactically, respond, and deactivate injurious posts, which might require regular updating and posting. Social media experts and personnel need to be proactive and creative to create new eventful contents in order to make a brand page interesting and entertaining, especially when targeting young consumers on social media.

This section further addressed gaps between social media and traditional media. It inherently revealed the relevance of social networking's site (Facebook) and an instant messaging subscription (WhatsApp) as an integral part of social media marketing relative to this study; as well as presenting social media platforms as a marketing strategy that can favourably influence young consumer's attitude towards fast-moving consumer goods in the 21st century. Lastly, the challenges associated with using social media as a new platform for marketing strategy were affirmed; young consumer's characteristics and attitude on social networking sites were part of the investigation that was carried out in this segment. The next deliberation expounds the concept of young consumers in the subsequent section.

4.5 Young consumers – overview

In many countries once a child has grown to the maturity stage of 18 years of age, it is generally inferred as the borderline for the description of them by the term 'young consumers' (Gbadamosi, 2017). The young consumers are regarded as the strongest emerging group on social media (Duggan & Brenner, 2013, Bevan-Dye & Akpojivi, 2015).

Thus, the Internet has recently been regarded as the primary and credible source of information for these young consumers. Consequently, the many global brands have effectively adjusted their marketing strategy, hence applying online marketing and online business approach so that they can effectively meets the needs on these group of consumer market (Naumovska, 2017).

Young consumers are undergraduate students, an attractive and most lucrative market segment for FMCGs firm to target due to their population size and spending power (Neves, 2016; Khan *et al.*, 2016). This section of this chapter briefly provides insight into the young consumer and the relevance of Generation Y in social media and in this study.

4.5.1 Young consumer concept

These set of consumers spend most of their valuable time on social media platforms busy chatting, sharing pictures, videos and mostly using electronic word-of-mouth (eWOM) (Batat, 2010; Çakır *et al.*, 2013). However, in a study conducted by Gbadamosi (2017) it is postulated that consumers that are marginally above the age of 18 are also recognised as young consumers. Gurtner and Soyeze (2016) describe young consumers as sets of individuals that are exposed to novel knowledge.

Recent research (Bevan-Dye & Akpojivi, 2015; Gbadamosi, 2017; Naumovska, 2017) discloses that young consumers are cohorts born during the age associated with notably changes such as socio- economic, environmental and community consciousness, technology growth and global financial progress. Figure 4.8 displays a photograph of young consumers.



Figure 4.8 Young consumers
Source: Georgetown's Black Student Alliance (2018)

Young consumers are offspring of global alteration, these young cohorts experienced childhood in a period of steady monetary and worldwide change, for example, the ascent of lady pioneers, consideration developments for ethnic and social decent variety, including a natural and social mindfulness, mechanical, electronic, and advanced extension, and worldwide financial forms (Gurtner & Soyeze, 2016; Gbadamosi, 2017).

The young consumers are identified as well knowledgeable consumers who fancy to shop in the convenience of their space, actually engage in gathering information before making

purchases online; young women search more extensively in for information about brands before actual purchasing, compared to men (Girl Power Marketing, 2019). A study of Gurtner & Soyeze, (2016) infers that young consumers are characterised by a higher spending attitude compared to their parents. They are known for brand comparison and what is trending rather than price bargaining, unlike their parents who are more price sensitive based on their buying purchase experience (Gbadamosi, 2017).

Researchers such as Special and Li-Barber (2012) and Bevan-Dye and Akpojivi (2015) categorise young consumers mainly as university students in the age bracket of 18 to 24 years old. Though the majority of these young consumers fall into category of students, who have two main sources of access to money, namely from their respective parents and family member and a paid job (Chen *et al.*, 2013; Almendrala, 2015; Bevan-Dye, 2016), as well as financial aid from their respective academic institutions.

Helderwerdt (2017) indicated that these young cohorts have the highest expenditure level; therefore, FMCGs organisations should take advantage of exploring this largest segment and in addition the study of Solomon, (2015) supports Helderwerdt that “it’s estimated they’ll be spending \$200 billion annually by 2017 and \$10 trillion over their lifetimes as consumers, in the U.S. alone”. Generation Y possesses a great purchase power and therefore it has become a crucial segment for marketers (Sox *et al.*, 2014; Helderwerdt, 2017). Previous studies (Mandhlazi *et al.*, 2013; Parment, 2013; Krbová, 2016) affirm that members of this Generation Y spend their money quickly.

The young consumer’s marketplace consists of a great number of individuals and have surpassed any other group of consumers with regard to spending power (Khan *et al.*, 2016), making these particular young consumers market as an attractive market to target. Similarly, Yigit and Aksay (2015) regard that the largest group of profitable consumers are young consumers. This group of consumers adapts first to experiment with new products that have come onto the market (Viswanathan & Jain, 2013). Therefore, young consumers have high brand awareness, but are not loyal to a particular brand (Noble *et al.*, 2009; Neves, 2016). Young consumers create an opportunity for impulse purchases because they are emotionally inclined.

More so, Solomon (2015) conceptualises young consumer’s behaviour as a learning process undertaken by a set of young people concerning choice, purchase, use, sell offerings, services,

ideas in order to satisfy wants and preferences. Notably in this study, special consideration will be given to young people within the age bracket of 18 to 35 years, who are regarded as “Generation Y,” also referred to as digital natives, or Millennium Generation, possibly addressed as “Young consumer” throughout this thesis. The Generation Y constitute active young people who are skilful with acquainted modern information technologies.

4.5.2 Generation Y

Generation Y is quite different from other generations because of its accessibility to vast amounts of information about brands and FMCGs advertiser contents via social media where they spend of their time (Bergh, 2017; Helderwerdt, 2017). An advertiser starts up a marketing activity while Generation Y will aid in achieving the marketing goals and objectives of the business (Solomon, 2014). Helderwerdt (2017) argues that Generation Y is a vital asset and a significant market group whose opinion, recommendation and personal information must be duly considered in designing a successful marketing strategy for FMCGs brands.

Young (2015) explains that the major motive of spending valuable time on social media by this generation is associated with knowledge about ‘what is trendy’, such as the latest fashion, most entertaining music, hot discussions but to mention a few. Therefore, FMCGs organisations must effectively manage the so called ‘influencers’ to broadcast, review, recommend and make positive comments on their brands to this Generation Y via their favourite social media platforms (Young, 2015; Helderwerdt, 2017). However, the platforms are regarded as more result oriented compared to marketing messages recently.

However, there are four main generations recognised among researchers, namely the Silent generation (Silent), Baby Boomers (Boomers), Generation X (X-ers) and Generation Y (Zemka *et al.*, 2013; Pew Research Center, 2014; Bevan-Dye, 2016; Futurum Research, 2016). The Generation Y, often called Millennials, native digitals and Echo, is a distinguished specific cohort of people in the society who possesses related characteristics and features in terms of behaviour and attitude towards marketing stimuli (Acar, 2014; Krbová, 2016). Meanwhile a cohort is described by precise limits, for example age or date of birth group.

Specifically, for this study, Generation Y is the population born between 1983 and 2018, representing this age group between 18 and 35 years old in the year 2018 (data collection period). For the relevance of statistical consistency between South Africa and Nigeria

Generation Y, the categorisation affirmed by the African Union (2006), “every person between the ages 18 and 35 years” was adopted in this study.

Furthermore, Bevan-Dye (2016) notes that Generation Y grew up having greater accessibility to global world related information the likes of brand price comparison, brand quality, online product demonstration videos, access to advertiser history and competing brands. Generation Y is content and happy with the advance in information communication and technology, technologically smart, savvy in the use mobile phones to get access to social media, which has become a normal and vital part of their daily routine (Barton *et al.*, 2012). Pew Research Center (2014) names Generation Y as heavy users of social media platforms, including social networking sites, virtual worlds, blogs and microblogs which enable them to build a sustainable relationship among co-users on the platforms.

Unlike the older generation, Generation Y contributes immensely to the progression of user-generated contents by exploring the platforms to express their views, opinions, belief, attitude, and post purchase behaviour about a brand (Barton *et al.*, 2012). This Generation has a negative attitude to a brand advertisement reaching them via television, radio, newspaper, billboard and on their mobile phone (Sharp, 2013). They rather show a favourable attitude towards brand marketing messages via social media platforms such as Facebook (Dondolo, 2014). This shows that FMCGs advertiser should ensure to place their marketing messages or brand related contents on social media platforms when targeting Generation Y because brands can easily engage them.

From a marketing viewpoint, Generation Y has the tendency to easily share content related to brand or about any issues important to them. In South Africa, Generation Y students engage in contents by sharing behaviour about brands on Facebook (Bevan-Dye, 2017). This group responds favourably to marketing messages in the form of visuals, graphics, pictures, videos and animations, as well as story-telling language. Figure 4.9 presents a depiction of Generation Y.



Figure 4.9 Generation Y
Source: DGMT (2016)

Furthermore, generational variances are noteworthy as they reveal discrepancies in consumers' attitude, values, likes and dislikes, buying behaviour, preferences and major drivers among these cohorts (Bevan-Dye, 2017). Many studies (Lu *et al.*, 2013; Gueny *et al.*, 2014; Hwang, *et al.*, 2015; Futurum Research, 2016) attest that the Generation Y classification is quite different and controversial among scholars, due to different countries and peoples. Soares *et al.* (2017) report that the Generation Y usage of information technology and social media penetration in Western countries are quite higher and better compared to sub Saharan African countries due to poor and inadequate power supply and technology infrastructure (Soares, *et al.*, 2017).

In order to achieve organisational marketing goals and objectives, FMCG organisations must incorporate a social media touch to all their offerings targeting these young cohorts (Bevan-Dye, 2016). In addition, these young cohorts favour labels and products that relate to and support their way of life (Naumovska, 2017).

Krbová (2016) and Soares *et al.* (2017) reveal that Generation Y consumers are considered as heavily dependent on social media for the majority of buying decision making in terms of brand choice, price comparison, education career, attire for special occasions, organic food and trendy music. Generation Y is more connected to their online friends and fellow social media users (Naumovska, 2017), contributing the highest portion to the online marketing industry (Dhanapal *et al.*, 2015). Furthermore, this cohort group appreciates online rewards and

incentives from the staple of the advertisers; to them it is fun to purchase with coupons (Krbová, 2016).

In a nutshell, this research shows that young consumers' undergraduate students are attractive and also lucrative market segment for FMCGs organisations to target, due to their population size and spending power. Having discussed young consumers and Generation Y, the subsequent section will address all the literature relevant to the study hypothesis.

4.6 Literature review and hypotheses development

Therefore, having given clear meaning of hypothesis in Chapter One, as a proper propositions stated in a testable form, that can anticipate a particular relationship between two or more variables in a quantitative study, because this ensures the right construct is tested. This study used hypotheses to state precise relationships between variables in such a way that the relationships can further be tested empirically. Furthermore, the hypotheses were explored to validate the relevant review and theories used in this study. This sections deduced the relationship through an in-depth literature of all stated hypothesis and variables other than those stated in theory section of this study.

This section discusses all literature relevant to these study hypotheses.

H1: Social media platforms enable fast-moving consumer goods organisations to achieve their marketing goals and objectives.

H2: Brand awareness influences young consumers' attitude to purchase via social media.

H3: Organisation social media participation does have an impact on South African and Nigerian Generation Y consumers.

H4: The rewards offered by organisations do influence young consumers' attitude on social media towards actual purchase.

H5: Brand Integrity attributes do influence consumers' attitude on social media platforms to purchase.

H6: Social media platforms do influence Generation Y to engage in actual purchasing.

H7: Young consumers' attitude is more favourable towards organisations, which participate in social media compared to those who rarely use social media platforms.

4.6.1 Hypothesis 1: Social media platforms enable fast-moving consumer goods organisations to achieve their marketing goals and objectives

Artemova (2018), LYFE Marketing (2019) and Mkwizu (2019) described social media marketing as the platforms with application of Internet features and interrelated information communication technology that enable organisations to achieve their stated marketing goals and objectives. Fast-moving consumer goods (FMCGs) organisations can conveniently achieve their marketing goals and objectives via various social media platforms, which is regarded as a subsection of Internet application (Chaffey *et al.*, 2009).

Understanding social media (SM) and its application to achieve marketing goals is informative because SM has dramatically improved consumer behaviour. As these broader age groups (Generation Y) become savvy social media users, the impact potentials of SM are getting bigger (Reiter *et al.*, 2017). Social media includes the collection of online groups and networks including blogs, video sharing sites, virtual worlds and social networking sites (Mangold & Faulds, 2009; Reiter *et al.*, 2017).

Qualman (2011) affirms that social media platforms enable the advertisers to achieve their marketing goals and objectives via various social networking sites. This infers that the likes of Facebook and WhatsApp as examples of social networking sites are regarded as emerging platforms in achieving marketing strategies as discussed in this study. Therefore, it is noteworthy for FMCGs advertisers to discover appropriate platforms that suit their target market in order to accomplish marketing goals and objectives profitability.

Furthermore, numerous researchers (Qualman, 2011; Stelzner, 2012; Wirthman, 2013; Rugova & Prenaj, 2016; Valtari & Kärkkäinen, 2016; Sjöberg, 2017) have identify the significance of social media in the accomplishment of organisational diverse marketing goals and objectives such as increase traffic, increase brand equity, positive electronic word-of-mouth, financial profitability, improved search engine rankings, idea generation and new product development, favourable attitude influence, consumer loyalty, providing marketplace insight and low budget expense.

It is obvious that active brand social media participation and brand awareness on social media will yield great benefit to FMCGs. The resultant effect of organisation participation leads to heavy traffic to both organisation brand pages and corporate websites. Brodie *et al.* (2013) concur that enthusiastic consumer engagement enhances brand performance in the attainment

of marketing goals and objectives. Quite a number of literature reports (Lee & Koo, 2012; Lu *et al.*, 2014; Thaichon & Quach, 2016) agreed that Generation Y consumers trust recommendations and opinions from their loved ones and strangers on social platforms. Thus, social media influence young consumers' attitude towards a brand.

The huge opportunities offered by social media have drastically affected infant organisations to integrate social media in their marketing operations because the platforms increase competition within the same industry, give easy access to target markets, boost brand awareness and have empowered consumers more than before in brand choices (Valtari & Kärkkäinen, 2016; Thaichon & Quach, 2016). Wijaya (2012) attest that consumers have been empowered through electronic-word of-mouth (eWOM), because with a small group of social media users marketing goals and objectives will be attained with positive eWOM. Hence, Generation Y consumers tend to trust recommendations of their fellow online users.

Studies conducted by Goehring (2016) and Sjöberg (2017) established that young consumers are keen to purchase new brands once they are recommended by their fellow online users. Furthermore, previous studies (AMA, 2013; Frolova, 2014; Terkan, 2014; Brandt, 2017) affirm that marketing communication enhances a favourable influence on brands in the new product development stage from the introductory phase to a maturity stage. In addition, Statista (2017) adds support to the previous scholars in that social media marketing contents incur cost that is more favourable compared to traditional media because of versatile target market benefits.

Moreover, numerous studies (Berthon *et al.*, 2012; Laroche *et al.*, 2013; Chitharanjan, 2016; Gao *et al.*, 2018) studied activities of young consumers in brand social communities and discovered that it reduced marketing expenses, especially in new product development. Actively engaging young consumers in brand social community platforms always stimulate and intensify memory of a brand and recommendation of a brand to fellow users (Bond *et al.*, 2010; Shojaee & Bin Azman, 2014).

The recent development in marketing management and marketing communication can be traced to the emergence of social media (Hanna *et al.*, 2011; Diaconu *et al.*, 2016). This has made a substantial difference in integrated marketing communication as evolving platforms to influence consumer's attitude and boost actual purchase behaviour. Pegoraro (2014) and Agnihotri *et al.*, (2016) expound the recent relationship pattern that exists between consumers

and the organisation due to social media participation and show that new platforms have successfully enhanced attainment of marketing goals and objective of organisations.

So therefore, a successful brand is human-like with a collection of functional and emotional values, which are unique and can provide consumers with favourable experiences, it empowers marketers to gain competitive advantages over competitors within the same product category (Emari *et al.* 2012; Chung *et al.*, 2013; Alhaddad 2014; Karamain *et al.*, 2015).

The platforms offer organisations great opportunities to contact a large populace of their target market based on the numerous users available. For example, Facebook documented 1,871 million active users as in the year 2017 (Pasma, 2017; Putter, 2017). This infers that large numbers of young consumers can easily be reached which makes the platforms an impactful branding platforms (İsoraitè, 2016). Hanna *et al.* (2011) and Kumpel *et al.* (2015) submit that FMCGs organisations need to strive diligently in integrating appropriate social network platforms as part of their essential marketing strategy; based on vast opportunities on the platforms. Berthon *et al.* (2012) and Gao *et al.* (2018) encourage FMCGs organisations to integrate social media networks as integral part of their marketing strategy. **In coherence with the marketing goals and objectives review and in line with the preceding discussion, the following hypothesis is posited H1: Social media platforms enable fast-moving consumer goods organisations to achieve their marketing goals and objectives.**

4.6.2 Hypothesis 2: Brand awareness influences young consumers' attitude to purchase via social media

Past studies by Alhaddad (2014), Karjaluoto *et al.* (2015), Tritama and Tarigan (2016) aver that brand awareness is shaped through a continuous and memorable showcase of various brand features, such as colour, brand name, logo, designs, sign off and packaging, trademark and others. Young consumers are excited by purchasing popular brands instead of unpopular brands (Singh, 2014). Latif *et al.* (2014) and Teixeira (2014) validate that consumer brand awareness is vital for any brand leader irrespective of the product or service industry.

Brand awareness is not an ordinary task that organisations will take with levity; it is connected with many cherished image proportions (Kapferer, 2012; Antila, 2016). When a brand is popular among the target market, the target markets recognise its popularity and this prompts actual purchases. Brand awareness is mostly associated with consumer perception for example,

trust, dependability, great value, availability, quality, and reliability (Kapferer, 2012; Antila, 2016).

Kotler and Keller (2016) and Tritama and Tarigan (2016) assert that brand awareness is the ability of a potential consumer to easily identify and recall a brand as part of a particular product family. Aaker (1991) establishes that brand awareness is a continuum process, starting from emotions of uncertainty that a particular brand is known. Therefore, this makes the consumer believe that a particular brand is the only brand in a particular class of products.

In addition, Aaker categorised brands into four phases, namely brand unawareness, brand recognition, brand recall and top-of-mind awareness, and this is represented in Figure 4.10.

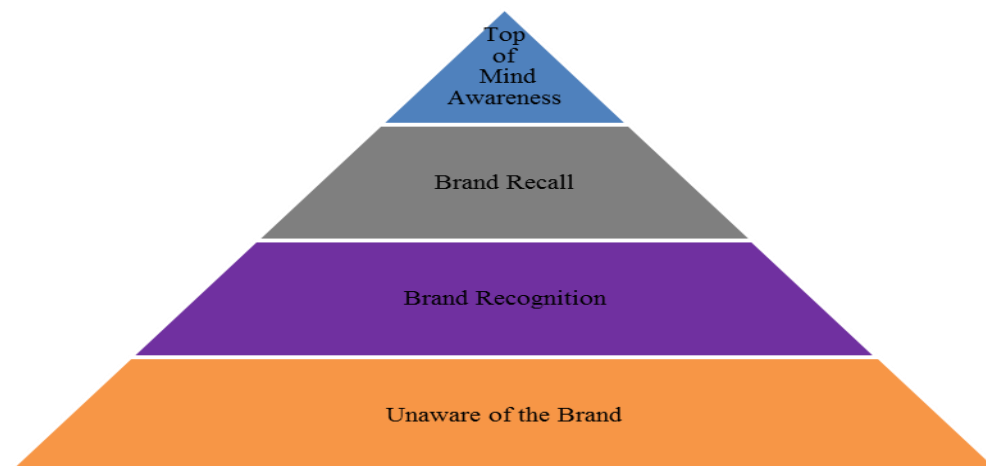


Figure 4.10 Brand awareness pyramid
Source: Aaker (1991); Latif *et al.* (2014)

The lowest level of the brand awareness pyramid is the level of unawareness of a brand. At this level a brand is still new and unknown to the target market (Aaker 1991; Latif *et al.*, 2014). The cost of unaware brand recognition is more worrisome than brand recognition to a FMCGs advertiser (Aaker, 1991; Tritama & Tarigan, 2016). This could be probably due to poor advice.

The next level is brand recognition recall, since the target consumers do not need to be assisted to remember a brand. A brand is known and can be easily recognised by the target market due to extensive advertisement in various platforms that suit a brand. Keller (2008) perceives brand recognition in a manner that target consumers who have had previous experience of a brand, will recognise a brand once they identify its colour, logo, sign off, etc.

A brand recall phase can be in the form of posters, videos, advertisements, banners and, most especially, on social media platforms. At this level the young consumers are familiar with and can easily recall a brand name, colour, sign off terms, symbols. They can remember the ads any day and any time.

Keller (2016) recognises a brand recall as consumer capability and ease to retrieve a particular brand from memory, for example, at the point of purchase in order to make a choice among numerous available brands. Notably, brand recall is more vital for FMCGs brands that have social media presence and are online, because the actual purchase by young consumers on social media is predominately based on popular brands, recommendation and comments on the social network sites. Antila (2016) affirms that brand recall is not simple to achieve compared to brand recognition because consumers can probably can easier identify brand logo, colours, sign off than a brand name.

The apex level of the pyramid is called top-of-mind awareness. Top-of-mind awareness is the highest in the brand awareness pyramid, that is, it is on the top of other different brands that exist in the minds of consumers within the same industry or product class (Aaker, 1991; Tritama & Tarigan, 2016). Top-of-mind awareness (TOMA) is a brand that first rings a bell in the mind of the young consumer in a particular product class of FMCGs without logo or ad at the point of purchase. These levels of brand awareness are presented in the Figure 4.10

Pongiannan and Chinnasamy (2014) comment that brand awareness defines top-of-mind awareness (TOMA) for hyper sales volume within the product industry in a specific market. Sjöberg (2017) advocates that it is required of successful brands to stay in the minds of existing consumers in order to make an easy passage for potential consumers. Jeffery (2010) affirms that top-of-mind awareness brands are the first brands (first brand to be remembered among numerous brands in the same product category) that come to a consumer's mind whenever actual purchase is decided upon among consumers. Van Haaften (2017) declares that a brand with TOMA nature in its category dominates target consumers' minds and will always be the first to be considered irrespective of the skimming price strategy practice before other brands at point of purchase. Putter (2017) admits that consumer's choices are greatly influenced by brand awareness.

Bati (2012) charges organisation to have active social media brand presence in order to engage young consumers with their offerings. Bati deduces that it is a big loss for FMCG organisations

not to actively engage with the young consumers on social media platforms. Kang *et al.* (2014) remarks that lively brand social communities will enhance online consumers' confidence and trust towards brand contents. In addition, Valtari and Kärkkäinen (2016) suggest that infant FMCGs organisations should consider active brand social presence; and organise exciting marketing events that will enable them to compete with big organisations despite their size. Halliburton (2013) infers that as young consumers have remarkable knowledge with a brand several times, they get familiar and enthusiastically form positive attitudes towards a brand. Sasmita and Suki (2015) conclude that brand awareness has a direct influence on a brand's equity. **Based on the literature reviewed and the preceding discussion, the following hypothesis is proposed H2: Brand awareness influences young consumers' attitude to purchase via social media.**

4.6.3 Hypothesis 3: Organisation social media participation does have an impact on South African and Nigerian Generation Y consumers

"Engage or die" has become a marketing maxim which emerged with the advent of the Internet, especially with the emergence of social media (Islam & Rahman, 2016). The word "engage" in the Oxford English Dictionary (2014) indicate "involve," "bind," or "participate," and so on. Consumer engagement is the consumer's interactive display toward a brand or organisation beyond just purchasing, but enhancing a close relationship with a brand. Islam and Rahman (2016) considered consumer engagement as the consumers' behavioural manifestation toward a brand or organisation, beyond purchase, resulting from motivational drivers." Capgemini Consulting (2015) aver that engagement is therefore, a leading indicator of consumer loyalty and financial performance.

Online brand community research has addressed the influence of brand social community participation, for example, emotional bonding (Brodie *et al.*, 2013) trust, loyalty, and satisfaction (Casaló *et al.*, 2008, 2010). The growth of brand social communities, including social networking sites, has supported the increase of user-generated communication (UGC). UGC is the prevailing growing concept for brand interaction and consumer insights on social media platforms (Christodoulides *et al.*, 2012).

Ayanso (2014) affirms that the aftermath effect of an organisation's social media participation is to foster relationship that brings value to the organisation by building strong brand loyalty. Jahn and Kunz (2012) report that young consumers have been empowered by the social media

application to get in contact with a large audience, as well as participate in various brand promotion events.

Notably, considerable literature has been published on social media (Fuller *et al.*, 2009; Laroche *et al.*, 2012; Schivinski *et al.*, 2016; Putter, 2017) indicate that there are different tools built into the social media platforms that allow for the creation of a brand community, the engagement of consumers, electronic word-of-mouth, communication amongst peer groups, and user-generated content; all of which support effective young consumer participation that creates collective value.

A review of studies of Bruno and Dabrowski (2015), Schivinski and Dabrowski (2016), Putter (2017), Poulis *et al.* (2019) and Sadek *et al.* (2018) have reported that online communities' contents are categorised into two: namely organisation (firm-generated contents), and young consumers (user-generated contents). Social networking platforms such as Facebook support user-generated content as platforms to influence a favourable attitude towards a brand (Wang *et al.*, 2012; Putter, 2017). Ho (2014) attests that Facebook Fan-page as platforms brand community are popular social networking sites that enable young consumers to connect and interact with organisations and their respective brands by use of the "Like" or "Comment" option.

Murphy (2015) advocates that advertiser should increase level brand social presence with young consumers in order to foster relationship marketing. To support Murphy's (2015) findings, Brodie *et al.* (2013) established that increasing online user participation through brand social communities is perceived as a platform generating and reinforcing consumer brand relationships. Capgemini Consulting (2015) asserts that brand social participation is a primary indicator of consumer loyalty and return on investment (ROI).

Furthermore, Karjaluoto *et al.* (2015) and Zhu *et al.* (2016) maintain that communication stimulates brand loyalty and sustains the bond between young consumers and advertiser. Previous study of Casaló *et al.* (2010) also observe that brand social community participation can enhance expressive affection, brand Integrity, reliability, satisfaction and repeat purchase.

Vivek *et al.* (2012) established that there is tendency for emotional attachments towards a brand, that is, as brand increases its social media participation so that a brand becomes the focal choice. Moreover, an active consumer on brand social community will exhibit favourable post-purchase behaviour, emotional attachments to a brand, confidence firm-

generated contents and trust (Brodie *et al.*, 2013) and brand loyalty (Bowden, 2009; Vivek *et al.*, 2012).

Therefore, rewarding young consumers for their active participation on brand social community events goes beyond mere collecting points or collecting brand souvenirs; it rather enhances brand loyalty. **Thus, consistent with the literature reviewed and evidence from past empirical studies, it is hypothesised that:H3: organisation social media participation have an impact on South African and Nigerian Generation Y.**

4.6.4 Hypothesis 4: The rewards offered by FMCGs organisations do influence young consumers' attitude on social media towards actual purchase

The boom in information and communication technology (ICT), and the shifting of organisations' emphasis on consumer's central focus, have prompted the development of consumer relationship management programmes, also known as loyalty programmes (LPs), and brand loyalty (Dorotic *et al.*, 2012). A loyalty programme is a conscious and continuous inducement agenda presented by a marketer to reward consumers and inspire repeated purchasing.

Previous research by Capgemini Consulting (2017) use many terms to described LPs, such as including reward programme, frequency reward programme, frequent-shopper programme, loyalty cards or schemes, points cards, advantage cards and frequent flyer programme. A vital element of a loyalty programme is the accomplishment of set goals rewards by meeting the target sales volumes based on these facts. Loyalty programmes are frequently referred to as "rewards" (Kim & Ahn, 2017). Based on this understanding, this study will adopt the term 'rewards' to encompass all the aforementioned jargons and numerous consumer benefits policies from a brand.

Most organisations have marketing tactics of rewarding their loyal consumers. Often rewards are based on volume purchase. The consumers engage in actual purchase and take their points in exchange for gifts, merchandise or cash (Capgemini Consulting, 2015). A couple of studies (Dorotic *et al.*, 2012; Capgemini Consulting, 2015) show that loyalty programmes reward online consumers taking part in online survey exercises, new product co-creation, rating and reviewing, introducing a referral to participate in a brand-related programme on brand page or websites.

In the view of Agudo-Prado *et al.* (2012), these authors argued that giving rewards to consumers based on evidence of their loyalty to a brand (frequency purchase or quantity) enhance brand loyalty. These rewards can be in abstract elements such as virtue, pleasure, novelty, self-esteem or concrete, such as points and discounts, loyalty currency. These authors further affirmed that stimuli generated by loyalty programme launch the target consumer's internal cognitive efforts and aid perceived benefits, improve actual purchase decision behaviour and strengthen repeat purchase.

Relative to the study conducted by Zhu *et al.* (2016), they advise that reward programmes should not be restricted to only value of social relationship on social media platforms. However, it is the nature of a relationship (strong or weak) that determines how young consumers on social media evaluate the reward programme. Zhu *et al.* (2016) maintain that a pleasant interaction and organisation social media participation with extrinsic rewards have the prospect to foster interpersonal relationships, build strong brand loyalty, and strengthen the bond between consumers and advertiser. In addition, Murphy (2015) adds that a reward programme also assists in tracking consumers, as well as social media participation of young consumers in form of incentives, such as discounts and coupons, free items and personal VIP events.

Reward programmes, in view of Capgemini Consulting (2015) are meant to engage young consumers in marketing activities of the organisation, but unfortunately they are not. Capgemini Consulting continues that the reason for negative attitudes towards brand rewards programmes include worthless rewards, rigid, reward structures, consumer's previous unfavourable experience in redeeming coupons and poor consumer service. Kim and Ahn (2017) generalise that where the organisation reward is not significant or not impressive to a loyal consumer, it can easily stimulate brand switching.

In addition, Claussen *et al.* (2013) advocates that social media platforms should not be managed through hard exclusion of social participants, but should rather be driven through "softer" inclusion of reward programme and incentives. Rewards programme have been widely used as a means to stimulate young consumer brand loyalty. The emergence of Web 2.0 has made marketing loyalty programme seems tougher and difficult for the participants, as well as beneficial to the organisation. Tougher in the sense that it requires new skills, resources, and money as well (Claussen *et al.*, 2013).

Capgemini Consulting (2015) proposes that collaborating brand reward programme with the overall consumer experience on social network will improve the impact of loyalty programmes on consumer's purchase decisions. In the opinion of Agudo-Prado *et al.* (2012) these couple of researchers believed that if an organisation can successfully entice or motivate their consumers to enrolled in an organisation reward programme, such loyal consumers will display a positive attitude towards social media platforms. The mere offer of the reward programme by the FMCGs organisation may inspire attitudinal loyalty of young consumers to a brand.

Studies of Peiguss (2012), Singh and Khan (2012) and Magatef and Tomalieh (2015) remarked that brand loyalty is a keystone of any successful FMCGs organisation due to high cost involved in prospecting for new consumers. Lou *et al.* (2013) reports that there are many benefits to organisation that engage in reward programmes. This goes beyond just mere buying a product, but rather contributing knowledge to the brand in the virtual community. Furthermore, Shi and Wojnicki (2014) endorse organisation's rewards because it facilitates word of mouth and brand acceptance among the target market.

The loyalty programme, such as rewards based referral targeting young consumers on social media in which electronic word-of-mouth (eWOM) that generate actual purchase behaviour is on the rise. This has compelled marketers to further design mechanisms for active and sustained brand social media participation with Generation Y in order to foster bond and everlasting relationship (Van Doorn *et al.*, 2010; Murphy, 2014).

In a nutshell, for young consumers to participate in social media organisations' reward programme, the reward programme should be seen within a larger context of marketing strategy that focuses on driving active young consumer participation in a brand social community (Magatef & Tomalieh, 2015). **Based on the in-depth literature reviewed and the preceding discussion, the following hypothesis is proposed: H4 : that rewards offered by FMCGs organisations influence young consumers' attitude on social media towards actual purchase.**

4.6.5 Hypothesis 5: Brand Integrity attributes do influence consumers' attitude on social media platforms to purchase.

Through various definitions and dimensions, the term trust refers to risk and uncertainty in the online setting. Therefore, in this study, brand integrity is viewed in the context of transactions over the Internet through social media platforms and online communities.

Trust is also related to Integrity, sometimes it can be regarded as trustworthiness while integrity is a rich concept that means different things to different people in different settings. It is a matter of principle for some; for others, a practice (Hajli, 2014; Oliveira *et al.*, 2017). In this study, the researcher conceptualises trust as “Brand Integrity” for better understanding of the phenomenon.

Brand Integrity and brand trust are highly correlated. Studies conducted by Greenberg (2014) and Erkmen and Hancer (2015) report that one logical explanation for this is that ethical behaviour is the key to building brand integrity. Brand Integrity is a fundamental requirement to building trust in the online environment and this is extended to social media platforms. Underpinning brand Integrity is the trust-commitment relationship, which builds brand loyalty and influences consumer behaviour (Christou, 2015). Social interaction is the key to building and supporting brand Integrity in the social media platforms. Website attributes such as privacy, security, and general design are all contributors to positive social interaction (Christou, 2015).

Perceived brand Integrity is defined as the perception of a brand’s honesty, responsibility and accountability. However, Singh *et al.* (2012) and Portal (2017) infer that brand Integrity is one that promotes the well-being of its target market through its dimensions of trust, diversity, respect and quality.

Sumarjan *et al.* (2013) postulate that social media marketing has greater risk and uncertainty due to credit card fraud, errors with merchandise and other security issues that contribute to consumers’ phobia to purchase via social media. Sumarjan and other researchers continue that various security challenges encountered online cause fear in buying of certain products or brands via social networking sites.

Although, Richard and Guppy (2014) remark that brand Integrity is known to lessen uncertainty in both online and offline shopping contexts. Brand Integrity is an essential element that needs to be integrated in the organisation marketing strategy in order to restore consumers’ confidence in actual purchase via social media platforms. Organisations’ brand social media presence through website and social networking pages is one of the foremost solutions for consumers to overcome this uncertainty as the brick and mortar is replaced by a virtual environment (Richard & Guppy, 2014; Bowen & Bowen, 2015).

Study conducted by Boateng and Okoe (2015) reports that there exists a positive relationship between credibility and young consumers' attitude towards FMCGs brands on social media. Young consumers spend much of their time on the social platforms because it is easy, convenient and trusted information is generated by the platforms. Hamoud (2016) attests that lack of brand Integrity and absence of brand social presence influence young consumers' attitude to search for alternative brands on social media environment. The study of Hamoud also charge top brands managers to build their strategies on brand integrity and social media presence in order to establish a favourable influence on young consumers and sustain long lasting relationships. A healthy transaction experience with an organisation via social media indicates a high level of Integrity towards a brand before participating in its brand page (Chow & Shi, 2014).

Since the emergence of contemporary retail outlets and various online stores, young consumers prefer to purchase online stores based on buying features available on the platforms, as well as confidence that goods bought online will surely be delivered (Bushu, 2015). Considerable body of researchers (Calefato *et al.*, 2015; Greenberg, 2014; Bowen & Bowen, 2015; Erkmén & Hancer, 2015; Morhart *et al.*, 2015; Parikka, 2015) affirm that brand Integrity is an important factor in social media marketing.

In addition, Bowen and Bowen (2015) maintain that organisations social media presence activities aid in reducing online insecurity and navigations concerns. Bati (2012) reports that 68% of the participants in the research conducted agreed that social media tools boost brand loyalty. Morhart *et al.* (2015) write that brand social promise is a substantial forecaster of brand Integrity. In their opinions, Eggers *et al.* (2013) and Portal (2017) summarise that dependable brands are genuinely dedicated to their standards and morals in accomplishing all their promises.

Furthermore, Hamoud (2016) recommends that successful brands build their marketing strategies on brand Integrity and social media presence. Hamoud, explains that brand Integrity and social media presence influence young consumer's attitude; and assists in building relationship marketing with online young consumers. Barke (2017) proves that social media is the prevailing integral part of organisation' marketing strategy; the author provides evidence that 74% of consumers make their purchasing decisions based on social networking platforms recommendation.

Hajli (2014) and Bowen and Bowen (2015) point out that organisations should live to their promises and share contents that will uphold consumers' trust, ensure to expose scammers through a disclaimers approach that suits the situation and desists from opportunistic behaviour. Hamoud (2016) is of the opinion that when brands engage in trustworthy and authentic marketing programmes, organisation will effortlessly gain the trust of their target consumers. Bati (2012) posits that brands should improve on their openness, and be more truthful about their brands' contents in the market place.

Hajli (2014) admits that trust has a noteworthy role in social media marketing by openly stimulating purchasing behaviour. Both researchers, Chow and Shi (2014) established that genuine and flexible transaction practice of an organisation via social media platforms indicated a high level of brand Integrity towards a brand precede the consumer's participation with a brand page. Bester (2012) and Tuckwell and Jaffey (2016) generalise that actively engaging young consumers during new product development is an innovative approach to build sound relationship with these cohorts; and objectively meeting their choices. The study conducted by Pride *et al.* (2015) contribute and infer that the Generation Y have understanding and capability to distinguish scam alerts.

Singh *et al.* (2012) observe that moral insight of an organisation will automatically be shifted into brand trust. Studies (Malone & Fiske, 2013; Marshall & Ritchie, 2013) state that in this present day, successful brands are encompassing brands with human-like features. Morhart *et al.* (2015) find that to stimulate the opinion of truthfulness, brands should come across as more "human", as doing so makes it easier for consumers to recognise the inherent values of a brand.

Surprisingly, Bowen and Bowen (2015) report that in spite of complaints and potential challenges posed on social media platforms (risks and online scams) young consumers are enthusiastic and trust organisations' brand social presence. William and Page (2011) and VinIntell (2013) suggest that advertisers on social media should endeavour to update their brand with trendy contents in order to drive traffic because these young consumers prefer lively moments. **Based on the foregoing discussion and in-depth corresponding with the chain of relationship postulated by the Brand integrity attributes, it is posited that: H5 Brand Integrity attributes do influence consumers' attitude on social media platforms to purchase.**

4.6.6 Hypothesis 6: Social media platforms do influence Generation Y to engage in actual purchase

Generally, information obtained from the actual purchase can help to identify the marketing strategy, consumer satisfaction, and to ensure the continuity of the business. A previous study discovered that actual purchase is complex and differ by segment (Lavrijssen, 2016; Victor *et al.*, 2018). A study of Ajzen (1985) established that actual purchase behaviour is an “individual's readiness and willingness to purchase a certain product or service.”

The study conducted by the Davis (1989) identified the predictor of actual behaviour to be information technology, for example, technology acceptance model. The researcher recognised perceived ease of use and perceive usefulness as factor influencing individual attitudes towards using an information system. Studies by Lai, (2017), Ma *et al.*, (2017) and Hubert *et al.* (2019) support that ease of use and usefulness are in turn influenced by different information system platforms features. Yet, purchase intention is seen as an important concept and widely used to predict the behaviour of the consumer (Ismail & Mokhtar, 2016). As more advancements in technology, such as block chain and various payment applications emerge, the move will be to online payment and crypto currency societies in both Nigeria and South Africa. This will eventually create platforms for online retailers and organisations with active social media marketing presence to offer better and quality service to their target market as form of influencing the consumer behaviour to a brand.

KPMG (2017) argues that as part of the emerging marketing concept to always please consumers, young consumers appreciate online payment and after-sales services - delivering of goods at their doorstep; discount on bulk purchases; credit facilities; and authentic and realistic guaranties or warranty services that will match or exceed their expectations. Lautiainen (2015) posits that the reason behind consumer loyalty to a specific brand is deeply locked in their minds. Young consumers try to satisfy their wants and preferences by purchasing for themselves or satisfy the need of others by buying for them (Lautiainen, 2015).

Usually, information gathered from actual purchase behaviour aid in designing effective marketing strategy and meeting consumer's wants and preferences, and to ensure business continuity (Ismail & Mokhtar, 2016). Previous studies (Lavrijssen, 2016; Victor *et al.*, 2018) show that actual purchase behaviour is multifaceted in nature and vary by market segment.

Meanwhile, a recent study conducted by Ismail and Mokhtar (2016) addresses actual purchase behaviours as a consumer's willingness and disposition to participate in act of buying a specific brand. In addition, Duffett (2017) establishes that actual purchase behaviour is deliberate, intentional and pre-mediated behaviour demonstrated by an individual towards possession of a certain brand or product.

The rapid penetration of social media marketing, especially in developing countries such as South Africa and Nigeria offer marketers a new platform to have boosted future relationships with young consumers in these countries (Duffett, 2017). Today social media opinions and reviews have started affecting the purchase decision process of the young consumers (Gupta, 2016). This aids satisfied young consumers to recommend a brand to other potential users. FMCGs organisations are working strategically to increase the time these young cohorts spend with their brands on social media. Social media is predominantly peer influenced when it comes to actual purchase decisions among young consumers (Gupta, 2016).

Mwakatumbula *et al.* (2016) note that consumer satisfaction triggers consumer's knowledge about a brand, as well as their expectation and to make better decisions in their best interest. When these expectations are met, they are satisfied. Khodakarami and Chan (2014) added that social media is a source of diverse knowledge for marketers and consumers. The scholar's remarks that it is a platform to know consumers' thoughts towards organisations and their offering, their strength and weakness to improve, thought about substitute brands, how they evaluate suppliers and prediction about market trends.

Furthermore, literature review of Moustakas (2015) affirms that geometric proliferation of social media such as microblogs, virtual worlds, online forums and social networks have empowered the young consumers to become stronger. Rauniar *et al.* (2014) and Josh and Vaghela (2015) identify perceived ease of use and perceived usefulness as predictors that influence an individual's attitude toward using the social media marketing platforms.

Similarly, Hajli (2014) affirms that perceived usefulness has more impact over trust as an intention to purchase through social media platforms. Still, the study of Ismail and Mokhtar (2016) state that intention to purchase a particular brand is an integral part of predictor of actual purchase.

Contrary to the above, Elms *et al.* (2016) comments that in this information technology driven age social media marketing offers quite different knowledge of shopping that completely

differs from physical outlets. Reiter *et al.* (2017) validates that 96% of the young consumers are active on a social networking with Facebook as the most populated social network sites. Currás Pérez *et al.* (2013) holds that that social media marketing platforms enabled young consumers to access recommendations of other users, as well as strangers. The likes of Facebook as social networking sites allow FMCGs organisations to own their respective corporate brand page and brand page platforms enable followers of a brand page to receive, broadcast and post latest information in relation to a brand (Coulter & Roggeveen, 2012).

As more improvements in information and communication technology (ICT) such as block chain and various transaction applications emerge, the trend to shift to cashless and crypto currencies societies among young consumers is evolving. Ismail and Mokhtar (2016) proposes that brands should create platforms to ease online payment in order to improved their relationship and enhanced better quality services to their target market.

Josh and Vaghela (2015) confirm that user-generated and firm-generated content have a direct and positive impact on future social media marketing activities. Farhangi *et al.* (2014) also agree that the impacts of users-generated contents towards brand is much greater than the organisation's traditional marketing communication. Kowalska (2012) mentions time saving, simplicity, easiness, as well as opportunity to navigate and compare offerings of alternative brands as other motives acknowledged for buying on social media.

Social media users, such as friends and social influencers are recognised as part of major sources of influence due to their significant impact on young consumers' social development (Thaichon, 2017). Akrimi and Khemakhem (2012) conclude that social media opinion and recommendation is an innovative dimension of electronic word-of-mouth (eWOM); organisations are yet to understand reasons young consumers are excited to recommend a brand to fellow users without any reward.

KPMG (2017) summarises that as part of the contemporary marketing concept to always satisfy consumers, young consumers enthusiastically welcomed online payment and post-sales services such as delivering of goods at their doorstep; discount on bulk purchases; credit facilities; authentic and realistic guaranty and warranty services that will exceed their expectations. **In coherence with the actual purchase in line with the preceding discussion, the following hypothesis is posited: H6 Social media platforms do influence Generation Y to engage in actual purchase.**

4.6.7 Hypothesis 7: Young consumers' attitude is more favourable towards organisations which participate in social media compared to those who rarely use social media platforms

The emergence of social media and vast access to diverse brand information has drastically affects young consumer's attitude to replace traditional media's enduring and influential role on young consumers (Duffett, 2017). This change in young consumer's attitude represents both an opportunity and a challenge from an organisation's viewpoint (Nhlapo, 2015; Duffett, 2017; Glucksman, 2017). Fernando and Wijesundara (2016) posit that marketers should know that social media are platforms that influence brand image as emerging communication platforms; and consumer trust contents from the platforms more.

Having a well-planned "visual branding strategy" benefits brand with social presence over rivals on traditional marketing platforms (Perkins, 2014; Jokinen, 2016). According to Perkins (2014), visual content may be used to boost user engagement on social media. In addition, quality brand contents that include pictures or video are shared more often on social networking sites than brand messages that lack social media presence (Pozin, 2014; Voorveld, 2019; Appel *et al.*, 2020).

Generation Y consumers are known to exhibit favourable attitudes towards brand marketing messages via social media platforms such as Facebook (Dondolo, 2014). Younger consumers tend to show favourable attitude towards a brand that is advertises on social media platforms more than their older generations (Cretti, 2015). Studies conducted by Cretti (2015) and Sharma & Kumar (2018) reveal that social media appears as a cheap and reasonable broadcast medium to post pictures and videos among young consumers as they have been growing up in an era where technology has always existed.

Ferreira and Barbosa (2017) submit that young consumers consider organisations that showcase its brands on the social media platforms as more superior and satisfactory to advertising on traditional media. In addition, past studies by Sharp (2013) and Roux (2014) support the opinion of Ferreira and Barbosa, that the young consumer has a negative attitude towards a brand advertisement via, print, audio visual and outdoor only.

Furthermore, since the proliferation of online stores, young consumers prefer to purchase via online stores based on buying features and tools available on the platforms; as well as assurance that brands ordered online will be received (Bushu, 2015). A study conducted by Bati (2012)

reveals that that social media tools and application facilitate young consumer favourable experience.

In support of research conducted by Bushu (2015) and Mishra and Tyagi (2015), Duffett (2017) states that availability and varieties of transaction features that aid actual purchases especially in emerging nations, such as, South Africa and Nigeria; enable marketers to have cordial relationship with target markets.

Iyer *et al.* (2016), Steinhoff and Palmatier (2016) and Duffett (2017) point out that Generation Y form favourable attitude towards a brand on social media based on their contributions to a brand's success on the social media, such as co- producers, purchases, opportunity cost, referral, recommendation, time and so on. The scholars generalise that what young consumers get in return from the marketer, such as tangible and intangible rewards, are related to their wants or desires. Soewandi (2015), Korotina and Jargalsaikhan (2016) and Bharucha (2018) conclude that young consumers will show favourable attitudes towards a brand that has a social media presence.

Ismail and Mokhtar (2016) and Helderwerdt (2017), Lalwani (2017), and Seo *et al.* (2020) argue that young consumer's opinions and recommendations on social media must be duly considered in designing a strategy; that will meet these young cohorts' needs, preferences and overall expectations. In view of the above facts, studies of Kumar *et al.* (2016) and Bashir *et al.* (2017) and Olutade *et al.*, (2019) affirm that FMCGs organisations are heavily relying on social media as source of information gathering in meeting young consumers' needs and wants; due to its prevailing popularity and its great influence on them.

The scientific investigation of Mishra and Tyagi (2015) establish that quite a number of young consumers are quitting online purchases and prefer to trust, opinions, comments, likes and recommendations in relation to brands choice instead of clicking advertisement button. Currently, UGC has begun to influence a brand choice approach of young consumers on social media (Gupta, 2016).

Couples of studies by O'Connor (2016), Cheng and Khan (2017), Hermaren and Achyar (2018), Badenes-Rocha *et al.* (2019) and Irelli and Chaerudin (2020) affirm that Generation Y consumers considered UGC has reliable and dependable compared to FGC. Furthermore, the scholars' remarks that UGC has an incredibly favourable impact on young consumers' attitude

to actual purchase behaviour; because of the accessible application and features offered by social networking's platforms.

Online brand image represents “hyperlinked graphical pictures and images” that are shown on a website and brand page; which also likewise incorporate sound and video, and creative brand elements, for example, colours, symbols, sign off and trade mark (Duffett, 2017). The vital aim of online brand image comprises of enhancing brand equity, enabling instant feedback, attending to consumers' complaint and enquires, promoting brand loyalty, creating positive electronic word of mouth, engaging the young consumer more with brand; creating leads and expanding deals (Duffett, 2017; Mudanganyi, 2017; Essays UK, 2018; Jafeta, 2018).

Raktham *et al.* (2017) postulate that social media marketing is an achievement that drastically impacts young consumer's perception and form positive attitude by adding value to organisation generated communication; as well as promoting the quality of ad messages. The researchers report social networking applications and features enabled young consumer to get top notch brand contents over brands that lack social presence, for example clear video promoting, quality animation advertising format, entertaining marketing messages and liveliness in publicising. **Thus, consistent with the literature reviewed and evidence from past empirical studies, it is hypothesised that: H7: Young consumers' attitude is more favourable towards organisations which participate in social media compared to those who rarely use social media platform.**

In concluding the above exposition, the concluding part of this chapter reviewed all the related empirical studies on promoting social media as a marketing strategy to influence young consumers' attitude towards fast-moving consumer goods (FMCGs) brands. With reference to the research hypotheses stated for this study: marketing goals and objectives, brand awareness, organisation social media participation, rewards, brand integrity, actual purchase and consumer attitude.

4.7 Summary

In this chapter, social media was extensively researched as platforms that opened unprecedented opportunities that aid young consumers in actual purchase decision-making. It also revealed how it has empowered FMCGs organisations and provide tools to influence favourable attitudes in these young cohorts towards organisations' offerings through firm-generated communication. Though, the objective of this chapter is to review marketing

communication and social media. This chapter commenced with an introduction and discussed the nature of marketing communication, traditional marketing communication tools; and Marketing communication models.

The concept of integrated marketing communication (IMC) is establishing a context for social media in marketing management. In accordance with aim of this chapter, the third segment of this chapter gave account of a social media overview, with reference to various definitions by known scholars in the field. This chapter further addresses young consumer's characteristics and attitudes on social networking sites as part of the investigation that was carried out in this chapter. The concluding part of this chapter reviewed all the related empirical studies in promoting social media as a marketing strategy to influence young consumers' attitudes towards fast-moving consumer goods (FMCGs) with reference to research hypotheses stated in this study. The succeeding chapter presents the research design and methodology adopted for this study in order to achieve the goals of the study.

CHAPTER FIVE

RESEARCH DESIGN AND METHODOLOGY

“Transparency may be the most disruptive and far-reaching innovation to come out of social media.”

The New influencers by Paul Gillin

5.1 Introduction

Research related to marketing management demands the application of a scientific process of acquiring truth about marketing phenomena. According to According to Zikmund and Babin (2010) and Pride *et al.* (2015), marketing research is an organised plan for the gathering and interpretation of marketing-related data and reporting the findings for maximizing marketing opportunities.

Chapter Five details the research design and methods applicable to this study by pointing out the methods applied in gathering and collection of relevant data appropriate to the empirical nature of this study. This chapter is categorised into twelve sections as illustrated in the chapter map. Section 5.2 commences with the ‘research onion’ where the layers of the research onion showcase the sequence of choices made for this study. Section 5.3 addresses the underlying philosophical assumptions of this study. The research approach with reference to quantitative research is investigated in Section 5.4.

Meanwhile, Section 5.5 briefly discusses the choice of methodology chosen in this study. Section 5.6 stipulates the research design., the blueprint for conducting this study. Section 5.7 presents the time horizon of the framework in which the study was accomplished. Section 5.8 proceeds to describing the target populace of this research, the specification of the sample method and determination of sample size of this study. While Section 5.9 takes a closer look at the data collection method and research instruments applicable. Furthermore, an extensive discussion is geared towards data management in Section 5.10. Therefore, Section 5.11 involves the statistical package for social sciences that was used as a data analysis technique to effect clarity in the presentation phase in this study. Lastly, Section 5.12 involves presentation of the relevant ethical issues that were relevant to this study. Figure 5.1 provides the graphical depiction of the layout of this chapter.

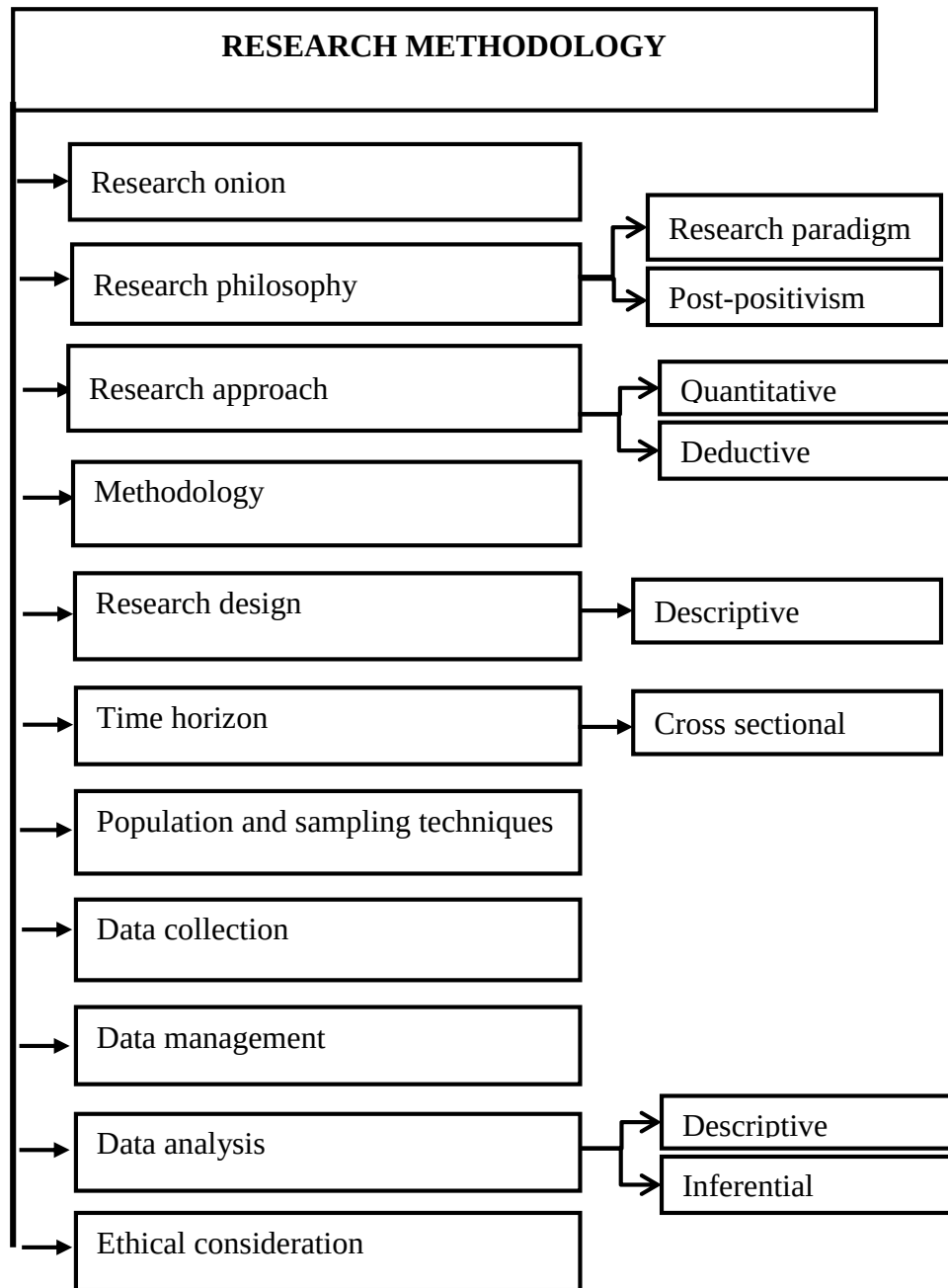


Figure 5.1: Chapter map

5.2 Research onion

As indicated under the analysis of the different definitions of research above, after identifying an area of interest, the researcher ascertained appropriate method(s) to approach the problem. Furthermore, in order to give definite direction to the study, the research process onion of Saunders *et al.* (2012, 2016) was adopted. Figure 5.2 depicts the ‘Onion model’ that shows the range of choices, paradigms, strategies and steps followed during this research process.

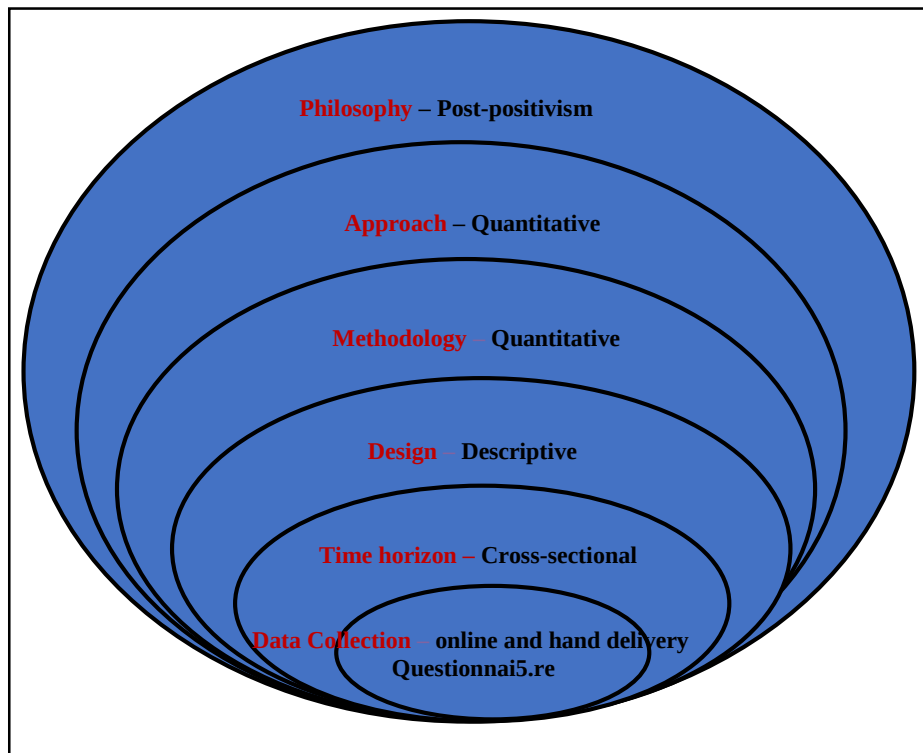


Figure 5.2 The research ‘onion’
Source: Adapted from Saunders *et al.* (2012; 2016)

The research onion provides a summary of the important issues that need to be taken into consideration and reviewed before in the course research process. The different layers of the onion reveal the basis to consider in this research and these are: the philosophical direction; the research approach embraced; methodology, applicable research design, time horizon and the data collection methods employed.

5.3 Research philosophy

This section is so important because it presents the knowledge and understanding of the concept of philosophy and paradigm in this study.

Research philosophy is a belief concerning the manner by which data relative to occurrence is collected and analysed (Saunders *et al.*, 2016; Bryman, 2016). More so, research philosophy offers the foundation for inter and trans-disciplinary strategy of study discern ability. Mkansi

and Acheampong (2012) attest that research belief is related with various gatherings of suppositions about nature and the establishment of information.

Most logical research depends on some fundamental philosophical presumptions about what establishes 'substantial' study and which looks into method(s) is/are suitable for the advancement of information in a given research. So as to direct and assess appropriate logical research, it is imperative to comprehend what these presumptions are. This refers to the first layer of the research onion as dealt with in Figure 5.1.

Engle (2008), Saunders *et al.* (2009), Aliyu *et al.* (2015) and Saunders *et al.* (2016) mentioned these three philosophical assumptions about the process of acquiring knowledge Epistemological assumption (How do you know?) Ontological assumption (What is the nature of reality?) and Axiological assumption (What is fundamentally valuable?). This trio of philosophical approaches aided in choosing the best approach and the reason for the choice of the research assumption (Saunders *et al.*, 2009; Saunders *et al.*, 2016). The relevance of philosophical assumptions is explained in research philosophy. It expounds philosophically the researcher's view regarding the world of the study. The philosophical assumptions also support in determining the research strategy that will be more appropriate to the study at hand.

In the words of Mkansi and Acheampong (2012) counter research philosophy taxonomies of ontology, epistemology, and axiology and their contradictory, applications to the 'quantitative-qualitative' arguments, the duo regarded research philosophy dimensions as the key basis of the tight spot to many young researchers in solving research problems. Nevertheless, a researcher is expected to work within the scope of models supporting the study of logical assumptions.

However, in order to clarify the philosophical foundational concept of this research, which fundamentally emphasizes on the rudiments of social media as a marketing strategy to influence young consumers' attitude, a rational and systematic clarification of the theoretical concepts, epistemology and model/world view are shown. The epistemology relates to questions about the methodology and approach used in the study as these relate to our understanding of knowledge and how it is formed (Quinan *et al.*, 2015). The relevance of epistemology is more substantial and significant to the nature of this study.

The choice of epistemological assumptions or worldview supports that which are considered legitimate for this study (Saunders *et al.*, 2016). Meanwhile, these epistemological dimensions

or viewpoints are post-positivist, pragmatic, constructivist, transformative (Quinlan, *et al.*, 2015). This study's next section focus on the research paradigm which will be discussed in the subsequent section.

5.3.1 Research paradigm

The term paradigm takes different form of understanding by numerous scholars (Thanh & Thanh, 2015). Guba and Lincoln (1994) state that paradigm is “a basic system or worldview that guides the investigator”. Denzin and Lincoln (2000) describe paradigms as a scholar's structure, which is in agreement with initial values signifying the background of the researcher in order to build meaningful rooted data, whereas Collis and Hussey (2009) and Neuman (2011) term paradigm as entire interrelated method of philosophical structure.

In a simpler form, Vosloo (2014) justifies a model as a fundamentally established principle that directs an action. Hussain *et al.* (2013) mentioned three areas in which paradigm can be explored in social science: it can be established as a citadel of knowledge; for comprehensive classification of methodologies and world views related to study; and reporting extensive method to academic study (validity) such as post-positivist (Grix, 2010). In the post positivist paradigm, research worldview is determined by “cause and effect” (Creswell, 2003; Thanh & Thanh, 2015).

Crotty (1998) describes the philosophical paradigm of research design structure as ‘the philosophical stance informing the methodology and thus providing a context for the process and grounding its logic and criteria’. He claims that there are hypothetically many theoretical research viewpoints that result from specific epistemologies. Furthermore, studies (Chilisa & Kawulich, 2012; Creswell, 2014; Mertens, 2015; Panhwar *et al.*, 2017), submit that constructivist, transformative, pragmatic and post-positivist, are the basic philosophies in research. Post-positivist, Pragmatic, Constructivist, Transformative Constructivism and interpretativism are related concepts that address the worldview as others experience it; as such its a perspective, and there is a strong tendency to use in qualitative methods. It focuses primarily on identifying multiple values and perspectives through qualitative methods (Mertens, 2015). However, the transformative paradigm arose out of the communicated displeasure of members of relegated groups about the assumptions that were made in evaluations conducted in their communities and the recognised need for more socially responsive thinking (Mertens, 2009; Hood *et al.*, 2015).

The pragmatists seek for truth, “what is practically useful and whatever works at the time”. Therefore, they are not bound to any philosophical view or reality, and therefore quantitative, qualitative and mixed methods can be applied in the course of scientific study (Petersen & Gencel, 2013; Creswell, 2014). Table 5.1 indicates an evaluation of paradigms and branches.

Table 5.1: Evaluation of paradigms and branches

Paradigm	Branch	Description
Post positivist	Methods	Focuses primarily on quantitative designs and data.
Pragmatic	Use	Focuses primarily on data that are found to be useful by stakeholders; advocates for the use of mixed methods.
Constructivist	Values	Focuses primarily on identifying multiple values and perspectives through qualitative methods.
Transformative	Social Justice	Spotlights on initial perspectives of minimized gatherings and cross examining foundational control structure through blended techniques to encourage social equity and human rights.

Source: Adapted from Mertens (2015)

It is vital to note that the post-positivists are part of positivists, but most of the research approach and practices in social science today fit better into the post-positivist class (Gale & Beeftink, 2005; Creswell, 2009; Chilisa & Kawulich, 2012; Vosloo, 2014). The subsequent section has a detailed discussion of post-positivism, which is more relevant to this study.

5.3.2 Post-positivists

Post - positivism is a form of justification for alternative paradigms and is subjective in nature, after the failings of positivism. It is an upsurge against the limitations of positivism which solely associates itself with empiricism and rejects the existence of individual/subjective perspectives of facts (Panhwar *et al.*, 2017).

The positivist philosophy is usually supported for testing a theory and making reasonable inferences about a phenomenon by combining empirical observations with logical reasoning (Saunders *et al.*, 2009; Muijs, 2011; Neuman, 2011; Bhattacharjee, 2012; Vosloo, 2014). The argument against the positivist’s argument is that, “no matter how faithfully the scientist adheres to scientific method, research outcomes are neither totally objective nor unquestionably certain” (Crotty, 1998). Thus, this view is known as post-positivism (or logical empiricism), and it can be described as a less challenging type of positivism.

Equally, not all scholars totally consent with the strict belief of positivism. Several researchers supported the need for an alternate flexible form called post-positivists view which Philips (1990) stated as:

“although the object of our inquiry exists outside and independent of the human mind, it cannot be perceived with total accuracy by our observations; in other words, complete objectivity is nearly impossible to achieve, but still pursues it as an ideal to regulate our search for knowledge”.

Although, post-positivism cannot be totally regarded as a distinctive theoretical paradigm that stands on its own philosophy (Vosloo, 2014). Meanwhile, Creswell (2009) uncovered the fundamental principles that brought post-positivism to limelight, the scholar revealed that post-positivism is an extension of positivism since it embodies rational after the positivist belief, that is contesting orthodox complexity and objectivity about the truth of acquiring knowledge in a social science discipline. Below is detailed discussion of post-positivism, which is more relevant to this study. Figure 5.3 depicts the interconnection of worldviews, designs and methods.

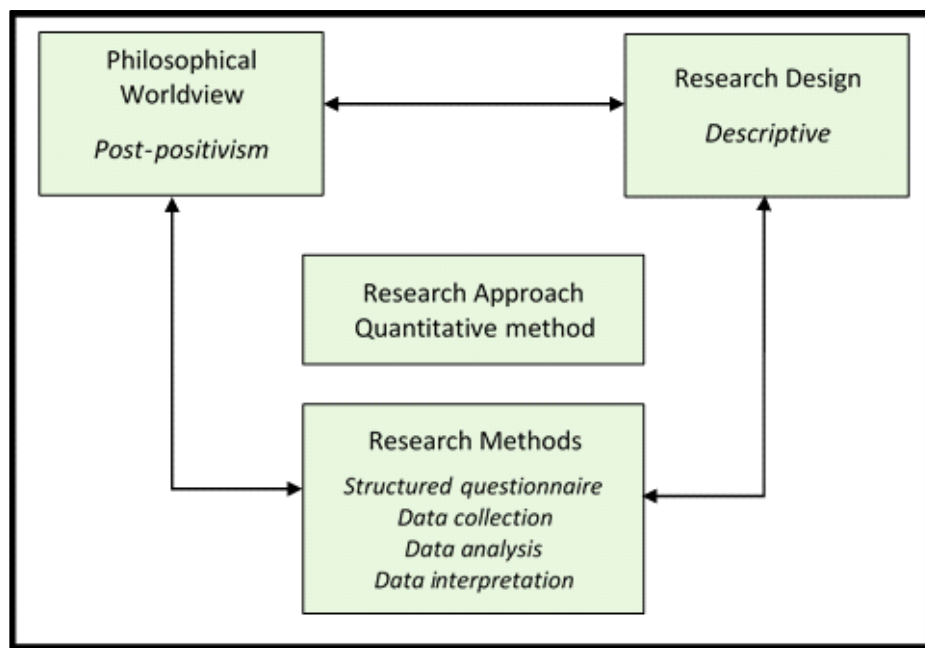


Figure 5.3 The interconnection of worldviews, designs and methods
Source: Adapted from Creswell (2014)

Equally, the post-positivism paradigm greatly demonstrates flexibility and openness to diverse methodological approaches such as qualitative and quantitative approach (Vosloo, 2014; Panhwar *et al.*, 2017). Additionally, scholars in this model can develop alternate techniques to

engage in data collection (Glicken, 2003) and Creswell (2009; 2014) added that a researcher in this school of thought gives room and welcomes diverse perceptions from respondents.

Through its array of approaches, different instruments were used in this study to investigate the factors influencing attitudes of young consumers on social media from various perspectives which aid in reducing the risk of unfairness and maximising reliability. Furthermore, because post-positivism goes along with quantitative analysis, it includes the perspectives of the historical and comparative (Panhwar *et al.*, 2017). Post-positive claims can also be called “quantitative research”, “empirical science”, and “positivism/post-positivism” (Creswell, 2003; Saunders *et al.*, 2012).

However, on the basis of scientific method adopted for this study, post-positivism, the researcher begins with a theory, collects data that either supports or refutes the theory, and then makes necessary reviews and conducts additional tests. The post-positivism paradigm is regarded as the most suitable for the present study. The purpose of this research is to test the additional components of social media as a conceptual framework that can be used as a marketing strategy to influence consumers’ attitude favourably towards fast-moving consumer goods (FMCGs) brands among South African and Nigerian young consumers. Thus, predict results, test a theory, or find the strength of relationships between variables or a cause and effect relationship.

5.3.3 Choice of research paradigm adopted for this study

Post-positivism may also be called critical multiplism which indicates that there is no single perfect scientific approach which can bring one hundred percent accuracy in the findings as all methods have their limitations and shortcomings in the research activities (Crotty, 1998; Denzin & Lincoln 2011; Panhwar *et al.*, 2017).

More so, regarding the differences between positivism and post-positivism, Trochim (2006) argues that both positivists and post-positivists believe that reality exists, but the difference is that the post-positivist reasons that observations may contain errors, and therefore all theory is revisable (Yen, 2011). c (Trochim, 2006) whereas the positivist believes that the goal of science is to find the truth of reality. The flexibility of post-positivism gives room for different research survey strategies of collecting data, For example, online and hand on delivery (Glicken 2003; De Vos *et al.*, 2011).

Post-positivism tends to reduce personal biases and prejudices of the researcher and the respondents because it offers the use of more than one research methods and techniques in a research study to make sure that the subject is studied from more than one angle (Phillips 1990; Clark, 1998; Miller, 2000; Phillips & Burbules, 2000).

Post-positivism is not committed to one system of method or techniques in generating data (both online and hand delivery questionnaire). The quantitative methods of research were adopted for this study while data was drawn from quantitative assumptions.

Through its multiplistic approaches, different instruments can be used in this study to investigate the issue from various perspectives, which helped to reduce the risk of bias and to validate reliability. This diversity of methods enabled interaction with the younger consumers (respondents), face to face in order to achieve the set objectives of the study.

Post-positivism gives room for the researcher to test selected variables that form research hypotheses by adopting the methods best suited to them. Thus, post-positivists are the critical realists because they believe that it is impossible for human beings to perceive the perfection of natural causes with their imperfect intellectual powers/senses. The following section presents research approach adopted in this study.

5.4 Research approach: quantitative and deductive

Since no research approach is inherently inferior or superior to any other, the choice of the research approach was guided by research hypotheses(s) and objectives to the extent of existing knowledge, the amount of time and other available resources as well as philosophical underpinnings.

Quantitative research approach takes the form of post-positivist view focused more on testing and proving theories by proposing research questions, hypotheses, and collecting data for analysis (Creswell, 2009; Panhwar *et al.*, 2017). It is an appropriate phenomenon that can be stated in terms of quantity (Kothari, 2004; Taheri *et al.*, 2015). Most of the quantitative research is conclusive in contrast to qualitative research where the aim is to gain some insights of a market phenomenon and sometimes these phenomena are difficult to quantify and numerically measure.

Assessments that involve numerical measurement and analysis approaches while qualitative research is more apt to stand on its own in the sense that it requires less interpretation (Babin & Zikmund, 2010). Quantitative research is quite applicable when a research objectively involves a managerial action standard. For example, ‘Social media as a marketing strategy to influence young consumers’ attitudes for fast-moving consumer goods’. A study of this nature will actively encompass both quantitative measurements in the form of numeric rating scales and quantitative analysis in the form of functional statistical measures.

Studies conducted by Polit and Beck (2010) and Haq (2015) affirm that in quantitative studies, the use of a construct with more than one attribute can increasingly be generalised.

Moreover, quantitative research is quite applicable to this study since the research objective involves a decision-making action standard, such as, ‘Social media as a marketing strategy to influence young consumers’ attitude for fast-moving consumer goods’. A study of this nature will actively encompass both quantitative measurements in the form of numeric rating scales and quantitative analysis in the form of functional statistical measures.

In order to implement research related to marketing, quantitative approach enables obtaining three dimensions of numbers: market measures, consumer profiles, and attitudinal data (Research Portal, 2015). In this study, the market is measured and quantified; and regarded as the fast-moving consumer goods (FMCGs) sector.

Consumer profiling is very significant because their details are important for the target population of the study. In this study, they are regarded as young consumers who fall in the age bracket of 18 to 35 years. Furthermore, attitudinal data are used in relatively broad ways to cover provisional constructs, such as brand awareness, social media participation, rewards and brand integrity as propensities to engage in the actual purchase of a particular FMCGs brand via a social media network.

Attitudes are subjective in nature, and are regarded as perceptions that influence young consumers purchasing attitudes via the social network platforms. Consumers’ attitudes are important in a study like this, as related to marketing management and consumer behaviour.

In addition, this study takes form of deductive approach as well as that it develops the research hypothesis upon a pre-existing theory and formulates the best approach to the study (Silverman, 2013). This approach is suitable for the study context since the study is concerned with

examining whether the observed phenomena fit with expectation, based upon the previous study. Therefore, the deductive approach was adopted in the study because of the existing theory and the choice of data collected for the research, which was quantitative in nature.

A quantitative and deductive approach was applied in this study where an online and hand delivery structured questionnaire was developed to test the provisional conceptual framework (constructs) and the research hypothesis developed.

5.4.1 Justification of adopting quantitative approach

The quantitative research method was considered as the most appropriate approach to employ in this study due to the following reasons. First and foremost, a deductive research approach was used to deduce the research hypothesis from theory as in the theoretical chapters.

The justification for adopting this approach is that a survey conducted through the use of a designed structured questionnaire can reach more respondents; replicated and retested. Therefore, the choice of the quantitative approach was justified because the approach allowed the researcher to determine statistically significant differences between mutually exclusive groups on various indicators from different countries.

A quantitative approach is ideal in a research situation such as the present study; wherein the theory employed to justify the constructs, purpose statement, and direction of the carefully defined research questions. The quantitative data is analysed using a survey technique. In this study, the study explores both online and pen on paper questionnaire (hand delivery) for the survey approach. The next section showcases the research methodology adopted in order to achieve all stated objectives of the study.

5.5 Research methodology

Research methodology is defined by Schwardt (2007) as a theory of how a study should progress. It involves analysis of the assumptions, principles, and procedures in a particular approach to a research problem. In the same view, Creswell and Tashakkori (2007) and Teddlie and Tashakkori (2007) describe research as kinds of problems that are worth investigating; what constitutes a researchable problem; testable hypotheses; how to frame a problem in such a way that it can be investigated using particular designs and procedures; and how to select and develop appropriate means of collecting data.

Quantitative methods are ideal for study in which the aim is to generalise findings from sample data to a larger population (Ajisafe, 2012). Post-positivist scholars (Black, 1999; Vogt, 2008; Ajisafe, 2012) agree that quantitative methods are devoid of researcher bias, research goals are precise, research constructs are clearly identified, and strategies are generally more reliable than qualitative methods.

However, the following phrases are linked with a quantitative methodology and are used: a deductive approach, post-positivist, a quantitative approach, systematic approach, numerical-based data collection, statistical analyses, and applicable research design (descriptive design). Examples of the benefits of adopting quantitative method relative to qualitative data include broad comparability of answers, speed of data collection and 'power of numbers' (Taheri *et al.*, 2015). Therefore, the choice of a quantitative methodology was justified because the methodology allowed determining statistically significant differences between mutually exclusive groups on various constructs.

This study used the quantitative method with applicable variables related to social media marketing, FMCGs and how young consumer attitude on social networks can add value to FMCGs organisation marketing objectives in both Nigeria and South Africa. Given this focus, literature reviews and structured questionnaires were used for data collection.

In this study, focused and studied research methods specifically relating to a quantitative approach were used to collect data and categorise them into three phases: means of collecting data in terms of timeframe (cross-sectional vs. longitudinal); methods of analysing data collected and interpretation of data. The arranging and development of this study research methodology begin with the research onions, philosophical grounding, research design, research approach, methodology. This section and sub-sections include population and sampling and data collection, data management, data analysis and ethical consideration. However, the subsequent section will discuss research design adopted in this study.

5.6 Research design

A research design is a framework which explains how the research was conducted and comprises the objectives, the constraints of the research and the ethical issues experience in the course of undertaking the study (Boerwinkel, 2016). More so, research design can be described as an outline to direct a scientific study techniques and process necessary for collecting expected data or attending to marketing research issues (Malhotra, 2015; Akhtar, 2016).

Through an organised research design, decisions about who are the target population, how to collect information from respondents, how to select the right respondents, how the information collected would be analysed and how the findings are to be communicated (Kumar, 2014; Bhattacharjee, 2012; Gray, 2014) need to be made.

The basic designs in research are exploratory, descriptive and causal which can also be quantitative and qualitative in nature. Wiid and Diggins (2013) posit that a research design indicates the processes to strictly adhere to in order to fulfil the research objectives and proffer solutions to the research the problem at hand.

For the purpose of this research, the design of enquiry employed was the descriptive-survey-quantitative/deductive approach design. This design chosen involved two components, quantitative data obtained with a survey from two comparable geographical locations of the research (population) on the same continent and analyses them simultaneously.

Creswell (2009) concludes that research design is a process applied in research that aid in achieving objective decisions from various assumptions to comprehensive approaches of data gathering and analysis. The research process is popularly known as research onion layers recommended by Saunders *et al.* (2009, 2012) will be adopted in this study.

5.6.1 Types of research design

Research design can be viewed in different ways because of the existence of different approaches (Punch, 2014). There is a dearth of uniformity in categorisation in research designs among scholars. Various classifications are based on the type of research hypothesis and question addressed, such as exploratory, descriptive, correlation and quasi-experimental and experimental (Akhtar, 2016). Other groups of scholar viewed research design emphasis on data gathering instruments namely: quantitative, qualitative and survey (Jalil, 2013).

Meanwhile, Stern *et al.* (2012) classified research design on causal interpretation in order to group diverse design approaches. Research designs are generally categorised into one of these four groups, depending on the purpose of the research, such as descriptive, correlation, quasi-experimental and experimental (Page, 2012; Jalil, 2013; Chudleigh & Smith, 2016). This study adopted a descriptive design method to provide experiential information to the study hypothesis and objectives proposed in the study. This kind of research provides an opportunity to

determine a relationship that exists between variables, and allow for hypothesis development that is testable in further quantitative study (Chudleigh & Smith, 2016; Grove & Gray, 2018).

The above section briefly discussed research designs types and research design adopted for this study. Based on the research design adopted, a closer look will be taken at descriptive research design as the research design for this study.

5.6.2 Descriptive design

Descriptive research is typically assumed to give a report of a phenomenon. Marais (2013) affirms that the descriptive design is usually used for research issue concerning individual or human behaviour, views and can be attained by exploring surveys research approach.

In addition, the descriptive design takes the formal position and usually attempts to describe a condition, problem, platforms, phenomenon, service or events with specific surveyed questions (Kumar, 2014). The distinctive class of this descriptive method is that the researcher has less influence over the variables, and over the entire study as a whole.

According to Atmowardoyo (2018) argue that descriptive research covers sub-dimensions of research approaches such as survey, correlation study, qualitative study, or content analysis. These aforementioned sub-dimensions covered by descriptive research is not related to data obtained rather process of data collection and data analysis.

Descriptive study can take the form of quantitative and qualitative data analysis (Atmowardoyo, 2018). The survey, for instance, considered to study a large population phenomenon about a specific situation or issue. Meanwhile, data are gathered through a questionnaire (both online and hand delivery), and lastly, data analysis takes the form of measurable, that is quantifiable, in terms of figures and numbers (Atmowardoyo, 2018).

The descriptive design allows the opportunity to quantify or measure in terms of figures/numbers at the end of a study while interpreting the data into a meaningful form (Zikmund & Babin, 2015; Atmowardoyo, 2018). Meanwhile, the descriptive approaches employed for the purpose of this study are: survey study, inter-relationship, school/university and comparative.

5.6.2.1 Types of descriptive studies

There are two sources of descriptive study identified according to Pandey and Pandey (2015). Both identified survey studies and inter-relationship studies. The two major types of descriptive method discussed are relevant to the study phenomenon. Figure 5.4 depicts the typology of descriptive studies.

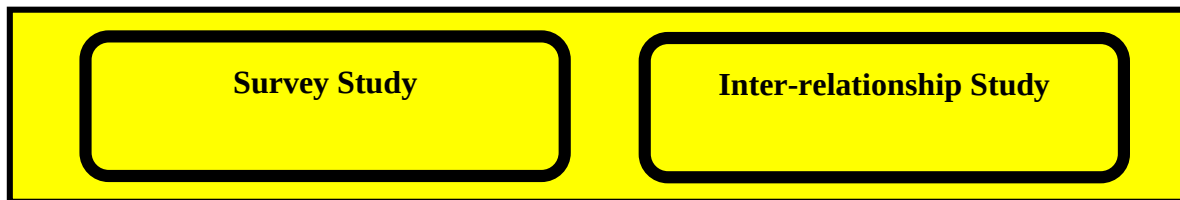


Figure 5.4 Typology of descriptive studies
Sources: Adapted from key (1997); Pandey (2015)

There are two types of descriptive method identified in Figure 5.4 as typology of descriptive method adopted in this study. Survey studies and the inter-relationship studies.

5.6.2.2 Survey studies

Survey research can be described as an approach of gathering data from a sample of the population through responses to research hypotheses or questions (Check & Schutt, 2012). Survey methods allow a quantitative approach to explore varieties of method in engaging the respondents, data collection, and diverse tools in analysis (Ponto, 2015). The survey can be quantitative in nature that is, the use of questionnaires, such as online and hand delivery (printed questionnaire).

Survey research is also defined as a technique of descriptive research used for primary data gathering either, oral, collecting primary data based on verbal or printed or Internet communication with a targeted sample population (Mathiyazhagan & Nandan, 2010). The term survey studies are used in the methods of a study by direct observation of a phenomenon or a systematic gathering of data from a target population by applying personal contact and questionnaires; it gives an account of current events of attitudes, trends or opinions of the population in quantitative or numerical nature (Scheuren, 2004; Singleton & Straits, 2009; Creswell, 2014; Pandey & Pandey 2015).

Zikmund and Babine (2010) validate quantitative survey studies as the most suitable approach, to know what a consumer's needs and wants are from the staple of a brand, while consumer philosophy agrees with the marketing concept, which forces organisations to have brand delivery communication with their potential and loyal consumers. Survey studies are vital instruments to understand consumers better, reduce cost, effective and most suitable approach of evaluating facts about a target populace (young consumers). Survey studies are a vital instrument to collect data involving school and university students. Figure 5.5 depicts types of survey studies.



Figure 5.5 Types of survey studies
Source: Adapted from Key (1997); Pandey & Pandey (2015)

There are four categorised of survey studies shown in Figure 5.5 namely: (a) school/University survey (b) job analysis (c) documentary analysis (d) public opinion surveys. Among these aforementioned categorised survey studies, the survey study adopted for this study is school/university survey.

5.6.2.3 The inter-relationship studies

There are various topologies of interrelated studies mentioned in Figure 5.6 namely: (a) case study (b) correlation studies (c) prediction studies and (d) comparative studies. Among all the classified interrelated studies listed, comparative studies are the proper approach for this study. Figure 4.6 depicts types of inter-relationship studies.

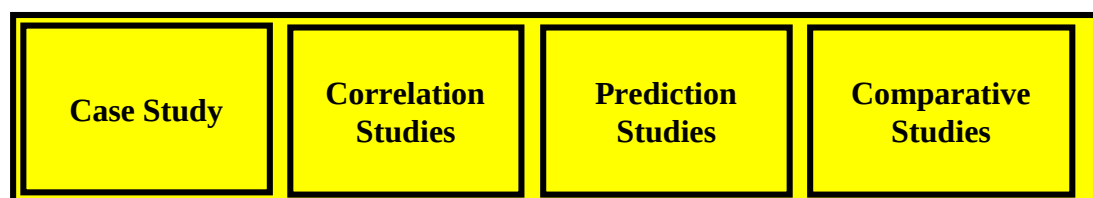


Figure 5.6 Types of inter-relationship studies
Source: Adapted from Key (1997); Pandey & Pandey (2015)

5.6.2.4 Comparative studies

Pandey and Pandey (2015) view comparative study as an extensive term that comprises quantitative comparison of a group of individuals that is a social entity. This group of individuals has a diverse situation or phenomenon that can be studied about politics, buying behaviour, socioeconomic, unemployment, geographical in form of regional, across national boundary or intercontinental comparisons (De Vaus, 2001; Frailer & Ferrer, 2005; Mills, *et al.*, 2006). In addition, comparative study often occurs across a different group of social cohorts, such as age, location Generation Y, race, gender, different social networking platforms and categories of social entities groups (Mills *et al.*, 2006).

The basic objective of this comparative study is to find comparisons and differences between South Africa and Nigeria Generation Y attitude towards an organisation that actively engages in social media as a marketing strategy of influence young consumers' attitude towards a FMCGs brand.

Furthermore, comparative study designs find its motivation from diverse study backgrounds and this can be link to various research hypotheses stated (as in this study) (De Vaus, 2001; Bureau & Holmberg, 2012). This study finds comparative studies conducted within post-positivism, which is an extension of positivism, it represents rational after the positivist conviction that is contesting traditional complexity and fairness about the truth of acquiring facts in social science discipline. The comparative research design adopted in this study is supported as the strategy for both empirical and theoretical studies.

The choices made for this study: the survey method, school/university survey, and a comparative study are justifiable on the premise of the ability to collect large data via online and pen on paper (hand delivery questionnaire) for a relatively large population. In addition, this enabled generating information, clearly stated questions as related to descriptive research, such as, what, who were, when and how (?) questions about social media marketing and young consumers' attitudes.

However, the information structures designed in this study through the survey method for the target population (South Africa and Nigeria) enabled making unbiased conclusions and recommendations about respective target populations of the study towards social media marketing. The subsequent section offers a brief discussion on a specific time horizon used in this study.

5.7 Time horizon

The time horizon is the time framework within which a study is intended for accomplishment. The cross-sectional and the longitudinal are the two major types of time horizons that are identified within the research onion (Saunders *et al.*, 2009; Bryan, 2012). The study adopted a cross-sectional time horizon because respondents completed the survey at a single point in time (Saunders *et al.*, 2009; Saunders *et al.*, 2012; Bryan, 2012; Rafferty *et al.*, 2015).

Quantitative data were collected from two different geographical settings (South Africa and Nigeria) separately. Additionally, both online and hand on delivery (print) questionnaire nature of data collection allowed the collection of data at different times of the day, evening and different days of the week. Hence, the study is restricted to a specific time horizon. The subsequent section discussed on research population sampling techniques adopted in this study.

5.8 Research populations and sampling strategy

Predominantly for comparative research like this present study, it is imperative that a robust vigorous comprehension of the research population is reached well ahead of the time of initiating a quantitative survey. In regard to population study, Murphy (2016) asserts that surveys are multifaceted, thought-provoking and costly exercises that without a reasonable research population, resources will probably be wasted. Besides, an absence of rationality in the target population definitions may prompt misconception and dismay among research respondents.

Therefore, this section of Chapter Five presents the target population definition by various scholars. It examines the profile of the target populations of the study (North-West University, South-Africa and University of Lagos, Nigeria) and justification of the two universities. It will also examine the sampling techniques adopted and how sampling size determination are achieved for the two target population in this study. Finally, the section will reveal the study focus and how the respondents are selected. Figure 5.7 depicts the population and sampling techniques map of this study.

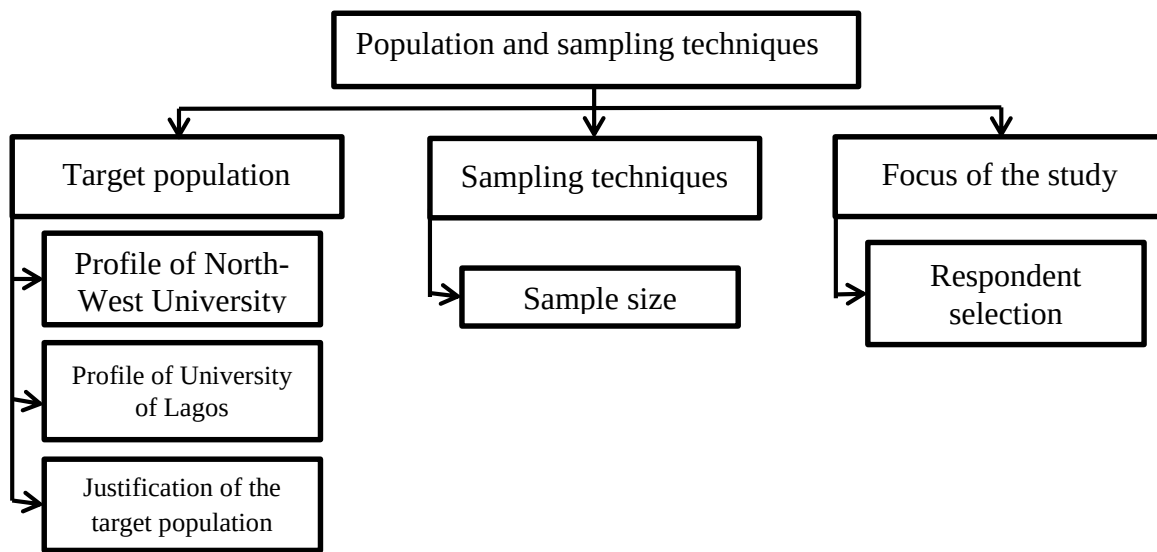


Figure 5.7 Population and sampling techniques map

5.8.1 Target populations

The target population is superior as compared to a universal population on the basis of comprising characteristics that validates a research theory, background and research objectives (Asiana *et al.*, 2017). Alvin (2016) and Govender (2016) describe the target population as a particular group who qualified for a specific empirical standard study. It is essential to differentiate various market segments in the target population.

Hair *et al.* (2008) state that any study related to marketing and consumer behaviour must seek to ensure the appropriate target population. Thus, the target market selected to serve by FMCGs organisations must be relevant to their brands. A brand is expected to be a solution provider to the specific target market selected and serve diligently. However, it is not possible for a particular brand to satisfy the entire market or populations.

Relative to the large population of this study, setting rules of selection as a yard stick to select qualified respondent while ignoring target, convenience and accessibility of the target population may lead to oversight of the eligible and suitable respondents group, which may be limit the study to choose “the most suitable” sample. Asiana *et al.* (2017) defines sample as “the most appropriate” persons with the skill and chance to provide the greatest precise

information. It represents the most qualified and advantageous example. Figure 5.8 depicts the target population, sample units, sample elements and actual sample size of this study.

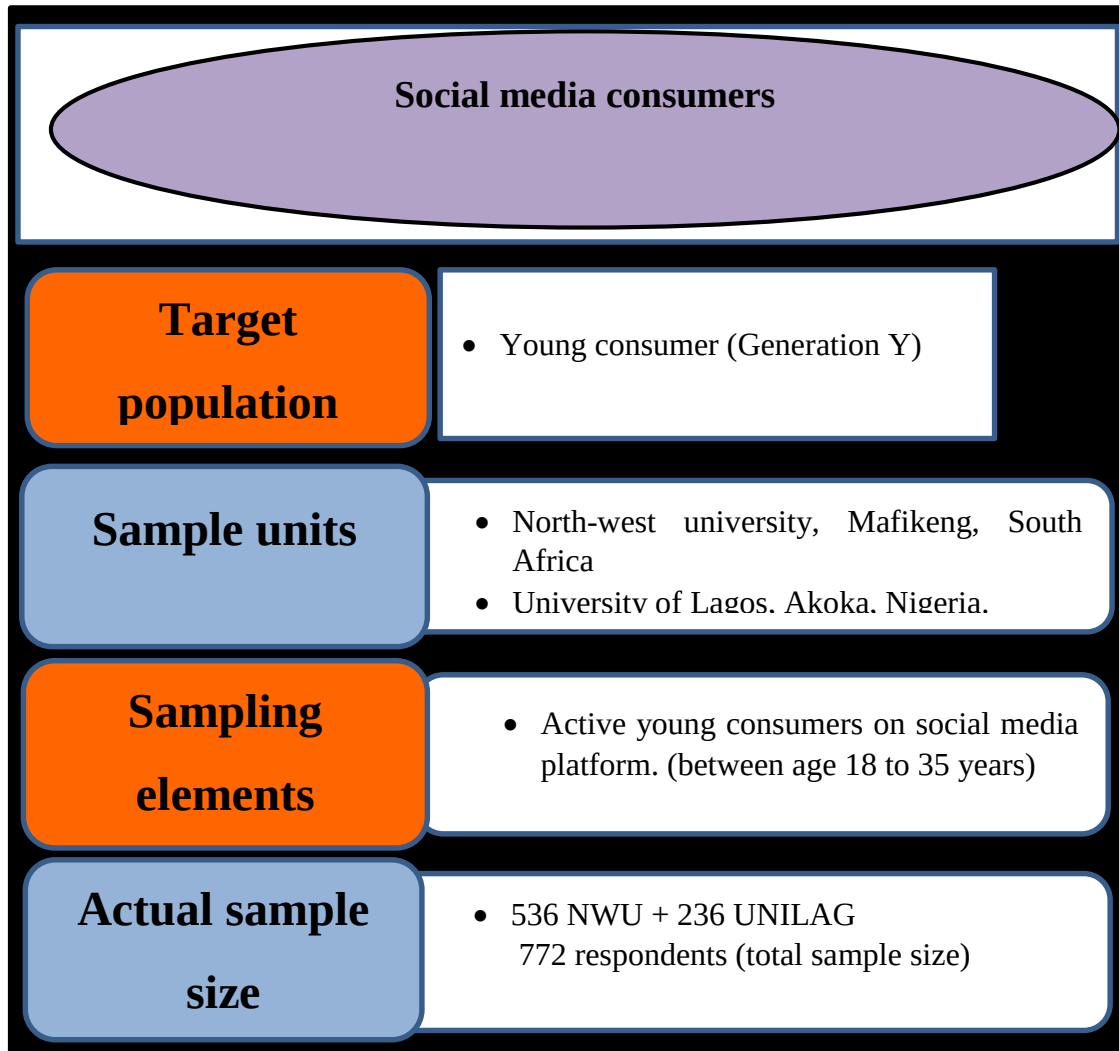


Figure 5.8 Target population, sample units, sample elements and actual sample size

5.8.1.1 Justification of the term “Active social media users”

The study target population for this study are young, active users of social networking sites (Generation Y) in both South Africa and Nigeria. Statista (2020) reported that there are now more than 3.8 million social media users around the world, representing 49 percent of the world’s total population, and that Facebook was the first social network to exceed 1 billion duly recorded accounts and currently sits at almost 2.45 billion monthly active users.

Seek Visibility (2016) stated categorically that there is no universal acceptable definition of what it means to be active on social media, other than it requires more than simply setting up an account and then letting it languish between irregular updates. Thus, diverse social media networks have their respective definitions of what constitutes an active social media user. For instance, Facebook defines an active user as anyone who has logged into the site and/or executed some deliberate activities such as posting, liking and sharing within a stipulated period such as 30 days. Similarly, Google + discloses that someone who relates with their site in any manner is regards to be “an active user” (Seek Visibility, 2016).

Consequently, as implied in this study, “active users” of social media are potential young consumers who continuously have a strong affinity to be on social media platforms, as well as spending most of their time posting contents, responding to their fellow online users, participating in relevant and irrelevant contents that gets them engaged. Chaffey (2019) describes active users of social media as those consumers who log in daily; these active users are found on the social media platform often, they regularly connect on the social network platform spending an average of two hours and more daily.

In the view of LYFE Marketing (2019), the study revealed that active social media users comprise 48.2% of Baby Boomers, 77.5% of Generation X and 90.4% of Generation Y (young consumers). This systematic study shows that a user spends an average of 2 hours and 22 minutes in his social media account every day, including the messaging platform. Above all, being an active social media user entails posting high-quality, entertaining and useful contents that gets online users participating, and a prompt response from followers, whether a like, a share, a comment, or even a fair view of the page.

Furthermore, purposive sampling was adopted for the purpose of this thesis. Respondents were selected via purposive and virtual snowball sampling, and directed to complete the survey hosted on a secure Internet website. Purposive sampling is an approach in a study where members are purposely picked in light of their reasonableness in advancing the drive of the study (Alvin 2016; Erika *et al.*, 2016).

A non-probability, purposive sample was used for this sampling strategy, allowed the researcher to draw a sample that consists of specific characteristics that are the representative of the typical attributes of the target population required for this study. Snowball sampling and chain referral sampling are related approach, however in snowball, sampling activities

normally make use of a single social network sites, whilst in chain referral, and sampling is applied when it includes many social networks platforms (Stephanie 2014; Alvin, 2016; Erika *et al.*, 2016).

In addition to adopting purposive and virtual snowball sampling in the study, it enabled the researcher to friendly requested respondents to forward prospective e-mail with the link, to their fellow active Facebook users and also members who actually fit in in the inclusion criteria for the study since is not restricted to a specific academic department or faculty in both countries, respectively. This aided the researcher to identify further individuals for participation in the study and thereby increase the total number of respondents to the study as purposive sampling rapidly exhausted the number of possible respondents.

The term Generation Y was used to describe young consumers aged between 18 and 35 years, who are currently pursuing their higher education degrees, with regard to North-West University Mafikeng campus, South Africa and University of Lagos, Nigeria. Rašković *et al.* (2016) employed this kind of operationalisation in their recent work focusing on this consumer demographic cohort in emerging markets in the Journal of Business Research.

For the relevance of statistical uniformity across South African and Nigerian young consumers, the classification recommended by the African Union (2006) “every person between the ages 15 and 35 years” was adopted in this study. Thus, most of the users of social media networking services referred to Generation Y as young consumers between 18 and 35 years, which is a narrow sample of South African and Nigerian contexts.

5.8.1.2 Profile of North-West University, Mafikeng campus

The North-West University is a unitary multi-campus institutional established with three campuses – each with its own kind of unique attributes - spread across two provinces. The Potchefstroom and Mafikeng Campuses are sited in North-West province and the Vaal Triangle Campus in Gauteng. The university’s operations centre is in Potchefstroom in close proximity to the Potchefstroom Campus. NWU practices multi-linguality due to the profile of the various campus communities.

With its solid approach of network administration and experienced scholarly and research programmes, the Mafikeng Campus epitomizes the NWU's pledge to being locally connected with, broadly applicable and globally recognised. The campus located in Mafikeng, the capital

of the North-West Province, the Mafikeng Campus is the second biggest of the University's three campuses. Students are from more than 15 nations were among the 10,389 undergraduates registered on 2018 scholarly session in this campuses.

The University has embraced a trilingual certified language strategy in English, Afrikaans and Setswana as working dialects. While most of undergraduates discourses on the Potchefstroom grounds are introduced in Afrikaans, synchronous translating administrations, helps into English are given in a significant number of showing programme for understudies who might want to pursue the lectures by methods for the English language.

The Mahikeng Campus is situated in the capital of the North-West territory and flaunts a global mood on Campus, with students from various nations enlisted there. The campus with strong structures and a secured sheltered situation. The campus library offers students of both undergraduates' and post graduates 24-hour services. Majority of students here are Black race which form the greater part, and modules are instructed in English Language.

Beyond the academic activities, students in Mafikeng Campus are active culturally and socially dynamic and on the games. NWU has popular and prospering in multi-ethnic theatre and play, music, and choral. In any case, the soccer establishment of the college is all around financed developing the young in the province and the nation at a huge. More so, Table 5.2 illustrates the total number of the target population of the study at North-West University.

Table 5.2: Distribution of young consumers in NWU

Educational level	Total
Undergraduates(Degree)	9 993
Honours	396
Total	10 389

Source: The department for integrated planning and strategic intelligence, North-West University, (2018).

5.8.1.3 Profile of the University of Lagos

The University of Lagos, prevalently known as UNILAG, is a national government look into institution established in Lagos state, Nigeria. The University of Lagos, a commonly recognized name for affirmation searchers has made some amazing progress since its

commencement in 1962. The inclination has regarded the university its status as the university of first decision and most favoured university among others in Nigeria. The university has graduated a crème of fruitful characters who have achieved enormity in all circles of life, locally and globally, which brought about the honour: 'the pride of the country'.

The vice-chancellor is responsible for the day-to-day running of the university and accountable to the council. The council is responsible for the selection of all vice-chancellors, deputy vice-chancellors and deans of faculty. The welfares of the university's students are represented by the students' representative council (SRC), which also selects representatives to the senate and council via the dean of student affairs.

The deputy-chancellor oversee day-to-day running administrative activities as well answerable to university council. The university council are in-charge of appointment of the vice-chancellors and approval of deans of faculty. The well-being of the university students is expressed by student union government (SUG), which likewise chooses delegates to the senate and gathering by means of the senior member of understudy issues.

The University of Lagos is among the first group of universities in Nigeria and furthermore one of the twenty-five government owned universities which are regulated and authorize by the National University Commission (NUC). University of Lagos has additionally manufactured an inheritance of scholastic greatness and is currently acclaimed publically as 'University of First Choice' and 'the Nation's Pride'. University of Lagos is notable for scholarly investigation.

Currently, UNILAG with unitary multi-campus, which has three campuses in Yaba and Surulere. While two campuses are situated in Yaba, the Faculty of Medicine is situated in Idi-Araba, Surulere. It is astounding that all the three campuses are situated in the terrain of Lagos. Its central campuses are great and encompassed by see picturesque of the Lagos Lagoon on 802 sections of land of Land in Akoka.

The campus situated at Akoka is regarded as the main campus of the University of the Lagos and the restorative grounds of the College of Medicine is located a couple of kilometres from the principle campus at Idi-Araba, all within the Lagos perimeter. The University has numerous residential facilities and administrations for both staff and students. The University of Lagos has fourteen scholarly units including an expansive scope of expert resources and schools. The

University likewise has different focuses and establishments notwithstanding the different divisions in its resources.

The scholarly group of the university comprise of the full-time undergraduates programmes, the Distance Learning Institute (DLI) and the School of Postgraduate examinations (full-time and low maintenance programs) whose emotional development has pulled in the sobriquet "the Lagoon Lighthouse". The University of Lagos offers numerous scholarly projects.

The Library is the centre for scholarly work at the college. All scholastic related capacities, for example, instructing, research and learning discover their help base in the library, where a wide range of reports are ordered for simple access to individuals from the college network.

The academic group of the university consist of the full-time undergraduate programmes, the Distance Learning Institute (DLI) and the School of Postgraduate studies (full-time and part-time programmes) whose dramatic growth has attracted the sobriquet "the Lagoon Lighthouse". The University of Lagos offers many academic programmes.

The Library is the hub for academic work at the university. All academic related functions such as teaching, research and learning find their support-base in the library, where all types of documents are categorised for easy access to members of the university community. Below display Table 5.3 presents the total number of target population for the study at the University of Lagos.

Table 5.3: Distribution of young consumers in UNILAG

S/N	Student level	Total of students
1	100	5 497
2	200	5 680
3	300	5 680
4	400	5 221
5	500	1 575
	Total	23 653

Source: University of Lagos, Academic Affairs (2018)

5.8.1.4 Justification of the two universities of studies

The two universities selected in the course of the study are government finance institution. Traditionally, in North-West University and the University of Lagos, the young consumers are largely from middle-lower-class backgrounds. Some undergraduates, young consumers of

NWU (Mafikeng) and UNILAG gained admission on the platform of a sports or athletic scholarship.

Another major justification of choosing the NWU (Mafikeng) and UNILAG in the study by the researcher is accessibility, convenience in collecting data and conducting research through the assistance of the researcher's academic colleagues. The researcher is an adjunct lecturer in the Distance Learning Institute (DLI) at the University of Lagos in Nigeria, while he is also a PhD student and tutor at North-West University (Mafikeng campus) under the University Capacity Development Programme (UCDP). Relative to the study, the reasons for choosing NWU (Mafikeng) and UNILAG is also as a result of geographic proximity, convenience in accessing data, which minimises expenses and reduces the period for data collection for the study, and makes the study increasingly reasonable to the researcher.

The fact that English is not the mother-tongue of the majority of NWU (Mafikeng) and UNILAG young consumers, so their limited English abilities adversely affects their grades. Nevertheless, English stands as the only language of instruction in both Universities chosen in this study and recognised internationally.

Most of the young consumers from these two universities are mostly of the Black race and come from parents with low incomes, with lack of finances to purchase their study materials. So most of the young consumers in these two universities depend on financial aid to fund their education. Indeed, it was the influx of government aid and subsidy programmes in different forms that fuelled the wave of the majority of many of the young consumers into both Universities.

Another justification for selecting the two universities by the researcher is the distinctiveness of unitary multi-campus arrangement associated with NWU and UNILAG, as each university has three campuses. The University of Lagos in Nigeria has Yaba and Surulere campuses; two campuses are located in Yaba, the college of medicine is located in Idi-Araba, Surulere. In South Africa, NWU also has three campuses altogether, the Potchefstroom and Mafikeng campuses are situated in North West and the Vaal Triangle campus in Gauteng. The Institutional Office (head office) is in Potchefstroom with proximity to the Potchefstroom Campus.

Young consumers in NWU and UNILAG come to school with fewer financial resources backing them in South Africa and students in private universities are predominantly from a

wealthy background in Nigeria. The majority of the targeted population in these two Universities selected in this study enjoy some form of financial aid in the form of bursaries, loans, scholarships, and tuition or fee subsidies from their respective countries.

Lastly, young consumers from these two the universities are predominantly assimilating into an unfamiliar environment. These are composed of bureaucratic organisations and policies, entertainment, sports programmes, diverse populations with differences in cultural values, and a judicial system with legal agents working to maintain campus social order.

5.8.2 Sampling technique

Respondents were recruited via purposive and virtual snowball sampling and directed to complete the survey hosted on a secure Internet website. Purposive sampling is non-probability and is also referred to as judgemental sampling.

Purposive sampling is an approach suggested for study where respondents are intentionally selected due to their reasonableness as well as enthusiasm for propelling the motivation behind a study (Bernard, 2002; Etikan *et al*, 2016; Taherdoost, 2016). Purposive sampling enables drawing a sample consisting of specific characteristics that are an actual depiction of the typical attributes of the target population required for a study.

Snowball sampling is also non-probability sampling, also called non-chain-referral sampling or referral sampling (Drăgan & Isaic-Maniu, 2012). It is more appropriate when the target sample of the population is not known and a little bit challenging in having personal contact or locating them (Miller, 2012; Lukka & James, 2014).

This study targeted a demographic population of young consumers from divergent cultural backgrounds, who are full-time undergraduates with social networking sites, and who are active account holders. The total population comprises of thirty-four thousand and forty-two (34,042) students, comprising of 10, 389 South Africans at the North-West University (MC) and 23 653 Nigerians at the University of Lagos.

The online survey was done via Google forms. Google forms is a virtual survey site and free of charge for academic scholars. Presently, Google forms is one of the leading tools for marketers, consultants and business professionals worldwide. This platform is a software that supports large numbers of participants every day.

5.8.2.1 Sample size determination

Non-probability, purposive and virtual snowball sampling was adopted for this sampling strategy, which allowed drawing a sample that complied with specific characteristics representative of the typical attributes of the target population required for this study. Sampling size depends on the research hypothesis and objectives (Saunders *et al.*, 2009) and this study targeted a specific population as previously described.

The sample size of the young consumers was calculated by using the sample size calculator of Research Advisor (2006) by ensuring a 95% confidence interval and 0.035 margins of error (see the sample size guide calculator in Annexure C). According to Table 5.4 the aggregate population of young consumers is 34 042 and by means of the research advisors sample size guide, the sample for the young consumers is 772.

The related composition was considered and calculated, then the sample size for each university based on the sample fraction.

$$\text{Sampling fraction} = \frac{n}{N} = \frac{772}{34042} = 0.022678$$

$$S. F = 0.022678$$

Sample size determination = Population of the country X sample fraction

Substituting for UNILAG, Nigeria = 23,653 x 0.022678 = 536

Substituting for NWU, South Africa: 10,389 x 0.022678 = 236

However, Table 5.4 displays the summaries of sample size of the study.

Table 5.4: Sampling size determination

Respondents	Population	Sample size.
University of Lagos, Nigeria	23 653	536
North West University, Mafikeng	10 389	236
Total population (N)	34 042	
S.F = 536 + 236 = 772 (total sample size)		

The sampling of young consumers for this study required a two-phase method: the sample was drawn from the North-West University in South Africa and the University of Lagos in Nigeria. The numbers corresponding these elements inevitably became the sample size. The Table above shows how the sample size fraction (SF) = 0.022678 and the sample size for young consumers at the NWU, South Africa, is 236 and 536 for UNILAG, Nigeria.

5.8.3 Focus of the study

The focal point of this study alludes to the limits and edges which physically and reasonably portray the area and wellsprings of the components of a study which is expected to offer necessary information (Hair *et al.*, 2006). This study focuses on two nations in the sub-Saharan Africa, specifically South Africa and Nigeria.

These two nations were chosen since they are arranged in a similar area, yet are at various degrees of innovative headway. The data acquired from these two nations through this investigation could give good data via web-based networking media use in sub-Saharan Africa. However, social media and young consumers were selected as the focus of this study. Social media was selected as an emerging a new competitive and lucrative marketing platform for advertisers of FMCGs. The choice of young consumers as sample members for this study was based on the penetration rate and usage of social media platforms amongst Generation Y in both the countries.

According to Internet World Stats (2018) reports, the penetration population rate for Nigeria is 50.2% with 17 000 000 Facebook subscribers while in South Africa it accounts for a 53.7% penetration rate with 16 000 000 Facebook subscribers. For young consumers, social network services represent not only a networking platform but rather an avenue to showcase their personalities and entertain their loved ones, organise social gatherings, and make friends (Ng, 2016).

5.8.3.1 Respondent selection

Participation in the study was voluntary and solicited from North-West University, South Africa and the University of Lagos in Nigeria. The method of purposive sample method selection ensured the reliability of data collection due to the social media knowledge and experience of the respondents. The full-time undergraduate young consumers at tertiary institutions of learning is actively involved with and knowledgeable about Facebook as a social media platform, and thus ideal respondents. Facebook has remained the most popular social networking site and young consumers' engagement level with social media platforms has undoubtedly increased, judged by the number of active accounts (Sangi *et al.*, 2016; Statista, 2018).

The target population for this study was specified as male and female full-time Generation Y students, aged between 18 and 35 years, registered at NWU and UNILAG with an active Facebook account. This statistic provides information that Facebook has remained the most popular social networking sites regardless of its growth has become gradual, young consumers' engagement level with the platforms has undoubtedly increased, ranked by a number of active accounts (Sangi *et al.*, 2016; Statista, 2018).

As front-runner, Facebook is the first social networking site to exceed 1 billion recorded accounts and presently recorded 2.2 billion monthly active users (Statista, 2018). From a technological perspective, Facebook is relevant to FMCGs organisations as it is a robust and economical platform which cannot be compared with traditional marketing communication platforms, even when many people are of the opinion that Facebook platforms are typically for the entertainment of young consumers (Antona & Stephanidis, 2015).

The inclusion parameters criteria for respondents had to comply with for the purpose of this study are:

- An active social media platform, account user at time of the survey.
- Registered full-time undergraduate students.
- Between the age bracket of 18 and 35 years.
- Not restricted to a specific academic department or faculty in both countries.

In line with the above delineation, the justification for the target population and the sampling techniques adopted were judiciously discussed. The method of sample size determination of this study is transparent and clearly explained and the resultant sample size for each target population was stated. This section has exhaustively discussed all the themes aforementioned in the introductory part this section and data collection is the next deliberation and this will be dealt with extensively in the subsequent section.

5.9 Data collection method

This section addresses the data collection method and the research instrument custom designed for the purpose of this study. It further continues by showcasing the research instrument structure and design used in this study, which is discussed extensively. Validity and reliability of the instrument used are discussed in line with the objectives of this chapter. This section

terminates by addressing the challenges of managing the survey and eliminating potential errors.

Data collection is one of the most significant stages in conducting credible research. Sajjad (2016) remarked that data collection is the procedure of collecting and quantifying information on factors of interest, in a set up precise design that empowers one to respond to expressed research objectives, theories, and evaluate result.

For this study, data were collected from young consumers, that is, full-time undergraduate students from the NWU and UNILAG. The main reasons for collecting data from young consumers are: they are tech-savvy, are exposed to technology; are regarded as innovative; mindful of their uniqueness; and, open to FMCGs brands. The survey data was drawn from young consumers in South Africa and Nigeria who have a close association with technology and spending a considerable amount of time using the Internet for various purposes, they are regarded as a promising and attractive market segment.

Two survey administration techniques were carried out: online and offline surveys. A sample questionnaire was uploaded on the online survey platforms <https://goo.gl/forms/RYYDwuNsIkv319Nf2> to generate a link to the survey. The survey link was posted on various social media platforms, as well as on instant messaging tools (such as Facebook, Twitter, SMS, WhatsApp, Google forms and e-mail.). The first phase of data collection commenced in September 2018 in Nigeria.

The second phase of data collection was a replica exercise of data collection phase one via online and hand delivered questionnaires (printed), and it was repeated in South Africa, which commenced in November 2018. The survey method is a suitable approach that reached the right and a large number of respondents, reminders were sent every five days to encourage more respondents through the use of different social media platforms and instant messaging tools.

The study employed the services of trained field research assistants in both countries, who assisted in the hand delivery questionnaire survey. The hand delivery questionnaire was handed over to academic staff members lecturing full-time undergraduate students after an informal memorandum of understanding was obtained.

5.9.1 Research instrument: questionnaire

The research instruments used in this study is a structured questionnaire. The questionnaire is a well-established research instrument within social science studies for collecting information on respondents' social characteristics, current and historical behaviour, principles of behaviour or attitude, and their beliefs and reasons for action with respect to the topic under study (Bird, 2009). Questionnaires are a vital part in the data collection methodology, it serves as a medium in which respondents' responses are recorded to expedite data analysis in scientific research.

A questionnaire can comprise of one or two layouts, specifically structured or unstructured (Marais, 2013). Structured questionnaires comprise of sequence of questions provided and respondents select one answer that best speaks to their view or opinion as form of closed-ended questions/itemized statements. Unstructured questions are open-ended questions that elicit free responses from respondents (Malhotra, 2010).

In addition, questionnaires can be in paper format and/or online, that is, a questionnaire posted to some specified sample population individuals via email, social networking platforms, and also on instant message platforms, and alternative users can be directed to Internet based software, for example Google forms (Ponto *et al.*, 2010; Ponto, 2015) and QuestionPro.com.

Furthermore, a combination of the two approaches, which is, an online questionnaire and in paper format (hand delivery) give respondents the option to select whatever is most suitable for them.

The combination option aided this study by reaching a wider sample coverage, and also giving respondents the option to choose their most preferred method (Singleton & Strait, 2009; Dillman *et al.*, 2014; Ponto, 2015). For instance, if a study is strictly targeting young consumers on social networking site and instant messages platforms, then those Generation Y'ers who are not on social media platforms for one reason or another will be excluded at the time of the survey. Hence, the use of both methods, online and in paper format, is justified.

This study adopted a structured questionnaire because of its effectiveness of use in self-administered questionnaires, and also structured or closed-ended questions are often used with quantitative research while open questions are more suitable within qualitative scientific research.

The choice of a structured questionnaire survey method was based on different factors which include the type of the population, sampling, response rate, costs, questions format, subject content, and the duration of data collection (Aaker *et al.*, 2004). The structured questionnaire designed for this study contain a number of research questions that required an empirical examination to conclude from the study. The questionnaire provides a quantitative method of data collection and the responses information which are required, are in numerical terms.

The questionnaire as a research instrument in this study is considered to aid data collection. Although there are diverse categories of data, this depends on the research design approach undertaken in the study. This study developed a questionnaire relative to the systematic evaluation of measure. This structured rating scale questionnaire with four point Likert scales was completed by the respondents to this study. Cooper and Schindler (2014) and Rungani (2018) adopted and recommend a 4-point Likert scale as per their respective studies ranging from negative to positive with number 1 as ‘strongly disagree’ and 4 as ‘strongly agree’.

The adoption of a 4-point Likert scale for this study instead of the usual five point Likert scale was viewed as necessary in order to reduce the difficulties or challenge that might be encountered while scoring uncertainty or those that fall in the category of ‘neutral’. In the same manner, a 4-point Likert scale also aided in removing issues associated with bias from young consumers while administering the questionnaire. Since the ‘Neutral’ in a 5-point Likert scale is known to be the mid-point ‘Neither, Nor, and Uncertain’ (Rungani, 2018).

The questionnaire scaled items presented are in seven categories; namely, marketing goals and objectives; brand awareness, organisation social media participation, rewards, brand integrity, actual purchase, and lastly consumer attitude. The questionnaire included 41-items variables. Respondents were asked to indicate their degree of agreement or disagreement with each one of the statements.

However, the research instrument is aligned with the objectives and the research hypotheses proposed to achieve the aims of this study and this is link with the appropriate sections of the research instrument designed to collect the data required. Only instruments appropriate in achieving the research objectives and research hypothesis were considered for data collection, the presentation, and the analysis of the results. Table 5.5 depicts the alignment of the research objectives, the literature review and the questionnaire with data collection instrument.

Table 5.5: Alignment of research objectives, literature and questionnaire with data collection instruments

Research objectives	Literature	Questionnaire
Research objective 1 To know if the use of social media platforms can enable organisations to achieve marketing goals and objectives.	4.6.1	3.1 – 3.6 4-point Likert scale with six statement items.
Research objective 2 To evaluate how brand awareness influence young consumers’ attitude on social media towards actual purchase.	4.6.2	4.1 – 4.6 4-point Likert scale with six statement items.
Research objective 3 To establish if organisational social media participation do have an impact on the impact on the FMCGs purchases of young South African and Nigerian consumers.	4.6.3	5.1 – 5.5 4-point Likert scale with five statement items.
Research objective 4 To establish how rewards influence young consumers’ attitude on social media.	4.6.4	6.1 – 6.6 4-point Likert scale with six statement items.
Research objective 5 To know if the attributes of brand integrity on social networks do influence consumers ‘attitude.	4.6.5	7.1- 7.6 4-point Likert scale with six statement items.
Research objective 6 To establish the impact of social media platforms in influencing Generation Y to engage in actual purchase.	4.6.6	8.1 – 8.6 4-point Likert scale with six statement items.
Research objective 7 To establish if young consumer favour FMCGs organisation who actively participate on social media platforms compared to those who rarely use social media platforms.	4.6.7	9.1 – 9.6 4-point Likert scale with six statement items.

5.9.2 Questionnaire structure and design

The structure of a questionnaire refers to how the questionnaire is arranged and or stream of the questions (Marais, 2013). Despite the fact that it is difficult to arrange the questions in a consistent request, setting most straightforward questions first, prompting the complex questions, additionally questions that identify with one another are to be gathered.

The development stage of the structured questionnaire for this study involved gathering adequate data that connected to the topic and the objectives of the study. So as to ensure a quality questionnaire response from the respondents of the study, questions were paraphrased in clear and well-written English language in such a way that the respondents could encode and decode easily to provide specific responses as related to the study. Also, in order to generate feedback, it was necessary to ensure that the length of the questionnaire was not too long, the

timing for completion of a questionnaire was within 10 minutes in order to prevent participant fatigue and/or losing participant interest.

Meanwhile, limiting the structured questionnaire to a certain length is challenging to achieve by eliminating unnecessary questions. However, reflecting on the pilot testing done in the study it was observed that a questionnaire that is too long takes more time to read and it upsurge the chance that respondents could form resistance towards the survey. The questionnaire designed for the purpose of this study is presented in Annexure A (the printed format) and Annexure B (the online format).

A 61-item scale custom made questionnaire was designed to determine the relationship between young consumers' attitude and social media. Opinions of experts studying consumer behaviour were seek for the validity of the scales. Following this review of the content validity, some items were removed. In the scope of the pilot study, the scales were tested and 48 full-time undergraduates of the North-West University took part.

In addition, the Likert scale attitude-measurement technique, where respondents choose one option among four alternatives (4 Likert scale-point), was used in this study for all questions in the questionnaire with 1=strongly disagree; 2=disagree; 3=agree and 4=strongly agree.

A structured questionnaire is separated into the following three segments with the questions connected with a set of pre-set responses. Table 5.6 displays the sections of the questionnaire.

Table 5.6: Sections in the research questionnaire (research instrument)

Sections	Subjects
Section A	Demographic information
Section B	Social media information
Section C	Instrument that addressed research hypothesis of the study (scale questions).

The questionnaire contains 61-item scale / statements allocated in 3 sections in all. The first section contained 11-items (questions) regarding the demographical information of the respondents, the focus of the second section is on the social media practices 9-items, and finally, the last section 41-items examined the research hypotheses stated for this study.

5.9.2.1 Section A- Demographics information

This segment presents the eleven demographic variables selected for the purpose of this study in order to obtain a better understanding of the research population and to establish if these demographic

descriptors do have an influence on young consumers' attitude towards FMCGs on the social media platforms.

Respondents were required to indicate, for example, their gender, age, marital status, race, current level of study. This enabled compiling a profile of the study population, as well as to make comparisons between the young consumers at the NWU and UNILAG as relevant to this study. However, the structure and content of the questionnaires were the same for both the online and the printed questionnaire in both South Africa and Nigeria.

5.9.2.2 Section B - Social media information

This section aimed at ascertaining the general use of social media platforms by young consumers and their attitude with regard to engaging in social media marketing. This section serves as an indication of the attitude of young consumers on the social media platforms to actualise purchases for fast-moving consumer goods. Several differences and similarities have been identified in comparing social media information among Generation Y in South Africa and Nigeria.

The study considered social media information as very important, because it aided in the disclosure of attitude that activate actual purchase among young consumers on social media platforms. Respondents were required to respond to questions in relation to their Facebook practices; how long they have been on social networking sites, how often they use social networking sites, information channels that what most influence their purchase decisions, the social networking sites they use often, and other relevant questions.

5.9.2.3 Section C- Research hypothesis of the study (scale instrument)

When an outcome of a study shows an Alpha value of 0.60 or above it is often ascribable to an instrument adopted with multiple constructs or different variables or characteristics of facts (Taber, 2018). The value of 0.60 or greater is generally considered acceptable (Arslan, *et al*, 2012; van Griethuijsen *et al.*, 2015; Taber, 2018). This study adopted a 4-point Likert format with responses ranging from strongly disagree (1) to strongly agree (4). The Cronbach alpha values for each construct in this study are greater than 0.60, hence the items of each construct of the questionnaire are assumed to be reliable.

Following is a review of the research hypothesis of this study and presents the statements adopted and developed to measure the constructs included in this study.

Hypothesis 1: The focus here is on marketing goals and objectives and consists of six items to establish how social media platforms can assist fast-moving consumer goods (FMCGs) organisations to achieve their marketing goals and objectives amongst young consumers in South Africa and Nigeria. The 6-items in the Likert scale were custom-developed specifically for this study and the pilot test yielded a Cronbach alpha value of 0.78 and this is regarded as good because it is above 0.60.

Hypothesis 2: This addresses brand awareness and respondents were asked if brand awareness, or knowledge about a brand, influences their attitude to purchase on social media. The 6-items scale in the Likert scale were custom-developed specifically for this study and the pilot test yielded a Cronbach alpha of 0.66 and this regarded as satisfactory because it is above 0.60.

Hypothesis 3: This addressed the organisation social media participation, representing the second construct of this study. The entire 5-items scale was custom-developed for this study to measure the impact of organisation social media participation on the actual purchases of young consumers in both South Africa and Nigerian. The Cronbach alpha value of 0.74 as per the pilot test is high because it is above 0.60.

Hypothesis 4: This represents the third construct and the focus is on rewards. This construct was included in the study to determine how organisational rewards affect young consumers' purchase decisions on social media platforms. The 6-items in the Likert scale was custom-developed specifically for this study and the Cronbach alpha value of 0.82 was reported on the pilot test and this is regarded as high since it is far above 0.60.

Hypothesis 5: This represents the last constructs of this study and the focus is on brand integrity. Respondents were asked if brand integrity attributes can influence their attitude to purchase on social media platforms and the 6-items items scale was custom-developed specifically for this study. A Cronbach Alpha value of 0.61 was recorded and is regarded as moderate because it is slightly above 0.60. This hypothesis considerably contributed towards the recommendations made in the study as it is assumed to be the fourth gap identified.

Hypothesis 6: This addresses actual purchases on social media as this study is interested in knowing what factors influence Generation Y to engage in purchasing on social media. 6-items in four-point Likert-format was used and the scale was custom-developed based on the literature review undertaken. A Cronbach alpha value of 0.81 was recorded by the pilot study and is viewed as more than sufficient seeing, that it is substantially higher than 0.60.

Hypothesis 7: This focus here was on consumers' attitude towards organisations actively engaging in social media. A Likert scale with 6-items were custom-developed specifically for this study. The reliability of the scale is satisfactory with a Cronbach alpha value of 0.76 and it is above 0.60.

5.9.3 Addressing the challenges of double responses

Taking all the points outlined below into consideration it can be seen that a migrating survey between offline to online can be challenging. There are three major changes to consider, according to Poynter (2016). Below are the main causes of changes to be managed in an online and offline questionnaire and these are:

Population target effects: The target population that have access to an online research survey might be quite different that a target population on an offline survey.

Sample size effects: The sample size of young consumers who are likely to be reached online might differ from the probable sample size achieved with an offline survey.

Methods effects: An individual consumer might respond in a different way to an online survey compared to the way he/she would respond to an offline survey.

However, the reliability of the outcomes obtained using the same tools amongst the same subjects (respondents) denotes how reliable the study is, as well as, the validity of the process in research administration. The subsequent section delves into the validity and reliability of this study.

5.9.4 Validity

Validity refers to the degree to which results obtained from the analysis of the data actually represent the variables under study. Jackson (2015) maintains that validity in quantitative research simply refers to the intent the instrument is meant for. In addition, Mathiyazhagan and

Nandan (2010) described the term validity as a genuine process or what the study detects as it claims in the progression of the study. However, validity is confirmed to estimate the degree to which the information assortment technique precisely gauges what it was expected to quantify, along these lines how much the study estimating and what the investigation should measures (Saunders *et al.*, 2012; Isaacs, 2014).

In order to ensure the validity of this empirical study, an active social networking account holder was purposively selected to ensure that data collection was related to the research hypothesis. In the same manner, the instruments used in the study were validated in terms of content validity while the questionnaires (both online and printed delivery) used recorded construct validity.

In general, Yong and Pearce (2013) and Jackson (2015) affirmed that construct validity is the reality and exact representation of information obtained about a phenomenon. Construct validity is measured by the unit to which the measurement tools account for the disparity in the results (Yao Dzansi & Pretorius, 2009; Yong & Pearce, 2013). Saunders *et al.* (2012) and Isaacs (2014) avowed that validity is the capacity to arrive at deductions that are built upon the facts and figures. To attain a valid conclusion, the service of a certified statistician was contracted to assist in the processes of data analysis.

5.9.4.1 Construct validity

The validity of a scale can be assessed in several ways. There are numerous classification structures that can be apply in scientific research such as face, content, predictive, criterion, construct, convergent, discriminant and nomological (Xue, 2016). However, some researchers (Engellant *et al.*, 2016; Hagger *et al.* 2017; Lee, 2017) are subjective in nature when determining or measuring the validity of their scale related to convergent, discriminant and nomological. In the long run, none of validity categories of these constructs is exclusively satisfactory. However, it is likely for someone to have open-minded knowledge of what construct validity of a scale is, through an evaluation by comparing two different models (Bolarinwa, 2015).

Nevertheless, construct validity is difficult and challenging to establish (Salkind, 2010; Mohajan, 2017). According to De Mello and Collins (2001), to validate construct validity, it is required to examine the intended scale to explore through discriminant and nomological testing of validity. In addition, development of a measurement model needs to be led by a

comprehensive theoretical description of the construct to be measured (Xu *et al.*, 2019). The main is a “well-articulated” theoretical underpinning that can validate the associations between the construct and its fundamental scopes (Liu *et al.*, 2012).

However, tests of methodological validity include construct validity (convergent, discriminant and nomological). Hence, construct validity has major three components: convergent, discriminant and nomological validity. Testing for convergent, discriminant and nomological validity can be done using one of the following methods: O-sorting, Chi-square difference test and the average variance extracted analysis.

The studies of Zaiț and Berteau (2011) and Zabala *et al.* (2018) affirm assessment for convergent, discriminant and nomological validity through O-sorting, Chi-square difference test and the average variance extracted (AVE) analysis.

1. Q-sorting

The Q-sorting technique purposes is to separate items in a multi-measurement construct according to their precise sphere. Q-sorting is useful among researchers and scholars in their various fields of study. Lee (2017) avers that Q-sorting technique aids in eliminating items that do not differentiate properly among classes of items. Therefore, Q-sorting can be classified in two ways.

2. Chi-square difference test

Another technique that can be effectively used to test discriminant validity is to do a chi-square difference test. It allows the researcher to compare two models or more, one in which the constructs are correlated and one in which they are not. When the test is significant the constructs present discriminant validity.

3. Average variance extracted analysis

Lastly, in order to establish discriminant validity there is need for a suitable average variance extracted (AVE) analysis. In an AVE analysis, there is need for assessment to ensure the square root of all AVE value classifying to respective latent construct, which is perceived to be larger than any correlation amongst any pair of latent constructs (Zaiț & Berteau, 2011; Morais *et al.*, 2018).

Nevertheless, discriminant validity assumes that items should relate better amongst the constructs than they correlate with other items from other constructs that are hypothetically

supposed not to relate (Morais *et al.*, 2018). Discriminant validity entails authenticating a lack of, or a very low correlation between different constructs; while nomological validity is an assessment that relates with dimensions to a hypothetical model that leads to further conclusions, interpretations, and assessments (Zait & Berteau, 2011; Morais *et al.*, 2018).

De Mello and Collins (2001) argue that “Even if one decides to examine its scale by assessing all three types of construct validation, in the end there is no ideal way of determining the validity of a scale”. Thus the most suitable technique will depend on the situation.

Discriminant validity may occur when measures of diverse variables are significantly, but only slightly correlated with each other, or not correlated with each other. Discriminant validity is determined by relating the validity relationship of coefficients to the heterotrait-mono method correlation coefficients (Engelland *et al.*, 2016).

Similarly, nomological validity is the forms of validity that relate to the assessments of proposed correlation among constructs in a models (Hagger *et al.*, 2017). Nomological validity is quite a new notion in Information system (IS), complex and multi-dimensional; it is a technique to conduct tests or principles to infer assumptions that have not yet been established (Liu *et al.*, 2012; Hagger, 2014; Hagger, 2017).

Besides, other studies such as Liu *et al.* (2012) aver that amongst scholars who have piloted studies, the measures and standards have been not been the same and are unreliable. In addition, nomological validity is confirmed when all the correlations that encompass the system are supported in a single compilation assessment of model (Hagger *et al.*, 2017). Bagozzi (1981) notes: “Nomological validity refers to the degree to which predictions in a formal theoretical network containing a construct of interest are confirmed”.

The proposed model fits with the observations through overall evaluation of model fit and individual tests of each hypothesis that comprises the network. To this extent, this model fit with the data is adequate and, most importantly, support is found for each proposed construct hypothesis stipulated in the network., therefore the researcher can claim support for convergent, discriminant validity.

Fornell-Larcker criterion is an extent of discriminant validity that links the square root of each construct’s AVE with its relationships with all other constructs in the model. It concludes that

a construct needs to share additional difference with its associated indicators (that is, items) than with any other construct (Fornell & Larcker, 1981; Hair Jr. *et al.*, 2016; Sani *et al.*, 2019).

Above all, convergent discriminant and nomological validity are based on prior proof. These are samples aid in reducing likely false affirmative tests of hypotheses and proposed models. Therefore, this study advocates that confirmatory support for theories and a driven duplicates of discriminant and nomological validity tests. Notably, tests and assessment should implement valid techniques that are fit-for-purpose in generating the needed constructs and minimising sampling and measurement error and not to generalized or assumption.

5.9.5 Reliability

Reliability estimates the extent to which the data collection technique will yield consistent findings and similar observations (Cooper & Schindler, 2014). The term reliability can be defined as consistency conditioned by test, measure and score. This is essential in social research because it enables measuring the consistency of the results obtained repeatedly using the same instruments over the same subjects (respondents). Reliability denotes how reliable and dependable the assessing device of a study is. That is, the assessing tool recommended for a study must be consistent and be able to produce a replica or the same results under the same process and atmosphere (Mathiyazhagan & Nandan, 2010).

Reliability in quantitative research is alluded to as repeatability and interior consistency (Smit, 2010; Heale & Twycross, 2015). Chakrabartty (2013) and Mohajan (2018) agreed that reliability in quantitative research involves estimating related with consistency, precision, repeatability, and the validity of a study. For the purpose of this study, a pilot study was employed as a source of re-testing. During the pilot stage, reliability using the Cronbach alpha as a coefficient of reliability was used by means of the social sciences statistical software package (SPSS).

Cronbach alpha is used to know the degree of the internal reliability of a questionnaire and a reliability of 0.6 or higher is required for the pilot phase before using an instrument for the entire research study (Taber, 2018).

This above discussion explored the choices made in selecting the method and design for this study and the focus of the subsequent discussion is on the systematic manner of data management in order to reduce error and/or lessen potential mistakes to a minimal level.

5.10 Data management

After the successful collection of data which is not in organised form, there is a need for proper standardisation and a quality report of information collected, which can only be achieved through proper data handling (Van den Broeck, *et al.*, 2005; Rungani, 2018). This implies a proper translation of the data collected from the respondents at the NWU and UNILAG into electronic format, which can be achieved through an orderly process.

More so, the defined process assisted in engaging in an orderly and systematic approach for the analysis of the quantitative data, which aided achieving the objectives as stated. However, this section is based the six underlying processes of data handling, namely: data preparation, data editing, data coding, data capturing, data cleaning and data sorting.

5.10.1 Data preparation

Data preparation is the first stage and follows after data collection. It is an essential practice relating to scrutinising the collected raw data for easier conversion into quality data that can be more meaningful (Zhang *et al.*, 2003; Lombard *et al.*, 2011). Data needed was prepared and configured so as to adhere to a particular software used since quality data is the basis for an effective research model.

5.10.2 Data cleaning

This involves a method of spotting errors, identifying and removal of defective data in the data set (Aggarwal, 2015; Chu & Ilyas, 2016). It is an approach to comply with the standard of gathering quality data which involves identifying, modifying, inspecting and editing data where applicable (Lombard *et al.*, 2011; Cooper & Schindler, 2014).

5.10.3 Data editing

This is the next stage in data preparation. This task was actualised by editing the raw information gathered by means of the questionnaires. Editing ensures changing of incorrect values shown (Van den Broeck *et al.*, 2005). The goal of editing in a scientific study is to foster the accurate, consistent, complete and systematic grouping of data into a meaningful manner (Cooper & Schindler, 2014; Rungani, 2018).

5.10.4 Data coding

It is an approach specifically for classifying data so that fundamental information that such data represented, becomes more understandable (Smith & Davies, 2010; Saldaña 2013; Maree & Pietersen, 2014). Coding is an informational action; it is likely that two different researchers could ascribe different codes to similar data in similar studies (Theron, 2015). However, in this study, coding involved representing young consumers' attitude. For instance, the 4-point Likert scales were coded as: 1 = strongly disagree; 2 = disagree; 3 = agree; 4 = strongly agree. Data coding enhance the overall smoothing of the data analysis process because SPSS requires numerical input.

5.10.5 Data capturing

This step follows after successful data coding and is the keying-in of the coded data into appropriate columns and rows as per the statistical software package. The data for this study were entered into as text for variables/headings and numerical for responses on an Excel spreadsheet before being imported into SPSS because it is quick and easy (Dawson, 2002) and the advantages of quantitative data analysis is that it saves time; is suitable for difficult searches; is an aid to detect certain facts that could have been missed, and finally, it is suitable for those that need to complete their work quickly due to a limiting deadline. While this was in progress, the column titles were verified and adjusted to match the precise codes. As the data was being entered, special attention was devoted to spotting inconsistencies or errors because the process is manual in nature, which is prone to mistakes.

5.10.6 Data entry

One of the conventional approach of arranging data in an orderly manner is the use of tables which features rows and columns (Bennett *et al.*, 2001; Gorman & MacIntosh, 2014). The rows and columns are associated with a piece of information that accommodates values of organised information, in this case it was the information gathered from the young consumers (respondents), with each of the columns and rows associated with a response to the research hypotheses of this study.

There is bound to be some form of error when entering data. Therefore, in order to maintain and achieve quality data management, the principle of double entry and text data encoding were undertaken. The double entry principles used involved entering the same data content in

different records. Afterwards, the data entered into the two sets were compared to ensure accuracy.

The subsequent discussion elucidates on the various data analysis tools used in this study.

5.11 Data analysis

This section addresses the form in which the data were to be analysed for the purpose of this study. Data analyses comprise the clarification of a study's results relative to the research hypotheses and conclude if the findings that emanates are reliable responses in terms of the stated research hypothesis (Richmond, 2006; Cooper & Schindler, 2014). Data analysis took the form of descriptive and inferential statistics. Jaggi (2003) and Kern (2014) referred to descriptive and inferential statistics as the two major forms of statistical analysis. This study engaged these two forms of statistical measures because descriptive statistics focuses on numerical and graphical representations to explain groups of data in a simple and comprehensive manner. Likewise, inferential statistics delivers measures by drawing inferences about specific sample populations (young consumers in this case).

The various statistical tools adopted are subsequently discussed, as well as its relevance to this study.

5.11.1 Descriptive statistics

Descriptive statistics enables the discussion of the characteristics of the variables used. Surveys are recommended in relating to characteristics of a large population and descriptive statistics quantitatively aid in data gathering, presentation, reporting and simplification of large data so that it can easily be understood (Jaggi, 2003; Croarkin & Tobias, 2012; Field, 2013; Rungani, 2018). Similarly, numerical and graphical methods of descriptive methods supplement each other, therefore it was sensible to use both approaches in this study.

Descriptive statistics are commonly used when relating data in terms of the distribution mean, median, mode, minimum, lower quartile, upper quartile, standard deviation, coefficient of variation, skewness, frequency and distribution. In this study, the data are summarised with the aid of figures and tables, and cross-tabulations.

Tables are used in this study to describe, present and summarise information in an organised layout as it is also best suitable for research discussions. Bar charts are used to display the

relationship among items in terms of their respective scope. Pie charts are presentations in the form of a circle in which each section of the dataset is obviously noticeable. Pie charts are ideal in this study because it is ideal for comparing a part of a group and to indicate the comparative dimension of each part.

More so, a frequency distribution is the logical arrangement of data in tabular form by means of categories and frequencies. As a typical statistical instrument, a frequency distribution provides pictorial or tabular representations that display the numbers of observations of a particular variable within a given and definite interval.

In tabular format, the column that enlists all the variable categories is regarded as the x values, while columns that display frequencies (f) present the number of occurrences. Lastly, cross-sectional comparisons were performed for different groups at a single time frame. It is justified that a descriptive cross-sectional survey was most suited and justifiably adopted for this study as it examines factors that influence young consumers' attitude towards FMCGs brands and actual purchase on the social media platforms. The following section delves into the inferential statistics of the study.

5.11.2 Inferential statistics

Inferential statistics are notably associated with the method of drawing conclusions about a population by testing population sample data. Various studies such as that of Gabrenya (2003), Andale (2014) and Cooper and Schindler (2014), assert that inferential statistics in the field of social science is to test theories and make inferences about a population based on samples of 'subjects' taken from a population. Similarly, inferential statistics is closely related to hypotheses testing through the application of various statistical techniques in order to accept or reject hypothetical claims (Gabrenya, 2003; Gigerenzer 2004; Kern, 2014; Rungani, 2018).

The goal of hypotheses testing is to reject the null hypothesis and accept the alternative hypotheses. Inferential statistics use statistical models which aid in comparing a particular sample data, to other samples, or to prior studies. In the same manner, inferential statistics gives answers to hypotheses or problems identified at the beginning of a study (Kern, 2014). Hitherto, all hypotheses testing procedures follow the same general structure. The various test that can be performed include, for example: Linear models which include T-tests, ANOVA (Analysis of Variance), regression analysis and various other models that result in a straight-line ('linear') probabilities and results (Andale, 2014).

The hypotheses stated in this study were formulated based on the literature review as presented in Chapter Two and Three, in which various related theories and concepts were discussed in detail. Meanwhile, the hypotheses used in this study are tested by using ordinal logistic regression (OLR), cross tabulation, and confirmatory factor analysis (CFA).

5.11.2.1 Ordinal logistic regression

The word logistic regression analysis emanates from logit, revolution, which is practical to the dependent variable (Cokluk, 2010). Ordinal Logistic regression (OLR) is often applied when trying to model a categorical dependent variable as a function of one or more independent variables being the dependent variable has two outcomes (Abreu *et al.*, 2009; Adeleke & Adepoju, 2010; Long, 2014; Reddy & Alemayehu, 2015). Similarly, it can be generally accepted as a generalisation of multiple linear regressions or as a generalisation of a binary, nominal or ordinal dependent variable (Cokluk, 2010; Ghasemzadeh *et al.*, 2018).

Ordinal logistic regression, popularly known as 'ordinal regression', is often used to predict an ordinal dependent variable given one or more independent variables (Ghasemzadeh *et al.*, 2018). Ordinal regression was used in this study as interface between the independent variables to predict the dependent variable. For instance, ordinal regression to predict that social media platforms can influence the attitude of young consumers toward a brand.

Nevertheless, the maximum likelihood method is used in logistic regression examination to obtain coefficients. In logistic regression analysis, it is imperative to engage in the study with a high volume of observations, with a higher numbers of observations the reliability of the model increases (Cokluk, 2010). Long (2014) supports the maximum usage of the model for ordinal outcomes.

OLR analysis is used to establish and examine the nature of relationships between constructs. That is, it explains the relationships in order to understand young consumers from South Africa and Nigeria in terms of how social media platforms influence their attitude towards the actual purchases of FMCGs brand.

Ordinal logistic regression analysis focuses on: Odds (Likelihood) value; significance value; $\ln(\text{Odds})$ significance value; $\ln(\text{Odds})$; proportional odds significance value; test of proportional Odds (Sig. Value); goodness of fit (Deviance) significance value; and model

fitting information significance value in to order to achieve respectively objectives of the study. Table 5.7 indicates all the components of ordinal logistic regression analysis and its respective functions.

Table 5.7: Components of ordinal logistic regression (OLR) analysis used in the study.

Type of Result	Purpose of Result	Test Criteria	Interpretation /Type of Decision
Model fitting information (Significance Value)	To test if the model improved significantly compared to the NULL model (i.e. model without predictor(s)), when a predictor is included in the model	When significant value is less than 0.05 (i.e. p-value 0.05) the test is statistically significant	This is desired as it implies that the model improved significantly over the NULL model when a predictor is added
Goodness of fit - Deviance (Significance Value)	To establish if the OLR model fits the research data	When Significant Value is greater than 0.05 (i.e. p-value > 0.05) the test is statistically NOT significant	This is desired as it implies that the model being estimated is a good fit to the research data <i>NOTE: This measure may not be consistent with other type measures of a model 'Goodness of fit'</i>
Test of Parallel line (Significant Value)	To establish if there is consistency in the pattern of responses given across the levels of ratings (i.e. SD, D, A, SA) in items (statements) under the Response variable	When Significant Value is greater than 0.05 (i.e. p-value > 0.05) the test is statistically NOT significant	This is desired as it implies that there is consistency in the pattern of responses given by Young consumers across the levels of ratings in items under the Response variable

Model Parameter Estimates 1. Significant value	To determine if there is a relationship between the Response and Predictor Variables	When Significant Value is less than 0.05 (i.e. $p\text{-value} < 0.05$) the test is statistically significant	This implies that we reject H_0 (which states that there is no relationship between the variables) and hence we will believe that there is a relationship between the Response and Predictor Variables
2. Value of model estimated parameters	To measure the strength of relationship between the Response and Predictor Variables	this is provided (estimated) as the natural log (ln) of the Odds of an event happening (i.e. $\ln[\text{Odds}] = \beta$)	The estimated $\ln(\text{Odds}) = \beta$ is converted to 'Odds value' by solving the following: Odds Value = e^β For Example: If $\ln(\text{Odds}) = 2.1$ then Odds value = $e(2.1)$ or $\exp(2.1) = 8.166$ where 'e or exp = 2.718' The value obtained (i.e. 8.166) is the strength (weight) of the relationship between the Response and Predictor Variables and it is interpreted as - for a unit change in the Predictor variable, there is the likelihood of about 8-fold (i.e. 800%) change or effect on the Response variable

3. Sign of value parameter estimates	To indicate the direction of responses given by Young consumers to statements under the Response (Dependent) variable	N/A	For +ve value e.g. 2.1, Young consumers from Nigeria & South Africa responding to the Predictor variable, will give responses in +ve directions (i.e. either Strongly Agree or Agree) for statements (items) under the Response (Dependent) variable. For -ve value e.g. -2.1, Young consumers from Nigeria & South Africa responding to the Predictor variable, will give responses in -ve directions (that is. either Strongly Disagree or Disagree) for statements (items) under the Response (Dependent) variable

5.11.2.2 Cross tabulation

This is used in inferential statistics to test the effect of one categorical variable on the other. It was used in the Chi Square analysis for testing the significance or otherwise of two categorical variables. One of the variables is on the row while the other is on the column. The cross tabulation gives the Chi square (Pearson's) value and the asymp. significance value (P-value) of the tested variables. The decision is taken based on the value of the asymp. significance if the P-value is greater than 0.05, the test is not statistically significant but if the P-value is less than 0.05, the test is statistically significant.

Assumptions

The following assumptions must be met to conduct a Chi-Square Test in a cross tabulation analysis. In order to justify the conduct of a Chi-Square Test of a contingency table (cross-tabulated data) and also validate the inference drawn from the test, the following assumptions about the category variables (row and column variables) in the analysis must be met:

- (1) The data for each of the category variables in the row and column must be a random sample from the population.
- (2) The sample size must be adequate, that is large enough to make the inference from the test valid.
- (3) The entry for 'Expected_Count', that is, the χ^2 - test statistics in each of the cells of the cross-tabulated table, must not be less than 5.

5.11.2.3 Confirmatory factor analysis (CFA)

Confirmatory factor analysis (CFA) is an advanced statistical approach often used for construct validation, verification of factor structure observed, variables and latent constructs, testing of hypotheses, predicting factor structure test and comparing (Suhr, 2006; Albright & Park, 2009; Hoyle, 2012; Prudon, 2014). CFA is implemented by means of structural equation modelling (SEM) (Albright & Park, 2009; Prudon, 2014). Meanwhile, Hox and Bechger (1998) and Schreiber *et al.* (2006) and Albright and Park (2009) and Prudon (2014) affirm that the preparation of the analysis is driven by the theoretical relationships among the observed and unobserved variables.

SEM is more of a confirmatory technique. SEM, in comparison with CFA, extends the possibility of relationships among latent variables and encompasses two components of a measurement model

and a structural model. The measurement model of SEM is the CFA, and it depicts the pattern of observed variables for those latent constructs in the hypothesised model. A key factor of CFA is the test of the reliability of the observed variables (Schreiber *et al.*, 2006). The response to a Likert-scaled item, ranging from 1 (strongly disagree) to 4 (strongly agree) is an example of an observed variable in this study. Unobserved variables are termed latent factors, factors, or constructs and are depicted graphically with circles or ovals (Schreiber *et al.*, 2006).

Structural equation modelling has its roots in path analysis, which was developed by the geneticist Sewall Wright (Wright, 1921; Hox & Bechger, 1998). It is quite expected to start SEM analysis with a depiction of a path diagram. A path diagram consists of boxes and circles, which are connected by arrows.

In Wright's symbolisation, observed (or measured) variables are represented by a rectangle or square box, and latent (or unmeasured) factors by a circle or ellipse. Single-headed arrows or 'paths' are used to define causal relationships in the model, with the variable at the tail of the arrow causing the variable at the point. Double headed arrows indicate co-variances or correlations, without a causal interpretation. Statistically, the single-headed arrows or paths represent regression coefficients, and double-headed arrows co-variances (Hox & Bechger, 1998).

A model may need to be modified in order to improve the fit, thereby estimating the most likely relationships between variables. Many programmes provide modification indices which may guide minor modifications. Modifications to a model, especially the structural model, are changes to the theory claimed to be true. Hence, the modification must be logical to a specific study relative to the theory being tested in a particular study or be accepted as limits of that theory (Loehlin, 2004; Beaujean & Loehlin, 2017).

For this reason, SEM software programmes require researchers to be very explicit in specifying models. While models that fit the data well can only be provisionally accepted, models that do not fit the data well can be absolutely rejected.

In a nutshell, CFA is a category of analysis under structural equation modelling (SEM) and it is essentially used to fit models to data and in the process establishing and explaining causal relationships between several responses and predictor variables (constructs). The SEM analysis method allows for testing several possible models that can be suggested from theoretical concepts (literature reviews) about a research subject until one model better than others is found. The last section of this chapter expands on the ethical considerations relevant to this study.

5.12 Ethical considerations

Ethical measures are becoming a critical component in all empirical studies associated with social research. Currently, ethics is essential for research in social sciences relating to individuals and ethics clearance ought to be obtained (Madhushani, 2016) since involving people are bound to risks and hazards for all respondents in one way or the other.

Although a study that involves social analysis such as attitude, are of minor or little physical risk, thus focus is placed more on confidentiality of information and informed consent of all participants in the study (Rodriguez *et al.*, 2015). In view of this, the European Commission (2019) states categorically that researchers “must ensure respect for people and for human dignity and fair distribution of the benefits and burden of research, and that you must protect the values, rights and interests of the research participants”.

Therefore, ethics is a fundamentals standard, based on honest principles (Walton, 2013; Madhushani, 2016). Parilti *et al.* (2014) aver that ethics deals with a study about people and philosophies of morals in which morals designate truthful findings, criteria, and procedures of behaviour during the process of human activity.

Similarly, Ulman (2017) gave a broad understanding of what ethics mean, “standards of conduct that distinguish between right and wrong, good and bad”; “an academic discipline, ethics is a branch of moral philosophy that is concerned with age-old questions about duty, honour, integrity, virtue, justice, and the good life”. Effective management of ethical measures denotes engaging in due process and proper cognisance of all ethical concerns such as: assurance of non-disclosure of personal information of all the participants during and after the research process (Mollet, 2011; Pillay, 2014).

This is can further be explained in relation to this study; the young cohorts have the right to their personal information, voluntary participation in the research, the right to opt out at any time, their right to informed consent, and also their right to privacy.

The ethics clearance certificate of the Faculty Ethics Committee (see Annexure H) was obtained in accordance with the policy of the NWU. As such, consents were obtained to administer the questionnaire amongst the students was directed at lecturers and the library staff of the respective university in the study. More importantly, the consent of the respondents in both countries (South

Africa and Nigeria) was seek by explaining to them the research objectives and the relevance of this research to FMCGs marketers, before engaging them in the data collection exercise.

During analysis, data management was truthful by supporting and embracing the views of respondents in this study. Remarkably, this study disclosed information as it was (negative or positive). All data obtained were collected and handled with the utmost confidentiality. All collected and usable data were entered into a password protected computer file in which individual respondents cannot be identified in the research results as presented.

For the purpose of this study, an acknowledgement document on plagiarism was signed by admitting that no direct copying of text was made and that all material used in the course of the study are duly referenced in the appropriate format throughout this thesis. The Ethical Code of Conduct of the Social Sciences Research Council was adhered to, and the university's research ethics code was complied with in this research. Finally, it is important that ethical issues are placed high on the research design agenda for any research endeavour.

5.13 Summary

This chapter focused on the research design and methodology which aided in successfully carrying out the 'how' part of this study, which applies to social media as marketing tool to influence young consumers' attitudes towards FMCGs brands in South Africa and Nigeria by developing a proposed framework. The relevance of the post-positivism paradigm is considerable and significant to the nature of this study as the philosophical underpinning, which was discussed systematically. The methodology of this study is an empirical study which used the quantitative method. Furthermore, this chapter provided an in-depth discussion of the descriptive research design of this study. This chapter extensively addressed the research instrument, the research populations, the sampling strategy, and the data collection method.

Above all, this chapter comprehensively showcased the various steps undertaken in data management and data analysis as part of practical aspects of this study. This chapter furthermore highlighted the validity and reliability measures; as well as upholding ethical considerations in the course of this study. The following Chapter Six, presents the research results and interpretation of the hypotheses stated in terms of the statistical analyses in this study.

CHAPTER SIX RESEARCH RESULTS AND INTERPRETATION

“There are many things of which a wise man might wish to be ignorant.”

Ralph Waldo Emerson

6.1 Introduction

This chapter presents the comparative analysis and interpretation of the empirical findings extracted from the quantitative dataset, which includes the responses to the online and printed questionnaires. The main purpose of this study was to establish the effectiveness of social media as a marketing strategy to influence young consumers’ attitude. Additionally, the study was designed to test the four additional constructs of social media to arrive at a proposed framework as a marketing strategy to influence young consumers’ attitude towards the brands of fast-moving consumer goods (FMCGs) amongst young consumers in both South Africa and Nigeria. The research model, which was derived from the UTAUT2 theory, served as foundation for this study.

This chapter comprises of major three sections, the pilot study section will be presented firstly and thereafter the descriptive analysis with its subs-sections. The inferential analysis of the research hypotheses will be presented lastly. In a nutshell, this section comprises all seven of the research hypotheses stated with its appropriate statistical findings, such as reliability test results, ordinal logistic regression (OLR), and structural equation modelling (SEM).

The presentation of results will use a variety of graphical representations such as pie charts, graphs and tables. Figure 6.1 depicts a summary of the layout of this chapter.

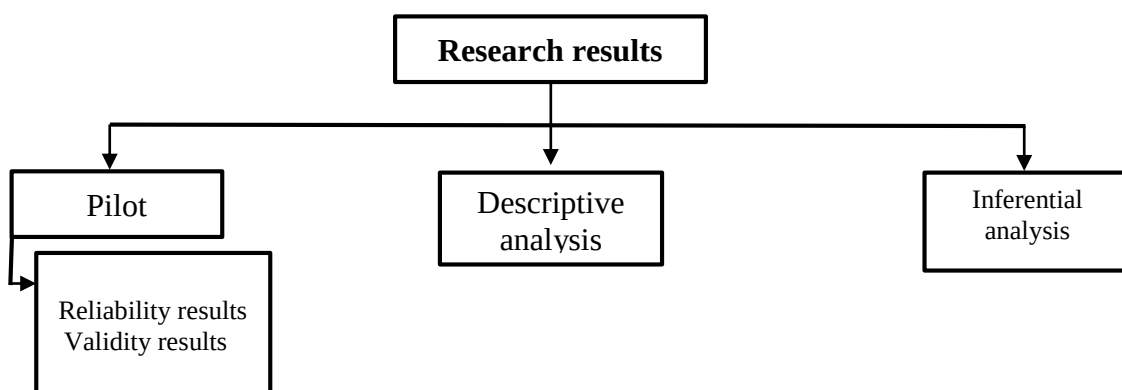


Figure 6.1 Chapter map

6.2 Pilot study

Pilot testing is a pre-test done before an actual survey, where a smaller sample size is used for testing the research instrument. It is used for determining whether the target audience understands the survey instructions; also to know if the survey would fulfil the purpose it is intended to and to detect any likely errors before the actual survey is undertaken (Sincero, 2012).

This study was anchored on the unified theory of acceptance and use of technology (UTAUT 2) model proposed by Venkatesh *et al.* (2012). This model is regarded as making a contribution towards research as it was verified and tested. UTAUT2 contains 28 items including the following seven *independent* constructs: Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating Conditions (FC), Hedonic Motivation (HM), Price Value (PV), and Habit (HT) and the following two dependent variables: Behavioural Intention to Use (BI) and Use of Technology (UB). The conceptual research model presented in this study is a modified UTAUT2 model adapted to the conditions of the developing factor that influence young consumers' attitude on social media.

The proposed model includes eleven constructs and three moderating variables. That is, seven constructs adopted from UTAUT2 and four new additional constructs in order to validate the proposition of Venkatesh *et al.* (2012) who said, “future research can identify other relevant factors that may help increase the applicability of UTAUT to a wide range of consumer technology use contexts”. For this reason, extending UTAUT2 into influencing young consumers' attitude on social media in South Africa and Nigeria in the context of fast-moving consumer goods is justified.

The provisional conceptual framework constructs: marketing goals and objectives (MGO), organisation social media participation (OSMP), rewards (R), and brand integrity (BI) constructs in this study were derived from literature and an extensive meta-analysis of UTAUT2. The moderating variables discussed include all three demographic variables of the Venkatesh's *et al.* (2012) model: gender, age and experience.

All constructs were measured with 4-point itemised response Likert scales, ranging from ‘strongly disagree’ to ‘strongly agree’. After the questionnaire was constructed, a pilot test of 48 respondents using social media was conducted to test the validity and reliability of the research instrument. The pilot study was conducted on a non-probability, purposive and virtual snowball method to determine whether the items and scales used for the constructs included in this study are dependable and effective.

A total of 48 responses were recorded for the pilot study and the sample size of the pilot study was reliable with the recommendations concerning an appropriate sample size for a pilot study. The respondents for the pilot test comprised of young consumers at the NWU's Mafikeng Campus who completed the printed questionnaire only (see Annexure A). Furthermore, additional support was obtained from a social media marketing expert who assisted with checking the content of the research instrument for clarity and validity, as well as a language professional with experience in language editing who looked specifically for ambiguity, comprehension and the simplicity of the statements used in the questionnaire and ambiguities were removed.

The feedback from the pilot questionnaire and that of the marketing and research experts contributed towards a focussed and purposeful research instrument. Some of the construct items were revised after the statistical results of the pilot study were obtained. The final questionnaire for this quantitative study comprises of 41 statements that were dispatched, both on-line and in printed format to the research population.

6.2.1 Reliability test results

A reliability test was piloted to know if the research instrument complies with internal consistency. Cronbach's alpha value is a vital gauge to test reliability and also serves as an indication of complete consistency. All the constructs or variables of interest in this study were subjected to reliability testing and the results obtained are indicated in Table 6.1.

Table 6.1 Summary of the Cronbach's alpha results

Variable	Cronbach's alpha	Number of items
Marketing goals and objectives	0.78	6
Brand awareness	0.66	6
Organisation social media participation	0.74	5
Rewards	0.82	6
Brand integrity	0.61	6
Actual purchase	0.81	6
Consumer attitude	0.76	6

6.2.2 Validity results: discriminant and convergent

The Nigerian and South African models were examined for both convergent and discriminant validity using SPSS AMOS. Nomological validity was not provided because both models do not

contain higher-order constructs which are considered appropriate for setting up a nomological network (Liu *et al*, 2012).

All constructs in structural models are first-order constructs and thus, there was no attempt to test a nomological network. In addition, study design is neither longitudinal nor experimental but cross-sectional which makes testing a nomological network and establishing nomological validity less suitable (Hagger *et al.*, 2017).

Researcher proceeded to establishing both convergent and discriminant validity for the two models using average variance extracted (AVE), composite reliability (CR), average shared squared variance (ASV) and maximum shared squared variance (MSV). According to authors AVE must be greater than both the MSV and the ASV for establishment of discriminant validity while the CR is expected to be greater than .70, AVE greater than .50 and CR greater than AVE for convergent validity evidence (Fornell & Larcker 1981; Bagozzi & Yi 1988; Hair *et al.*, 2010; Byrne, 2010). The values of these indicators are presented in tables 1 and 2 for the Nigerian and the South African respectively.

After final data collection, construct validity was estimated. Construct validity employ in this study are convergent and discriminant which were part of measurement model; the last form of validity was part of structural model. Literature that support all forms of validity used in this study was established and reviewed in research design and methodology section (Chapter 5) in this study. The values of these indicators are presented in tables 1 and 2 for the Nigerian and the South African respectively.

Table 6.2 Convergent and discriminant validity values (Nigerian sample)

	CR	AVE	MSV	ASV	AP	BA	RI	I	CA
AP	.81	.64	.58	.54					
BA	.78	.62	.55	.52	.66				
R	.82	.65	.48	.55	.79	.73			
BI	.73	.53	.54	.52	.74	.69	.73		
CA	.76	.60	.50	.47	.78	.67	.67	.72	
OSMP	.73	.54	.51	.57	.78	.85	.83	.737	.626

AP = Actual purchase; BA = Brand awareness; RI = Reward/incentive; I = Integrity; CA = Consumer attitude;
OSMP=Organisation social media participation

In the Nigerian model (Table 6. 1), the values of the CR which range from .73 to .82 are above the recommended cut-off (.70). Also, the CR values are adequately more than the values of the AVE. However, the AVE values ranging from .54 to .65 are moderate and above the cut-off criteria of

.50. This implies a convergent validity evidence for the Nigerian model. In addition, the model satisfy the criteria for discriminant validity since all the AVE values are greater than the values of the MSV (.48 to .58) and ASV (.47 to .57).

Table 6.3 Convergent and discriminant validity values (South African sample)

	CR	AVE	MSV	ASV	AP	BA	R	BI	CA
AP	.78	.60	.35	.26					
BA	.70	.53	.51	.37	.52				
R	.76	.61	.55	.41	.53	.67			
BI	.71	.56	.52	.32	.42	.55	.56		
CA	.65	.49	.48	.33	.60	.57	.57	.64	
OSMP	.73	.58	.39	.46	.47	.71	.88	.62	.51

AP = Actual purchase; BA = Brand awareness; RI = Reward; BI = Brand Integrity; CA = Consumer attitude; OSMP=Organisation social media participation

The South African model (Table 6.2) has CR values ranging from .65 to .78 are above the recommended cuff-off. Meanwhile, only the CR value of consumer attitude (.65) is below the recommended threshold. Almost all AVE values (.53 to .61) except the AVE values for CA (.49) meet the criteria which is 0.50 are well above and meet the recommended criteria for convergent validity. This implies that the model considerably satisfies the condition for convergent validity. Also, there is discriminant validity evidence for the model given that AVE values are greater than the MSV (.35 to .55) and most of the ASV values (.26 to .46).

Notably, most of the empirical studies conducted in this area have not addressed the issue of construct validity. Thus, the current study is distinct as it addresses the convergent and discriminant forms of validity.

6.3 Descriptive analysis

Descriptive statistics were used to obtain an understanding of who the respondents are in terms of the geo-demographic descriptors of the research population and their use of social media in the form of frequencies. This presentation commences with reporting on the response rate of respondents in this study. This section proceeds to the demographic description of the research population. This section then terminates with a discussion of the descriptive statistics in the form of tables, charts, graphs and percentages. This study utilised data gathered from South Africa and Nigeria as the main survey of this study and a discussion regarding social media as marketing

strategies to influence young consumer's attitudes on social media. Figure 6.2 illustrates sectional map of descriptive analysis.

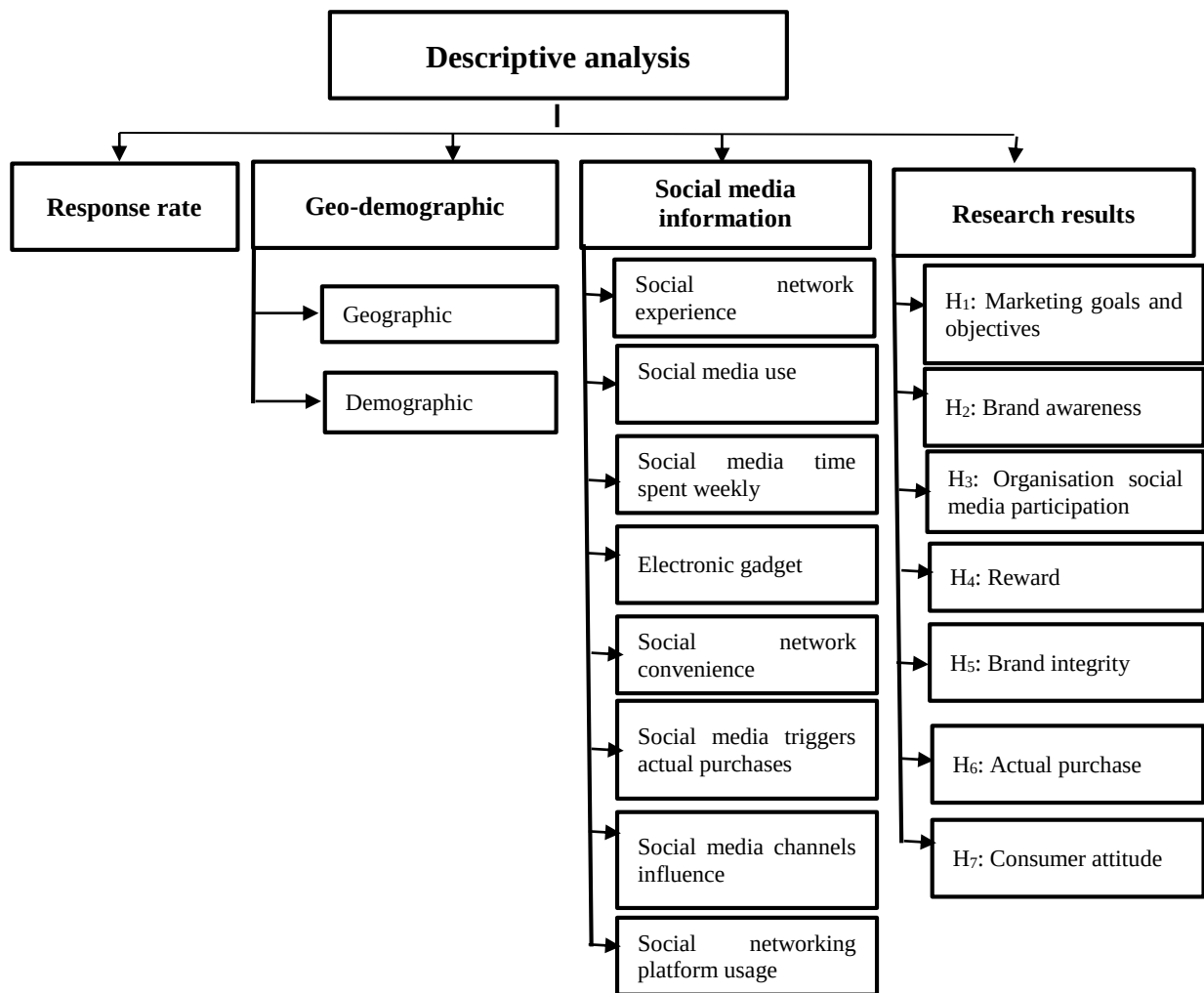


Figure 6.2 Descriptive analysis organogram

6.3.1 Response rate

The calculated sample size was 772 young consumers in South Africa and Nigeria as ideal number of responses to be obtained, of which 236 were to be obtained from the North-West University in South Africa and 536 from the University of Lagos in Nigeria. Surprisingly, 900 questionnaires were retrieved from the young consumer in both countries. This high number of responses is ascribed to the questionnaire (using Google forms) was posted online and printed questionnaires were provided to accessible respondents for whom it was convenient to complete the questionnaire.

South Africa yielded 415 questionnaires and 485 questionnaires were obtained from the Nigerian research population. A total of 48 questionnaires were incomplete, 20 from South African and 28 from Nigeria and these questionnaires were removed from the dataset and thus included for further analysis.

In addition, missing values were detected in 30 cases (6 from South Africa and 10 from Nigeria) and these were also removed from the final dataset used for statistical analysis. Justification for the removal of missing values in this study is based on it being less than 5%, and, according to Dong and Peng (2013), when number of cases of missing values is extremely small (that is, less than 5%), such values may be omitted from further analysis. Table 6.2 depicts the summary of the responses of this study.

Table 6.4 Response rate

Responses	South Africa	Nigeria	Total
Initial print and electronic	415	485	900
In-completed questionnaire	8	12	20
Missing values	6	10	16
Valid total used /sample cal.	401	463	864

The sample size was calculated to be 772 and a response of 864 was received and all results and presentations are based on the 864 responses where South Africa provided 401 (46%) responses and Nigeria generated 463 (54%) responses.

The survey questionnaire (refer to Annexures A and B for the questionnaire) consists of 41 statements addressing the research hypotheses of this study. In an attempt to achieve effective analysis and presentation, SPSS and Microsoft Excel application software were used. Tables and figures are used to group frequency distributions of the respondents' views and ideas. The subsequent section presents and discusses the empirical results obtained from the survey in terms of the geo-demographic descriptions used in this study.

6.3.2 Geo-demographic descriptions

The approach of using geo-demographical descriptors provides a method of managing big data and comparative geo-graphical data sets, as in this study. The aim of this section is to simplify and present the geographic and demographic results of this study. The survey response data were used to cluster the geographical regions. Firstly, the geographical distribution is dealt with before the demographic description is presented.

6.3.2.1 Geographical distribution

In this study, Generation Y is the only population group who participated in this study. South Africa yielded 401 response and Nigeria generated 463 responses, as indicated in Table 6.3.

Table 6.5 Geographical distributions

Institutions	Valid sample (F)	%
North-West University	401	46.0%
University of Lagos	463	54.0%
Sample (n)	864	100%

For a holistic representation, the aim was to achieve an even ratio of responses from the Generation Y sample population. Generation Y has the capabilities to mobilise large populace, in this manner they possess a significant global influence on their cohorts (Malka, 2012).

6.3.2.2 Demographic descriptions

Five demographic descriptors were used in order to better understand the research population and the following results were obtained. Respondents were required to answer questions regarding their gender, age, marital status, race and their current level of study. These enabled obtaining a description of the study population, as well as to draw comparisons between NWU and UNILAG consumers as relevant to this study. A brief summary of the demographic description is provided in Table 6.4.

Table 6:6 Demographic description

Variable	Category	South Africa		Nigeria	
		(n)	(%)	(n)	(%)
Gender	Male	155	38.7	269	58.1
	Female	246	61.3	194	41.9
Age	18-20years	102	25.4	152	32.8
	21-23years	193	48.1	128	27.6
	24-26years	78	19.5	69	14.9
	27-29years	20	5	36	7.8
	30-32years	4	1	33	7.1
	33-35years	4	1	45	9.7
Marital status	Married	28	7	32	6.9
	Single	367	91.5	426	92.0
Race	African (black)	374	93.3	449	97.0
	India	9	2.2	1	0.2
	Coloured	12	3	3	0.6
	White	6	1.5	7	1.5
Current Level of study	1 st year	114	28.4	95	20.5
	2 nd year	87	21.7	159	34.3
	3 rd year	110	27.4	124	26.8
	4 th year	87	21.7	72	15.6
	5 th year	3	0.7	13	2.8

Gender of the respondents

It is observable from Table 6.4 that more South African females than males participated in this study (M=155, F=246), compared to that of Nigeria (M=269, F=194), depicting that the gender distribution of respondents from both countries are dissimilar. However, collectively, slightly more females than males participated in this study. More so, this study corroborates with previous studies (Manjunatha, 2013; Xiao & Zuang, 2014; Lin, *et al.*, 2017) where it was reported that women dominate the use of social networking sites (SNSs) compared to men. In addition, Xie *et al.* (2017) observed that women social media users display greater interest in sharing content and discussing public issues compared to men. However, Nigerian males by tradition is often given a leadership role, irrespective of their age (Ijewere & Odia, 2012) and this could explain why more Nigerian males than females participated in this study.

Gender representation is supported by this study as it has been identified as a moderator in the original UTAUT and UTAUT2 models of Venkatesh *et al.* (2008; 2012). However, gender is used as a moderator in this study, the focus of this study is not a gender variance in terms of actual purchase through social media platforms but rather the emphasis is on young consumer attitude of South African and Nigerian social media users.

Age of the respondents

Respondents were asked to indicate their age and their responses are summarised in Table 6.4. According to the responses, it is observable that more participants in the age category of 21-23 years in South Africa participated and this is followed by participants in the age bracket of 18-20 years. Also, more Nigerian participants in the age category 18-20 years participated in the study, followed by those in the age category 21-23 years.

The majority of young consumers' who participated in this study are in the 18-26 years' age bracket in both countries and these consumers are the dominating group, are relevant to, and are maximising the use of social media platforms in both the countries. This support the findings of a recent study conducted by Shava and Chinyamurindi (2018) who posit that young consumers between the age bracket the 21–25 are the dominant group utilising social media networking sites, and they are followed by the 25–30 age group category.

According to Statistics SA (2012), every two out of three South Africans are aged 30 years or younger, with nearly a quarter of the population deemed to be a member of the Generation Y cohort. Marketers ought to ensure the content published on their organisations' social networks are age-appropriate with graphics and photos, in order to entice the younger generation to interact with a brand on social networking sites (Lennon, *et al.*, 2012; Vadwa, *et al.*, 2016). Age representation strengthened this study as age has been identified as a moderator in the original theoretical framework and adapted for the purpose of this proposed research model.

Marital status

As indicated in Table 6.4, more single respondents participated in the study than married respondents. More single participants in Nigeria (426 or 92%) participated than their South African counterparts (367 or 91.5%). This is supported by the study of Lennon *et al.* (2012) who found that single young consumers placed more importance on social networks than those who are married, based on their ease of making new connections with strangers online and connecting with their love ones whom they have lost contact with.

Race

Respondents were requested to specify their race and their responses were summarised into Table 6.4 where it is indicated that almost all participants in both countries are African. However, more blacks in Nigeria (449 or 97%) participated in the study than in South Africa (374 or 93.3%) whereas Nigeria do not really have Indians, Coloured, or whites. Research done by Yellowwood

(2014) on consumers and a mobile survey show that young black consumers have very different preferences to their parents and this is unlike white consumers, where the young generation choose similar brands to their parents. For every six blacks on the African continent, one is a Nigerian (Ijewere & Odia, 2012).

Current Level of study

As indicated in Table 6.4, more participants in their second year of study participated more in this survey than any other year of study. This is followed by participants who are in their third year of study. However, the statistics as presented in Table 6.1, indicate that more Nigerians in their second year of study participated and this is followed by third year Nigerians. Oyetunde (2017) found that many first-year students spend between three to six hours per day surfing on Facebook.

The subsequent exposition delves into social media practices of the participants.

6.3.3 Social media information

The aim of this section is on ascertaining the general use of social media platforms by Generation Y and their attitude with regards to engaging social media marketing. Both figures and tables are used to display the results obtained concerning the attitude of young consumers on social media platforms to actualise their purchasing of fast-moving consumer goods.

Several differences and similarities have been identified in comparing the social media practices of Generation Y in South Africa and Nigeria. Social media information is considered as very important to this study, because it aided in disclosing the attitude that activate actual purchase among young consumers on social media platforms.

6.3.3.1 Social network account distribution

Young consumers were asked to indicate whether they have or belong to social networking services. This served as an indication of the level to which young consumers agree with regard to the reason why they use social media platforms being it for relationships, communication, and/or for marketing activities. Figure 6.3 shows the disposition of the young consumers' registration concerning social network accounts.

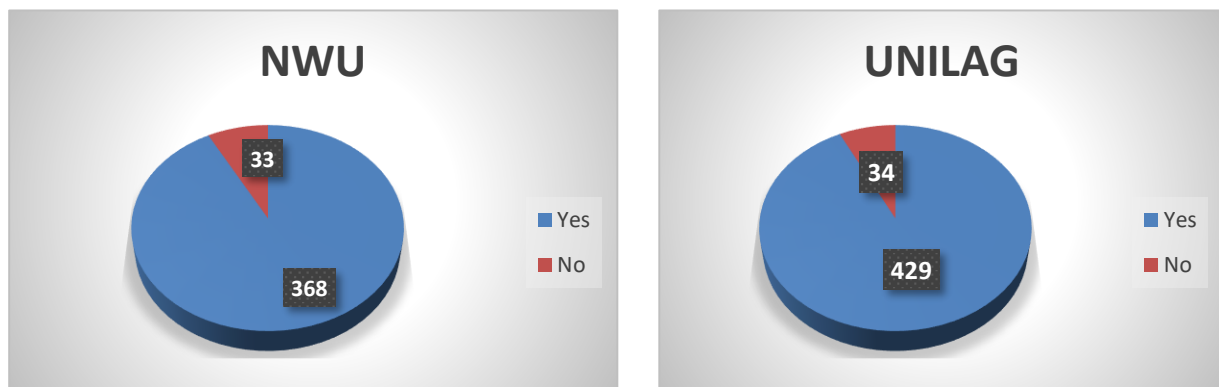


Figure 6.3 Social network account

The results in Figure 6.3 show that a very large percentage of the respondents affirmed that they do have a social networking account in both counties, NWU (n =368, 91.8%) for South Africa and UNILAG (n =429, 92%) for the Nigeria sample and this undoubtedly reflects that Generation Y fully embrace modern technology.

Anantamula and Shrivastav (2012) posit that the disparity between older generations and the Generation Y cohort is affected by ICT, consumer behaviour, diverse viewpoints, and relevant social media because of young consumers are open to a massive range of media and a global environment.

6.3.3.2 Period of using social media (experience) distribution

An indication of young consumers' experience on social media networking sites, which is very important to this study, was obtained from the period they have been using social media. Figure 6.4 illustrates the period of using social media (experience) among young consumers in South Africa and Nigeria.

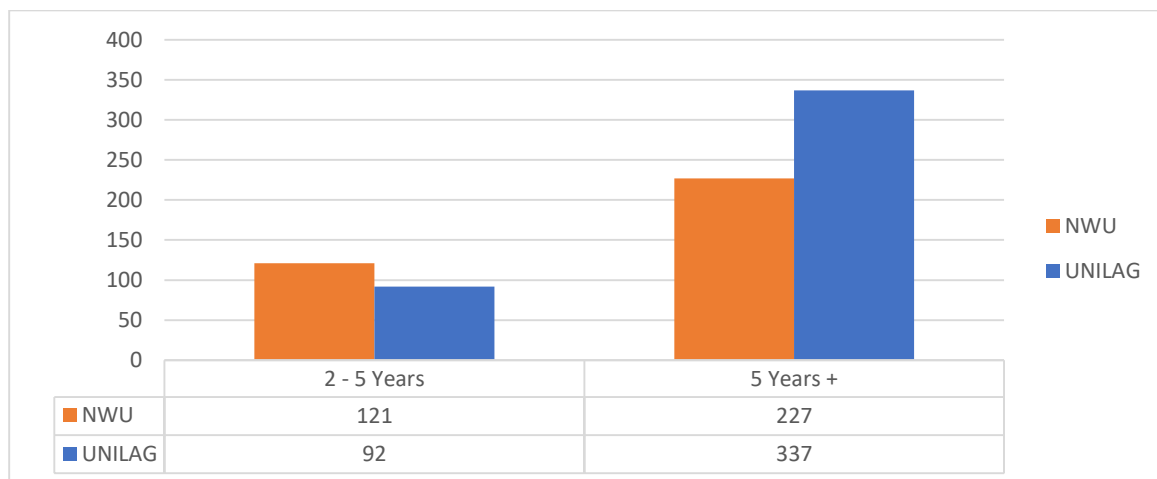


Figure 6.4 Period of using social media (experience)

According to the results as depicted in Figure 6.4, most of the respondents have been active on social networking sites for between 5 and more years, (n=227, 56.6%) in South Africa and (n=337, 72.8%) in Nigeria with Nigeria being the highest for the longest period of time. This is in accordance with the empirical findings of Statista, (2015) who reported on the popularity of social networks over the last ten years. Furthermore, Nadeem (2016) recently suggested that consumers on social media network said this shopping experiences enjoyable and this can be related to brand integrity.

This demonstrates that brand integrity is a construct influenced through the direct relationship with actual purchase. The results to this study is supported by research conducted by Lukka and James (2014) at the University of Bangkok, where most of the respondents had been active for more than 4 years on social networking sites.

This is affirmative that young consumers are experienced and no one can be regarded as a new-comer to social media platforms in both studies. The phenomenon of social media networks is not novel to young consumers, when compared to other parts of the Western world and/or technologically advanced continents. Thus, young consumers in South African and Nigerian have fully discovered and understand social media dynamics.

Experience relating to social media usage in this regard is acknowledged as an influencing factor and a significant moderating factor among Generation Y in South Africa and Nigeria. Experience is very relevant and has also been identified as a moderator in the original UTAUT2 model.

6.3.3.3 Social media usage distribution

This section aimed at ascertaining the social media usage in terms of daily, hourly and weekly amongst these Generation Y and their attitude with regards to engaging social media marketing. Table 6.5 presents the views of the respondents on social media usage as per this study.

Table 6.7 Social media usage

Category	NWU (South Africa)		UNILAG (Nigeria)	
	N	%	N	%
Hourly	127	31.7	132	28.5
Daily	214	53.4	294	65.5
Weekly	32	8.0	24	5.2

Of interest is that young consumers in South Africa (214, 53.4%) and Nigeria (294, 63.5%) tend to use social media platforms on a daily basis. However, some young consumers indicated that they use social media on an hourly basis in South Africa (127, 31.7%) and Nigeria (132, 28.5%) and an insignificant weekly usage was reported for both South Africa and Nigeria.

From Table 6.5, it can be deduced that many young consumers use their social media platforms firstly hourly and then daily in both South Africa and Nigeria. Social networks should not only be used as a medium for promoting marketing offerings but should rather also be explored as a two-way communication channel to educate, entertain and engage with young cohorts. Media preference should be on 24/7 basis on the form of social brand communities suitable to young consumers who are interested in becoming part of a brand community in order to generate brand affinity and loyalty (Vadwa, *et al.*, 2016) as per the different time frames of different age groups and the level of study.

6.3.3.4 Electronic gadgets often used distribution

The respondents were asked to indicate the types of electronic gadgets often use for connecting to social media platforms. The most often used electronic gadgets are presented in Figure 6.5.

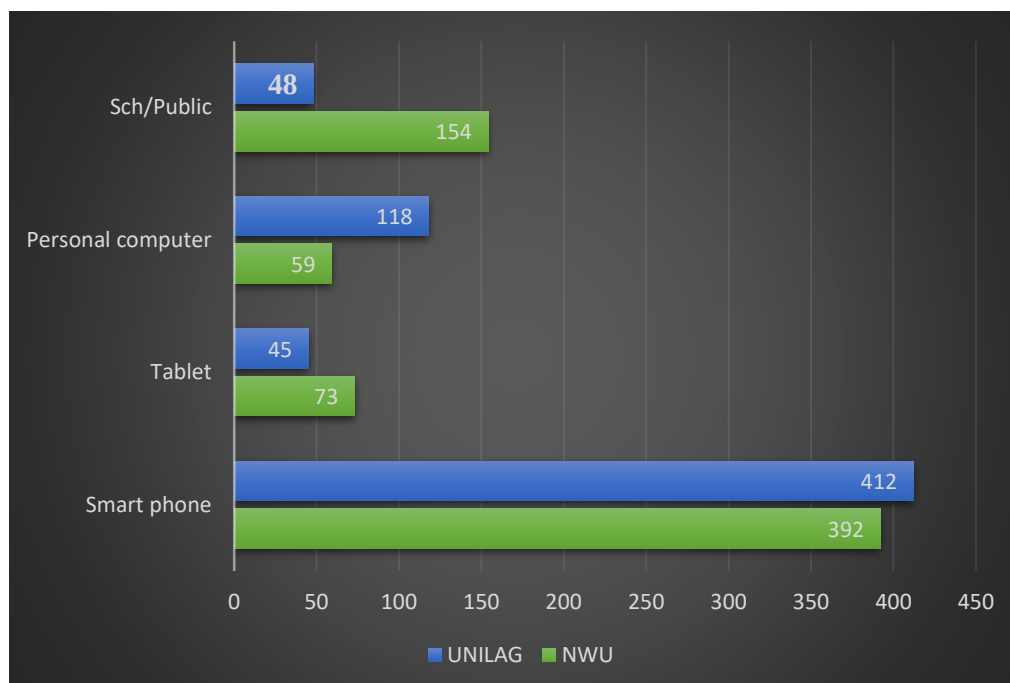


Figure 6.5 Electronic gadgets often used

Respondents were asked to indicate the types of electronic gadgets often use for connecting to social media platforms. The findings show a similar pattern recorded for South Africa (n=392,

97.8%) and Nigeria (n=412, 89%). This in line with a recent study of Van Zyl (2015) who revealed that a possible reason for this rapid growth in smart phone usage can be ascribed to the decreasing cost of data. This is also affirmed by Kemp (2015) who stated that 61% of young South African Internet users access the Internet via their mobile phones and that only 32% make use of desktop computers.

It is estimated that 10.6 million South Africans access social networks via their mobile phones (Kemp, 2015) and another South African study conducted in rural South Africa by Dalvit and Strelitz (2013) provided evidence of sharing behaviour. The researchers emphasised that sharing of mobile phones enable people to access and utilise advanced features such as multimedia and network-related activities, including money-related applications.

Best (2012) also affirmed that young consumers without smart phone are virtually ignored in this dispensation. VinIntell (2013) and Futurum Premium Report (2016) observe that Gen Y'ers are tied to their mobile phones; therefore, marketers ought to reach this generation through mobile devices.

In Nigeria, mobile phones are the primary form of Internet access. There are already more than 100 million mobile phone connections and 50 million Internet connections in Nigeria, making it the largest mobile market in Africa (ITU, 2012; McKinsey Global Institute, 2013). Smartphone usage in Nigeria is big marketing because smart phones is now the first point of Internet access, it is cheaper than a computer and reach more people. Consumers access social network platforms via applications (app) rather than via full websites (Adesoji, 2017).

In addition, telecommunication organisations in Nigeria, unlike in South Africa, do not offer financial facilities for handsets. This has for a long time hampered market growth as paying the full price of a phone upfront is a significant investment for the average Nigerian consumer. Smart phone acquisition is accelerating due to the declining price of smart phone prices in Nigeria (Adesoji, 2017).

6.3.3.5 Convenient of using social network distribution

Respondents were asked to indicate if the usage of social media platform is convenient to them or not. Expectedly, most of the respondents in this study affirmed that using these platforms is convenient to them as illustrated in Figure 6.6.

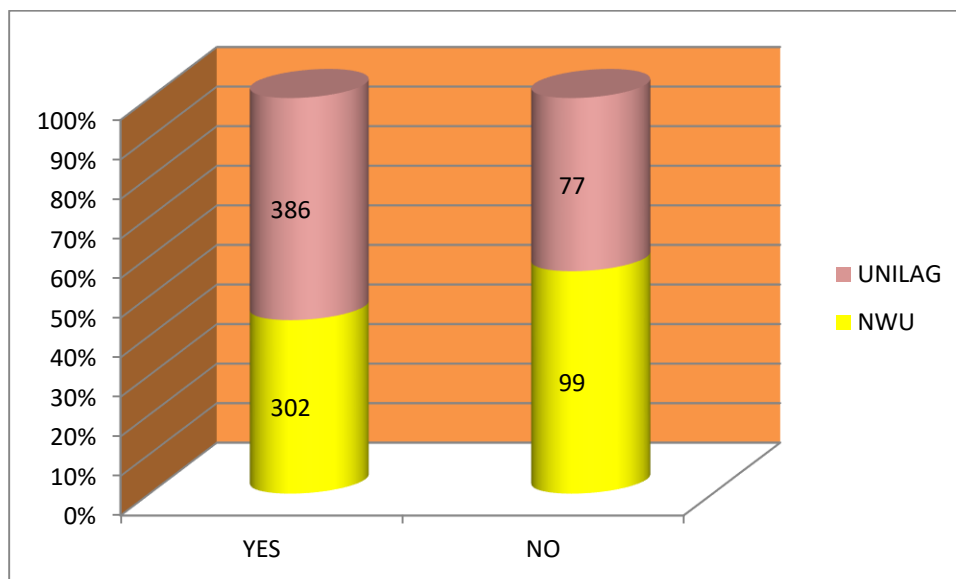


Figure 6.6 Convenient of social network

Most of the respondents in South Africa (n=386, 96.3%) and Nigeria (n= 452, 97.6%) indicated that social network platforms are convenient, quicker, and easy to use. The implication of this is that social media trigger information searching and enhance actual purchase behaviour compare to traditional media (radio, print and television). However, it is concerning that there are respondents who are of the opinion that social media platforms do not conform with their preferences. Convenience, speed, and ease of use are among the major influencers which will keep young consumers engaged.

According to Rauniar *et al.* (2014), perceived ease of use is determined by the user believing that the social network is flexible to interact with, they find it easy to get the social network to do what they want, they find it easy to become skilful at using the social network, they find the social network easy to use, and their interaction with the social network is clear and understandable. Vadwa and Mashaba (2016) agree that the more a user finds a social network to be useful, the more likely it will be to affect their behaviour on the social networks, in terms of self-presentation and user-satisfaction (Min & Kim, 2013; Yoon & Rolland, 2015).

6.3.3.6 Social media trigger actual purchase distribution

Respondents were asked to indicate if social networking platforms is a trigger to engage young consumers into actual purchases. Figure 6.7 depicts the opinions of the respondents as related to whether social media do trigger purchase.

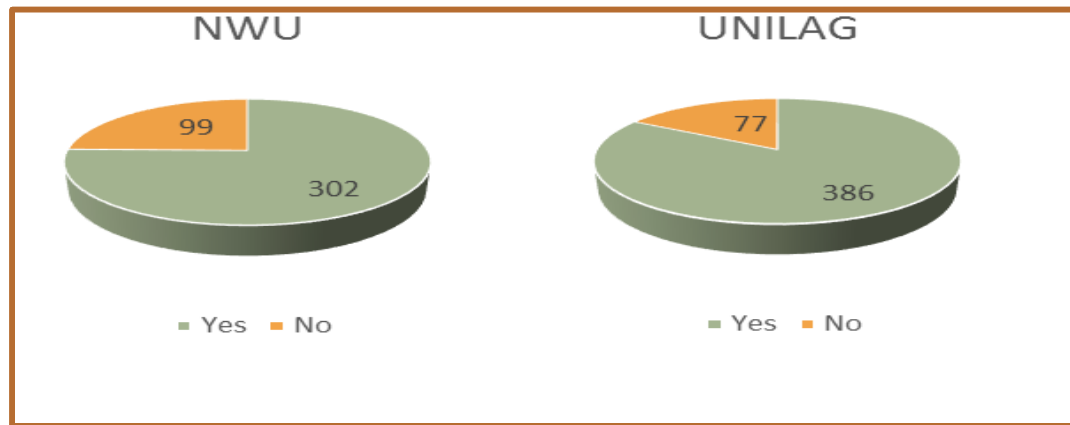


Figure 6.7 Social media triggering actual brand purchasing

The majority of the respondents in South Africa (n =302,75.3%) and Nigeria (n= 386 ,83.4%) affirmed that there is a growing number of young consumers who use social media platforms for online discussion forums, consumer review pages, weblogs, recommendations, networking pages and so on to communicate their opinions and exchange information products (Syarief, 2015).

Social media platforms make it easy for young consumers to post product reviews and reach out to others for users for advices and comments. As social media infiltrates consumers' lives before making a purchase, they are increasingly reaching out to their social media communities for opinions and recommendations (Chaturvedi *et al.*, 2017).

6.3.3.7 Most influence information channel distribution

The responses regarding the information channel that mostly influence young consumers' actual purchase decision are indicated in Table 6.6.

Table 6.8 Most influence information channel distribution

Category	NWU (South Africa)		Unilag (Nigeria)	
	N	%	N	%
Print: (newspaper, magazine and others)	116	28.9	30	6.5
Audio-Visual (Television)	47	11.7	47	10.2
Social media (WhatsApp, Twitter, Instagram, Facebook)	225	56.1	379	81.9

It is reported in Table 6.6 that Facebook, WhatsApp, Twitter, Instagram and other social media platforms were indicated to be the most influential platforms in South Africa (225, 56.1%) compared to the other information channels.

The responses of the young consumers in Nigeria also revealed that there are similarities with the results of South Africa. The social media platforms indicated as being the most influential information channel among Nigerian young cohorts is also social media (379, 81.9%). This implies that the majority of information generated among young consumers are from their peers, friends, strangers, online and from their family and loved ones.

The outcome of this part of the study revealed that social media is an indispensable part of an undergraduates' life. This is in line with the studies of Ezeah *et al.* (2013), Sanusi *et al.* (2014) and Akintola (2016) who found that social media has become a constant presence and almost indispensable part in the life of the average undergraduate.

The results of this study, similar to that of Forbush and Foucault-Welles (2016) and Gwena *et al.* (2018), affirm the assertion that social media networks are tools used by people to share information. Therefore, the results of social media information discussed above established the social media practices and usage among young consumers. The subsequent discussion elaborates on the descriptive research results of hypothesis 1-7 of this study.

6.4 Descriptive research results: hypotheses 1 to 7

This section presents the descriptive data results obtained for hypothesis one to seven. A set of 4-point itemised Likert scales were used for this purpose and respondents had to select the most suitable response per statement ranging from strongly disagree to strongly agree. The responses to the negative responses ('strongly disagree' and 'disagree') and the positive responses ('agree' and 'strongly agree') were combined to obtain an indication of if the respondents are positively or negatively disposed towards the statements and the constructs measured when and where appropriate.

Furthermore, the results are presented in the form of frequencies in order to obtain the followings:

- The quantitative measures (numbers and/or percentages) of the 4-point Likert-scale responses to the statements measuring the constructs.
- Visual displays of the results obtained from the frequency and cross-tabulation analyses for acquiring a better understanding of the comparison of the response patterns from respondents both countries;
- To provide justification and input for further advanced statistical analyses.

Hypothesis 1: The use of social media platforms enables fast-moving consumer goods organisations to achieve their marketing goals and objectives.

The aim was to establish if social media platforms can enable fast-moving consumer goods (FMCGs) organisations to achieve their marketing goals and objectives amongst young consumers in South Africa and Nigeria. Table 6.7 presents the views of the respondents on the construct marketing goals and objectives.

Table 6.9 Descriptive analysis of marketing goals and objectives

N	ITEM Statement	South Africa				Nigeria			
		SD%	D%	A%	SA%	SD%	D%	A%	SA%
A1	Young people are increasingly using social media platforms to gain recommendations, reviews and opinions from friends, family, experts and the collective social community	8.7	4	30.9	56.4	5.2	5.0	37.6	52.3
A2	Social media provides an effective and powerful platforms for consumers to communicate with one other and with the organisations.	3.5	5.7	42.1	48.6	3.2	5.4	39.5	51.8
A3	Social media platforms serves as a medium of gathering information for organisation to know a lot about different the opinions of potential and actual consumers about their brand.	3.7	5.7	50.4	40.1	5.4	5.8	41.5	47.3
A4	Social media has provided more effective and efficient platforms to draw consumers' attention towards organisation brands than mass media channels.	3	9.2	46.4	41.4	3.0	10.2	43.2	43.4
A5	Social media create brand awareness for a newly launch product among the young consumers	2.5	8.0	41.4	48.1	3.5	6.5	40.2	49.9
A6	Social media platforms are economical in decreasing marketing budgets.	7.7	22.7	38.2	31.4	8.9	18.8	39.5	32.8

Table 6.7 displayed the six statements used to explore the achievement of marketing goals and objectives achievement via social media. What is noticeable is that respondents for all six statements in both South Africa and Nigeria leans towards positive.

The South African respondents selected strongly agree for statements A1, A2 and A5, the Nigerian counterparts/respondents indicated strongly agreed, statement A1 achieved the highest member of mentioning's indicating that social media is regarded as enabling marketers to achieve their marketing goals and objectives. The statement obtaining the highest strongly for South Africa and

Nigeria is statement A1 whilst the highest combined statement for both South Africa (90.7%) and Nigeria (91.3%) is statement A2.

In the lowest combined positive inclination for strongly agreed is statement A6 for South Africa (69.6%) and Nigeria (72.3%). Statement A6, although positive, the low responses were expected as respondents are not marketers but their opinion in terms of marketing are important.

Overall, it is observable that young consumers are in agreement on all six of the statements and this indicates that activities and attributes on social media platforms will enable organisations to achieve their marketing goals and objectives through social media platforms in the young consumer market segment.

Hypothesis 2: Brand awareness influence young consumers' attitude to purchase via social media

The aim was to establish if brand awareness influence young consumers' attitude to purchase through social media. Table 6.8 presents the views of the respondents on brand awareness as a construct.

Table 6.10 Descriptive analysis of brand awareness

N	ITEMS	South Africa				Nigeria			
		SD%	D%	A%	SA%	SD%	D%	A%	SA%
B1	I go for brands that are popular or well known on my social media networking sites.	9	25.4	45.1	20.4	6.5	28.1	45.8	19.7
B2	I can quickly recall symbols or logos of a particular product/brand that appeared on the social media.	3.7	15.2	48.1	32.9	3.9	12.7	54.4	28.9
B3	Brand awareness influence young consumer purchase decision in buying FMCGs on social media	3	13.5	58.4	25.2	2.6	13.2	60.8	23.2
B4	I buy a brand/ product based on electronic word-of-mouth and advertisements of a brand.	8.5	23.4	49.6	18.5	5.8	28.1	43.6	22.5
B5	Brands/products that come to my mind first are those that are advertised on social media	8.7	30.2	44.9	16.2	8.4	30.7	40.0	21.0
B6	I am inclined to participate in brand community programme only with brands I have already know and familiar with on social media.	8.5	31.7	45.4	14.5	6.3	26.8	48.4	18.6

Table 6.8, shows the six statements and the percentages of each response were used to explore brand awareness. The responses to statement B3 (83.6%) indicate that the South African respondents are in agreement that brand awareness does influence young consumers' purchase decision on social media. When combining the positive responses for the South African sample, then statement B2 achieved the highest number of mentioning (81.1%). This signifies that young consumers do quickly recall symbols or logos of a particular product/brand appearing on social media platforms.

The combined positive responses obtained from the Nigerian sample indicate that statement B3 (84%) obtained the highest number of mentioning, indicating that these respondents are in agreement that brand is an influence on young consumers' purchase decisions on social media. A similar trend is noticeable with statement B2 (83.3%), which signifies that young consumers do quickly recall symbols or logos of a particular product/brand appearing on social media platforms.

For the combined highest negative responses obtained from South Africa, statement B6 (40.2%) reported disagreement that young consumers are inclined to participate in a brand community programme only with brands they already know. Conversely, statement B5 (38.9%) also reported disagreement that brands/products that come to their mind first are not those that are advertised on social media.

Likewise, for Nigeria, the combined negative responses obtained for statement B2 (16.6%) reveal that respondents cannot quickly recall symbols or logos of a particular product/brand on social media; while in South Africa, B5 (39.1%) indicated disagreement that brands/products that come to the mind first are not those that are advertised on social media.

Thus, it can be interpreted that the majority of young consumers are positively inclined towards all the six of the statements that brand awareness influences young consumers' attitude to purchase via social media.

Hypothesis 3: Organisation social media participation do have impact on South African and Nigerian Generation Y.

This study would not be complete without proper understanding of the impact of organisational social media participation on Generation Y. This is also in line with the research objectives. Table 6.9 presents the views of the respondents on the organisation social media participation construct.

Table 6.11 Descriptive analysis of organisation social media participation

N	ITEMS	South Africa				Nigeria			
		SD%	D%	A%	SA%	SD%	D%	A%	SA%
C1	Participating in brand community events will surely increase my loyalty to a brand.	6.2	17.7	50.4	25.7	6.7	21.4	52.9	19.0
C2	Brand participation helps to build a trusting and deep relationship that makes young consumers have a sense of belonging, as well as to preserve their affiliation.	3	17.7	56.4	22.9	1.9	14.3	58.9	24.9
C3	Engaging the young consumers in an online brand community, will lead to cost decreasing for FMCG product development.	3.5	21.9	51.4	23.2	3.9	16.4	58.7	21.0
C4	I will participate in brand events on social networking sites only if there are incentives such as souvenirs, free data, gifts or rewards.	5.5	26.2	43.1	25.2	6.3	16.8	44.1	32.8
C5	Engaging the young consumers in a social networking platforms with brand activities will build a positive perception among young consumers towards a brand	4.5	16.5	47.6	31.4	3.2	7.1	57.7	32.0

With regards to Table 6.9, the highest strongly agreed for South Africa is for statement C5 (31.4%) and for Nigeria it is statement C4 (32.8%). The highest combined positive responses from the respondents for Nigeria is statement C5 (89.7%), while the combined positive indication for strongly agreed in South Africa for statement C5 (79%). This indicates that there is agreement to engage young consumers in a social networking platforms with brand activities and that this will build a positive perception among young consumers towards a brand.

This is followed by highest combined positive responses from the South African respondents (79.3%) and the Nigeria combined positive responses (83.8%) for statement C2 in both cases. According to the positive findings, the responses from the South Africans for statement C2 (79%) show that brand participation will help building a trusting and deep relationship making young consumers having a sense of belonging, as well as to preserve their affiliation.

The lowest combined negatives reported for South Africa in Table 6.9 was for statements C2 and C5 (21%) while for Nigeria it is statement C5 (10.3%). This indicate that young consumers

disagreed that they will not participate in brand events on social networking sites even if there are incentives such as souvenirs, free data, gifts or reward. This could be a result of the redemption process and rigorous terms and conditions in participating in reward programmes.

It can be seen that the majority of young consumers who participated in this study that they have a positive opinion or agreed in terms of all five statements concerning organisational social media participation as a marketing strategy to influence young consumers' attitude towards fast-moving consumer goods.

Hypothesis 4: The rewards offered by organisation do influence young consumers' purchases on social media networks.

The goal was to explore if organisational reward programmes do influence young consumers' attitude to purchase on social media. Table 6.10 presents the views of the respondents on the construct rewards.

Table 6.12 Descriptive analysis of rewards

N	ITEMS	South Africa				Nigeria			
		SD%	D%	A%	SA%	SD%	D%	A%	SA%
D1	I will buy more of a brand/ product if there are incentives/ discount programme on my social media platforms.	3.5	13.7	50.6	32.2	4.5	10.4	49.9	35.2
D2	Redeeming my coupons on social networks will give me confidence to advocate for a brand among my friends and other online users.	2.7	18.7	54.4	24.2	3.0	12.1	55.7	29.2
D3	Brand incentives on social networking platforms will motivate me to "Like" a brand.	2.7	16.5	59.1	21.7	3.9	14.0	52.3	29.8
D4	I will save money or receive discounts if I stick to a brand that has social media presence	2.2	19	59.9	19	4.8	28.1	45.5	21.6
D5	Effective brand loyalty programme such as coupons, incentives / discount will surely motivates me to repeatedly purchase a brand.	4.7	16	51.9	27.4	4.3	14.0	50.8	30.9
D6	Brand incentives will stimulate positive attitude among the young consumers for a brand.	4.5	13.7	51.4	30.4	2.4	8.9	51.4	37.4

Following is a discussion and presentation of the six statements and the frequencies of the responses used to explore rewards and as presented in Table 6.10. It is noticeable that the highest agree is reported for statement D4 (59.9%) and strongly agree for the South African sample is for statement D1 (32.2%), whilst for the Nigerians the highest agreed was recorded for statement D2 (55.7%) and strongly agree for statement D6 (37.4%).

Of the highest combined positive indications for South Africa is for statement D1 (82.8%), the indication is that young consumers responded that they will buy more of a brand/product if there are incentives. Brand incentives stimulate a positive attitude among young consumers for a brand and the highest combined positive indication for Nigeria is for statement D6 (88.8%).

For the combined lowest negative indication for the South African sample is for statement D1 (17.2%), young consumers will not buy more of a brand/product if there are incentives/discount programmes on social media platforms, and for the Nigerian sample it was for statement D6 (11.3%) meaning that brand incentives will not necessarily stimulate positive attitude among young consumers for a brand.

Largely, it is evident that young consumers are in agreement on all six of the statements and this indicates that organisational reward programmes with activities and attributes on social media platforms will enable organisations to achieve their marketing goals and objectives through social media platforms in the young consumer market segment.

Hypothesis 5: Brand Integrity attributes do influence consumer attitude to purchase on social media platforms.

One the objectives of the study was to establish if brand integrity attributes do influence consumers' attitude to purchase on social media platform. Table 6.11 presents the views of the respondents on this construct.

Table 6.13 Descriptive analysis of brand Integrity

N	ITEMS	South Africa				Nigeria			
		SD%	D%	A%	SA%	SD%	D%	A%	SA%
E1	Based on experience, recommendation and comments on social networking, I know that a brand/ product advertised on social media platforms are trustworthy.	8.2	26.4	49.6	15.7	7.1	29.2	45.1	18.6
E2	A Brand page on social networking platforms protect and secure	9.5	30.9	46.4	13.2	8.0	25.5	47.1	19.4

	consumers personal information against fraud and scammers on social media								
E3	I am aware brands /products interacting with young consumers on social networking platforms do comply with privacy policies and adhere to standards.	7	26.4	51.4	15.2	3.7	18.6	57.2	20.5
E4	I have confidence that products purchase via social networks platforms will be deliver	9.2	35.2	42.4	13	6.0	22.5	51.0	20.5
E5	Organisations that keep to their promises of their brands on social media platforms will retain and win the hearts of young consumers on social networking sites.	3.5	13	47.6	35.9	2.2	8.9	48.6	40.4
E6	Brands on social media platforms should be honest and more receptive to young consumers' needs, in order to build trust and strong relationship with them.	5	9.2	38.2	47.6	1.9	6.7	42.5	48.8

Following is a discussion of the results as presented in Table 6.11. The highest combined positive responses from the South Africans were reported for statement E6 (85.8%), in the same manner statement E6 (91.3%) received the highest combined positive responses from the Nigerians. This validates that brands on social media platforms should be honest and more receptive to the needs of young consumers; equally is the responses for statement E5 (83%) in that organisations that keep to the promises of their brands on social media platforms will retain and win the hearts of young consumers.

However, a few respondents disagreed and the lowest combined negative indication for both South Africa and Nigeria are for statements E6 (14.2% and 8.6% respectively). It is evident that they disagree with the statement that brands on social media platforms are not honest and more receptive to young consumers' needs, in order to build trust and strong relationship with them.

Overall, brand integrity influences the attitude of young consumers towards a brand on a social media platform. It can be deduced that the majority of young consumers strongly agree or agree on all the statements included to measure this construct, resulting in confirmation that brand integrity as a marketing strategy can influence young consumers' attitude towards fast-moving consumer goods.

Hypothesis 6: Social media platforms do influence Generation Y to engage in actual

purchase.

This study sought to establish if social media do influence Generation Y in engaging in actual purchase. Table 6.12 summarises the opinions of the respondents on actual purchase as a construct.

Table 6.14 Descriptive analysis of actual purchase

N	ITEMS	South Africa				Nigeria			
		SD%	D%	A%	SA%	SD%	D%	A%	SA%
F1	There is the possibility that in future, my purchases of groceries and toiletries will be higher on social networking platforms.	6.7	20.9	45.6	26.7	8.4	20.7	46.4	24.4
F2	I will buy via social media if the organisation possess good consumer service and high integrity.	3.2	14.2	47.9	34.7	3.0	8.4	53.1	35.4
F3	I will shop on social networking platforms if I have knowledge or information about a brand.	3	12.5	51.6	32.7	2.2	9.1	55.1	33.7
F4	My engagement on brand Fan-page events will influence me to purchase via social media.	2.7	20.9	51.4	24.9	5.2	14.5	55.7	24.6
F5	I will continue to purchase on social media as long as there are incentives for buying and participation.	1.5	19.5	58.9	20.2	4.3	13.8	53.6	28.3
F6	Buying on social networking sites gives me convenience and hasten my buying process.	1.7	14.5	60.8	60.8	3.7	15.1	49.5	31.7

Table 6.12 indicates the highest results obtained for both South Africa and Nigeria is for statement F3. That is, for both combined highest positive and lowest negative responses in this study. For the highest combined positives, responses for South Africa are for statement F3 (84.3%), indicating that respondents are in agreement that they will shop on social networking platforms if they have knowledge or information about a brand. In the same manner, the responses for statement F3 (88.8%) displaying the highest combined positives indications.

Notably, few respondents reported relating to the lowest combined negative indication for both South Africa and Nigeria for statement F3 (15.5% and 11.3% respectively). Respondents are of the opinion that buying on social networking sites is not convenient and to hasten the buying process.

However, the results show that the majority of the young consumers affirms favourably to those factors that influence Generation Y to engage in actual purchase on social media platforms.

Overall, actual purchase on social media can be influenced by the convenience of the platforms, engagement with brand Fan-page events, incentives, and knowledge or information about a brand.

Hypothesis 7: Young consumer's attitude are more favourable towards organisation that participating on social media compare to those that rarely use social media platforms.

There was a need to obtain an understanding of young consumers' attitude towards organisations who actively engage on social media and vice versa. Table 6.13 depicts the views of the respondents on this construct.

Table 6.15 Descriptive analysis of consumer attitude

S/N	ITEMS	South Africa				Nigeria			
		SD%	D%	A%	SA%	SD%	D%	A%	SA%
G1	When a brand / product is not advertised on a social media platforms, it is regarded as a low quality.	6.2	20.2	60.1	13.5	22.7	39.2	28.1	10.0
G2	Organisations on social media platforms has the tools and skills to deliver superior consumer experiences	3	19.2	58.4	18	4.3	26.6	52.4	16.7
G3	I will develop a favourable attitude towards a FMCG brand that have social media presence	1.5	15.2	56.9	26.2	4.1	20.6	60.6	14.7
G4	Brands marketing on social media are truly focusing on meeting young consumers' needs and wants.	3	18.2	55.4	23.4	3.0	17.1	59.2	20.7
G5	Facebook brand pages and online user reviews influence me to try products / brands.	10.2	28.7	42.6	18.5	5.2	17.7	57.0	20.1
G6	Brand image, colour and symbols create a superior brand messages to me over that of competitor's brands that is not on social networking sites.	10.5	20.7	50.9	18	4.8	17.7	51.0	26.6

With regards to Table 6.13, statement G3 features the highest combined mentionings for both South Africa (26.2%) and Nigeria and statement G4 recorded the highest number of negative responses. The highest strongly positive inclination indicates that young consumers develop a favourable attitude towards a FMCGs brand that have social media presence and the Nigerian responses to statement G6 (26.6%) reflect that brand image, colour and symbols create a superior brand messages over that of competitor brands not on social networking sites. This is followed by the combined positive indications for South Africa for statement G3 (83.1%) and for Nigeria it is statement G4 (79.9%).

Likewise, the lowest combined negative responses obtained from the sample in South Africa is for statement G3 (16.7 %) and on the contrary, for the sample in Nigeria it is for statement G4 (20.1%), indicating their disagreement with these statement. Thus, brands marketing on social media are not truly focusing on meeting young consumers' needs and wants.

Various opinions are raised in support of and/or against consumers' attitude in this study. The overall results of the responses showed that the majority young consumers affirmed favourably to those organisations that actively engage in social media platforms. In a nutshell, the descriptive results for all research hypotheses in this study were presented and interpreted. The subsequent section presents and interprets the results of the research hypotheses through various inferential statistics; ordinal logistic regression (OLR), cross-tabulation, and structural equation modelling (SEM). Lastly, the empirical results obtained in this study are utilised to develop the proposed framework of this study.

6.5 Inferential statistics analysis

The research results related to hypotheses 1 to 7 were previously presented using descriptive analyses and subsequently is a presentation of the hypotheses findings in terms of inferential statistical analysis.

Research hypotheses 1 to 6 are explored using ordinal logistic regression (OLR). OLR is a statistical tool used for establishing and estimating relationships between variables (4-point Likert scale items or statements) of constructs. Research hypothesis 7 is dealt with in the form of cross tabulation for the purpose of this study, whilst the research framework was empirically analysed using structural equation modelling (SEM). Figure 6.8 depicts the inferential analysis map.

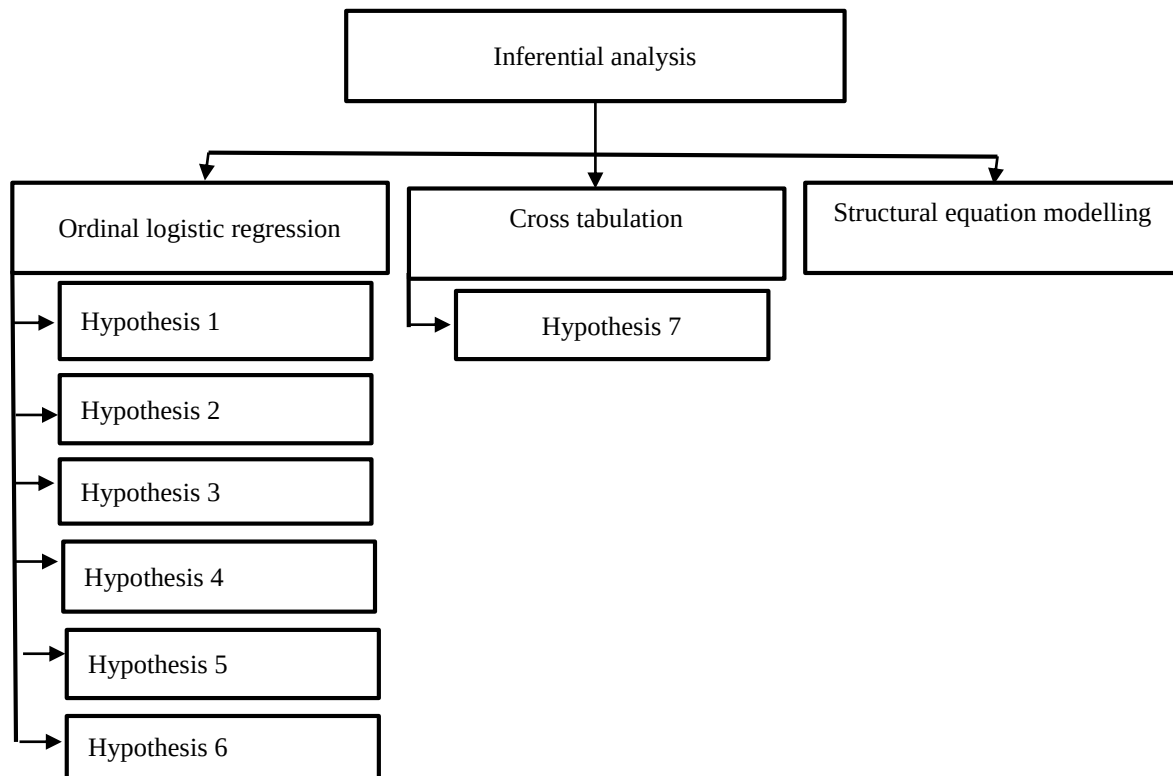


Figure 6.8 Inferential analysis map

6.5.1 Ordinal logistic regression

This section presents the findings of research hypotheses 1 to 6 using ordinal logistic regression (OLR). Typically, the results for the stated hypotheses are response statements measured by means of ordinal scales while the predictor variables are measured as ‘Interval’ in ordinal logical regression. The rationale is to establish and estimate the relationship between variables (Likert scale items or statements) of the constructs as per the research hypotheses statements.

Hypothesis 1: The use of social media platforms enables fast-moving consumer goods organisations towards achieving marketing goals and objective. As a predictive analysis, ordinal regression describes data and explains the relationship between one dependent variable and two or more independent variables. Ordinal regression analysis predicts trends and future values. This study used measurement scales for designing the questionnaire items in the form of Likert scales with a four-point directional response ranging from strongly disagree (1) to strongly agree (4). Subsequently is a delineation of the OLR of marketing goals and objectives as presented in Table 6.14.

Table 6.16 OLR analysis of marketing goals and objectives

Constructs	Marketing Goals and Objectives (MGO) and Social Media Participation (SMP)											
Response Variables (MGO) and Statements	MGO_RSA1/NIG1 Young people are increasingly using social media platform to gain recommendations, reviews and opinions from friends, family, experts and the collective social community		MGO_RSA2/NIG2 Social media provides an effective and powerful platform for consumers to communicate with one other and with the companies..		MGO_RSA3/NIG3 Social media platform serves as a medium of gathering information for organisation to know a lot about t different the opinions of potential and actual consumers abouttheirbrand.		MGO_RSA4/NIG4 Social media has provided more effective and efficient platforms to draw consumers’ attention towards company brands than mass media channels.		MGO_RSA5/NIG5 Social media createbrand awareness for a newly launch product among the young consumers’		MGO_RSA6/NIG6 Social media platforms are economical in decreasing marketing budgets.	
Predictor Variable (SMP)	Mean response from Social Media Participation’ (SMP_Mean) Construct											
	MGO1		MGO2		MGO3		MGO4		MGO5		MGO6	
<i>Country</i>	<i>RSA</i>	<i>NIG</i>	<i>RSA</i>	<i>NIG</i>	<i>RSA</i>	<i>NIG</i>	<i>RSA</i>	<i>NIG</i>	<i>RSA</i>	<i>NIG</i>	<i>RSA</i>	<i>NIG</i>
<i>Model Fitting Information Sig. Value</i>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<i>Goodness of Fit(Deviance) Sig. Value</i>	0.107	0.014**	0.231	0.006**	0.914	0.001**	0.095	0.001**	0.170	0.001*	0.571	0.00**
<i>Test of Proportional Odds (Sig. Value)</i>	0.241	0.147	0.074	0.948	0.414	0.056	0.879	0.106	0.668	0.912	0.740	0.009*
<i>Proportional Odds Sig. value</i>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<i>In(Odds)</i>	0.930	0.838	1.171	1.008	1.173	1.128	0.828	1.104	1.205	1.016	1.265	1.051
<i>Odds (Likelihood) Value</i>	2.53	2.312	3.23	2.740	3.23	3.089	2.29	3.016	3.34	2.762	3.54	2.861
<i>In(Odds) Sig. Value</i>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Table 6.17 Interpretation of results from OLR analysis for hypothesis 1

Type of Result	Result	Interpretation	Inference/Decision
Model fitting information (Significance Value)	All 6 tests about statements under MGO and SMP constructs for Nigeria and South Africa are statistically significant	This implies that the models being used to establish relationship between each statements under GMO construct and the mean response from SMP construct improved significantly over the NULL model	The models are good to study the nature of relationship (if there is any) between statements under GMO and SMP constructs
Goodness of fit - Deviance (Significance Value)	All 6 tests about statements under MGO and SMP constructs for Nigeria are NOT statistically significant while All 6 tests about statements under MGO and SMP constructs for South Africa are statistically significant	For Nigeria - this is suggesting that the models being estimated did not fit very well the research data collected from Nigerian young consumers's For South Africa - this suggests that the models being estimated are good fit to the research data collected from South African young consumers's	For Nigeria - the results from the analysis may not effectively represent what the data collected from Nigeria is saying, hence inference/ decision made from these models must be interpreted with caution For South Africa, it implies that the models being estimated are good fit to the research data. The inference/ decisions from these models will be valid.
Test of Parallel line (Significant Value)	5 tests and all 6 tests about statements under MGO and SMP constructs for Nigeria and South Africa respectively are NOT statistically significant	For Nigeria this implies that there is mostly consistency in the pattern of responses given by young consumers's across the levels of ratings in items under the MGO For South Africa - this implies that there is complete consistency in the pattern of responses given by young consumers's across the levels of ratings in items under the MGO	Inference made about the relationship between statements under MGO construct relative to the mean response of SMP construct by Nigerian and South African young consumers's will be reliable. Although statement MGO6 for Nigeria will be deficient in this respect.
Model Parameter Estimates 1. Significant Value	All 6 tests about statements under MGO and SMP constructs for Nigeria and South Africa are statistically significant	This implies that the models used confirm that there is relationship between each statement under GMO construct and the mean response from SMP construct	The models are good to study the nature of relationship existing between statements under GMO and SMP constructs

Type of Result	Result	Interpretation	Inference/Decision
2. Value of model estimated Parameters	In(Odd)	Odd value	Interpretation
	<u>Nigeria</u>		
	0.838	2.31	More than 2 times over for MGO_NIG1;
	1.008	2.74	More than 2 times over for MGO_NIG2;
	1.128	3.08	3 times over for MGO_NIG3;
	1.104	3.01	About 3 times over for MGO_NIG4;
	1.016	2.76	More than 2 times over for MGO_NIG5;
	1.051	2.86	More than 2 times over for MGO_NIG6
	<u>South Africa</u>		
	0.930	2.53	More than 2 times over for MGO_RSA1;
	1.171	3.23	More than 3 times over for MGO_RSA2;
	1.173	3.23	More than 3 times over for MGO_RSA3;
	0.828	2.29	More than 2 times over for MGO_RSA4;
	1.205	3.34	More than 3 times over for MGO_RSA5;
	1.265	3.54	More than 3 times over for MGO_RSA6.
	Across their respective perceptions, Nigerian and South African respondents believed that those factors contributing to Participation in Social Media are related to factors contributing to Marketing Goal Objectives. For instance in respect of cost benefits, an inference such as the following can be drawn:		
3. Sign of value of parameter estimates	All values of estimated parameters are positive for both countries	young consumers' from Nigeria & South Africa that responded to statements under SMP construct, will generally either Strongly Agree or Agree to each of the 6 statements under GMO construct.	
			<u>Sample inference statement</u> <i>In Nigeria, those that asserted that 'Engaging the young consumers' in a social networking platform with brand activities will build a positive perception among young consumers towards the brand' (i.e. SMP_S6) would more than 2 times over (or over 200%) believe that 'Social media create brand awareness for a newly launch product among the young consumers' (i.e. MGO_S5).</i> <i>In South Africa, those that asserted that 'when young consumers's engages in on-line brand community, it leads to decreasing cost for FMCG product development' (i.e. SMP_S3) will very much (more than 3 times over or over 300%) believe that 'social media platforms are economical in decreasing marketing budgets' (i.e. MGO_S6).</i>

Hypothesis 2: Brand awareness influence young consumer's attitude to purchase via social media.

The relationship between the responses of predictor variable (BA_Mean) and the likelihood of such responses falling into one of the higher levels (agreed or strongly agreed) versus lower level response (disagree or strongly disagree) in consumer attitude statements are consistent across all six statements used to measure Consumer Attitude in South Africa and five consumer attitude statements in Nigeria. Table 6.15 depicts the OLR analyses of how brand awareness influences young consumers' attitude to purchase via social media.

Table 6.18 OLR analysis of brand awareness

Constructs	Consumer Attitude (CA) and Brand Awareness (BA)											
Response Variables and statements	CA RSA1/NIG1		CA RSA2/NIG2		CARSA3/NIG3		CA RSA4/IG4		CA RSA5/NIG5		CA RSA6/NIG6	
	When a brand/ product is not advertised on a social media platform, it is regarded as a low quality.		Organisations on social media platform have the tools and skills to deliver superior customer experiences		I will develop a favourable attitude towards a FMCG brand that has social media presence		Brands marketing on social media are truly focusing on meeting young consumers’ needs and wants.		Facebook brand pages and online user reviews influence me to try products / brands..		Brand image, colour and symbols create a superior brand messages to me over that of competitors brands that is not on social networking sites.	
Predictor Variable (BA):	Mean response from ‘Brand Awareness’ (BA_Mean) Construct											
	CA 01		CA 02		CA 03		CA 04		CA 05		CA 06	
Country	RSA	NIG	RSA	NIG	RSA	NIG	RSA	NIG	RSA	NIG	RSA	NIG
Model Fitting Information Sig. Value	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Goodness of Fit (Deviance) Sig. Value	0.097	0.370	0.214	0.010**	0.777	0.122	0.307	0.165	0.262	0.060	0.117	0.36
Proportional Odds (Sig. Value)	0.475	0.446	0.393	0.172	0.980	0.374	0.248	0.060	0.061	0.022*	0.069	0.919
In (Odds)	0.389	1.382	0.967	1.355	1.455	1.137	1.098	1.494	1.067	1.141	0.960	0.938
Odds (Likelihood) Value	1.476	3.983	2.630	3.877	4.284	3.117	2.998	4.411	2.907	3.130	2.612	2.555
In (Odds) Sig. Value	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Table 6.19 Interpretation of results from OLR analysis for hypothesis 2

Type of Result	Result	Interpretation	Inference/Decision
Model fitting information (Significance Value)	All 6 tests about statements under CA and BA constructs for Nigeria and South Africa are statistically significant	This implies that the models being used to establish relationship between each statements under CA construct and the mean response from BA construct improved significantly over the NULL model	The models are good to study the nature of relationship (if there is any) between statements under CA and BA constructs
Goodness of fit - Deviance (Significance Value)	All 6 tests about statements under CA and BA constructs for Nigeria and South Africa are statistically significant	For Nigeria and South Africa - this suggests that the models being estimated are good fit to the research data collected from the 2 countries.	For Nigeria and South Africa it implies that the models being estimated are good fit to the research data. Inference/decisions from these models will be valid.

Test of Parallel line (Significant Value)	5 tests and all the 6 tests about statements under CA and BA constructs for Nigeria and South Africa respectively are NOT statistically significant	For Nigeria this implies that there is mostly consistency in the pattern of responses given by young consumers’s across the levels of ratings in statements under the CA construct For South Africa - this implies that there is complete consistency in the pattern of responses given by young consumers’s across the levels of ratings in statements under the CA Construct	Inference made about the relationship between statements under CA construct relative to the mean response of BA construct for Nigerian and South African young consumers’s will be reliable. Although statement CA2 for Nigeria will be deficient in this respect.																																									
Model Parameter Estimates 1. Significant Value	All tests about 6 statements under CA and BA constructs for Nigeria and South Africa are statistically significant	This implies that the models used confirm that there is relationship between each statement under CA construct and the mean response from BA construct	The models are good to study the nature of relationship existing between statements under CA and BA Constructs																																									
2. Value of model estimated parameters	<table><thead><tr><th>In(Odd)</th><th>Odd value</th><th>Interpretation</th></tr></thead><tbody><tr><td colspan="3"><u>Nigeria</u></td></tr><tr><td>1.382</td><td>3.98</td><td>Almost 4 times over for CA_NIG1;</td></tr><tr><td>1.355</td><td>3.87</td><td>More than 3 times over for CA_NIG2;</td></tr><tr><td>1.137</td><td>3.12</td><td>More than 3 times over for CA_NIG3;</td></tr><tr><td>1.494</td><td>4.41</td><td>More than 4 times over for CA_NIG4;</td></tr><tr><td>1.141</td><td>3.13</td><td>More than 3 times over for CA_NIG5;</td></tr><tr><td>0.938</td><td>2.56</td><td>More than 2 times over for CA_NIG6</td></tr><tr><td colspan="3"><u>South Africa</u></td></tr><tr><td>0.389</td><td>1.48</td><td>More than 1 times over for CA_RSA1;</td></tr><tr><td>0.967</td><td>2.63</td><td>More than 2 times over for CA_RSA2;</td></tr><tr><td>1.455</td><td>4.28</td><td>More than 4 times over for CA_RSA3;</td></tr><tr><td>1.098</td><td>2.99</td><td>Almost 3 times over for CA_RSA4;</td></tr><tr><td>1.067</td><td>2.91</td><td>Almost 3 times over for CA_RSA5;</td></tr></tbody></table>	In(Odd)	Odd value	Interpretation	<u>Nigeria</u>			1.382	3.98	Almost 4 times over for CA_NIG1;	1.355	3.87	More than 3 times over for CA_NIG2;	1.137	3.12	More than 3 times over for CA_NIG3;	1.494	4.41	More than 4 times over for CA_NIG4;	1.141	3.13	More than 3 times over for CA_NIG5;	0.938	2.56	More than 2 times over for CA_NIG6	<u>South Africa</u>			0.389	1.48	More than 1 times over for CA_RSA1;	0.967	2.63	More than 2 times over for CA_RSA2;	1.455	4.28	More than 4 times over for CA_RSA3;	1.098	2.99	Almost 3 times over for CA_RSA4;	1.067	2.91	Almost 3 times over for CA_RSA5;	<u>Sample inference statement</u> <i>In Nigeria, young consumers’s that ‘can quickly recall symbols or logos of a particular product/brand that appeared on the social media ’ i.e.BA_S2 - an influence) would almost 4 time over (about 400%) believe that ‘when a brand/product is not advertised on a social media platform, it is regarded as a</i>
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1.067	2.91	Almost 3 times over for CA_RSA5;																																										

Type of Result	Result	Interpretation	Inference/Decision
	0.960 2.61 More than 2 times over for CA_RSA6.		low quality' (i.e. CA_S1). <i>In South Africa young consumers's that 'goes for brands that are popular or well known on my social media networking sites' (i.e. BA_S1 - an influence) would be more than 2 times over (about 200%) believed that 'brand image, colour and symbols create a superior brand messages to him/her over that of competitors brands that is not on social networking sites' (i.e. CA_S6)</i>
3. Sign of value of parameter estimates	All values of estimated parameters are positive for both countries	young consumers' from Nigeria & South Africa that responded to statements under BA construct, will generally either Strongly Agree or Agree to each of the 6 statements under CA construct.	

Hypothesis 3: Organisation social media participation do have impact on South African and Nigerian Generation Y.

The results shown in Table 6.16 reflect that there exist relationships between the responses of predictor variable (OSMP_ Mean) and the likelihood of such responses falling into one of the higher level (agreed or strongly agreed) versus lower level response (disagree or strongly disagree) in the actual purchase statements are consistent across five statement for South Africa and all six actual purchase statements for Nigeria. Organisation social media participation.

Table 6.20 OLR analysis of Organisation social media participation

Constructs	Actual Purchase (AP)											
Response Variables and statements	AP RSA1/NIG1		AP RSA2/NIG2		AP RSA3/NIG3		AP RSA4/NIG4		AP RSA5/NIG5		AP RSA6/NIG6	
	There is the possibility that in future, my purchases of groceries and toiletries will be higher on social networking platform.		I will buy via social media if the organisations possess good customer service and high Integrity.		I will shop on social networking platforms if I have knowledge or information about a brand.		My engagement on brand fan page events will influence me to purchase via social media.		I will continue to purchase on social media as long as there are incentives for buying and participation.		Buying on social networking sites gives me convenience and hastens my buying process.	
Predictor Variable (SMP):	Mean response from Social Media Participation(SMP_Mean)											
	AP01		AP02		AP03		AP04		AP05		AP06	
Country	RSA	NIG	RSA	NIG	RSA	NIG	RSA	NIG	RSA	NIG	RSA	NIG
Model Fitting Information Sig. Value	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Goodness of Fit (Deviance) Sig. Value	0.002**	0.442	0.457	0.032**	0.826	0.297	0.946	0.474	0.277	0.026**	0.119	0.173
Test of Proportional Odds (Sig. Value)	0.259	0.142	0.739	0.071	0.875	0.205	0.921	0.247	0.483	0.274	0.021*	0.087
In(Odds)	1.113	1.523	1.244	1.747	1.368	1.956	1.096	1.805	1.302	2.238	0.995	1.729
Odds (Likelihood) Value	3.043	4.586	3.469	5.737	3.927	7.071	2.992	6.080	3.677	9.375	2.705	5.366
Significance Value	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Note= RSA Republic South Africa NIG- Nigeria

Table 6.21 Interpretation of results from OLR analysis for research hypothesis 3

Type of Result	Result	Interpretation	Inference/Decision
Model fitting information (Significance Value)	All 6 tests about statements under AP and SMP constructs for Nigeria and South Africa are statistically significant	This implies that the models being used to establish relationship between each statements under AP construct and the mean response from SMP construct improved significantly over the NULL model	The models are good to study the nature of relationship (if there is any) between statements under AP and SMP constructs
Goodness of fit - Deviance (Significance Value)	4 tests and 5 tests about statements under AP and SMP constructs for Nigeria and South Africa respectively are statistically significant while AP2 and AP5 for Nigeria and AP1 for South Africa are NOT statistically significant	For Nigeria and South Africa - this suggests that the models being estimated are mostly good fit to the research data collected from the 2 countries while Models of AP2 and AP5 statements for Nigeria and AP1 for South Africa did not fit the research data very well.	For Nigeria and South Africa it implies that while inference and decision made therefrom most of the models being estimated will be valid, inference/decisions from models of AP2 and AP5 statements for Nigeria and AP1 for South Africa must be interpreted with caution
Test of Parallel line (Significant Value)	All 6 tests and 5 tests about statements under AP and SMP constructs for Nigeria and South Africa respectively are NOT statistically significant. AP6 model for South Africa is statistically significant	For Nigeria this implies that there is complete consistency in the pattern of responses given by young consumers's across the levels of ratings in statements under the AP construct For South Africa -this implies that there is mostly consistency in the pattern of responses given by young consumers's across the levels of ratings in statements under the AP construct.	Inference made about the relationship between statements under AP construct relative to the mean response of SMP construct for Nigerian and South African young consumers's will be reliable. Although statement AP6 for South Africa will be deficient in this respect.
Model Parameter Estimates 1. Significant Value	All 6 tests about statements under AP construct for Nigeria and South Africa are statistically significant	This implies that the models used confirm that there is relationship between each statement under AP construct and the mean response from SMP construct.	The models are good to study the nature of relationship existing between statements under AP and SMP constructs
2. Value of model estimated parameters	In(Odd) <u>Nigeria</u> 1.523 4.59 1.747 5.74 1.956 7.07 1.805 6.08 2.238 9.38 1.729 5.37 <u>South Africa</u> 1.113 3.04 1.244 3.47 1.368 3.93 1.096 2.99 1.302 3.68 0.995 2.71 Across their respective perceptions, Nigerians and South African respondents believed mostly that those factors contributing to Social Media Participation are related to 6 factors (Nigeria) and 5 factors (South Africa) contributing to Actual Purchase. By implication Social Media Participation statements, were believed by both countries' respondents to (amongst others) have impacted on Actual Purchase statements (except for statement AP5 for South	Interpretation More than 4 times over for AP_NIG1; More than 5 times over for AP_NIG2; About 7 times over for AP_NIG3; About 6 times over for AP_NIG4; More than 9 times over for AP_NIG5; More than 5 times over for AP_NIG6 More than 3 times over for AP_RSA1; About 3½ times over for AP_RSA2; Almost 4 times over for AP_RSA3; Almost 3 times over for AP_RSA4; More than 3 times over for AP_RSA5; More than 2 times over for AP_RSA6.	<u>Sample inference statement</u> <i>In Nigeria, a young consumer's that claimed that 'participating in brand community events will surely increase his/her loyalty to a brand' (i.e. SMP_S1) would more than 9 times over (over 900%) 'continue to purchase on social media as long as there are incentives for buying and participation' (i.e. AP_S5)</i> <i>In South Africa young consumers's that 'participated in brand events on social networking sites because there were incentives such as souvenirs, free data, gifts or rewards' (i.e. SMP_S4 - an</i>

	Africa) in the study. An inference such as the following can be drawn:		<i>impact) would more than 3 times over (about 300%) 'continue to purchase on social media as long as there are incentives for buying and participation'</i>
3. Sign of value of parameter	All values of estimated parameters are positive for both countries	young consumers' from Nigeria & South Africa that responded to statements under SMP	

Type of Result	Result	Interpretation	Inference/Decision
Estimates		construct, will generally either Strongly Agree or Agree to each of the 6 statements under AP construct.	(i.e. AP_S5)

Hypothesis: 4 The rewards of offered by organisation do influence young consumers' purchases on social media networks

Presents the relationship between the responses of predictor variable (R _mean) and the likelihood of such responses falling into one of the higher levels (agreed or strongly agreed) versus lower level response (disagree or strongly disagree) in actual purchase statements are consistent across five statements in SA and four of such statements in Nigeria.

Table 6.22 OLR analysis of Reward

Constructs	Actual Purchase (AP)					
Response Variables and statements	AP RSA1/NIG1	AP RSA2/NIG2	AP RSA3/NIG3	AP RSA4/NIG4	AP RSA5/NIG5	AP RSA6/NIG6
	There is the possibility that in future, my purchases of groceries and toiletries will be higher on social networking platform.	I will buy via social media if the organisations possess good customer service and high Integrity.	I will shop on social networking platforms if I have knowledge or information about a brand.	My engagement on brand fan page events will influence me to purchase via social media.	I will continue to purchase on social media as long as there are incentives for buying and participation.	Buying on social networking sites gives me convenience and hastens my buying process.

Predictor variable (R_I)	Mean response from Reward/Incentives (R_I_Mean)											
	AP 01		AP 02		AP 03		AP 04		AP 05		AP 06	
Country	RSA	NIG	RSA	NIG	RSA	NIG	RSA	NIG	RSA	NIG	RSA	NIG
Model Fitting Information Sig. Value	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Goodness of Fit (Deviance) Sig. Value	0.023**	0.618	0.01**	0.593	0.362	0.119	0.346	0.015**	0.037**	0.033**	0.333	0.027**
Test of Proportional Odds (Sig. Value)	0.299	0.220	0.017*	0.302	0.505	0.041*	0.658	0.108	0.881	0.248	0.646	0.006*
In(Odds)	0.873	1.660	1.111	1.895	1.351	1.824	1.005	1.477	1.091	2.171	0.726	1.550
Odds (Likelihood) Value	2.394	5.259	3.037	6.653	3.861	6.197	2.732	4.380	2.977	8.767	2.067	4.711
Significance Value	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Note= RSA Republic South Africa NIG- Nigeria

Table 6.23 Interpretation of results from OLR analysis for research hypothesis 4

Type of Result	Result	Interpretation	Inference/Decision
Model fitting information (Significance Value)	All 6 tests about statements under AP and R_I constructs for Nigeria and South Africa are statistically significant	This implies that the models being used to establish relationship between each statements under AP construct and the mean response from R_I construct improved significantly over the NULL model	The models are good to study the nature of relationship (if there is any) between statements under AP and R_I constructs
Goodness of fit - Deviance (Significance Value)	3 tests each about statements under AP and R_1 constructs for Nigeria and South Africa are statistically significant while	For Nigeria and South Africa - this shows that the half of the models being estimated are good fit to the research data collected from the 2 countries while	For Nigeria and South Africa it implies that while inference and decision made therefrom most of the models being

Type of Result	Result	Interpretation	Inference/Decision
	3 tests each about statements under AP and R_I constructs for Nigeria and South Africa are NOT statistically significant	Models of AP4, AP5 and AP6 statements for Nigeria and AP1, AP2 and AP5 for South Africa did not fit the research data very well.	estimated will be valid for models that fitted the research data, inference/decisions from models of AP4, AP5 & AP6 statements for Nigeria and AP1, AP2 & AP5 for South Africa must be interpreted with caution

Test of Parallel line (Significant Value)	4 tests and 5 tests about statements under AP and R_I construct for Nigeria and South Africa respectively are NOT statistically significant. Tests about AP3 & AP6 models for Nigeria and test about AP2 for South Africa are statistically significant	For Nigeria and South Africa this implies that there is mostly consistency in the pattern of responses given by young consumers's across the levels of ratings in statements under the AP construct	Inference made about the relationship between statements under AP construct relative to the mean response of R_I construct for Nigerian and South African young consumers's will be reliable. Although models for statements AP3 & AP6 for Nigeria and AP2 for South Africa will be deficient in this respect.																																												
Model Parameter Estimates 1. Significant Value	All 6 tests about statements under AP and R_I constructs for Nigeria and South Africa are statistically significant	This implies that the models used confirm that there is relationship between each statement under AP construct and the mean response from R_I construct.	The models are good to study the nature of relationship existing between statements under AP and R_I Constructs																																												
2. Value of model estimated parameters	<table><tr><td>In(Odd)</td><td>Odd value</td><td>Interpretation</td></tr><tr><td colspan="3"><u>Nigeria</u></td></tr><tr><td>1.660</td><td>5.26</td><td>More than 5 times over for AP_NIG1;</td></tr><tr><td>1.895</td><td>6.65</td><td>More than 6 times over for AP_NIG2;</td></tr><tr><td>1.824</td><td>6.19</td><td>More than 6 times over for AP_NIG3;</td></tr><tr><td>1.477</td><td>4.38</td><td>More than 4 times over for AP_NIG4;</td></tr><tr><td>2.171</td><td>8.77</td><td>More than 8 times over for AP_NIG5;</td></tr><tr><td>1.550</td><td>4.71</td><td>More than 4 times over for AP_NIG6</td></tr><tr><td colspan="3"><u>South Africa</u></td></tr><tr><td>0.873</td><td>2.39</td><td>More than 2 times over for AP_RSA1;</td></tr><tr><td>1.111</td><td>3.04</td><td>About 3 times over for AP_RSA2;</td></tr><tr><td>1.351</td><td>3.86</td><td>More than 3 times over for AP_RSA3;</td></tr><tr><td>1.005</td><td>2.73</td><td>More than 2 times over for AP_RSA4;</td></tr><tr><td>1.091</td><td>2.98</td><td>Almost 3 times over for AP_RSA5;</td></tr><tr><td>0.726</td><td>2.07</td><td>About 2 times over for AP_RSA6.</td></tr></table> Across their respective perceptions, Nigerian and South African Respondents believed that those factors contributing to Reward/Incentives are related to those factors contributing to Actual Purchase. By implication Reward/Incentives statements, were believed by both countries' respondents to (amongst others) have effects on Actual Purchase statements in the study, as such inference such as the following can be drawn:	In(Odd)	Odd value	Interpretation	<u>Nigeria</u>			1.660	5.26	More than 5 times over for AP_NIG1;	1.895	6.65	More than 6 times over for AP_NIG2;	1.824	6.19	More than 6 times over for AP_NIG3;	1.477	4.38	More than 4 times over for AP_NIG4;	2.171	8.77	More than 8 times over for AP_NIG5;	1.550	4.71	More than 4 times over for AP_NIG6	<u>South Africa</u>			0.873	2.39	More than 2 times over for AP_RSA1;	1.111	3.04	About 3 times over for AP_RSA2;	1.351	3.86	More than 3 times over for AP_RSA3;	1.005	2.73	More than 2 times over for AP_RSA4;	1.091	2.98	Almost 3 times over for AP_RSA5;	0.726	2.07	About 2 times over for AP_RSA6.	<u>Sample inference statement</u> <i>In Nigeria, young consumers's that claimed 'Brand incentives will stimulate positive attitude among the young consumers's for a brand' (i.e. R_I_S6 - an effect) will more than 3 time over (about 300%) believed they 'would continue to purchase on social media as long as there are incentives for buying and participation' (i.e. AP_S5).</i> <i>In South Africa young consumers's that claimed 'Brand incentives will stimulate positive attitude among the young consumers's for a brand' (i.e. R_I_S6 - an effect) will more than 3 times over (about 300%) 'continue to purchase on social media as long as there are incentives for buying and participation' (i.e. AP_S5).</i>
In(Odd)	Odd value	Interpretation																																													
<u>Nigeria</u>																																															
1.660	5.26	More than 5 times over for AP_NIG1;																																													
1.895	6.65	More than 6 times over for AP_NIG2;																																													
1.824	6.19	More than 6 times over for AP_NIG3;																																													
1.477	4.38	More than 4 times over for AP_NIG4;																																													
2.171	8.77	More than 8 times over for AP_NIG5;																																													
1.550	4.71	More than 4 times over for AP_NIG6																																													
<u>South Africa</u>																																															
0.873	2.39	More than 2 times over for AP_RSA1;																																													
1.111	3.04	About 3 times over for AP_RSA2;																																													
1.351	3.86	More than 3 times over for AP_RSA3;																																													
1.005	2.73	More than 2 times over for AP_RSA4;																																													
1.091	2.98	Almost 3 times over for AP_RSA5;																																													
0.726	2.07	About 2 times over for AP_RSA6.																																													
3. Sign of value of parameter estimates	All values of estimated parameters are positive for both countries	young consumers from Nigeria & South Africa that responded to statements under SMP construct, will generally either Strongly Agree or Agree to each of the 6 statements under AP construct.																																													

Hypothesis 5: Brand Integrity attributes do influence consumer attitude to purchase on social media platforms.

Table 6.18 reflects that the relationship between the responses of predictor variable 'Brand Integrity' (BI_Mean) and the likelihood of such responses falling in one of the higher levels (agree or strongly agreed') versus lower level response (disagree or strongly disagree) in consumer attitudes statements are consistent across all six statements used to measure consumer attitude for South Africa while the same applies to only four statements in Nigeria.

Table 6.24 OLR analysis of brand Integrity

Construct	Consumer Attitude (CA)											
Response Variable and statements	CA RSA1/NIG1 When a brand / product is not advertised on a social media platform, it is regarded as a low quality.		CA RSA2/NIG2 Organisations on social media platform have the tools and skills to deliver superior customer experiences.		CA RSA3/NIG3 I will develop a favourable attitude towards a FMCG brand that have social media presence.		CA RSA4/NIG4 Brands marketing on social media are truly focusing on meeting young consumers’ needs and wants.		CA RSA5/NIG5 Facebook brand pages and online user reviews influence me to try products / brands.		CA RSA6/NIG6 Brandimage, colour and symbols create a superior brand messages to me over that of competitors brands that is not on social networking sites	
Predictor Variable (Integrity):	Mean response from Integrity (Integrity_Mean)											
	CA 01		CA 02		CA 03		CA 04		CA 05		CA 06	
Country	RSA	NIG	RSA	NIG	RSA	NIG	RSA	NIG	RSA	NIG	RSA	NIG
Model Fitting Information Sig. Value	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Goodness of Fit (Deviance) Sig. Value	0.414	0.149	0.864	0.134	0.011**	0.230	0.095	0.058	0.101	0.660	0.181	0.406
Test of Proportional Odds (Sig. Value)	0.326	0.489	0.521	0.045*	0.379	0.687	0.053	0.004*	0.594	0.576	0.480	0.401
In(Odds)	0.734	1.364	1.465	1.765	1.278	1.738	1.248	1.494	1.407	1.274	1.097	1.680
Odds (Likelihood) Value	2.083	3.912	4.328	5.842	3.589	5.686	3.483	4.455	4.084	3.575	2.995	5.366
Significance Value	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Table 6.25: Interpretation of results from OLR analysis for hypothesis 5

Type of Result	Result	Interpretation	Inference/Decision
Model fitting information (Significance Value)	All 6 tests about statements under CA and Integrity constructs for Nigeria and South Africa are statistically significant	This implies that the models being used to establish relationship between each statements under CA construct and the mean response from Integrity construct improved significantly over the NULL model	The models are good to study the nature of relationship (if there is any) between statements under CA and Integrity constructs

Goodness of fit - Deviance (Significance Value)	All 6 tests and 5 tests about statements for Nigeria and South Africa respectively under CA and Integrity constructs are statistically significant	For Nigeria and South Africa - this suggests that the models being estimated are good fit to the research data collected from the 2 countries. Although model for statement CA3 for South African did not fit the data very well	For Nigeria and South Africa it implies that the models being estimated are good fit to the research data. Inference/decisions from these models will be valid but the inference/decision from models of CA3 for South Africa must be interpreted

Type of Result	Result	Interpretation	Inference/Decision
			with caution.
Test of Parallel line (Significant Value)	4 tests and all 6 tests about statements under CA and Integrity constructs for Nigeria and South Africa respectively are NOT statistically significant. CA2 & CA3 model for Nigeria are statistically significant	For Nigeria this implies that there is mostly consistency and for South Africa a complete consistency in the pattern of responses given by young consumers's across the levels of ratings in statements under the CA construct	Inference made about the relationship between statements under CA construct relative to the mean response of Integrity construct for Nigerian and South African young consumers's will be reliable. Although models for statements CA3 for Nigeria will be deficient in this respect.
Model Parameter Estimates 1. Significant Value	All 6 tests about statements under CA and Integrity constructs for Nigeria and South Africa are statistically significant	This implies that for both countries, the models used confirm that there is relationship between each statement under CA construct and the mean response from Integrity construct.	The models are good to study the nature of relationship existing between statements under CA and Integrity constructs

	In(Odd)	Odd value	Interpretation	Sample inference statement
2. Value of model estimated parameters	<u>Nigeria</u>			<i>In Nigeria, a consumer who trusts that 'A Brand page on social networking platforms protect and secure consumers personal information against fraud and scammers on social media' (i.e. I_S2) would more than 5 time over (over 500%) 'develop a favourable attitude towards a FMCG brand that have social media presence' (that is,. CA_S3).</i> <i>In South Africa young consumers' who expressed 'confidence that products purchase via social networks platform will be delivered' (i.e. I_S4) would be more than 3½ times over (about 350%) influenced to 'have developed a favourable attitude towards a FMCG brand that have social media presence' (that is, CA_S3).</i>
	1.364	3.91	Almost 4 times over for CA_NIG1;	
	1.765	5.84	More than 5 times over for CA_NIG2;	
	1.738	5.69	More than 5 times over for CA_NIG3;	
	1.494	4.46	More than 4 times over for CA_NIG4;	
	1.274	3.58	More than 3 times over for CA_NIG5;	
	1.680	5.37	More than 5 times over for CA_NIG6	
	<u>South Africa</u>			
	0.734	2.08	More than 2 times over for CA_RSA1;	
	1.465	4.33	More than 4 times over for CA_RSA2;	
	1.278	3.59	More than 3½ times over for CA_RSA3;	
	1.248	3.48	More than 3 times over for CA_RSA4;	
	1.407	4.08	About 4 times over for CA_RSA5;	
	1.097	2.99	Almost 3 times over for CA_RSA6.	
Across their respective perceptions, Nigerian respondents believed that those factors contributing to Integrity are related to 4 factors contributing to Consumer Attitude. By implication Consumer Attitude statements 1, 3, 5, and 6, were believed by Nigerian respondents to be (amongst others) influenced by Integrity statements in the study. For South African respondents believed that those factors contributing to Integrity are related to all Consumer Attitude statements therefore an inference such as the following can be drawn:				
3. Sign of value of parameter estimates	All values of estimated parameters are positive for both countries		young consumers from Nigeria & South Africa that responded to statements under Integrity construct, will generally either Strongly Agree or Agree to each of the 6 statements under CA construct.	

Hypothesis: 6 Social media platforms do influence Generation Y to engage in actual purchase.

The results from Table 6.19 showcase the relationship between the responses of predictor variable (Social network as a trigger to actual purchase) and the likelihood of such responses falling into one of the higher level (strongly agree or agree) versus the lower level response (strongly disagree or disagree) in actual purchase statements are consistent across all six of the Actual purchases statements in South Africa and Nigeria respectively.

Table 6.26 OLR analysis of actual purchase

Construct	Actual Purchase (AP)					
Response Variable and Statements	AP RSA1/NIG1	AP RSA2/NIG2	AP RSA3/NIG3	AP RSA4/NIG4	AP RSA5/NIG5	AP RSA6/NIG6
	There is the possibility that in future, my purchases of groceries and toiletries will be higher on social networking platform.	I will buy via social media if the organisations possess good customer service and high Integrity.	I will shop on social networking platforms if I have knowledge or information about a brand.	My engagement on brand fan page events will influence me to purchase via social media.	I will continue to purchase on social media as long as there are incentives for buying and participation.	Buying on social networking sites gives me convenience and hastens my buying process.

Predictor variable:	Item 2.7 in the Questionnaire Does social networking triggers you to engage in actual purchase of brand/product?											
	YES [1]						NO [2]					
	AP 01		AP 02		AP 03		AP 04		AP 05		AP 06	
Country	RSA	NIG	RSA	NIG	RSA	NIG	RSA	NIG	RSA	NIG	RSA	NIG
Model Fitting Information	0.006	0.004	0.001	0.016	0.024	0.133**	0.00	0.068**	0.08	0.209**	0.011	0.070**
Goodness of Fit (Deviance)	0.686	0.824	0.110	0.907	0.116	0.348	0.202	0.130	0.448	0.992	0.697	0.882
Test of Proportional Odds (Sig. Value)	0.686	0.824	0.110	0.907	0.118	0.348	0.202	0.130	0.448	0.992	0.697	0.882
ln(Odds)	0.588	0.672	0.739	0.586	0.506	0.373	0.788	0.450	0.613	0.300	0.587	0.426
Odds (Likelihood) Value	1.800	1.958	2.094	1.797	1.659	1.452	2.199	1.568	1.846	1.350	1.799	1.531
Significance Value	0.006	0.004	0.001	0.017	0.023	0.128**	0.00	0.062**	0.007	0.210**	0.012	0.071

Table 6.27 Interpretation of results from OLR analysis for hypothesis 6

Type of Result	Result	Interpretation	Inference/Decision
Model fitting information (Significance Value)	Only 2 tests and all 6 tests about statements under AP construct and Questionnaire item 2.7 for Nigeria and South Africa respectively are statistically significant	This implies that for Nigeria the models being used to establish relationship between each statements under AP construct and the responses to Questionnaire item 2.7 did not improved significantly over the NULL model for 4 models i.e. the predictor contributed very little or nothing to improve the NULL model. For South Africa the all the 6 models improved significantly over the NULL model	For Nigeria models for statements AP3, AP4, AP5, & AP6 with responses to Questionnaire item 2.7 as predictor will not effectively detect the nature of relationship (if there is any) between statements under AP construct and responses to Questionnaire item 2.7 For South Africa models are good to study the nature of relationship (if there is any) between statements under AP construct and responses to Questionnaire item 2.7

Type of Result	Result	Interpretation	Inference/Decision																																						
Goodness of fit - Deviance (Significance Value)	All the 6 tests about statements for Nigeria and South Africa under AP construct and Questionnaire item 2.7 are statistically significant	For Nigeria and South Africa - this suggests that the models being estimated are good fit to the research data collected from the 2 countries.	For Nigeria and South Africa it implies that the models being estimated are good fit to the research data. Inference/decisions from these models will be valid.																																						
Test of Parallel line (Significant Value)	All 6 tests about statements under AP construct and Questionnaire item 2.7 for Nigeria and South Africa respectively are NOT statistically significant.	For Nigeria and South Africa this implies that there is complete consistency in the pattern of responses given by young consumers's across the levels of ratings in statements under the AP construct and Questionnaire item 2.7	Inference made about the relationship between statements under AP construct relative to Questionnaire item 2.7 for Nigerian and South African young consumers's will be reliable.																																						
Model Parameter Estimates 1. Significant Value	4 tests and all 6 tests about statements under AP construct and Questionnaire item 2.7 for Nigeria and South Africa respectively are statistically significant. AP3 and AP4 are NOT statistically significant	This implies that for Nigeria 4 models used confirm that there is relationship between statement under AP construct and Questionnaire item 2.7, but no relationships for variables in AP3 and AP4 models For South Africa, the models used confirm that there is relationship between each statement under AP construct and Questionnaire item 2.7.	All models tested and 4 models respectively for South Africa and Nigeria good to study the nature of relationship existing between statements under AP construct and Questionnaire item 2.7, but statements AP3 and AP4 are NOT found to be related to Questionnaire item 2.7																																						
2. Value of model estimated parameters	<table><thead><tr><th>In(Odd)</th><th>Odd value</th><th>Interpretation</th></tr></thead><tbody><tr><td colspan="3"><u>Nigeria</u></td></tr><tr><td>0.672</td><td>1.96</td><td>More than 1 time over for AP_NIG1;</td></tr><tr><td>0.586</td><td>1.79</td><td>More than 1 time over for AP_NIG2;</td></tr><tr><td>0.300</td><td>1.35</td><td>More than 1 time over for AP_NIG5;</td></tr><tr><td>0.426</td><td>1.53</td><td>More than 1 time over for AP_NIG6</td></tr><tr><td colspan="3"><u>South Africa</u></td></tr><tr><td>0.588</td><td>1.80</td><td>More than 1 time over for AP_RSA1;</td></tr><tr><td>0.739</td><td>2.09</td><td>About 2 times over for AP_RSA2;</td></tr><tr><td>0.506</td><td>1.66</td><td>More than 1 time over for AP_RSA3;</td></tr><tr><td>0.788</td><td>2.19</td><td>More than 2 times over for AP_RSA4;</td></tr><tr><td>0.613</td><td>1.85</td><td>More than 1 time over for AP_RSA5;</td></tr><tr><td>0.587</td><td>1.79</td><td>More than 1 time over for AP_RSA6.</td></tr></tbody></table> Across their respective perceptions, Nigerian respondents believed that 4 factors contributing to 'Social Network as a trigger' are related to those factors contributing to Actual Purchase. By implication 'Social Network as a trigger to Actual Purchase (2.7)' statements, were believed by Nigerian respondents to (amongst others) have effects on 4 Actual Purchase statements in the study, hence inference such as the following can be drawn: Across their respective perceptions, South African respondents believed that those factors contributing to 'Social Network as a trigger' are related to those factors contributing to Actual Purchase. By implication 'Social Network as a trigger' were believed by South African respondents to (amongst others) have effects on all Actual Purchase statements in the study, hence inference such as the following can be drawn:	In(Odd)	Odd value	Interpretation	<u>Nigeria</u>			0.672	1.96	More than 1 time over for AP_NIG1;	0.586	1.79	More than 1 time over for AP_NIG2;	0.300	1.35	More than 1 time over for AP_NIG5;	0.426	1.53	More than 1 time over for AP_NIG6	<u>South Africa</u>			0.588	1.80	More than 1 time over for AP_RSA1;	0.739	2.09	About 2 times over for AP_RSA2;	0.506	1.66	More than 1 time over for AP_RSA3;	0.788	2.19	More than 2 times over for AP_RSA4;	0.613	1.85	More than 1 time over for AP_RSA5;	0.587	1.79	More than 1 time over for AP_RSA6.	<u>Sample inference statement</u> <i>In Nigeria, young consumers's that that were 'social network triggered to engage in actual purchase of brands/products' (i.e. 2.7) believed that the following factors influence their Actual Purchases on Social Media:</i> <i>1. More than 2 times over (over 200%) - Brand loyalty (AP_S1),</i> <i>2. More than 1 time over (over 100%) - Good Customer Service/Integrity (AP_S2),</i> <i>3. More than 1 time over (over 100%) - Incentives (AP_S5) and</i> <i>4. More than 1 time over (over 100%) - Convenience and Speed of transaction (AP_S6).</i> <i>In South Africa young consumers's that were 'social network triggered to buy on-line brands/products'</i>
In(Odd)	Odd value	Interpretation																																							
<u>Nigeria</u>																																									
0.672	1.96	More than 1 time over for AP_NIG1;																																							
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0.300	1.35	More than 1 time over for AP_NIG5;																																							
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0.613	1.85	More than 1 time over for AP_RSA5;																																							
0.587	1.79	More than 1 time over for AP_RSA6.																																							

3. Sign of value of parameter estimates	All values of estimated parameters are positive for both countries	young consumers' from Nigeria & South Africa that responded to statements under Integrity construct, will generally either Strongly Agree or Agree to each of the 6 statements under CA construct.	also believed that the following factors influence their Actual Purchases on Social Media: 1. More than 1 time over (over 100%) - Brand loyalty (AP_S1), 2. About 2 times over (over 200%) - Good Customer

Type of Result	Result	Interpretation	Inference/Decision
			Service/ Integrity (AP_S2), 3. More than 1 time over (over 100%) - Brand Awareness (AP_S3) 4. More than 2 times over (over 200%) - Brand fan Page (AP_S4), 5. More than 1 time over (over 100%) - Incentives (AP_S5) and 6. More than 1 time over (over 100%) - Convenience and Speed of transaction (AP_S6).

Table 6.28 Summary of OLR analysis results

Hypothesis	Results	Key findings
H1. The use of social media platforms enables fast-moving consumer goods organisations towards achieving marketing goals and objective.	All 6 tests about statements under MGO and SMP constructs for Nigeria and South Africa are statistically significant. The research hypothesis (H ₁) is accepted	Organisational social media participation' is a good predictor variable for both South African and Nigerian young consumers to purchase on social media platforms in achieving marketing goals and objectives
H2. Brand awareness influence young consumer's attitude to purchase via social media	All 6 tests about statements under CA and BA constructs for Nigeria and South Africa are statistically significant. The research hypothesis (H ₁) is accepted.	Brand awareness is a good predictor variable for both South African and Nigerian young consumers that Consumer Attitude to purchase via social media.
H3. Organisation social media participation do have impact on South African and Nigerian Generation Y.	All 6 tests about statements under AP and SMP constructs for Nigeria and South Africa are statistically significant. The research hypothesis (H ₁) is accepted.	Organisation social media participation' is a good predictor variable for both South African and Nigerian young consumers to engage in actual purchase on social media platforms
H4. The rewards of offered by organisation do influence	All 6 tests about statements under actual purchase and Reward constructs for Nigeria and South	Rewards is a good predictor variable for both South African and Nigerian young consumers to

young consumers' purchases on social media networks.	Africa are statistically significant. The research hypothesis (H ₁) is accepted.	engage in actual purchase on social media platforms.
H5. Brand integrity attributes do influence consumer attitude to brand purchase on social media platforms.	All 6 tests about statements under CA and brand Integrity constructs for Nigeria and South Africa are statistically significant. The research hypothesis (H ₁) is accepted.	'Brand Integrity' is a good predictor variable for both South African and Nigerian young consumers to purchase on social media platforms
H6. Social media platforms do influence Generation Y to engage in actual purchase.	All 6 tests about statements under AP construct and Questionnaire item 2.7 for Nigeria and South Africa respectively are statistically significant. The research hypothesis (H ₁) is accepted.	'Social network as a trigger to actual purchase' is a good predictor of statements under actual purchase in both South Africa and Nigeria among young consumers to engage in actual purchase on social media platforms

6.5.2 Presentation of cross-tabulation research results

Hypothesis 7: Consumer attitude are more favourable to organisation that participate on social media than those rarely use social media platforms.

The measurements used to capture the responses of the respondents ranges from strongly disagree (SD) to strongly agree (SA). Table 6.13 presents the views of the respondents on consumer attitude.

Re-visited of consumer attitude of Table 6.13

S/N	ITEMS	South Africa				Nigeria			
		SD%	D%	A%	SA%	SD%	D%	A%	SA%
G1	When a brand / product is not advertised on a social media platforms, it is regarded as a low quality.	6.2	20.2	60.1	13.5	22.7	39.2	28.1	10.0
G2	Organisations on social media platforms has the tools and skills to deliver superior consumer experiences	3	19.2	58.4	18	4.3	26.6	52.4	16.7
G3	I will develop a favourable attitude towards a FMCG brand that have social media presence	1.5	15.2	56.9	26.2	4.1	20.6	60.6	14.7
G4	Brands marketing on social media are truly focusing on meeting young consumers' needs and wants.	3	18.2	55.4	23.4	3.0	17.1	59.2	20.7

G5	Facebook brand pages and online user reviews influence me to try products / brands.	10.2	28.7	42.6	18.5	5.2	17.7	57.0	20.1
G6	Brand image, colour and symbols create a superior brand messages to me over that of competitor's brands that is not on social networking sites.	10.5	20.7	50.9	18	4.8	17.7	51.0	26.6

Of importance to note is:

- (1) For consumer attitude statements (variables), that is from CA1 to CA6, in the row of the cross-tabulated data, the count data for both 'strongly disagree' and 'disagree' were merged and renamed 'simply disagree' and the same for 'agree' and 'strongly agree' were merged and renamed 'simply agree' (refer to the merged crosstab table below).
- (2) The same merging and rename actions as in (1) above were done for the statement 4 under marketing goals and objective construct (MGO4) that is, the column category variable (refer to the merged crosstab table below).

Statement 1: When a brand/product is not advertised on a social media platform, it is regarded as of low quality (row variable). SM has provided more effective and efficient platforms to draw consumers' attention towards organisation brands than mass media channels (column variable) that is, crosstab of CA1 vs MGO4. Table 6.20 and Table 6.21 summarises the cross-tabulation and comparative Pearson Chi-square of statement 1.

Table 6.29 Cross tabulation analysis of consumer attitude, statement 1

Merged categories for row & column variables When a brand/product is not advertised on a social media platform, it is regarded as a low quality - combined			South Africa		Total	Nigeria		Total
			Simply Disagree	Simply Agree		Simply Disagree	Simply Agree	
Simply Disagree	Count		19	106	125	24	80	104
	Expected		15.3	109.7	125.0	13.7	90.3	104.0
	Count							
	% of Total		4.7%	26.4%	31.2%	5.2%	17.3%	22.5%
	Count		30	246	276	37	322	359
	Expected		33.7	242.3	276.0	47.3	311.7	359.0
Simply Agree	Count							
	% of Total		7.5%	61.3%	68.8%	8.0%	69.5%	77.5%
	Count		49	352	401	61	402	463
Total	Expected		49.0	352.0	401.0	61.0	402.0	463.0
	Count							

	% of Total	12.2%	87.8%	100.0%	13.2%	86.8%	100.0%

Table 6.30 Comparative Pearson Chi-square tests of South Africa and Nigeria statement 1

Statistic	Value		Df		Asymp. Sig. (2-sided)	
	SA	NIG	SA	NIG	SA	NIG
Pearson Chi-Square	1.504 ^a	11.497 ^a	1	1	.220	.001
Likelihood Ratio	1.455	10.292	1	1	.228	.001
N of Valid Cases	401	463				

a.0 cells (.0%) have an expected count less than 5.

SA= The minimum expected count is 15.27.

NIG= The minimum expected count is 13.70.

With regard to Table 6:21, the Pearson Chi-square value for South Africa (that is, 1.504) the corresponding p-value = 0.220, which is > 0.05 , hence there is not enough evidence to reject H_0 . While for Nigeria, the Pearson Chi-square value is 11.497 and the corresponding p-value = 0.001, that is < 0.05 , hence there is enough evidence to reject H_0 .

For South Africa, there is no difference in the pattern of the responses for both statements that: ‘When a brand/product is not advertised on a social media platforms, it is regarded as of lower quality (CA1)’and ‘SM has provided more effective and efficient platforms to draw consumers’ attention towards organisation brands than mass media channels (MGO4)’ that is, in SA young consumers that ‘simply agree’ with statement CA1 will most likely also ‘simply agree’ with the statement MGO4 and vice versa.

There are significant differences in the pattern of response from the young Nigerian consumers for both statements that: ‘When a brand/product is not advertised on a social media platforms, it is regarded of a lower quality (CA1)’and; that ‘SM has provided more effective and efficient platforms to draw consumers’ attention towards organisation brands than use mass media channels (MGO4)’ that is, Nigerian young consumer who ‘simply agree’ with statement CA1 may likely not ‘simply agree’ with statement MGO4.

Table 6.21 reflects that for South Africa, most (that is, 61.3%) young consumers agreed with both statements, they affirm that the difference in their attitude (opinion) towards the quality of a brand, which they attributed to whether the organisation that own a brand advertises on social media (high quality) or on traditional media (low quality). However, for Nigeria, according to Table 6.20, most young consumers (that is, 69.9%) agreed with both statements, hence the difference in their attitude (opinion) towards the quality of a brand, which they attributed to whether the organisation that

owns a brand advertises on social media (high quality) or on traditional media (low quality) (see Table 6.20 and Table 6.21).

For statements CA1 and MGO4 comparatively, the responses from Nigerian young consumers weakly confirmed the differences stated in hypothesis 7 while the responses of South African young consumers strongly confirmed the differences stated in hypothesis 7.

Statement 2: Organisations on social media platforms have the tools and skills to deliver superior consumer experiences (row variable). SM has provided more effective and efficient platforms to draw consumers' attention towards organisation brands than mass media channels (column variable), that is, crosstab of CA2 vs MGO4. Table 6.22 and Table 6.23 summarises the cross-tabulation and comparative Pearson Chi-square of statement 2.

Table 6.31 Cross tabulation analysis of consumer attitude statement 2

Merged categories for row & column variables Organisations on social media platform have the tools and skills to deliver superior customer experiences – combined			South Africa		Total	Nigeria		Total
			Simply Disagree	Simply Agree		Simply Disagree	Simply Agree	
Simply Disagree	Count		18	102	120	30	91	121
	Expected Count		14.7	105.3	120.0	15.9	105.1	121.0
	% of Total		4.5%	25.4%	29.9%	6.5%	19.7%	26.1%
	Count		31	250	281	31	311	342
	Expected Count		34.3	246.7	281.0	45.1	296.9	342.0
	% of Total		7.7%	62.3%	70.1%	6.7%	67.2%	73.9%
	Count		49	352	401	61	402	463
	Expected Count		49.0	352.0	401.0	61.0	402.0	463.0
Total		% of Total	12.2%	87.8%	100.0%	13.2%	86.8%	100.0%

Table 6.32 Comparative Pearson Chi-square tests of South Africa and Nigeria statement 2

Statistic	Value		Df		Asymp. Sig. (2-sided)	
	SA	NIG	SA	NIG	SA	NIG
Pearson Chi-Square	1.234 ^a	19.330 ^a	1	1	.267	.000
Likelihood Ratio	1.194	17.376	1	1	.274	.000
N of Valid Cases	401	463				

a. 0 cells (.0%) have expected count less than 5.

SA= The minimum expected count is 14.66.

Nig= The minimum expected count is 15.94.

In South Africa, from the 'Pearson Chi-square' value (that is, 1.234) (see, Table 6.23) the corresponding p-value - $0.267 > 0.05$, hence there is not enough evidence to reject H_0 . While in Nigeria from the 'Pearson Chi-square' value (that is, 19.330) (see, Table 6.23), the corresponding p-value = 0.000 that is, < 0.05 , hence there is enough evidence to reject H_0 .

In South Africa, there is no difference in the pattern of response by South African young consumers for both statements that: 'organisations on social media platforms have the tools and skills to deliver superior consumer experiences (CA2)' and; that 'SM has provided more effective and efficient platforms to draw consumers' attention towards organisation brands than use mass media channels (MGO4)' that is, South African young consumers 'simply agree' with statement CA2 and will most likely also 'simply agree' with the statement MGO4 and vice versa (see Table 6.22 and Table 6.23).

While for Nigeria, there are significant differences in the pattern of responses by Nigerian young consumers for both statements that: 'organisations on social media platforms have the tools and skills to deliver superior consumer experiences (CA2)' and that 'SM has provided more effective and efficient platforms to draw consumers' attention towards organisation brands than mass media channels (MGO4)' that is, Nigerian young consumers that 'simply agree' with statement CA2 may likely NOT 'simply agree' with statement MGO4 and vice versa.

Table 6.23 depicts that for South Africa, since most (that is, 62.3%) young consumers agreed with both statements, they confirmed the difference in their attitude (opinion) in terms of tools, skills and ability that an organisation possesses to deliver superior consumer experiences. Young consumers believe that organisations on social media have these requirements while those not on social media do not.

While for Nigeria, Table 6.22 indicates that however most young consumers (that is, 67.2%) agreed with both statements, hence the difference in their attitude (opinion) in terms of the tools, skills and ability an organisation possesses to deliver superior consumer experiences. For statements CA2 and MGO4, comparatively, the responses of Nigerian young consumers weakly confirmed the differences stated in hypothesis 7 while the responses of South African young consumers strongly confirmed the differences stated in hypothesis 7 (see Table 6.22 and Table 6.23).

Statement 3: I will develop a favourable attitude towards a FMCGs brand that have social media presence (row variable). SM has provided more effective and efficient platforms to draw consumers' attention towards organisation brands than mass media channels (column variable) that is, crosstab of CA3 vs MGO4. Table 6.24 and Table 6.25 summarises the cross-tabulation and comparative Pearson Chi-square of statement 3.

Table 6.33 Cross tabulation analysis of consumer attitude statement 3

Merged categories for row & column variables I will develop a favourable attitude towards a FMCG brand that have social media presence – combined		South Africa		Total	Nigeria		Total
		Simply Disagree	Simply Agree		Simply Disagree	Simply Agree	
Simply Disagree	Count	20	93	113	21	69	90
	Expected Count	13.8	99.2	113.0	11.9	78.1	90.0
	% of Total	5.0%	23.2%	28.2%	4.5%	14.9%	19.4%
Simply Agree	Count	29	259	288	40	333	373
	Expected Count	35.2	252.8	288.0	49.1	323.9	373.0
	% of Total	7.2%	64.6%	71.8%	8.6%	71.9%	80.6%
Total	Count	49	352	401	61	402	463
	Expected Count	49.0	352.0	401.0	61.0	402.0	463.0
	% of Total	12.2%	87.8%	100.0%	13.2%	86.8%	100.0%

Table 6.34 Comparative Pearson Chi-square tests of South Africa and Nigeria statement 3

Statistic	Value		Df		Asymp. Sig. (2-sided)	
	SA	NIG	SA	NIG	SA	NIG
Pearson Chi-Square	4.404 ^a	10.078 ^a	1	1	.036	.002
Likelihood Ratio	4.140	8.908	1	1	.042	.003
N of Valid Cases	401	463				

a. 0 cells (.0%) have expected count less than 5.

SA = The minimum expected count is 13.81.

Nig = The minimum expected count is 11.86.

For South Africa, from the Pearson Chi-square value (that is, 4.404 as in Table 2.25) the corresponding p-value = 0.036, which is < 0.05, hence there is enough evidence to reject H₀. While for Nigeria from the Pearson Chi-square value (that is, 10.078 as per Table 2.25), the corresponding p-value = 0.002 and this is < 0.05, hence there is enough evidence to also reject H₀.

For South Africa, there are significant differences in the pattern of responses by South African young consumers for the statements: ‘I will develop a favourable attitude towards a FMCG brands that have social media presence (CA3)’; and that ‘social media has provided more effective and efficient platforms to draw consumers’ attention towards organisation brands than use mass media channels (MGO4)’ that is, South African young consumers who ‘simply agree’ with statement CA3 may likely not ‘simply agree’ with the statement MGO4.

There are significant differences in the pattern of response from Nigerian young consumers for the statements: ‘I will develop a favourable attitude towards a FMCGs brand that have social media presence (CA3)’ and that ‘social media has provided more effective and efficient platforms to draw consumers’ attention towards organisation brands than use mass media channels (MGO4)’. That is, Nigerian young consumers who ‘simply agree’ with statement CA3 may likely NOT ‘simply agree’ with statement MGO4.

There are significant differences in the pattern of response by Nigeria young consumers for the statements: ‘I will develop a favourable attitude towards a FMCGs brand that have social media presence (CA3)’ and that ‘social media has provided more effective and efficient platforms to draw consumer’s attention towards organisation brands than mass media channels (MGO4)’. That is, in Nigeria young consumers that ‘simply agree’ with statement CA3 may likely NOT ‘simply agree’ with the statement MGO4.

Table 6.25 shows that for South Africa, most young consumers (that is, 64.6%) agreed with both statements, hence the difference in their favourable attitude (opinion) towards a FMCGs brand that have social media presence. In addition, Table 6.24 reflects that for Nigeria, most young consumers (that is 71.9%) agreed with both statements, hence the difference in their favourable attitude (opinion) towards a FMCGs brand that have social media presence. For statements CA3 and MGO4 comparatively, the responses from both the South African and Nigerian young consumers weakly confirmed the differences stated in hypothesis 7 (see Table 6.24 and Table 6.25).

Statement 4: Brands marketing on social media are truly focusing on meeting young consumers’ needs and wants (row variable). SM has provided more effective and efficient platforms to draw consumers’ attention towards organisation brands than use mass media channels (column variable). That is, crosstab of CA4 vs MGO4. The cross tabulation analysis and the comparative Pearson Chi-square of consumer attitude, statement 4, is presented in Table 6.26 and Table 6.27.

Table 6.35 Cross tabulation analysis of consumer attitude statement 4

Merged categories for row & column variables: Brands marketing on social media are truly focusing on meeting young consumers' needs and wants - combined		South Africa		Total	Nigeria		Total
		Simply Disagree	Simply Agree		Simply Disagree	Simply Agree	
Simply Disagree	Count	23	75	98	19	29	48
	Expected Count	12.0	86.0	98.0	6.3	41.7	48.0
	% of Total	5.7%	18.7%	24.4%	4.1%	6.3%	10.4%
Simply Agree	Count	26	277	303	42	373	415
	Expected Count	37.0	266.0	303.0	54.7	360.3	415.0
	% of Total	6.5%	69.1%	75.6%	9.1%	80.6%	89.6%
Total	Count	49	352	401	61	402	463
	Expected Count	49.0	352.0	401.0	61.0	402.0	463.0
	% of Total	12.2%	87.8%	100.0%	13.2%	86.8%	100.0%

Table 6.36 Comparative Pearson Chi-square tests of South Africa and Nigeria statement 4

Statistic	Value		Df		Asymp. Sig. (2-sided)	
	SA	NIG	SA	NIG	SA	NIG
Pearson Chi-Square	15.303 ^a	32.649 ^a	1	1	.000	.000
Likelihood Ratio	13.569	24.408	1	1	.000	.000
N of Valid Cases	401	463				

a. 0 cells (.0%) have expected count less than 5.

SA= The minimum expected count is 11.98.

Nig= The minimum expected count is 6.32.

For South Africa, from the Pearson Chi-square value (that is, 15.303 as per Table 6.27) and the corresponding p-value = 0.000, which is < 0.05, hence there is enough evidence to reject H_0 . While for Nigeria, the Pearson Chi-square value = 32.649 (see Table 6.27) and the corresponding p-value = 0.000, that is < 0.05, hence there is enough evidence to reject H_0 .

For South Africa, there are significant differences in the pattern of response by South African young consumers for the statements: 'Brands marketing on social media are truly focusing on meeting young consumers' needs and wants (CA4)'; and that 'social media has provided more effective and efficient platforms to draw consumers' attention towards organisation brands than

use mass media channels (MGO4)’. That is, for South African young consumer who ‘simply agree’ with statement CA4 may likely NOT ‘simply agree’ with statement MGO4.

There are significant differences in the pattern of response by Nigerian young consumers for the statements: ‘Brands marketing on social media are truly focusing on meeting young consumers’ needs and wants (CA4)’; and that ‘social media has provided more effective and efficient platforms to draw consumers’ attention towards organisation brands than mass media channels (MGO4)’. That is, Nigeria young consumer who ‘simply agree’ with statement CA4 may likely NOT ‘simply agree’ with statement MGO4.

For South Africa, most young consumers (that is, 69.1%) agreed with both statements, hence they confirmed the difference in their attitude (opinion) that brands with social media presence (when compared to brand marketing on traditional media) are truly focusing on meeting young consumers’ needs and wants (see Table 2.26).

While for Nigeria, most young consumers (that is, 80.6%) agreed with both statements, hence they confirmed the difference in their attitude (opinion) that brands with social media presence (when compared to brand marketing on traditional media) are truly focusing on meeting young consumers’ needs and wants. For statements CA4 and MGO4 comparatively, the responses of both South African and Nigerian young consumers weakly established the differences stated in hypothesis 7 (see Table 2.26 and Table 2.27).

Statement 5: Facebook brand pages and online user reviews influence me to try products/brands (row variable). SM has provided more effective and efficient platforms to draw consumer’s attention towards organisation brands than mass media channels (column variable) That is, Crosstab of CA5 vs MGO4. Table 6.28 and presents item 5 of crosstab of consumer attitude. Cross tabulation analysis and comparative Pearson Chi-square of consumer attitude, statement 5 is depicts in Table 6.28 and 6.29.

Table 6.37 Cross tabulation analysis of consumer attitude statement 5

Merged categories for row & column variables Facebook brand pages and online user reviews influence me to try products/brands – combined		South Africa		Total	Nigeria		Total
		Simply Disagree	Simply Agree		Simply Disagree	Simply Agree	
Simply Disagree	Count	23	93	116	17	66	83
	Expected Count	14.2	101.8	116.0	10.9	72.1	83.0
	% of Total	5.7%	23.2%	28.9%	3.7%	14.3%	17.9%
Simply Agree	Count	26	259	285	44	336	380
	Expected Count	34.8	250.2	285.0	50.1	329.9	380.0
	% of Total	6.5%	64.6%	71.1%	9.5%	72.6%	82.1%
Total	Count	49	352	401	61	402	463
	Expected Count	49.0	352.0	401.0	61.0	402.0	463.0
	% of Total	12.2%	87.8%	100.0%	13.2%	86.8%	100.0%

Table 6.38: Comparative Pearson Chi-square tests of South Africa and Nigeria statement 5

Statistic	Value		Df		Asymp. Sig. (2-sided)	
	SA	NIG	SA	NIG	SA	NIG
Pearson Chi-Square	8.808 ^a	4.720 ^a	1	1	.003	.030
Likelihood Ratio	8.165	4.275	1	1	.003	.039
N of Valid Cases	401	463				

a. 0 cells (.0%) have expected count less than 5.

SA= The minimum expected count is 14.17.

NIG= The minimum expected count is 10.94.

For South Africa, from the Pearson Chi-square value (that is 8.808 as per Table 6.29), the corresponding p-value = 0.003 and this is < 0.05, hence there is sufficient evidence to reject H_0 . While for Nigeria, from the Pearson Chi-square value (that is 4.720 as per Table 6.29), the corresponding p-value = 0.030 which < 0.05, hence there is sufficient evidence to reject H_0 .

For South Africa, there are significant differences in the pattern of response by South African young consumers for the statements: ‘Facebook brand pages and online user reviews influence me to try products/brands (CA5)’; and that ‘social media has provided more effective and efficient platforms to draw consumers’ attention towards organisation brands than mass media channels

(MGO4)’ that is, South African young consumer whom ‘simply agree’ with statement CA5 may likely NOT ‘simply agree’ with statement MGO4.

While for Nigeria, there are significant differences in the pattern of response from the Nigerian young consumers for the statements: ‘Facebook brand pages and online user reviews influence me to try products/brands (CA5)’, and that ‘social media has provided more effective and efficient platforms to draw consumers’ attention towards organisation brands than mass media channels (MGO4)’ that is, Nigerian young consumers whom ‘simply agree’ with statement CA5 may likely NOT ‘simply agree’ with statement MGO4.

Table 2.29 indicates that most (that is 64.6%) South Africa young consumers agreed with both statements, hence they confirmed the difference in their attitude (opinion) that Facebook brand pages and online user reviews (compared to traditional media) influence them to try products/brands. In the same manner, Table 2.28 reflects that most (that is 72.6%) young consumers in Nigeria also agreed with both statements, hence they confirmed the difference in their attitude (opinion) that Facebook brand pages and online user reviews (compared to traditional media) influence them to try products/brands. For statements CA5 and MGO4 comparatively, the responses of both South African and Nigerian young consumers weakly confirmed the differences stated in Hypothesis 7 (see Table 2.28 and Table 2.29).

Statement 6: Brand image, colour and symbols create superior brand messages to me over that of competitor brands that is not on social networking sites (row variable) SM has provided more effective and efficient platforms to draw consumers’ attention towards organisation brands than mass media channels (column variable), that is, crosstab of CA7 vs MGO4. Table 6.30 and Table 6.31 present the cross-tabulation and comparative Pearson Chi-square of statement 6.

Table 6.39 Cross tabulation analysis of consumer attitude statement 6

Merged categories for row & column variables: Brand image, colour and symbols create a superior brand messages to me over that of competitors brands that is not on social networking sites - combined		South Africa		Total	Nigeria		Total
		Simply Disagree	Simply Agree				
Simply Disagree	Count	19	116	135	36	126	162
	Expected Count	16.5	118.5	135.0	21.3	140.7	162.0
	% of Total	4.7%		33.7%	7.8%	27.2%	35.0%
Simply Agree	Count	30	236	266	25	276	301
	Expected Count	32.5	233.5	266.0	39.7	261.3	301.0
	% of Total	7.5%	58.9%	66.3%	5.4%	59.6%	65.0%
Total	Count	49	352	401	61	402	463
	Expected Count	49.0	352.0	401.0	61.0	402.0	463.0
	% of Total	12.2%	87.8%	100.0%	13.2%	86.8%	100.0%

Table 6.40: Comparative Pearson Chi-square tests of South Africa and Nigeria of statement 6

Statistic	Value		Df		Asymp. Sig. (2-sided)	
	SA	NIG	SA	NIG	SA	NIG
Pearson Chi-Square	.563 ^a	17.831 ^a	1	1	.419	.000
Likelihood Ratio	.640	16.961	1	1	.424	.000
N of Valid Cases	401	463				

a. = 0 cells (.0%) have expected count less than 5.

SA= The minimum expected count is 16.50;

Nig= The minimum expected count is 21.34.

For South Africa from the Pearson Chi-square value (that is 0.653 as indicate in Table 6.30), the corresponding p-value = 0.419, which is > 0.05, hence there is no supporting evidence to reject H₀. While for Nigeria, from the Pearson Chi-square value (that is 17.831 as indicated in Table 6.31), the corresponding p-value = 0.000 and this is < 0.05, hence there is supporting evidence to reject H₀.

For South Africa, there is no difference in the pattern of response by South African young consumers for both statements: ‘Brand image, colour and symbols create a superior brand messages to me over that of competitor brands that is not on social networking sites (CA6)’ and that ‘SM has provided more effective and efficient platforms to draw consumers’ attention towards organisation brands than mass media channels (MGO4)’ that is, South African young consumers who ‘imply agree’ with statement CA6 will most likely also ‘simply agree’ with the statement MGO4, and vice versa.

While for Nigeria, there are significant differences in the pattern of response by Nigerian young consumers for both statements: ‘Brand image, colour and symbols create a superior brand messages to me over that of competitor brands that is not on social networking sites (CA6)’ and that ‘SM has provided more effective and efficient platforms to draw consumers’ attention towards organisation brands than mass media channels (MGO4)’ that is, Nigerian consumers who ‘simply agree’ with statement CA6 may likely NOT ‘simply agree’ with the statement MGO4.

For South Africa, since most (that is 58.9%) young consumers agree with both statements, they confirmed the difference in their attitude (opinion) that brand image, colour and symbols create a superior brand messages to them over that of competitor brands not on social networking sites. While for Nigeria, most (that is 59.6%) young consumers agreed with both statements, they confirmed the difference in their attitude (opinion) that brand image, colour and symbols create a superior brand messages to them over that of competitor brands not on social networking sites.

For statements CA6 and MGO4 comparatively, the responses of Nigerian young consumers weakly confirmed the differences stated in hypothesis 7 while the responses of South African young consumers strongly confirmed the differences stated in hypothesis7.

Table 6.41 Summary of cross-tabulation analysis Hypothesis 7

Statement	Results	Key Findings
1. When a brand / product is not advertised on a social media platforms, it is regarded as a low quality	South Africa corresponding p-value = 0.220, which is > 0.05 , hence there is not enough evidence to reject H_0 . While for Nigeria, the Pearson Chi-square value is the corresponding p-value = 0.001, that is < 0.05 , hence there is enough evidence to reject H_0 .	For South Africa, there is no significant difference in the pattern of the responses while for Nigeria there are significant differences in the pattern of response from young consumers. Comparatively, the responses of South African young consumers strongly confirmed the differences stated. While the responses from

		Nigerian young consumers weakly confirmed the differences.
2 Organisations on social media platforms has the tools and skills to deliver superior consumer experiences	South Africa the corresponding p-value - $0.267 > 0.05$, hence there is not enough evidence to reject H_0 . While in Nigeria corresponding p-value = 0.000 that is, < 0.05 , hence there is enough evidence to reject H_0 .	In South Africa, there is no significant difference in the pattern of responses While for Nigeria, there are significant differences in the pattern of responses by young consumers. Comparatively, the responses of Nigerian young consumers weakly confirmed the differences stated 7 while the responses of South African young consumers strongly confirmed the differences stated.
3. I will develop a favourable attitude towards a FMCG brand that have social media presence	South Africa corresponding p-value = 0.036, which is < 0.05 , hence there is enough evidence to reject H_0 . While for Nigeria the corresponding p-value = 0.002 and this is < 0.05 , hence there is enough evidence to also reject H_0 .	For South Africa, there are significant differences in the pattern of responses while for Nigeria there are significant differences in the pattern of response from young consumers for the statements. Comparatively, the responses from both the South African and Nigerian young consumers weakly confirmed the differences stated
4. Brands marketing on social media are truly focusing on meeting young consumers' needs and wants.	South Africa corresponding p-value = 0.000, which is < 0.05 , hence there is enough evidence to reject H_0 . While for Nigeria, the corresponding p-value = 0.000, that is < 0.05 , hence there is enough evidence to reject H_0 . .	For South Africa, there are significant differences in the pattern of response while there are significant differences in the pattern of response by young consumers for the statements. Comparatively, the responses of both South African and Nigerian young consumers weakly established the differences stated in hypothesis 7
5. Facebook brand pages and online user reviews influence me to try products / brands	South Africa corresponding p-value = 0.003 and this is < 0.05 , hence there is sufficient evidence to reject H_0 . While for Nigeria, the corresponding p-value = 0.030 which < 0.05 , hence there is sufficient evidence to reject H_0 .	For South Africa, there are significant differences in the pattern while for Nigeria, there are significant differences in the pattern of response from the young consumers for the statements. Comparatively, the responses of both South African and Nigerian

		young consumers weakly confirmed the differences stated in hypothesis 7
6. Brand image, colour and symbols create a superior brand messages to me over that of competitor's brands that is not on social networking sites	South Africa the corresponding p-value = 0.419, which is > 0.05 , hence there is no supporting evidence to reject H_0 . While for Nigeria, the corresponding p-value = 0.000 and this is < 0.05 , hence there is supporting evidence to reject H_0 .	For South Africa, there are significant differences in the pattern while for Nigeria, there are significant differences in the pattern of response from the young consumers for the statements. Comparatively, the responses of South African young consumers strongly confirmed the differences stated while the responses of Nigerian young consumers weakly confirmed the differences stated in hypothesis 7

Table 6.42 Summary of Secondary Objectives, results and main findings

Research hypothesis	NR	Inferential analysis	Results	Main findings	Test of hypothesis/Decision
To determine if the use of social media platforms can enable organisations to achieve marketing goals and objectives	1	OLR	All 6 tests about statements under MGO and SMP constructs for Nigeria and South Africa are statistically significant.	Organisational social media participation' is a good predictor variable for both South African and Nigerian young consumers to purchase on social media platforms in achieving marketing goals and objectives	Accepted
To evaluate how brand awareness influence young consumers' attitude on social media	2	OLR	All 6 tests about statements under CA and BA constructs for Nigeria and South Africa are statistically significant.	Brand awareness is a good predictor variable for both South African and Nigerian young consumers that Consumer Attitude to purchase via social media.	Accepted
To establish if organisational social media participation do have an impact on the FMCGs purchases of young South African and Nigerian consumers	3	OLR	All 6 tests about statements under AP and SMP constructs for Nigeria and South Africa are statistically significant.	Organisation social media participation' is a good predictor variable for both South African and Nigerian young consumers to engage in actual purchase on social media platforms.	Accepted.

To establish how rewards influence young consumers' attitude on social media	4	OLR	All 6 tests about statements under actual purchase and Reward constructs for Nigeria and South Africa are statistically significant.	Rewards is a good predictor variable for both South African and Nigerian young consumers to engage in actual purchase on social media platforms	Accepted.
To know if the attributes of brand integrity on social networks do influence consumers' attitude	5	OLR	All 6 tests about statements under CA and brand Integrity constructs for Nigeria and South Africa are statistically significant.	Brand Integrity' is a good predictor variable for both South African and Nigerian young consumers to purchase on social media platforms	Accepted.
To establish the impact of social media platforms in influencing Generation Y to engage in actual purchase	6	OLR	All 6 tests about statements under AP construct and Questionnaire item 2.7 for Nigeria and South Africa respectively are statistically significant.	'Social network as a trigger to actual purchase' is a good predictor of statements under actual purchase in both South Africa and Nigeria among young consumers to engage in actual purchase on social media platforms	Accepted.
To establish if young consumers favour FMCGs organisations who actively participate on social media platforms compared to those who rarely use social media platforms	7	CROSS - TABULATION	Majority of the young consumers agreed with the statements in South Africa and Nigeria under the construct and comparatively confirmed the differences (attitude).	Consumer attitude are more favourable to organisation that participate on social media than those rarely use social media platforms.	Accepted

The succeeding presentation delves into the results obtained from the SEM analysis in order to develop the proposed framework for this study.

6.5.3 Structural equation modelling (SEM)

Confirmatory factor analysis (CFA) is a category of analysis under structural equation modelling (SEM) and it is essentially used to fit models to data in the process for establishing and explaining causal relationships between several response and predictor variables (constructs). The SEM analysis method allow for testing several possible models that can be suggested from theoretical concepts (literature reviews) about a research subject until one model better than others is found.

Hypotheses

In order to ascertain the fitness of each of the specified models (that is, Model 1, 2 and 3, see Figure 6.9, 6.10, 6.11, 6.12, 6.13 and 6.14) using (SEM), where the following hypotheses were tested.

Null hypothesis (Ho):

The specified model fits the quantitative research data collected from young consumers in each of the populations (that is, Nigeria and South Africa) included for this study.

Alternative hypothesis (HA):

The specified model does not fit the collected research data.

Structural Equation Modelling (SEM) was utilized to test the proposed framework of this study and to obtain the empirical results by means of the parallel casual constructs, serial causal constructs, and the combination of the structural paths linking the parallel causal and serial causal constructs models. This study used the test of goodness of fit (Chi-squared test) to test the normality of data with respect to the four constructs consists of 23 items (statements) associated with and specifically developed for the purpose of this study.

The Chi-square statistic was reported to enable comparisons between the baseline or null model and all SEM models and outputs are shown (see Figures 6.9 to 6.14). This study incorporated the following four constructs: brand awareness (BA), organisation social media participation (OSMP), rewards (R), and brand integrity (BI). These constructs were assumed to be correlated in Model 1 – South Africa and Nigeria; Model 2 – South Africa and Nigeria; and Model 3 – South Africa and Nigeria and these models are depicted in Figures 6.9 to Figure 6.14 respectively.

6.5.3.1 Results of structural equation model 1

After running the SEM model analysis of parallel casual constructs' influences on actual purchase (AP) of fast-moving consumer goods on social media in both countries in model 1, Figure 6.9 and Figure 6.10. The Nigeria results show the test of Model Relative Fit and other model indices values: Test of Model Relative Fit (TLI) (0.698) and Comparative Fit Index (CFI) (0.718) are not close to 1, and the value of Root Mean Square Error of Approximation (RMSEA) (0.77) is above 0.06. While for South Africa, TLI (0.700) and CFI (0.720) are somewhat close to 1, and the value

of Root Mean Square Error of Approximation (RMSEA) (0.063) is greater than the recommended bench mark above 0.06 (see Figure 6.9 and Figure 6.10 details).

CHART NIG_1:

Nigeria - SEM Model Analysis of Parallel Causal Constructs' Influences on Actual Purchase (AP) of Fast Moving Consumer Goods (FMCG) on Social Media

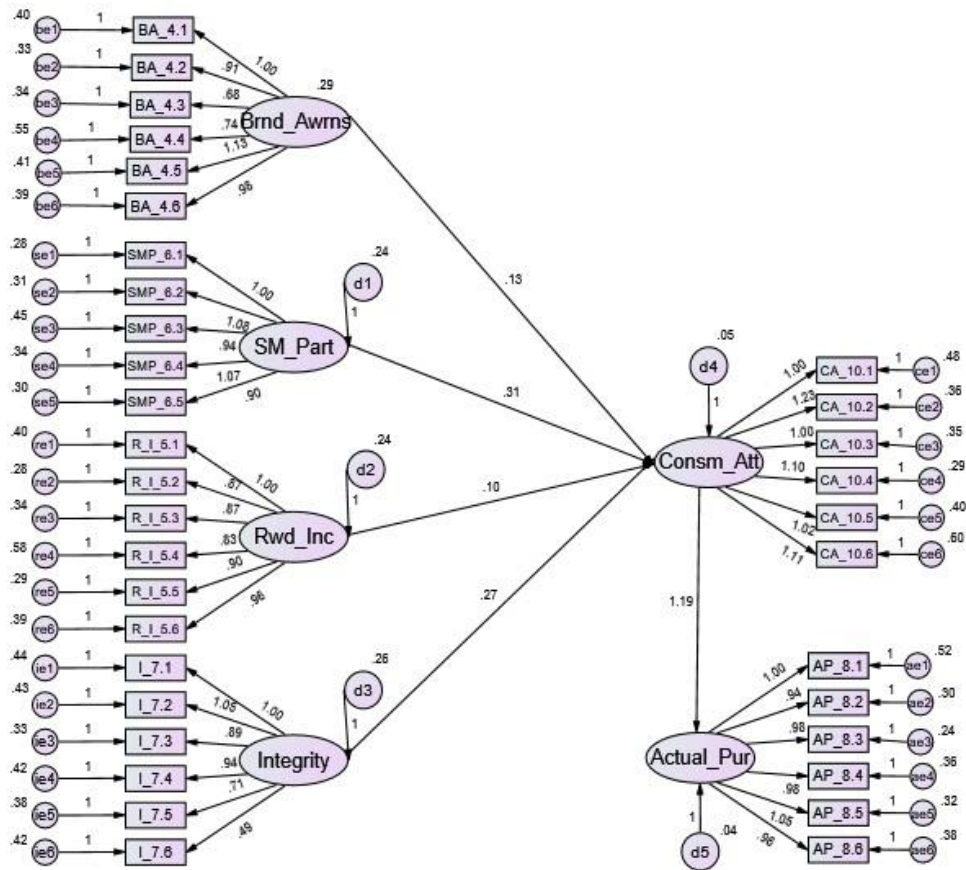


Figure 6.9 Model 1 for Nigeria

Note: BA = brand awareness. SM (OSMP) = organisation social media participation. R = rewards and (BI) = Brand integrity.

CHART SA_1:

South Africa - SEM Model Analysis of Parallel Causal Constructs' Influences on Actual Purchase (AP) of Fast Moving Consumer Goods (FMCG) on Social Media

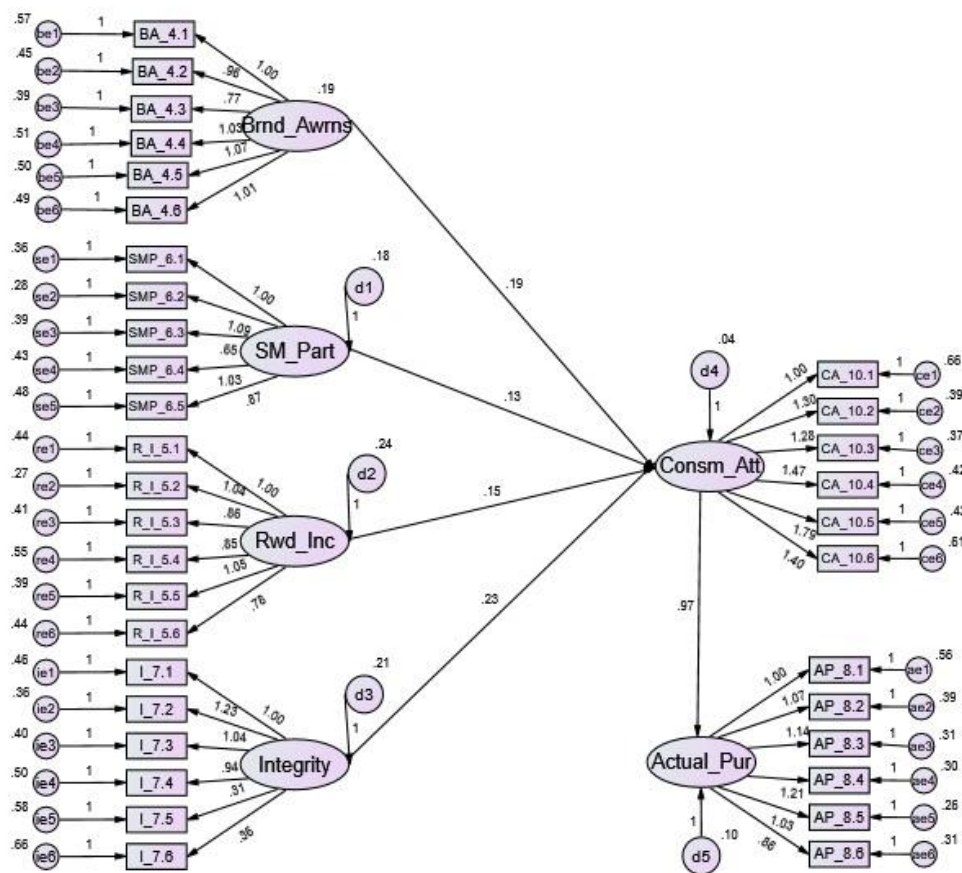


Figure 6.10 Model 1 for South Africa

Note: BA = brand awareness. SM (OSMP) = organisation social media participation. R = rewards and (I) = Brand integrity

The observation of the model fit shown that the model specified 'MODEL 1' does not quite fit the data collected from the population where the samples were drawn (young consumers in Nigeria and South Africa) because the Chi-square test of an absolute test probability value (P) is 0.000 (below .05), which cause the model to be rejected because this indicates poor model fit for both countries (see Figure 6 10 and 6.11 details).

Relative to SEM rules, a variable can be disconnected from a model, if it does not meaningfully forecast an outcome variable (MacCallum, *et al.*, 1992, 2000). Model modification is thus vital in order to improve its fit, thereby assessing the most probable relationship among variables. However, the results of the preliminary analysis revealed that Model 1 for Nigeria and South Africa can either be modified by inclusion or elimination of constructs based on theoretical evidence on Nigeria and South Africa.

The modification considers the serial causal construct influences on actual purchase (AP) of FMCGs on social media in both countries in the subsequent proposed model. This ideally is supported by new theoretical evidences. Against this background, the structural paths linking each of the four constructs to consumer attitude were removed/eliminated from Model 1 and in order to improve its fit and modification indices were next examined to ascertain if the suggested revisions are theoretically tenable.

6.5.3.2 Results of structural equation model 2

Based on the SEM rules (Model modification) Model 1 was re-specified in order to retest the data, the modification adopted the serial causal construct influences on actual purchases (AP) of fast-moving consumer goods (FMCGs) on social media. Modification indices were again examined to ascertain if another theoretically tenable revision might be made (see Model 2 Nigeria and Model 2 South Africa for details)

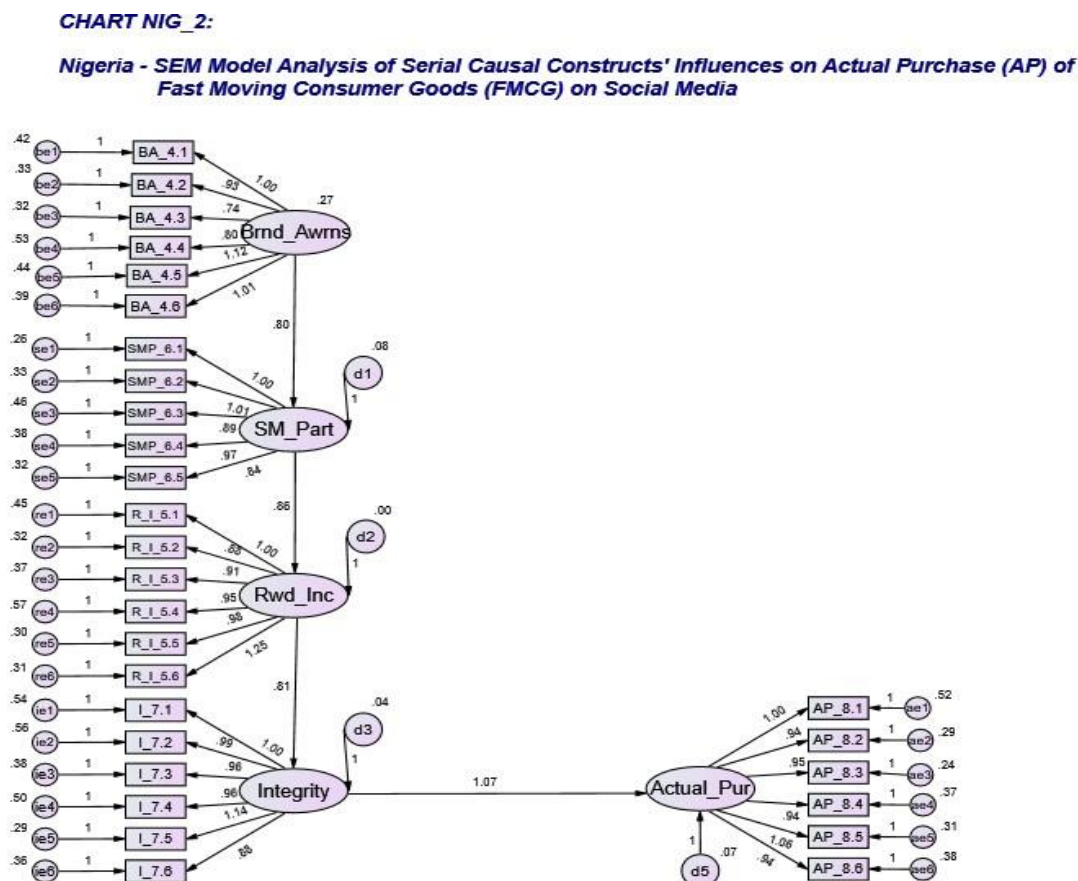


Figure 6.11 Model 2 for Nigeria

Note: BA=brand awareness. SM (OSMP) = organisation social media participation. R. = rewards and (I) = Brand integrity.

CHART SA_2:

South Africa - SEM Model Analysis of Serial Causal Constructs' Influences on Actual Purchase (AP) of Fast Moving Consumer Goods (FMCG) on Social Media

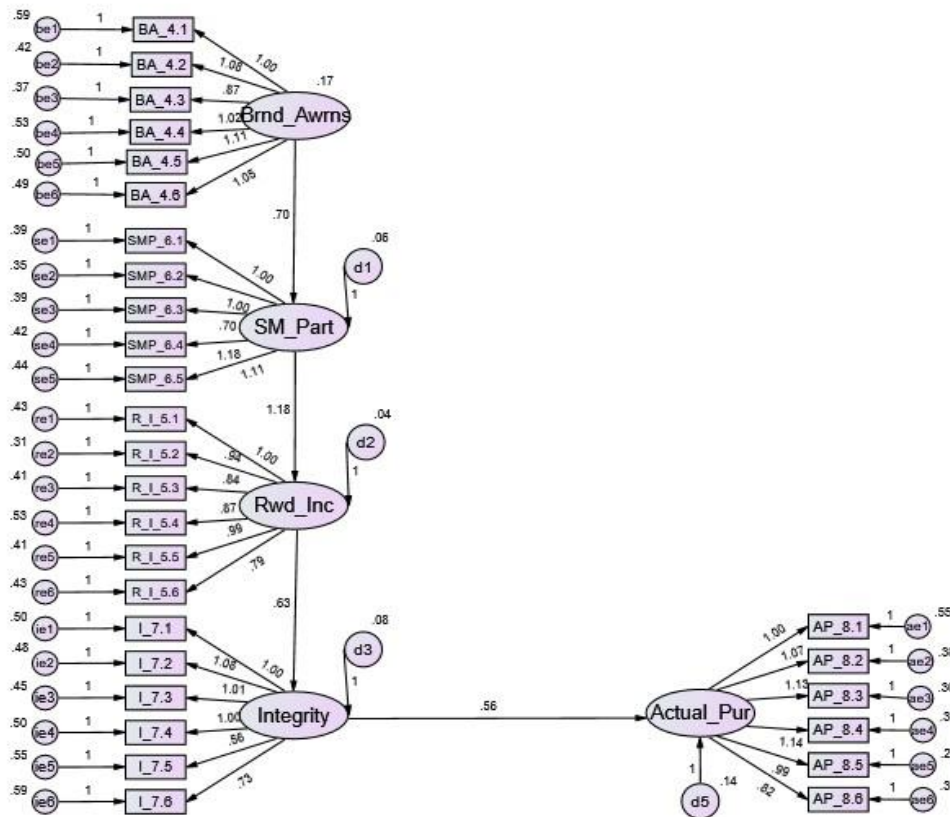


Figure 6.12 Model 2 for South Africa

Note: BA = brand awareness, SMP = Organisation social media participation, Rewards (R) and (I) = Brand Integrity

After running the SEM analysis on Model 2 for both countries, the Nigeria results revealed the Test of Model Relative Fit and the modified model indices while the values of TLI (0.857), CFI (0.869) were now close to 1, and the present value of RMSEA (0.059) is almost equal to 0.06. More so, the South Africa values of TLI (0.827), CFI (0.841) are now much closer to 1 (compared to the SEM parallel causal constructs) and the present value of RMSEA (0.052) is less than 0.06.

It is thus concluded that Model 2 fit the data collected from the research populations where the samples were drawn. Therefore, modified Model 2 was achieved by eliminating the structural paths linking each of the four constructs to consumer attitude in Model 1 and replacing it with a new structural path linking brand integrity with Actual Purchase.

However, observation of Model 2 fit indicated that the validation test found the specified models fit better the data collected from both countries. Thus, the model can be adopted with modification

(as supported by theoretical evidences) or without further modification or with further modifications. That is, a variable can be moved from a model if significantly do not bring forth expected outcome or without further modifications. This development is called 'Model Modification'. The relevance of model modification is to improve model fit (MacCallum, *et al.*, 1992). The resulting model was named Model 2. Although, this model is not too satisfactory to be adopted.

Nevertheless, the results of the preliminary analysis stated that Model 2, both for Nigeria and South Africa, can further be modified by inclusion or combination of the structural paths linking the parallel causal constructs and serial causal constructs influences on actual purchases (AP) of fast-moving consumer goods (FMCGs) on social media in the rejected Model 1 and Modified Model 2.

Against this background, the previous two models structural path links were combined from Model 1 and Model 2 in order to improve its fit and modification indices were next examined to ascertain if suggested revisions are theoretically tenable in revised Model 3.

6.5.3.3 Results of research adopted structural equation model 3

The result of the adopted Model is as a result of the combination of the structural paths linking the parallel causal and serial causal construct models of this study showing Model 3 for Nigeria and South Africa respectively.

CHART NIG_3:

Nigeria - SEM Model Analysis of Combined Parallel and Serial Causal Constructs' Influences on Actual Purchase (AP) of Fast Moving Consumer Goods (FMCG) on Social Media

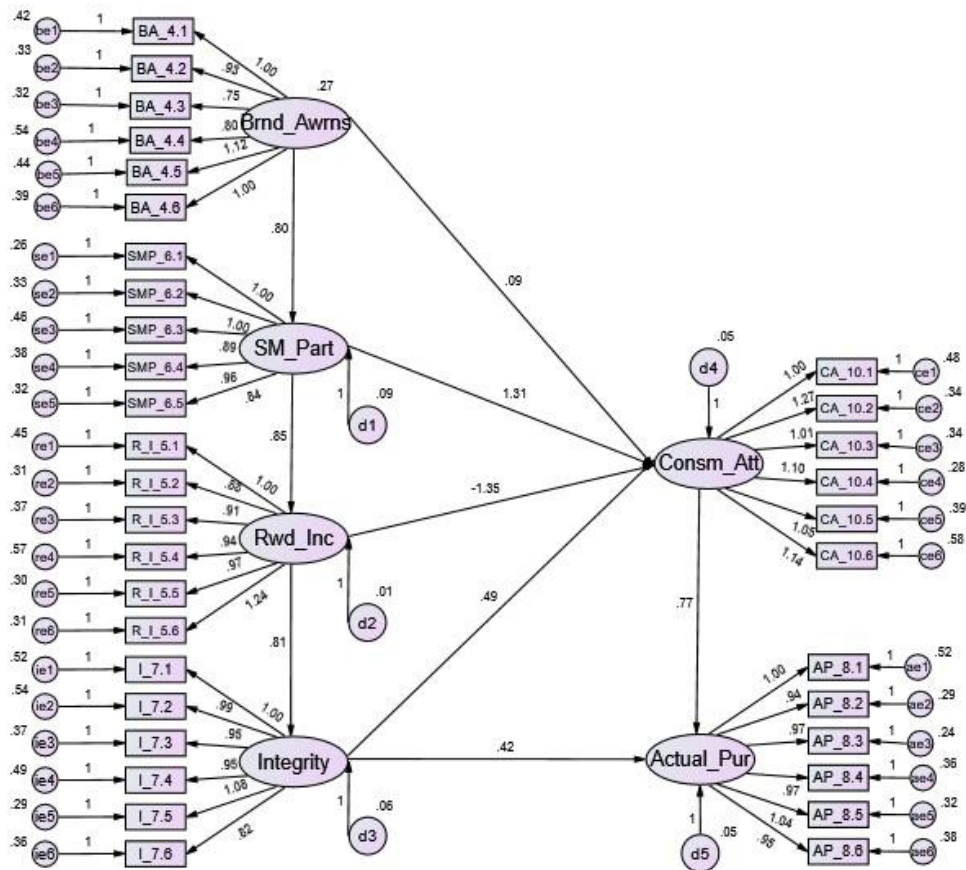


Figure 6.13 Model 3 for Nigeria

Note: BA-brand awareness. SM (OSMP) Organisation social media participation. R-Rewards and (BI) Brand integrity.

CHART SA_3:

South Africa - SEM Model Analysis of Combined Parallel and Serial Causal Constructs' Influences on Actual Purchase (AP) of Fast Moving Consumer Goods (FMCG) on Social Media

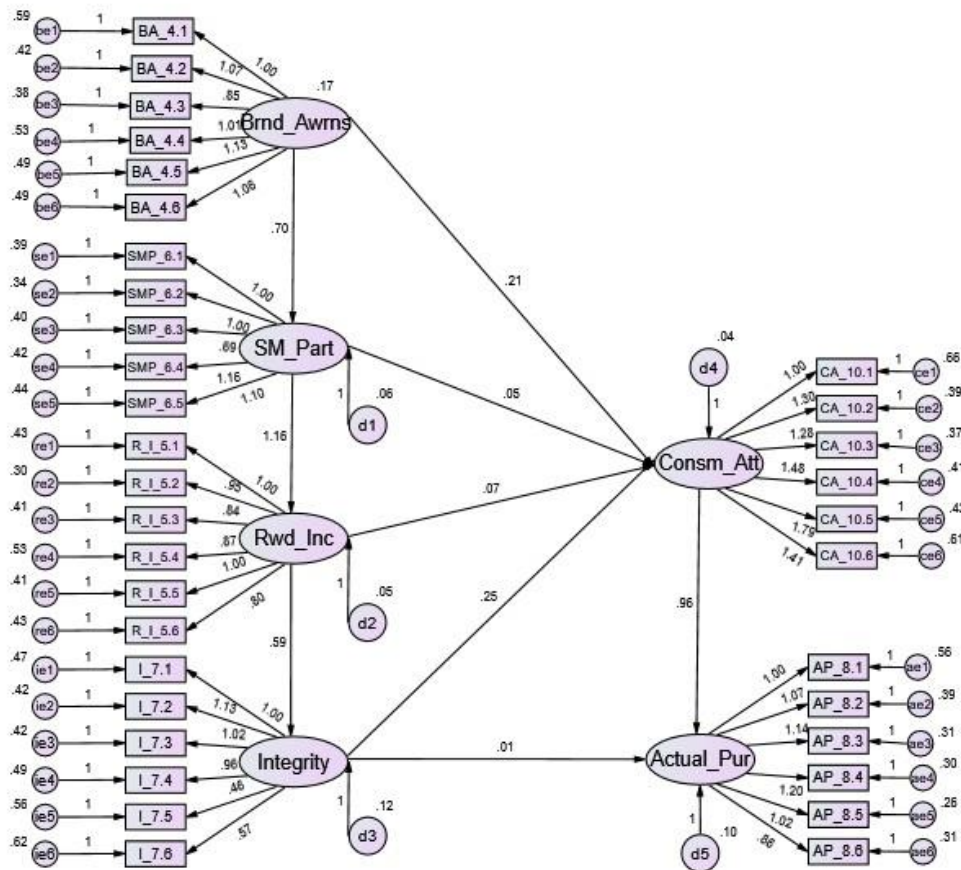


Figure 6.14 Model 3 for South Africa

Note: BA-brand awareness. SM (OSMP) Organisation social media participation. R. R-Rewards. (BI) Brand integrity.

In Model 3, the Test of Model Relative Fit revealed the modified model indices values of TLI = (0.859) and CFI (0.870) were quite close to 1; the value of RMSEA (0.053) is now below (less than) 0.06 for Nigeria. More so, the same positive results are gathered for South Africa TLI = (0.832) and CFI (0.845) which are quite close to 1; the value of RMSEA (0.047) is now well below (much less than) concludes that the model specified fit the data collected from the population where the samples were drawn. Therefore, the measurement model is reliable and valid.

The modification considered combining of parallel causal construct and serial causal construct (PCC and SCC) influences on the actual purchases (AP) of fast-moving consumer goods (FMCGs) on social media. That is, the combination Model 1 and Model 2 structural paths linking consumer attitude and the direct structural path linking actual purchase. Modification indices were again examined to ascertain if another theoretically tenable revision might be made.

Hence, the validation test on both countries specified that Model 3 fit better the data collected. Thus, the model is adopted, because none of the existing paths from Model 1 and Model 2 were eliminated (that is, the combination of parallel causal constructs and serial causal constructs produced a better model that fits the collected information).

In line with the objective of this research, Model 1 and Model 2 was combined to achieve Model 3 by adding the eliminated structural path of Model 1, that is, all structural paths from the four constructs to Consumer attitude. Secondly, accepting a new structural path from “brand integrity to actual purchase”.

On the basis of these overall findings, revised Model 3 appears to best reflect the interrelationship among the constructs. It is therefore proposed that Model 3, appearing in Figure 6.13 and Figure 6.14, be adopted or accepted for this study.

6.5.3.4 Research fit framework (contribution model)

The novel model shows comparative summary of acceptable model results and test of relationships among the study variable. As a result, Figure 6.15 displays an extended UTUAT2 for social media marketing (2019).

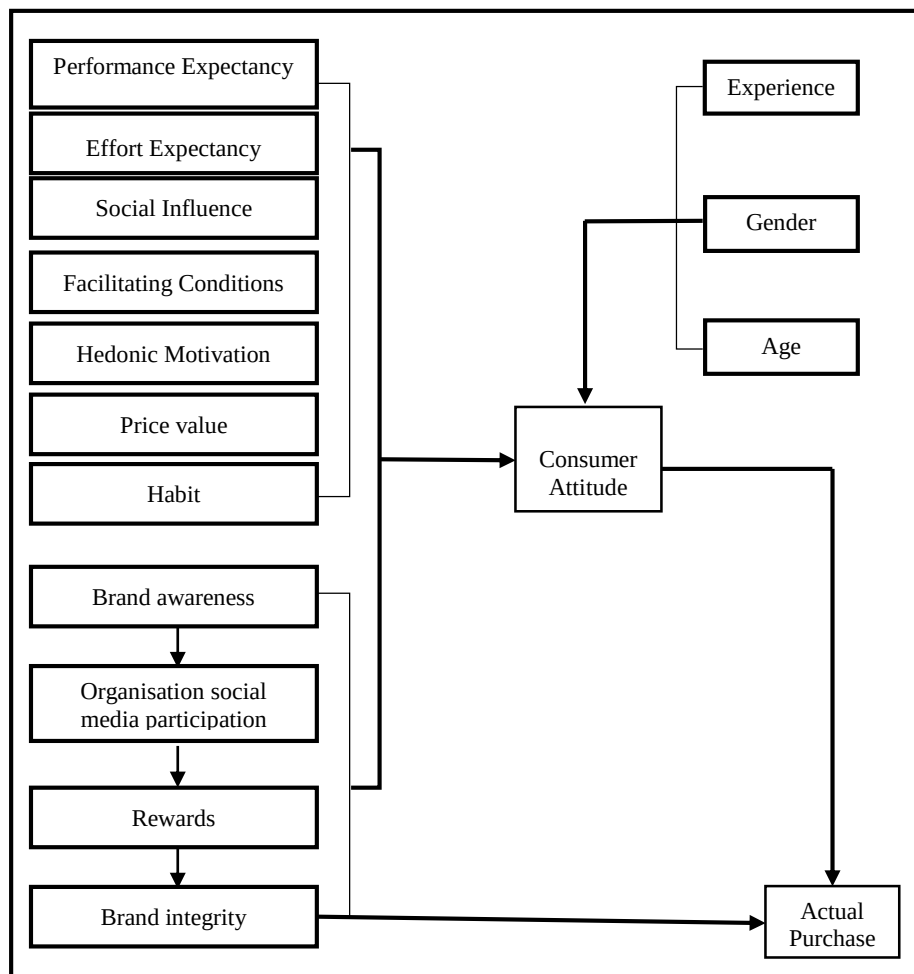


Figure 6.15 Research fit model

Four social media constructs are proposed to extend the existing UTAT2 model and these are: brand awareness, organisation social media participation, rewards, and brand Integrity. Model 3 (see Figure 6.13 and Figure 6.14) is regarded as the most fitting and acceptable model for this study for young consumers in South Africa and Nigeria.

From the adopted Model 3, the SEM path diagram output displayed two major structural path links to examine the constructs (brand awareness, organisation social media participation, rewards and brand Integrity). The first approach displayed the structural path diagram output of each of the four constructs directly to consumer attitude while the other approach displayed the direct structural path link from brand integrity to actual purchase (Figure 6.13 and Figure 6.14).

6.5.3.5 Moderator's variables

Subsequently, from the framework above, age, gender, and experience have a joint impact on the link between consumer attitude (facilitating conditions) and actual purchase.

Another important aspect of the extension of UTAUT2 (Venkatesh, *et al.*, 2012) to the young consumer contexts is that, it involves the influence of facilitating conditions. In a consumer context, this research theorised facilitating conditions, moderated by gender, age and experience, to also influence consumer attitude.

Gender representation is supported by this study as it has been identified as moderator in the original UTAUT and UTAUT 2 (Venkatesh, *et al.*, 2008, 2012), theoretical models as well as adapted in the final research model of this study. Gender has been used as a moderator in this study, the focus of this study on both male female; not on the gender variance in terms of actual purchase through social media platforms. The emphasis is rather on the total gender of young consumers' attitude of South Africa and Nigeria social media users.

Age representation strengthen this study as age has been identified as moderator in the original theoretical framework of UTAUT2 and adapted for this research model. More so, the results also indicate that Generation Y, are technology savvy and driven. Though, the average age of these young consumers indicated that they are in this mid-life transition phase.

Lastly, experience representation is also supported by this study. It was seen that consumer experience about social media usage or technology proved to be an influential factor. It is affirmative that young consumers have experience, they are not newcomers to social media platforms. That is, social media networking sites are not novel to young consumers compared to their counter parts in the Western world or technological advanced counties and/or continents.

6.5.3.6 Comparative reports of acceptable model results/test of relationships among the study variable

Among the four social media proposed constructs (brand awareness, organisation social media participation, reward, and brand integrity) as per Figure 6.13 and Figure 6.14, Model 3 is regarded as the most fitting and acceptable model for this study in South Africa and Nigeria.

From the adopted Model 3, the SEM path diagram output displays two major structural paths link to examine the constructs (brand awareness, organisation social media participation, reward, and brand integrity). The first approach displayed the structural path diagram output of each four constructs directly to consumer attitude while the other approach (one construct) displayed the direct structural path link from brand integrity to the actual purchase (see Figure 6.13 and Figure 6.14).

Above all, the structural models converge for all the three models (M1, M2 and M3) but mixed support was found for the hypothesized relationships of reward as a construct in Nigeria and South Africa constructs. While in most cases, direct and positive relationship existed between exogenous and endogenous variables, while in Brand Integrity, as a construct has direct path relationship to actual purchase without any mediating variables.

6.5.3.6.1 First approach

As depicted in Figure 6.13 and Figure 6.14, brand awareness, organisation social media participation, rewards and brand integrity all have a direct relationship statistically significant effect towards consumer attitude and each is further delineated.

(1) Brand awareness

The combinations of parallel causal constructs (PCC) and serial causal constructs (SCC). SEM analysis results indicate that the structural path linking Brand Awareness with young Consumer Attitude in Nigeria is positive and statistically significant ($\beta = 0.09$, $p < .05$), the South Africa analysis results show that the structural path linking Brand Awareness to Consumer Attitude is also positive and statistically significant ($\beta = 0.21$, $p < .05$).

This result empirically also supports hypothesis 2 for both countries, indicating that “brand awareness can influence young consumers’ attitude to purchase through social media”. Therefore, there is evidence that a higher level of brand awareness can lead to a higher level of influence of young consumers’ attitude to purchase through social media platforms in South Africa and Nigeria.

(2) Organisation social media participation

In addition, the structural path that links organisation social media participation and young consumers’ attitude is positive and statistically significant in both countries. The results obtained are for Nigeria $\beta = 1.31$, $p < .05$; and for South Africa it is $\beta = .05$, $p < .05$. These results also empirically support hypothesis 3, indicating that the organisational social media participation level is positively related to consumer attitude. That is, an increase in the level of organisation social media participation amongst young consumers can lead to an increase in the impact of young consumers’ attitude on social media to engage in actual purchase in both South Africa and Nigeria.

(3) Rewards

According to the parallel causal constructs (PCC) and serial causal constructs (SCC)-SEM analysis results, the relationship between rewards and consumer attitude for Nigeria is negative and

statistically significant ($\beta = -1.35, p < .05$). This implies that when an FMCGs organisation increases their rewards/incentives on social media platforms directed at young consumers, then young consumers' attitude to purchase on social media may decrease. Rewards/incentives has a higher level of negative effect on young consumers' attitude to purchase on social media in Nigeria.

When compared to South Africa the SEM analysis results indicate that the structural path that links Rewards and Consumer Attitude is positive and statistically significant ($\beta = 0.07, p < .05$). Therefore, the results revealed that an increase in rewards or incentives by an organisation on social media platforms will affect young consumers' attitude to increase their purchases in South Africa. This result empirically supports Hypothesis 4 for both countries.

(4) Brand Integrity

More so, the SEM analysis result indicate that the structural path linking Brand Integrity to the Consumer Attitude is positive and statistically significant for Nigeria and South Africa respectively ($\beta = 0.49, p < .05$) and ($\beta = .05, p < .05$). This result empirically supports hypothesis 5 for both countries. Therefore, there is evidence that a higher level of Brand Integrity of a FMCGs organisation will influence young consumers' attitude towards purchasing through social media. That is, young consumers have a favourable attitude towards patronising a brand with a high level of Brand Integrity attributes on social media in South Africa and Nigeria.

6.5.3.7 Second approach

Finally, PCC and SCC-SEM analysis results indicate that only the 'Brand Integrity' construct as a structural path that directly links to actual purchase among all the constructs stated in this study. Hence, the directional paths are positive, statistically significant and supporting the fourth construct in this study as this related to Nigeria ($\beta = .42, p < .05$) and South Africa ($\beta = .01, p < .05$).

This indicates that Brand Integrity as a construct has a direct influence on actual purchase among Generation Y to purchase on social media. That is, the result shows that a higher level of brand integrity attributes by an organisation will directly convince young consumers in both countries to purchase organisational offerings without the organisation influencing these young cohorts on social media towards a brand.

Finally, the research model finally shows that brand awareness was statistically significant and has a positive influence on organisational social media participation, while organisational social media

participation is statistically significant and has a positive effect to influence rewards. In conclusion, it is reflected that reward is statistically significant and has a positive influence on the brand integrity of a brand on social media platforms among young consumers.

Table 6.43 Summary of results of model (Nigeria)

Parameter	Model 1	Model 2	Model 3	Comment
Test Type	Model Absolute Fit Test - Chi Square Test			
<i>Test Statistics (TS) Value</i>	3056.2	1686.2	2152.3	See annexure (I-N) for Model 1,2 & 3 CFA Path diagrams and analysis values
<i>D.F</i>	982	734	978	
<i>p-value</i>	0.000	0.000	0.000	
<i>Inference</i>	For each of the three Models, the p-value is ≤ 0.05 , hence the tests are statistically significant hence the hypothesis H_0 is rejected for Models 1, 2 and 3			
<i>Interpretation</i>	Model 1, 2, and 3 does not fit collected research data.			
<i>Implication</i>	Perform the 'Relative Fit Tests' for each of the model			The 'Relative Fit Tests' to be performed are TFI, CFI and RMSEA (see Table note below for full name)
Test Type	Model Relative Fit Test			
<i>TFI- Test Statistics (TS) Value</i>	0.709	0.844	0.834	<u>Criterion:</u> The test statistic value must be close to 1, for the model postulated to fit the research data.
<i>CFI- Test Statistics (TS) Value</i>	0.723	0.853	0.843	
<i>Inference</i>	For TFI & CFI tests TS values <u>not</u> close enough to 1	For TFI & CFI tests TS values <u>better</u> close enough to 1	For TFI & CFI tests TS values <u>better</u> close enough to 1	
<i>Interpretation</i>	Model not good enough to fit research data	Any of Model 2 & 3 is good enough to fit collected research data		Model 3 is selected over Model 2 due to presence of 'Consumer Attitude' construct in the model
<i>RMSEA- Test Statistics (TS) Value</i>	0.068	0.053	0.051	<u>Criterion:</u> The test statistic value must be below 0.06, for the model postulated to fit the research data.
<i>Inference</i>	TS value above 0.06	TS value below 0.06, hence any of Model 2 & 3 is good enough to fit collected research data.		
<i>Interpretation</i>	Model not good enough to fit research data	Any of Model 2 & 3 is good enough to fit research data		Model 3 is selected over Model 2 due to presence of 'Consumer Attitude' construct in the model

DECISION	MODEL 3 is selected as the ‘optimal’ model that fits research data collected from Nigerian young consumers’ about the influence of Social Media on Actual Purchase of FMCG by analyses of 4 <u>new</u> (additional) constructs i.e. ‘Brand Awareness’; ‘Social Media Participation’; ‘Rewards/ Incentives’ and ‘Integrity’ for the research subject.	

Parameter	Model 1		Model 2	Model 3	Comment
Test Type		Model Absolute Fit Test - Chi Square Test			
<i>Test Statistics (TS) Value</i>	2229.1		1365.0	1772.1	See annexure(I-N) for Model 1, 2 & 3 CFA Path diagrams and analysis values
<i>D.F</i>	982		734	978	
<i>p-value</i>	0.000		0.000	0.000	
<i>Inference</i>		For all the three Models, p-values are $\square$ 0.05, hence the tests are statistically significant and H_0 is rejected for Models 1, 2 and 3			
<i>Interpretation</i>		Model does not fit collected research data.			
<i>Implication</i>		Perform the ‘Relative Fit Test’ for each of the model			The ‘Relative Fit Tests’ to be performed are TFI, CFI and RMSEA (see Table note below for full name)
Test Type		Model Relative Fit Test			
<i>TFI- Test Statistics (TS) Value</i>	0.696		0.816	0.805	<u>Criterion:</u> The test statistic value must be close to 1, for the model postulated to fit the research data.
<i>CFI- Test Statistics (TS) Value</i>	0.711		0.827	0.816	
<i>Inference</i>	For TFI & CFI tests TS values <u>not</u> close enough to 1		For TFI & CFI tests TS values <u>better</u> close enough to 1		
<i>Interpretation</i>	Model not good enough to fit research data		Any of Model 2 & 3 is good enough to fit collected research data		Model 3 is selected over Model 2 due to presence of ‘Consumer Attitude’ construct in the model
<i>RMSEA- Test Statistics (TS) Value</i>	0.060		0.046	0.045	<u>Criterion:</u> The TS value must be below 0.06, for the model postulated to fit the research data.
<i>Inference</i>	TS value not below 0.06		TS value are very well below 0.06, hence any of Model 2 & 3 is good enough to fit collected research data.		

<i>Interpretation</i>	Model not good enough to fit research data		Any of Model 2 & 3 is good enough to fit research data	Model 3 is selected over Model 2 due to presence of 'Consumer Attitude' construct in the model
DECISION		MODEL 3 is selected as the 'optimal' model that fits research data collected from South African young consumers' about the influence of Social Media on Actual Purchase of FMCG by analyses of 4 new (additional) constructs i.e. 'Brand Awareness'; 'Social Media Participation'; 'Rewards/ Incentives' and 'Integrity' for the research subject.		

Table 6.44: Summary of results of model (South Africa)

D.F: Degrees of Freedom; TLI: Tucker-Lewis Index; CFI: Comparative Fit Index & RMSEA: Root Mean Square Error of Approximation

Table 6.45 Comparative summary of acceptable model results / test of relationships among the constructs in this study variable.

Construct	PCC and SCC-SEM analysis results	Results	Main findings	Hypothesis
Brand awareness	structural path links Brand Awareness to consumer Attitude in Nigeria and South Africa	Directional paths are Positive and statistically significant in Nigeria ($\beta = 0.09, p < .05$); South Africa ($\beta = 0.21, p < .05$).	There is evidence that a higher level of brand awareness can lead to a higher level of influence of young consumers' attitude to purchase through social media platforms in South Africa and Nigeria.	H2
Organisation social media participation	Structural path that links organisation social media participation to consumers' attitude in Nigeria and South Africa	Directional paths are positive and statistically significant in both countries. Nigeria ($\beta = 1.31, p < .05$); and for South Africa it is ($\beta = .05, p < .05$)	An increase in the level of organisation social media participation amongst young consumers can lead to an increase in the impact of young consumers' attitude on social media to engage in actual purchase in both South Africa and Nigeria.	H3
Rewards	structural path that links organisation social media participation to consumers'	The relationship is negative and statistically significant in Nigeria. ($\beta = -1.35, p < .05$);	In Nigeria, Rewards/ incentives has a higher level of negative effect on young consumers' attitude to purchase on social media platform.	H4

	attitude in Nigeria and South Africa	In South Africa, the relationship is positive and statistically significant ($\beta = 0.07$, $p < .05$).	In South Africa, increase in rewards or incentives by an organisation on social media platforms will have favourable effect on young consumers' attitude to increase their purchases.	
Brand Integrity	Structural path links brand integrity to the Consumer Attitude in Nigeria and South Africa	directional paths are positive and statistically significant for Nigeria and South Africa respectively ($\beta = 0.49$, $p < .05$); South Africa ($\beta = .05$, $p < .05$)	An higher level of brand integrity of a FMCGs organisation will influence young consumers' attitude towards purchasing through social media	H5
Brand Integrity (second Approach)	Only the 'Brand Integrity as a construct' has a direct structural path that links to actual purchase among all the constructs in this study.	Directional paths are positive, statistically significant in Nigeria ($\beta = .42$, $p < .05$) while for South Africa ($\beta = .01$, $p < .05$).	a higher level of brand Integrity attributes by an organisation will directly convince young consumers in both countries to purchase organisational offerings without the organisation influencing these young cohorts on social media towards a brand.	H5

6.6 Summary

This chapter started by reporting the respondents' responses to both the online and the printed questionnaire and proceeded by explaining the pilot study results, reliability and the validity of the constructs measurement. The Cronbach alpha results showed that all the items of each construct of the questionnaire are consistent. The Nigerian and South African models were examined for both convergent and discriminant validity using SPSS AMOS. The geo-demographic information of the respondents from both South Africa and Nigeria were compared and presented. All the significant social media information to this study were also reported on. All the hypotheses stated in the study were empirically tested and reported on.

Hypotheses 1-7 was initially analysed using descriptive analysis and then analysed using ordinal logistic regression (OLR) to establish and estimate the relationships between the variables of the constructs (Likert-scaled items or statements). Notably, only hypothesis 7 was examined statistically through cross tabulation.

The proposed framework for this study was developed and achieved by using structural equation modelling (SEM). The results of the SEM showed that there exists a significant relationship among

these constructs (brand awareness, organisation social media participation, rewards and brand integrity). The chapter then concluded by recommending Model 3 and adopted this Model 3 because it fits the data collected from the South African and Nigerian populations from whom samples were drawn and the summary of the 7 research objectives of this are exhibited. The following chapter provides a detailed discussion of the findings, recommendations and a conclusion terminates the study.

CHAPTER SEVEN

DISCUSSIONS, RECOMMENDATIONS AND CONCLUSION

“People influence people. Nothing influences people more than a recommendation from a trusted friend. A trusted referral influences people more than the best broadcast message. A trusted referral is the holy Grail of advertising.”

Mark Zuckerberg

7.1 Introduction

The preceding chapter dealt with the research results and the interpretation thereof after the data were collected by means of a survey with online and printed questionnaires. This chapter deals with the interpretation of the results and its implications for marketing decision-making and further research. Furthermore, conclusions are drawn as per the research objectives stated in Chapter One of the study. The results derived from the South African and Nigerian participants are also compared with prior relevant and related research conducted to identify any possible concurrences and/or contradictions.

The overall purpose of this chapter is to recommend and justify the additional constructs of social media as per the proposed framework which can be used as a marketing strategy to influence young South African and Nigerian consumers’ attitude towards fast-moving consumer goods (FMCGs) on social media. In addition, young consumers’ contribution towards this study enabled validating, supporting and recommending the provisions for the extended UTAUT2 model of Venkatesh *et al.* (2012). Furthermore, this chapter provides an exhaustive interpretation of the results obtained, recommendations towards relevant stakeholders, implications of this study to respective authorities, and also the contribution made to the body of knowledge in the marketing domain in a social media context. Figure 7.1 depiction of the layout of this chapter.

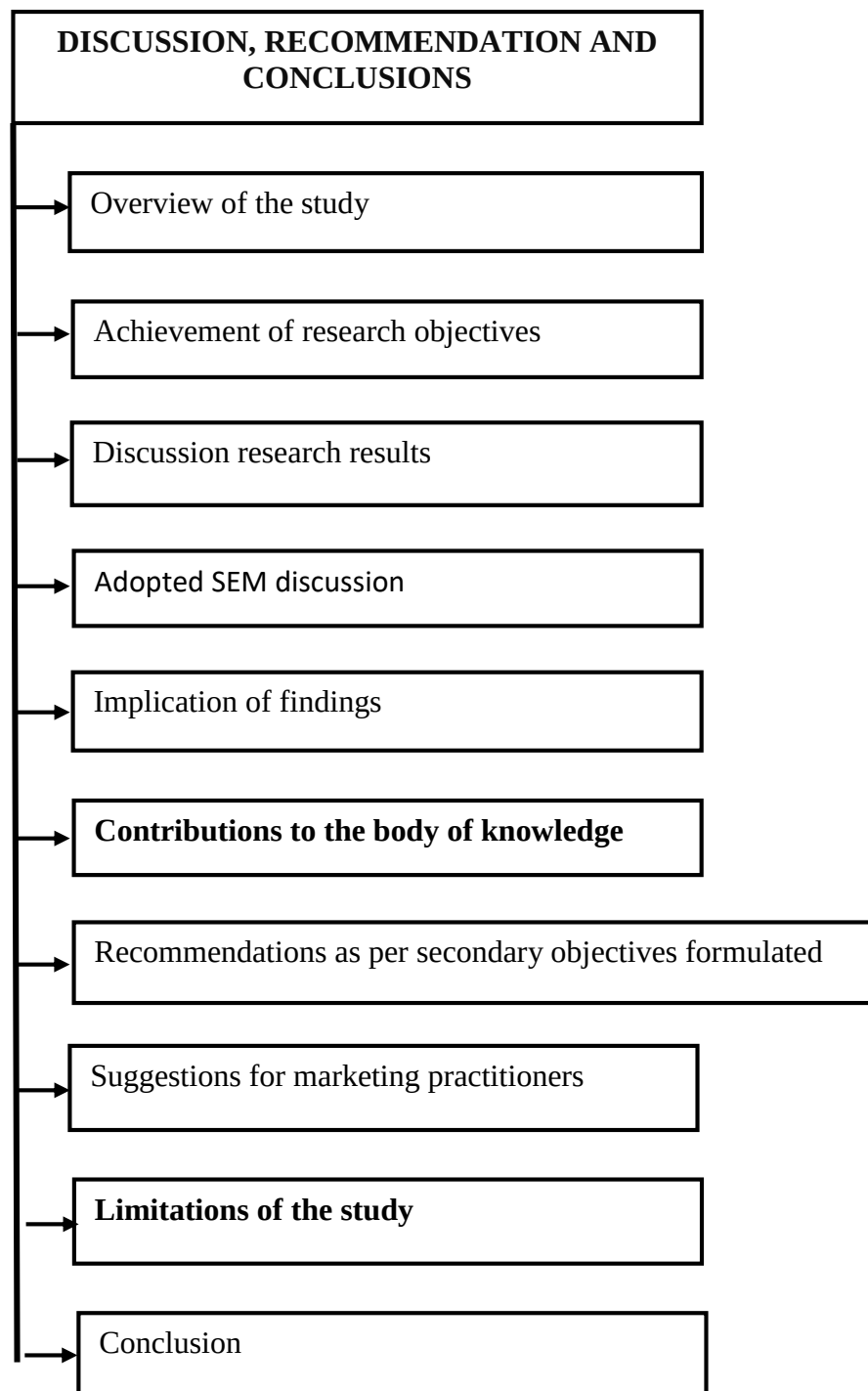


Figure 7.1 Chapter map

7.2 Overview of the study

The primary aim of this study is to showcase a proposed framework that FMGCs organisations and marketers can adopt to guide them in utilising social media platforms as a marketing strategy. This study commenced with Chapter One. The first section (1.1) of Chapter One provided the introduction to the study. This introduction section introduced social media as a possible marketing

strategy to influence young consumers' attitude towards fast-moving consumer goods. The background and motivation of this study is well conceptualised and discussed in Section 1.2. The problem statement of this study is the basis that young consumers' buying decisions today are based more on social media comments, and online reviews, and not on traditional media anymore; and associated research gaps were richly presented in Section 1.3.

The purpose and research objectives of the study were provided in Section 1.4 and 1.5 respectively. Section 1.6 provided seven posited hypotheses of this study. Section 1.7 showcased the justification that prompted the study and its significance. Section 1.8 presented a brief provisional contribution of the study, while the meta-analysis of UTAUT2 was used to derive the contribution of significance that was investigated in Section 1.9. A brief description of the research methodology used in this study was provided in Section 1.10. Lastly, Sections 1.11 and 1.12 dealt with delimitations of the study and concept description of this study respectively.

Chapter Two gave a detailed discussion of marketing and consumer behaviour, and its application to young consumers and their social media platforms. Section 2.2 discussed the nature of marketing under different sub-sections by analysing existing literature regarding marketing definition, marketing process, marketing orientation/philosophy, situation analysis, marketing strategy, segmentation, targeting and positioning (STP), marketing mix and relationship marketing. Section 2.3 provided an in-depth overview of consumer behaviour, consumer buying decision process, online consumer purchasing process/stages, major factors influencing consumer behaviour in developing countries, consumer behaviour in South Africa and Nigeria, and ended with the contrast in consumer behaviour — South African and Nigerian perspectives.

Various consumer behaviour concepts in the context of factors that influence young consumers' attitude on social media platforms such as consumer empowerment, consumer knowledge, consumer socialisation, consumer privacy, and the link between attitude and consumer behaviour were briefly discussed, and consumer attitude as part of the literature review were discussed extensively in Section 2.4. Literature review on fast-moving consumer goods (FMCGs) industry was debated in Section 2.5.

Chapter Three provided a detailed discussion of the theoretical framework underpinning this research. Section 3.2 addressed the theoretical framework of the Unified Theory of Acceptance and the Use of Technology 2 (UTAUT2) model in a consumer use context. The ensuing Section 3.3 presented the seven supplementary theoretical perspectives integrated into this study for

expounding the study: Theory of market-based and resource-based view, Brand asset valuator model, Fan-page participation, Equity theory of motivation, Human brand theory, Technology acceptance model and Hierarchy of effects theory.

Chapter Four gave the nature of marketing communication and the traditional marketing communication tools, integrated marketing communication (IMC) as well as social media. Section 4.2 presented a discussion on marketing communication, traditional marketing communication and marketing communication model. Section 4.3 delved into an extensive review of integrated marketing communication (IMC).

An overview of social media and social media marketing as platforms that bring about opportunities and challenges for marketers of fast-moving consumer goods (FMCGs) organisations were discussed in Section 4.4. Meanwhile, young consumers and relevance of Generation Y on social media pertaining to marketing of FMCGs were discussed thoroughly and presented in Section 4.5. Literature and hypotheses development related to this study were fine-tuned in Section 4.6.

Chapter Five focused on the research design and methodology which aided in the successful carrying out of this study. Specifically, it provided the research onion, and relevance of the post-positivism paradigm was considerable and significant to the nature of this study as the philosophical underpinning, which was discussed systematically. The methodology of this study was an empirical study which used the quantitative method.

Furthermore, it provided an in-depth discussion of the descriptive research design of this study. Chapter Five extensively addressed the research instrument, the research populations, the sampling strategy, and the data collection method. Above all, this chapter comprehensively showcased the various steps undertaken in data management and data analysis as part of the practical aspects of this study. It highlighted the validity and reliability measures, as well as upholding ethical considerations in the course of this study

Chapter Six presented the results of this study. It provided the respondents' responses to both the online and the printed questionnaires, proceeded by explaining the pilot study results, reliability and the validity of the constructs measurement. The Cronbach alpha results showed that all the items of each construct of the questionnaire are consistent. The geo-demographic information of the respondents from both South Africa and Nigeria were compared and presented. All the significant social media information to this study were also reported. All the hypotheses stated in

the study were empirically tested and reported on. Hypotheses 1-7 were initially analysed using descriptive analysis and further analysed using ordinal logistic regression (OLR), while only hypothesis 7 was examined statistically through cross tabulation. Lastly, the proposed framework for this study was developed and achieved by using structural equation modelling (SEM).

Chapter Seven provides a comprehensive interpretation of the results obtained. It reveals how all the stated research objectives were achieved, a discussion of adopted model of this study, discusses the threefold implications of the findings: theoretical, practical /managerial, and methodological. Chapter Seven draws recommendations as workable strategies per research secondary objectives in this study to support results obtained, the relevant contributions discussed as relevant to the body of knowledge, suggestions for future research, limitations and conclusion of the study.

7.3 Achievement of research objectives

In accordance to the study primary objectives formulated and accomplishments of secondary objectives, specific objectives were expressed as follows.

- To determine if the use of social media platforms can enable organisations to achieve marketing goals and objectives.
- To determine how brand awareness influence young consumers' attitude on social media towards actual purchase.
- To establish if organisational social media participation do have an impact on the FMCGs purchases of young South African and Nigerian consumers.
- To establish how rewards influence young consumers' attitude on social media.
- To determine if the attributes of brand integrity on social networks do influence consumers' attitude.
- To determine the impact of social media platforms in influencing Generation Y to engage in actual purchase.
- To establish if young consumers favour FMCGs organisations who actively participate on social media platforms compared to those who rarely use social media platforms.

This section presents a summary of how the research objectives were achieved.

7.3.1 To know if the use of social media platforms can enable organisations to achieve marketing goals and objectives

This first objective was achieved through an exhaustive review and hypothesis development in Chapter Four, Section 4.6.1., in which hypothesis (H_1) was whether social media platforms enable fast-moving consumer goods organisations to achieve their marketing goals and objectives. Furthermore, the literature was richly supported by the theory of market-based view (MBV) and resource-based view (RBV) in Chapter Three, Section 3.3.1 and illustrated in Figure 3.3. A descriptive data results was obtained in Section 6.4, Table 6.7, that revealed that young consumers are in agreement on all six of the statements which indicates that activities and attributes on social media platforms will enable organisations to achieve their marketing goals and objectives through social media platforms in the young consumer market segment.

The inferential results of ordinal logistic regression (OLR) statistical tool used for establishing and estimating relationships between variables in Section 6.5.1, Table 6.14 showed that organisational social media participation is a good predictor variable for both South African and Nigerian young consumers to purchase on social media platforms in achieving marketing goals and objectives, as per objective 1.

7.3.2 To evaluate how brand awareness influence young consumers' attitude on social media towards actual purchase

The second objective was accomplished through an in-depth literature and hypothesis development in Chapter Four, Section 4.6.2, which hypothesises (H_1) that brand awareness influences young consumers' attitude to purchase via social media. In addition, the literature review was bolstered by the theory of the brand asset valuator model (BAV) in Chapter 3, Section 3.3.2 and shown in Figure 3.4. More so, this second objective underwent a descriptive data analysis in Section 6.4, Table 6.8 showed that the majority of young consumers are positively inclined towards all the six of the statements that brand awareness influences young consumers' attitude to purchase via social media.

This research objective explored inferential results of ordinal logistic regression (OLR) statistical tool used for establishing and estimating relationships between variables in Section 6.5.1, Table 6.15 showed that brand awareness is a good predictor variable for both RSA and Nigeria among young consumers to engage in actual purchase on the social media platform in this study.

7.3.3 To establish if organisational social media participation does have an impact on the FMCGs purchases of young South African and Nigerian consumers

The third objective of this study was attained through a thorough review and hypothesis development in Chapter Four, Section 4.6.3., which tested the hypothesis (H_1) that organisational social media participation does have an impact on South African and Nigerian Generation Y consumers. The literature review of this objective was supported by the theory of Fan-page participation in Chapter Three, Section 3.3.3 and shown in Figure 3.5.

The descriptive data results in Section 6.4, Table 6.9 indicated the majority of of young consumers who participated in this study have a positive opinion, or agreed in terms of all five statements concerning organisational social media participation as a marketing strategy to influence young consumers' attitude towards fast-moving consumer goods. This research objective used inferential results of ordinal logistic regression (OLR) statistical tool used for establishing and estimating relationships between variables. Section 6.5.1. Table 6.16 revealed that 'organisational social media participation' is a good predictor variable for both South African and Nigerian young consumers to engage in actual purchase on social media platforms.

7.3.4 To establish how rewards influence young consumers' attitude on social media

The fourth objective of this study was accomplished through a detailed review and proposition development in Chapter Four. Section 4.6.3., which tested the hypothesis (H_1) that rewards offered by FMCGs organisations do influence young consumers' attitude on social media towards actual purchase. The literature review of this objective was maintained by the Equity theory of motivation in Chapter 3, Section 3.3.4 and shown in Figure 3.6. Furthermore, the results of the descriptive analysis in Section 6.4. Table 6.10 showed it is evident that young consumers are in agreement on all six of the statements addressing that organisational reward programmes influence young consumers' attitude on social media. The inferential statistical analysis of ordinal logistic regression (OLR) explored in Section 6.5.1. Table 6.17 revealed that reward is a good predictor variable for both South African and Nigerian young consumers to engage in actual purchase on social media platforms.

7.3.5 To know if the attributes of brand integrity on social networks do influence consumers' attitude

The fifth objective study of this study was achieved through a comprehensive study and hypothesis development in Chapter Four, Section 4.6.5., which tested the hypothesis (H_1) that brand integrity attributes do influence consumers' attitude on social media platforms to purchase. Further, the literature analysis of this objective was sustained by the human brand model (HBM) Chapter 3, Section 3.3.5 and shown in Figure 3.7

The results of the descriptive analysis found in Section 6.4. Table 6.11 showed that it can be deduced that the majority of young consumers strongly agree or agree on all the statements included to measure this construct, resulting in addressing that brand integrity as a marketing strategy can influence young consumers' attitude towards fast-moving consumer goods. Additionally, this study objective explored inferential statistical analysis of ordinal logistic regression (OLR). Section 6.5.1, Table 6.18 indicated that brand integrity is a good predictor variable for both South African and Nigerian young consumers to purchase on social media platforms under consumer attitude in this study.

7.3.6 To establish the impact of social media platforms in influencing Generation Y to engage in actual purchase

The sixth objective study of this study was realised through an all-encompassing study and proposition development in Chapter Four Section 4.6.5., which tested the hypothesis (H_1) that social media platforms do influence Generation Y to engage in actual purchase. Likewise, the literature study of this objective was supported by the technology acceptance model (TAM) in Chapter Three, Section 3.3.6 and shown in Figure 3.8. Also, the results of the descriptive analysis explored can be found in Section 6.4, Table 6.12, which disclosed that a majority of the young consumers affirm favourably those factors that influence Generation Y to engage in actual purchase on social media platforms.

Moreover, this study objective used inferential statistical analysis of ordinal logistic regression (OLR) in Section 6.5.1, Table 6.19, which indicated that "Social network is a trigger to actual purchase". Social media platforms is a good predictor variable of under actual purchase in both South Africa and Nigeria.

7.3.7 To establish if young consumers favour FMCGs organisations who actively participate on social media platforms compared to those who rarely use social media platforms.

This serves as the last objective of this study and was achieved through broad study and hypothesis development in Chapter Four, Section 4.6.5., which stated the hypothesis (H₁) that young consumers' attitude is more favourable towards organisations which participate in social media compared to those who rarely use social media platforms. Furthermore, the literature review of this objective was sustained by the Hierarchy of Effects (HOE) models in Chapter Three, Section 3.3.7 and shown in Figure 3.9. In addition, the study addressed the descriptive analysis, found in Section 6.4, Table 6.13, which displayed that a majority of the young consumers responded favourably to those organisations that actively engage in social media platforms. Lastly, this study objective used is a reasonable form of inferential statistical analysis. This study objective explored cross-tabulation in Section 6.5.2, Table 6.20 - 6.31 which exhibited hypothesis 7 results analysis: Consumer attitude are more favourable to organisations that participate on social media than those which rarely use social media platforms.

7.4 Discussion research results (research hypotheses 1-7 revisited)

This section highlights the findings with reference to the hypotheses. The aim is to validate the hypotheses accomplished with reference to the research approaches identified in preceding chapters. This discussion consists of descriptive and frequency analysis (section 6.4); ordinal logistics regression (OLR) (section 6.5.1.), cross tabulation (6.5.2.) and structural equation modelling (section 6.7). The discussion in this section is aligned in sequential form, that is, per the research objectives and hypotheses indicated in Chapter One.

7.4.1 Discussion of research hypothesis 1

H1: Social media platforms enable fast-moving consumer goods organisations to achieve their marketing goals and objectives

The research hypothesis showed how social media platforms could assist fast-moving consumer goods (FMCGs) organisations to achieve their marketing goals and objectives amongst young consumers in South Africa and Nigeria. This study primarily used descriptive statistics which showed that young consumers strongly agreed on all the statements measured in Table 6.7, which depicts that activities and attributes on social media platforms can assist FMCGs organisation goals and objectives to be accomplished among young consumers. This result was in accordance

with the findings of the studies of Qualman (2010), Stelzner (2012), Wirthman (2013), Rugova and Prenaj (2016) and Sjoberg (2017).

These researchers reported identifying the significance of social media in the accomplishment of diverse organisational marketing goals and objectives, such as: increased traffic, increased brand equity, electronic word-of-mouth, marketing profitability, improved search engine rankings, reputation management and increased sales, attitude influence, consumer loyalty; providing marketplace insight and cost-effectiveness.

The results of this study might be evident because it confirmed that social media platforms offer invaluable productivity when an organisation attempts to increase target market participation and brand awareness. This aids generating heavy online traffic to brand pages of organisations. This is sustained by the study of Brodie *et al.* (2013) which remarks that effective consumer participation boosts brand performance in the accomplishment of set goals.

It is significant from the results of this research that engaging young consumers in social networking platforms with brand activity will build positive perception among young consumers towards such a brand. This corroborates with the findings of previous studies (Lee & Koo, 2012; Lu *et al.*, 2014; Thai, Chon & Quach, 2016) which concluded that young consumers form positive perceptions towards a brand due to the feedback or online comments from friends and/or users. The results of this study support this hypothesis, namely that social media create brand awareness of a newly launched product among young consumers.

This is in agreement with a study of Goering (2016) and Sjoberg (2017) who reported that consumers are eager to spend their money on a new product when a brand awareness is generated from staple of their loved ones. This finding also in agreement with previous studies (AMA 2013; Frolova, 2014; Owusu & Nyarku 2015; Brandt, 2017) that ascertained that marketing communication functions have a positive impact in the introduction stage of new brands and to support prevailing brands.

Improved participation yields favourable accomplishments for fast-moving consumer goods organisations. Lastly, findings from this study indicated that social media provides an opportunity for organisations to reach a wider audience and create compelling value propositions with monthly active Facebook users. This evidence is supported by the finding of Išoraitė (2016). The author submitted that consumers can easily be reached through the social media networks; this makes social media a great branding.

To further support this result, the two dominant theories of competitive advantage: the theory of market-based view (MBV) and the resource-based view (RBV), are considered. The MBV and RBV competitive advantage is obtained when an organisation develops or acquires a set of qualities (or executes actions) that allow it to outperform its competitors (Wang, 2014).

These theories aid in explaining the competitive advantage and how it occupies the attention of the management of FMCGs organisations. The strategic value of social media platforms among young consumers is recognised in the global marketing sphere of influence. Therefore, the ability of FMCGs brands to integrate social media platforms as a marketing strategy will indubitably lead to an edge over competitors who lack brand social media presence in the young consumer market. Therefore, fast-moving consumer goods brands need to invest available capital in for example social media platforms, as this is the trend to reach the target market (young consumers), and since its cost-effectiveness in nature.

However, the findings from this study confirms that both South African and Nigerian young consumer affirmed that social media platforms are economical in decreasing the marketing budget of an organisation. This is in accordance with the studies of Kaplan and Haenlein (2010), Berthon *et al.* (2012), Chitharanjan (2016) and Gao *et al.* (2018) who found that Generation Y engagement in an online brand community leads to a decrease in cost for FMCGs product development. Subsequently, social media provides an inexpensive platform for business and directly engages the target market. Statista (2017) maintains that social media advertising is regarded as cost-efficient, compared to traditional media, due to its multi-purpose targeting opportunities.

In line with the prediction Hypothesis 1, it was found that social media is more effective and efficient platforms to influence young consumers' loyalty towards organisational offerings than mass media channels. This is in line with the study conducted by Shojaee and Bin Azman (2014) who commented that engaged users and brands form a community that share a common interest, which further increases the memorability of a brand. The previous research of Hanna *et al.* (2011) and Diaconu *et al.* (2016) support the findings of this study as these authors link transformation in the marketing management arena, brands and promotions to the advent of the Internet. Thus, it makes a significant impact on integrated marketing communication (IMC) being used as a tool to influence consumer behaviour, attitude and choice.

The findings of this study are consistent with the studies of Pegoraro (2014) and Agnihotri *et al.* (2016) who also found that social media transformed the manner in which consumers and

organisations interact. All things considered, this is consistent with the RBV theory, which proffers that the resources possessed, deployed and used by an organisation are really more important than industry structure. Therefore, a successful brand is human-like with a collection of functional and emotional values which are unique and can offer consumers favourable experiences, it empowers marketers to gain competitive advantage over competitors within the same product category (Emari *et al.*, 2012; Chung *et al.*, 2013; Alhaddad, 2014; Karamain *et al.*, 2015).

This study adds to marketing and social media literature. Its main input is that it has reviewed social media platforms as an emerging marketing strategy to assist FMCGs organisations to achieve organisational goals and objectives among Generation Y in sub-Saharan countries. Hanna *et al.* (2011) and Kumpel *et al.* (2015) submitted that fast-moving consumer goods organisations need to compete rigorously to integrate social networks as part of their integral marketing strategy based on benefits associated with these platforms.

Hitherto, in this study, social networking platforms, such as WhatsApp, is regarded as an emerging platform in achieving marketing goals and objectives among young consumers. This finding is in contradiction with several previous studies (Khan & Karodia, 2013; Rajendran & Thesinghraj, 2014; Rehman *et al.* 2014; Akpan, *et al.*, 2015; Bevan-Dye & Akpojivi, 2015; Bevan-Dye, 2016; Adesoji, 2017; Qwerty digital, 2017) whom found that Facebook is leading emerging platforms for social media marketing.

The six possible contradictory result can be linked to the following: It is a better alternative to employ short message services (SMS) that works while being connected to smartphones; this platform is easy to use, cost- effective, quick and speedy; the most popularly used among undergraduate universities students on a daily basis throughout the world; it enables people to chat and make both video and audio calls; it has the ability to encrypt messages to secure calls and chats not too visible to third parties; WhatsApp features are readily available on modern smartphones such as the likes of Android, Blackberry, Windows phones and Tablets. All these permit users to send information/content to one another and location navigation through its integrated mapping features. The study has notably added to the literature on social media marketing.

7.4.2 Discussion of research hypothesis 2

H2: Brand awareness influences young consumers' attitude to purchase via social media.

The type of descriptive statistic initially used was frequency analysis in nature. As observed, the majority of the respondents were of the view that brand awareness influence young consumers'

attitude to purchase through social media. This result is in accordance with the findings of past studies (Hutter, 2013; Nguyen & Gizaw, 2014; Montalvo, 2016). These authors concurred that brand awareness is shaped by all that causes a consumer to have knowledge and familiarity about a brand, such as: television, live show programmes, billboards, hand phones and online advertising, promotion, publicity and social media.

The use of ordinal logistic regression (OLR) was used to examine the nature of the relationships between constructs in the study. The results showed that there is a relationship between the responses of the predictor variable (BA_Mean). The results of this investigation show that young consumers in South Africa and Nigeria are driven by and support brands that are popular or well-known on their social media networking sites. This is in accord with the study of Singh (2014) who admits that consumers patronise known brands of FMCGs and neglect unpopular brands. Consumers' awareness of a brand is regarded as essential for any brand's success (Teixeira, 2014).

In line with the prediction Hypothesis 2, the most obvious findings to unveil from this study is the significance of top-of-the mind awareness (TOMA). This finding is in agreement with Pongianan and Chinnasamy (2014) who showed that brand awareness defines TOMA for geometric progressive sales volume for product categories in each market region. The findings also collaborate with a study of Sjöberg (2017) who holds that it is necessary for brands to stay in the minds of their fans through a Fans page and to ease the attraction of new ones. During the purchasing phase, top-of-mind brands are the first brand(s) that comes to a consumer's mind when a purchase is considered (Jeffery, 2010). Van Haaften (2017) asserts that if TOMA can dominate target consumers' minds it will surely pop up first at the point of purchase before other brands.

However, the findings of this study confirmed that young consumers will develop a favourable attitude towards a FMCGs brand that do have social media presence. This is consistent with the findings of Halliburton (2013), affirming that as potential consumers see and experience a brand engagement numerous times, they become more familiar and potentially form a more positive attitude towards a brand.

Moreover, young consumers tend to participate in brand page events, most often with organisations with high brand exposure, believing that such brand will not engage in deceptive and illusive business gimmicks. The research conducted by Bati (2012) extrapolates that 85% of online consumers expect a brand to have active social media presence. Notably, it will be a disaster for FMCGs organisations not to take part in the social media interactions with Generation Y.

This study is further supported by the theory of Brand Asset Valuator Model developed by Young and Rubicam. The brand asset valuator (BAV) model shows how a consumer perceives value of a brand in terms of four parameters: differentiation, relevance, esteem and knowledge. These four parameters ensure all-encompassing brand value. It is a framework that measures the value of a brand in consumers' hearts and minds.

The combination of brand asset valuator parameters leads to brand equity, which is related to the value of a brand in strategic marketing. Brand equity lies in the consumer's awareness of brand attributes and easy recall, which drive favourable consumer attitude or behaviour towards a brand. This could be viewed as one of the relevant theories to influence the actual sales and traffic on social media platforms towards a FMCGs brand, as well as one of the strategic means for achieving marketing goals and objectives of FMCGs organisations.

7.4.3 Discussion of research hypothesis 3

H3 Organisation social media participation does have an impact on South African and Nigerian Generation Y consumers.

Organisational social media participation complies with social media as marketing strategy to influence young consumers' attitude and revealed that the majority of young consumers strongly agree or agree with all the statements measured in Table 6.9, which affirms that organisational social media participation does have an impact on South African and Nigerian young consumers' actual purchase.

These constructs were included in this study to establish if organisational social media participation will facilitate and enhance the actual purchase of organisations' offerings among young consumers in South Africa and Nigeria. This is in concurrence with the study of Kaplan and Haenlein (2010) who stated: "It's all about participation, sharing, and collaboration, rather than straight forward advertising and selling."

In addition, the use of ordinal logistic regression (OLR) was used to examine the nature of the relationships between the constructs in the study. Hence, for South Africa, five statements under actual purchase have significance values while for Nigeria all six statements have significance values. In both cases, the models are fit to study the nature of the relationships between the statements under the actual purchase and social media purchase constructs. This study has shown that young consumers in South Africa and Nigeria claimed that participating in brand community events will surely increase their loyalty towards a brand.

This is in concurrence with the results of Capgemini Consulting (2015) who affirmed that organisational social media participation is a leading indicator of consumer loyalty and return on investment (ROI). This indicates that social media brand community on social networking sites is eminent, due to the fact the young consumers can easily follow, connect and relate to organisations and their respective brands using the familiar tags such as “Like” or “Comment” options.

The results of this study on social media participation affirm that young consumers will continue to purchase on social media as long as there are incentives for buying and participation. This is in accordance with the studies conducted by Karjaluoto *et al.* (2015) and Zhu *et al.* (2016). These researchers inferred that interactions and participation on social media platforms integrated with incentives and rewards have the prospect to foster interpersonal relationships, build robust brand loyalty, and strengthen the bond between young consumers and advertiser.

It was shown from the findings in this study of young consumers in South Africa and Nigeria that brand participation helps to build a trusting and deep relationship that makes young consumers have a sense of belonging, as well as, to preserve their affiliation. This is consistent with the result of Casaló *et al.* (2010) and Brodie *et al.* (2013) who claim that brand can influence online brand community participation, such as expressive affection, integrity, reliability, and satisfaction. Furthermore, the recent reports from Rohm *et al.* (2013) and Statista (2018) concur that online social networking sites (such as Facebook) is currently the most popular network platforms worldwide for FMCGs brands seeking to grow and foster more intimate online consumer relationships.

In line with the prediction hypothesis 3, a more significant finding to emerge from this study is that young consume agreed to buy via social media if organisations possess good consumer service and high integrity participation. This is in accordance with the study of Hamoud (2016) who affirmed that successful brands build their strategies on brand integrity and social media presence, in order to influence young consumers and maintain a long lasting relationship with these technology-savvy cohorts.

The results of this investigation show that engagement on brand Fan-page events will influence young consumers to purchase via social media. This is in accordance with the study of Barke (2017) who opines that social media is now a vital constituent of corporate marketing schemes, he reported that 74% of consumers make their purchasing decisions based on references posted on social networking platforms.

In the opinion of Sharma (2017), social media platforms are inspiring communication cycles among young consumers via shared engagement media. Primarily, social media initiated as a stadium for everyone to share fun and their exciting memories with friends and family, but currently, it has created great opportunities and break new ground in achieving marketing opportunities with less cost.

This study provides evidence for the findings by borrowing theories from the theory of Fan-page participation by Jahn and Kunz (2012). Fan-page participation demonstrated how social interaction on Fan-pages influence purchases, brand loyalty and the effects of consumer values. The framework describes how the consumer participates on social media and revealed that community identification is a central influence for community participation, and further posits out that it is an important tool for a successful branding strategy.

Thus, organisation social media participation is all about providing thrilling and exciting platforms for young consumers to interact with FMCGs organisations and take part in brand initiatives. This can be in the form of game-based content, photo and video-sharing, online competitions, entertaining puzzles, co-creation, submissions, contests and social marketing contests.

Similarly, this study has also contributed to the body of knowledge by unveiling how young consumers can successfully be transformed online as a fan of a particular brand. Thus, an active consumer on a brand social community will show favourable post-purchase behaviour, emotional attachment to a brand, confidence in organisation generated content and trust (Brodie *et al.*, 2013), and also in brand loyalty (Bowden, 2009; Vivek *et al.*, 2012).

Significantly, taking it further by rewarding young consumers for their active participation on brands' social community events go beyond mere collecting points or collecting brand souvenirs; it rather enhances brand loyalty and influences favourable attitude towards a brand among Generation Y'ers in the nearby future.

Above all, in the comprehensive studies of a growing body of researchers, Jahn and Kunz (2012), HO (2014), Ahmad and Tamyez (2015), Awad and Fatah (2015), Capgemini Consulting (2015), Karjaluoto *et al.* (2015), Hamoud (2016), Ng (2016), Zhu *et al.* (2016) and Sharma (2017) recommended that organisations social media participation is a good marketing strategy in fostering online behaviour among Generation Y, as well as, meeting; attending to consumer service matters; engaging them with relevant contents; and, providing them with timely information relevant to a brand.

7.4.4 Discussion of research hypothesis 4

H4: The rewards offered by FMCGs organisations do influence young consumers' attitude on social media towards actual purchase.

Young consumers largely recognised the impact of reward programmes as a motivating factor to influence young consumers' purchases on social media in South Africa and Nigeria. It can be understood that the majority of young consumers strongly agreed or agreed on all the statements measured in Table 6.10. The results show that an organisation's rewards influence young consumers' purchases on social media networks.

In addition, the findings of the relationship between study variables in this study was explored with ordinal logistic regression (OLR). This showcases the relationship between the responses of the predictor variable (RD_Mean) and the likelihood of such responses. The findings show that young consumers in South Africa and Nigeria jointly agreed that brand incentives will stimulate a positive attitude amongst Generation Y for a brand.

This is in line with the studies of Truth Loyalty Whitepaper (2016) and Kim and Ahn (2017) which affirmed that young consumers are becoming more and more sensitive to a brand that rewards them; thus FMCGs organisations should use brand rewarding programmes as a part of their marketing strategy to enhance consumer loyalty. This is also supported by Capgemini Consulting (2017) who also alleged that integrating brand reward programme with the overall consumer experience on social media platforms efficiently will boost the impact of a loyalty programme on consumer purchase decisions on such a brand.

Kim and Ahn (2017) recounted that where a brand incentive is lowered or not impressive it can stimulate brand switching. In the opinion of Agudo-Prado *et al.* (2012), if an organisation can successfully entice or motivate their consumers to enrol in an organisation reward programme, such loyal consumers will display a positive attitude towards social media platforms. The mere offer of the reward programme by the FMCGs organisation may inspire attitudinal loyalty amongst young consumers to a brand.

Traditionally, it has been acknowledged that loyalty programmes are offered by an organisation to consumers who often make purchases (Magatef & Tomalieh, 2015). A loyalty programme may give consumers progressive access to novel products or brands, distinctive sales vouchers and/or welcome merchandise. Young consumers are voluntarily enlisting their private information with

an organisation because of incentives. Therefore, FMCGs organisations should embrace this golden opportunity to boost brand loyal buying behaviour among Generation Y, which will benefit the organisations over the long run.

In order to support the results of this study, the theory of Equity Theory by Stacy Adams from the 1960s was maintained. The theory points out that people are motivated to maintain fair relationships between their performance and rewards in comparison to others. According to this theory, equity is regarded as something that is reasonable, transparent; it should be real and not imaginary in practice, individual or collective, person or non-person (Oliver, 1997). Meanwhile, equity should not be misunderstood with equality, which demands for all social media consumers to get the same propositions of rewards regardless of their inputs to the organisation's offerings (Lacey & Sneath, 2006).

However, numerous studies such as that by Brodie *et al.* (2013), Dondolo (2013), Murphy (2014), Ciprian (2015), Cretti (2015), Soewandi (2015), Steinhoff and Palmatier (2016) and Ferreira and Barbosa (2017) affirm that young consumers on social media are known to form favourable opinions towards brands that have social media presence. Generation Y on social media platforms forms a positive attitude relative to their inputs to the success of a brand and what they got in return from brands, such as tangible and intangible benefits, that are related to their needs or wants. Furthermore, the fairness of the equity theory revealed that value rewarded by an organisation through loyalty programmes must be in line with the portion to what targeted consumers contribute on the stipulated platforms or purchased with transparency, open evidence about the procedure of its choice, standards and rewards package (Lacey & Sneath, 2006).

Therefore, this study contributed to literature by adopting the term 'rewards' to embrace all marketing undertakings and campaigns that aim to foster repeat purchase, increase sales volume, enhance brand loyalty, discourage brand switching, and numerous consumer benefit packages. Another significant empirical finding in which this study adds to literature is found by unveiling how rewarded behaviour and young consumer participation on social media can enhance relationship marketing, thus stimulating a symbiotic relationship.

All things considered, this study contributes to literature, as it showcases the relevance of utilitarian and hedonic reward programmes to Generation Y on social networking sites in the comparative context of Nigeria and South Africa. Reward programmes is indispensable, it seeks

the participation of young consumers in the form of incentives such as discounts and coupons, free items, and very important personalities (VIP) events.

7.4.5 Discussion of research hypothesis 5

H5: Brand integrity attributes do influence consumers' attitude on social media platforms to purchase.

Brand integrity possesses attributes that can influence the attitude of young consumers to engage in the actual purchase on social media platforms. It can be inferred that the majority of young consumers strongly agreed or agreed with all the statements measured in Table 6.11. This explains how brand integrity attributes influence consumers' attitude. This is in concurrence with the studies of Calefato *et al.* (2015) and Parikka (2015) who opined that brand integrity relates to a set of moral norms and trusted characteristics usually considered as good, transparent and trustworthy.

The results of this study showed that social media marketing has many risks and insecurities due to credit card scams, and errors with the range of products. This is consistent with the study of Sumarjan *et al.* (2013) who indicated that security challenges cause young consumer phobia to not engage in the purchase of certain products or brands via social networking sites.

In the first place, the findings of the study found that young consumers in South Africa and Nigeria expressed the greatest confidence that product purchases via social networks platforms will be delivered. This is in line with the opinion of the study conducted by Bowen and Bowen (2015) who argued that, in spite of many potential challenges (risks and scammers), young consumers are enthusiastic and trust organisations that have brand social presence. With the modern shopping mall and online stores consumers prefer these modern stores based on their facilities and have confidence that goods bought on social media platforms will surely be delivered at their doorsteps (Bushu, 2015).

More so, several researchers have affirmed that brand Integrity is an important factor in social media marketing (Calefato *et al.*, 2015; Greenberg, 2014; Bowen & Bowen, 2015; Erkmen & Hancer, 2015; Morhart *et al.*, 2015; Parikka, 2015). With regard to brand integrity, the findings from the empirical results indicate that organisations on social media platforms have the tools and skills to deliver superior consumer experiences. This study is aligned with the research conducted by Bowen and Bowen (2015). These scholars advocate that organisations having social media presence will help to reduce the insecurity and ease the navigational issues. Meanwhile, a study

conducted by Bati (2012) concurred that 68% of the participants agree that social media tools enhance brand loyalty.

The outcomes of this study indicate that young consumers in South Africa and Nigeria argue that FMCGs brand that keep to their promises will remain and win the hearts of young consumers on social networking sites. This study, which is also sustained by Morhart *et al.* (2015), asserts that brand social promise is a significant predictor of brand integrity. Eggers *et al.* (2013) and Portal (2017) expound that reliable brands are deeply committed to their values and to delivering on their promises. Meanwhile, Hajli (2014) and Bowen and Bowen (2015) maintain that organisations should deliver promises and convey information that builds consumers' trust; take advantage of disclaimers that suit the situation and avoid opportunistic behaviour.

In this study, opportunistic behaviour is inferred as temporary and short-time events, where brands take advantage of naïve young consumers due to their ignorance in decoding deceptive information. The aftermath of this in the long run might lead to the loss in brand integrity, both on social media platforms and the offline environment.

Notably, this study has shown that brands on social media are truly focusing on meeting young consumers' needs and wants. This study is also supported by a number of studies conducted by Best (2012) and Tuckwell and Jaffey (2016) who disclosed that involving Generation Y consumers during innovation and product development is a creative way of connecting with them and accurately meeting their wants and preferences. The study conducted by Pride *et al.* (2015) attest that young consumers have learnt to discern dubious messages and therefore Generation Y consumers have very high expectations about what they need and want from a consumer-brand relationship.

Another key point to remember is that the human brand model (HBM) was embraced to support the results of this study. The human brand model (HBM) is a model that provides practical guidance and perception that a brand is more human. Marketing and brand professional practitioners must use pleasant terms, not only of warmth and competence, but of originality, ethical, genuineness and integrity as well. The result is that no single phase can be ignored in this process. Brand managers must understand and put in effort to build a human brand that far surpasses the business management team. This process requires the mobilisation of every department in the organisation and the commitment of the highest level of control (Portal, 2017).

In line with the predictions of hypothesis 5, it is expected that a corporate brand that is perceived by a consumer to be ethical in nature is also more likely to be perceived as offering FMCGs products and brands that are fair, just, honest, and trustworthy. In addition, Singh *et al.* (2012) revealed the ethical perception of a corporate brand will be transferred into more trust toward its product or brands. More so, it has been said that brands that are successful are those that depict themselves as humanlike; in the age of the human brands (Malone & Fiske, 2013; Marshall & Ritchie, 2013).

Similarly, looking at FMCGs global brands in the world today, they are representations of organisations that have social media brand presence such as, McDonalds, Coca-Cola, Red Bull, Colgate, Dettol, Blue Seal, Dove, and Heineken to mention but a few. This can be regarded as one the major factors that facilitate their consistent top-of-mind awareness (TOMA) and market leadership in the respective categories of their product line towards young consumers. In other words, they stand for a higher model. Notably, top FMCGs global brands focus on brand integrity, drive, telling stories, a stable personality, and increasing relationships among Generation Y on social media platforms.

Moreover, this study contributes to literature. One of its contributions to literature is that trust as brand integrity for better understanding of the phenomenon was conceptualised. The concepts of brand Integrity and brand trust were also related, and both inferred to a brand delivering on its value promise. Literature affirms that Integrity and brand trusts go hand in hand. The literature contribution of this study further affirmed that the human brand theory is an idea that is genuine, and which is significant to academia, professional and practitioners for the future researcher. Morhart *et al.* (2015) submitted that to enhance the perception of genuineness, brands should come across as more ‘human’, as doing so makes it easier for consumers to recognise the inherent values of a brand and they now even relate to brands in the same way they relate to people.

7.4.6 Discussion of research hypothesis 6

H6: Social media platforms do influence Generation Y to engage in actual purchasing.

However, the results obtained show mostly that young consumers are affirmed favourably towards those factors that influence Generation Y to engage in actual purchase on social media platforms. Overall, it can be deduced that young consumers strongly agreed or agreed with all the statements measured in Table 6.12 which depicts that actual purchase on social media can be influenced by

the convenience of the platforms, as well as organisations' active participation in brand Fan-page events.

According to Reiter *et al.* (2017), 96% of the global young consumers are active on social media networks, with Facebook as being the most popular. The main reason in favour of shopping online, young consumers indicated it as a convenient form for placing orders and that at any time with convenient home delivery. Other reasons identified for online purchases can be traced to time-saving and convenience, as well as the ability to compare offers and prices of different brands (Kowalska, 2012).

The ordinal logistic regression (OLR) results displayed the relationship between the responses of the predictor variable. It unfolds that 'social networking sites is regarded as a trigger factor to actual purchase'. Actual purchase is a good predictor (that is, it can be used to explain ratings) of statements under actual purchase for South Africa and Nigeria among young consumers to engage in actual purchase on social media platforms as in this study.

To begin with, the result in this study shows that there is a possibility that in future, young consumers' purchases of groceries and toiletries will be higher on social networking platforms. This study is supported by an earlier study of Elms *et al.* (2016) where it was remarked that Internet marketing in today's digital age offers an experience that is totally different from that of brick-and-mortar stores. This is a crystal clear indication that social media platform is powerful and significant influence on consumers' shopping choice, method and behaviour.

The findings of this study are also affirmed by Josh and Vaghela (2015) who report that consumer innovativeness and social media marketing shopping information have a direct and favourable influence on future online shopping intention. This is in concurrence with the study of Farhangi *et al.* (2014) holding that the influence of social media on consumers' attitude toward a brand is higher than any traditional media promotions.

In the prediction of hypothesis 6, the findings in this sections show that young consumers will purchase on social networking platforms if they have knowledge or information about a particular brand. This results is in agreement with the study of Currás-Pérez *et al.* (2013) where it was proved that social networking sites permit young consumers to access views of closed-ones and colleagues, as well as strangers, who have experience about a particular product or brand. Moreover, social networking sites, such as Facebook, enable organisations to create brand pages,

and users who follow these brand pages can receive and disseminate up-to-date product-related information (Coulter & Roggeveen, 2012).

Furthermore, Thaichon (2017) asserted that virtual friends can be considered as a source of influence and considerably affect the consumer specialisation process. Akrimi and Khemakhem (2012) submit that recommendations on social networks is a novel category of word-of-mouth, and needs more developing to comprehend the cravings of online users to endorse a brand on social networks. This is in line with the study of Moustakas (2015) who admitted that the increase in the use of social media such as blogs, online forums and social networks, have increased the voice of the consumer to become a co-producer, and FMCGs organisations ought to realise that marketing to today's technologically driven young consumers entails active brand participation in a two-way communication platform.

As expected, social media networks is significantly related to actual purchase. The findings that emerged in this section shows that Generation Y in South Africa and Nigeria agree that social networks trigger them to engage in the actual purchase of brands/products. They attest that buying on social networking sites is convenient and hastens their buying process. Similarly, the result in this study is related to the findings of Rauniar *et al.* (2014) and Josh and Vaghela (2015) who mention that the perceived ease of use and perceived usefulness influence attitude toward using information technology.

The outcome of this study lines up with the theoretical framework and expectation of Bandura's (1986) social cognitive theory, which concurs with the environment and historical myths to be fundamental in modelling behaviour. In addition, the findings of this study align with the theory of the technology acceptance model (TAM). This model was originally proposed by Davis in 1989. It assumes dual factors of perceived ease of use and perceived usefulness influence people's attitude toward using information technology, likewise, ease of use and usefulness are in turn influenced by different information system platform features (Fishbein & Ajzen, 1977; Davis, 1989; Rauniar *et al.*, 2014). Furthermore, TAM (Davis, 1989) states that the actual use of a new technology depends upon a user's attitude towards that technology.

This study indicates that young consumers' perception towards social media platforms (new technology) will support them in their online purchases, especially in the area of fast-moving consumer goods brands. The nature of perceived ease and usefulness enhance the performance of these young cohorts on social media. This makes Generation Y enthusiastic and keen to engage

with their purchasing via this new technology, such as social media networks. An empirical study conducted by Hajli (2014) ascertained that perceived usefulness has more influence than trust on intention to buy through social networking sites.

7.4.7 Discussion of research hypothesis 7

H7: Young consumers' attitude is more favourable towards organisations which participate in social media compared to those who rarely use social media platforms.

The initial finding of this hypothesis was derived from descriptive statistics, which explored a frequency analysis used to obtain quantitative measures to a 4-point Likert scale set of statements. This study affirmed that young consumers express a positive attitude towards FMCGs organisations who do have active social media presence compared to those whom seldom use social media platforms to market their offerings.

Equally, the findings of this study further explored this hypothesis with a cross tabulation analysis. This showed that data for each of the category variables in the row and column justify a random sample from the population; and the sample size is adequate, that is, large enough to make an inference from the test valid.

The findings initiated by young consumers from South Africa and Nigeria affirm the difference in their attitude (opinion) towards the quality of a brand, which they attribute to an organisation that promotes its brand(s) on social media represent higher quality contrary to traditional media's lower quality. The finding of this study support the findings of the studies of Dondolo (2013), Farhangi *et al.* (2014), Cretti (2015) and Ferreira and Barbosa (2017). These authors reported that young consumers consider organisations that actively promote and demonstrate their brands on the social media possesses higher value (higher quality) and acceptability compared to the promotion of brands on traditional media only.

Moreover, this finding is in agreement with the study of Sharp (2013). The author submitted that young consumers display unfavourable attitude towards a brand promoted via traditional media. An overall indication of these findings is that it is rational to claim that exploring social media for traditional marketing communication is strategically a competitive advantage for FMCGs marketers targeting young cohorts. This result further supports the findings of other studies (Bushu, 2015; Mishra & Tyagi, 2015; Duffett, 2017). These authors all concluded that accessibility and variety of transactions featured on corporate websites and brand pages enable marketers to have a cordial relationship with consumers on social media networks. The results of this study are

an indication that young consumers aspire to purchase via social media based on transaction applications and features accessibility.

In accordance with the expectation of hypothesis 7, South African and Nigerian young consumers exhibit a favourable attitude towards FMCGs brands that are active on social media networks. Meanwhile, social media provides more effective and efficient platform to draw consumers' attention towards an organisation's brands than mass media channels.

The findings from this research support the results of Ciprian (2015) and Soewandi (2015) who concluded that young consumers are always enthusiastic to patronise FMCGs organisations that have brand social media presence. In addition, the findings of the studies of Agudo-Prado *et al.* (2012), Cretti (2015), Murphy (2014), Soewandi (2015), Steinhoff and Palmatier (2016) and Ferreira and Barbosa (2017) generalised that Generation Y consumers form positive attitudes towards a brand on social media, based on their contributions to a brand's success on the social media platforms, such as co-producers, actual purchases, opportunity cost, referral, recommendation, and engaging in a brand social community.

Specifically, the results of this study in South Africa and Nigeria found that brand marketing on social media are truly focusing on meeting young consumers' needs and wants; while the results wholly offer support to the findings of other recent studies (Kumar *et al.*, 2016; Bashir *et al.*, 2017). These authors reported that FMCGs organisations are deeply depending on social networking as a source of updating a brand database in meeting young consumers' needs and wants because of its prevailing popularity and its impact on Generation Y. An implication of this result is that FMCGs organisations should duly consider user-generated communication in designing a strategy that will meet these young cohorts' preferences and expectation (Ismail & Mokhtar, 2016; Helderwerd, 2017).

More so, the findings of this study lend credence to the findings of past studies (Mangold & Faulds, 2009; Mishra & Tyagi, 2015; Gupta, 2016; Schivinski & Dabrowski, 2016). In their observations, they found that quite a number of young consumers are quitting online purchasing and greatly explore opinions, comments, likes and recommendations from social media on brands choice. The relevance of these result is that FMCGs marketers should strategically address matters on unfavourable UGC and FGC that might generate a negative impact on Generation Y's attitude towards their brands on social networks (Bruhn *et al.*, 2012; Putter, 2017).

The cross tabulation analysis of this study among South African and Nigerian young consumers shows that brand image, colour and symbols create superior brand messages to young consumers compared to rival brands that lack social media presence. More so, the results of the study support with the findings of previous studies (Perkins, 2014; Jokinen, 2016). These authors concluded that deliberately designed ‘visual branding strategy’ benefits brands with social presence over rivals on traditional marketing platforms.

In addition, the findings of a recent report from Raktham *et al.* (2017) submit that social networking applications and features enable young consumers to get top-notch brand messages about brands without social media presence, such as clear video promoting, quality animation advertising format, entertaining marketing messages and liveliness publicising. In support of the findings, Pozin (2014) put a strong argument that quality brand content, such as pictures or video, online brand image, and graphics are shared more on social networking sites among young consumers compared to brands that ignore social media presence.

The justification of the above results could be anchored to this study’s theoretical perspective of the hierarchy of effects (HOE). The Hierarchy of effects model was propounded by Robert Lavidge and Gary Steine in 1961. The theory submits that favourable attitudes toward marketing messages will result in similar attitudes toward the advertiser and its offerings, which in turn will have a favourable influence on actual purchase (Bruner & Kumar, 2000; Duffett, 2017).

However, the significant of sequences of the HOE model is based on three-fold aspects towards social media marketing. Firstly, it enables marketers to influence young consumers’ purchase behaviour. Secondly, HOE enables social media marketer’s access to massive and valuable brand contents when targeting Generation Y on social networking sites. Thirdly, the disposition of a probable organisational marketing strategy that will aid in meeting young consumers’ wants and preferences.

Then again, this study contributes towards literature. The main contribution to literature is that many other variables have been found to have an influence on brand contents on social media, such as the media, usage, age and gender (Duffett, 2017). Nevertheless, this study contributed to literature by identifying brand awareness (Hutter *et al.*, 2013; Montalvo, 2016; Tritama & Tarigan, 2016); organisation social media participation (Ayanso, 2014; Murphy, 2014; Capgemini Consulting, 2015); rewards (Agudo-Prado *et al.*, 2012; Truth loyalty Whitepaper, 2016); and

finally, brand integrity (Christou, 2015; Parikka, 2015) as emerging factors that influence young consumers' attitude towards FMCGs brands on social media networks.

All things considered, this study is also supported by the earlier studies of Chi (2011), Taylor *et al.* (2011) and Kwon (2014) who found that consumer attitude towards social media platforms is considered as a strategic measure for effective marketing strategy towards FMCGs brands. Numerous studies (Hansson *et al.*, 2013; Hautz *et al.*, 2014; He & Zha, 2014; Logan, 2014; Lukka & James, 2014; Murphy, 2014) assert that hierarchical attitudinal effects have been satisfactorily applied, mostly in technologically advanced countries in the area of social media marketing. Hitherto, limited studies focus on sub-Saharan African countries, such as Nigeria and South Africa (Duffett, 2016).

Having presented a discussion of findings of all the research hypothesis of this study sequentially, the focus of the subsequent discussion is on the structural equation model outcomes.

7.5 Adopted structural equation model (SEM) discussion

This study offered four constructs: brand awareness (BA), organisation social media participation (OSMP), rewards (R) and brand Integrity (BI). The results from the confirmatory factor analysis (CFA) analysis focussed on getting a befitting and better model (that is, model 3 see Figure 6.13 and 6.14). This model fits the research data sample.

Notably, it should be kept in mid that this study does not attempt interpreting the values of the estimate results (paths link) obtained in the selected model in this study. On the basis of the overall findings, revised Model 3 (Figure 6.13 and 6.14) appears to best reflecting the interrelationship among the constructs. It is therefore proposed to adopt Model 3 as per Figure 6.13 (Nigeria) and Figure 6.14 (South Africa) for the purpose of this study.

As illustrated in Model 3, the SEM path diagram output displayed two major significant structural paths approaches to examine all the stated constructs (brand awareness, social media participation, rewards and brand Integrity) in this study. The first approach displayed the structural paths diagram output of each of the four constructs directly linked to consumer attitude (see Figure 6.13 and Figure 6.14). In addition, the second approach displayed a direct structural path link from brand integrity directly to actual purchase (see Figure 6.13 and Figure 6.14).

7.5.1 First approach

As seen in Figure 6.13 and Figure 6.14, brand awareness, organisational social media participation, rewards, and brand Integrity have a direct relationships effect which is statistically significant on consumer attitude.

(1) Brand awareness

First and foremost, the SEM analysis result indicates that the structural path linking brand awareness to consumer attitude for Nigeria is positive and statistically significant ($\beta = 0.09$, $p < .05$). For South Africa, the result analysis showed that the structural path linking brand awareness to consumer attitude is positive and statistically significant as well ($\beta = 0.21$, $p < .05$). Therefore, there is evidence that a higher level of brand awareness as construct can lead to higher levels of influence of young consumers' attitude to purchase through social media platforms in South Africa and Nigeria.

This finding aligns with the studies of Odhiamo (2012) and Karamian *et al.* (2015) and Tritama and Tarigan (2016). These authors affirmed that social media is an online media that can expose consumers to a brand and thereby create brand awareness. In addition to that, Alhaddad (2015) submitted that one of the major benefits of brand awareness on social media is the ability to reach young consumers easily because they always engage in searching for information. Social media is also known to assist in increasing brand awareness and in creating favourable associations among young consumers.

(2) Organisation social media participation

Secondly, the structural path that links social media participation and consumer attitude is found positive and statistically significant for both countries. For Nigeria it is $\beta = 1.31$ ($p < .05$) while for South Africa $\beta = .05$ ($p < .05$). The results of this study shows that an increase in the level of organisational social media participation as a construct among young consumers can lead to an increase in the impact of young consumers' attitude on social media to engage in actual purchase in South Africa and Nigeria.

This is supported by a study conducted by Murphy (2015) who opined that marketers should increase the level of active engagement with Generation Y in order to foster a strong bond and everlasting relationships with online consumers via social media. This is in concurrence with the findings of Brodie *et al.* (2013) who concurred that enhancing consumers' participation through

organisational participation online is seen as a vehicle to generating and strengthening consumer-brand relationships.

(3) Rewards

Thirdly, discussing the SEM analysis findings in this study, the relationship between rewards and young consumer attitude for Nigeria is negative and statistically significant ($\beta = -1.35$, $p < .05$). This implies that despite an increase in rewards or incentives on social media platforms, young consumers in Nigeria will not be motivated or enticed like their counterparts in South Africa towards brand rewards. Thus, they have a negative attitude towards the rewards programme of an organisation. These young consumers' attitude in Nigeria to purchase on social media decreased.

Thus, rewards have a higher level of negative effect on young consumers' attitude to purchase on social media in Nigeria. This is in contradiction with the findings of some previous studies (Agudo-Prado, *et al.*, 2012; Lou, *et al.*, 2013; Truth loyalty Whitepaper, 2016; Capgemini Consulting, 2017; Kim & Ahn, 2017). These authors opined that integrating brand rewards programmes with the overall consumer experience on social media platforms will boost the impact of loyalty programmes on consumer purchase decision-making. Past study conducted by Cigliano *et al.* (2000) supported the opinions of Capgemini Consulting (2015) affirming that organisations with an effortless and flexible approach of redeeming rewards coupons is the key strategic option to reduce brand switching and enhance long-lasting relationship.

However, five reasons were identified for the negative social media attitude on rewards programmes and it could be traced to worthless rewards, rigid reward structures, user experience issues with online channels, and poor online customer service. FMCGs organisations clearly need to do more to address these issues. Consumers need to be encouraged to interact and engage with the rewards programmes instead of only being rewarded for purchasing an organisation's offerings (Capgemini Consulting, 2015).

In the view of study conducted by Zhu *et al.* (2016), these authors submitted that it is not only rewards programmes designed per se that describe the value of the social relationship on social media, rather it is the nature of the relationship that determines how online users evaluate a rewards programme.

As anticipated, the findings of this study affirmed the SEM analysis results relative to rewards for South Africa and revealed that the structural path that links rewards and consumers' attitude is positive and statistically significant ($\beta = 0.07$, $p < .05$). Therefore, it is reported that an increase in

rewards or incentives by an organisation on social media platforms will affect young consumers' attitude in South Africa and this will also increase their purchases as well.

This finding is in concurrence with the findings of Lou *et al.* (2013) and Truth Loyalty Whitepaper (2016) who showed that organisations with positive effects of rewarding an individual's behaviour are found beyond the purchase of a product or brand. Furthermore, Agudo-Prado, *et al.* (2012) and Kim and Ahn (2017) concur that when online users who have enrolled in a consumer rewards programme will surely display a positive attitude towards social media platforms. The mere offer of the rewards programme by the organisation reinforces consumers' attitudinal loyalty with respect to that particular brand.

The study of Claussen *et al.* (2013) submits that social media channels do not necessarily have to be managed through a severe re-run of contests, but can also be driven through the 'humane' addition of a rewards agenda and the enticement marketing strategies of an organisation.

(4) Brand Integrity

Fourthly, the SEM analysis results indicate that the structural path linking brand integrity to consumer attitude is positive and statistically significant for Nigeria ($\beta = 0.49$, $p < .05$) and South Africa ($\beta = .05$, $p < .05$). Therefore, there is evidence that a higher level of brand integrity attributes as a construct in an organisation will influence young consumers' attitude to purchase through social media. This is in line with the study of Hamoud (2016) who averred that successful organisations should build their strategies on brand integrity and social media presence to influence young consumers and maintain long lasting relationships with these young cohorts.

Above all, the study of Boateng and Okoe (2015) posited that there is positive relationship between credibility and attitude towards social media. Taken together, Christou (2015) underpinned that brand Integrity is the trust-commitment relationship that can build brand loyalty and influence consumer behaviour. So, therefore, social interaction is the key to building and supporting brand Integrity in the Internet world.

7.5.2 Second approach

Brand integrity

The SEM analysis indicates only 'Brand Integrity' as a construct with a structural path linking directly to actual purchase among all the research stated constructs. Hence, the directional paths

were positive, statistically significant and supporting the framework development for Nigeria ($\beta = .42$, $p < .05$) and South Africa ($\beta = .01$, $p < .05$).

The findings of this study indicates that brand Integrity as a construct does have a direct influence on the actual purchases Generation Y on social media. This is in line with the results of Hajli (2014), showing that Integrity has a significant role in social media marketing by openly prompting intent to purchase. This indicated that a higher level of brand Integrity possession by an organisation will directly convince young consumers to purchase organisational offerings without the organisation influencing these young cohorts with brand awareness or rewards on social media.

Additionally, this is consistent with the study of Chow and Shi (2014) in which both authors agreed that organisations with legitimate and stringy free transaction experience on social media platforms specified a high level of brand Integrity towards a brand. Thus, young consumers deem it fit to engage with such a brand.

Having presented the discussion of adopted a framework based on the structural equation model, the subsequent section delves into implication of findings.

7.6 Implication of findings

The findings of this study have significant theoretical, managerial and empirical relevance. These are outlined in the successive delineation. This study has important implications, both theoretically (by contributing to literature of social media marketing and marketing management) and managerially (for how diverse consumer attitude/behaviour, especially that of the young consumer segments), can be taken care of through different approaches.

7.6.1 Theoretical implications

This study offers several theoretical implications. The outcome of this study contributes richly to the body of knowledge and adds to the existing academic literature on the effect of active social media participation and the brand integrity of FMCGs organisations.

The study incorporated the UTAUT2 Venkatesh *et al.* (2012) model with the provisional sequential order of four new constructs (brand awareness, organisational social media participation, rewards, and brand integrity) as the extended UTAUT2. This approach is quite useful for understanding the added factors that can influence the technological savvy segments of the

population's attitude favourably, in order to engage in actual purchase via social media in the marketing management literature.

The results of this study indicate that it is expedient to apply marketing strategies to social media uniquely to change the attitude of young consumers and create cognizance among Generation Y. This is in line with the proper use of social media. Social media has become solid platforms to educate, inform and groom the mentality level of young consumers on social network platforms, contrary to how their social behaviours have been influenced negatively on these platforms.

The evidence from this study examined the factors affecting the attitude of young consumers towards the use of marketing and their social media usage. The researcher developed a model and tested the underlying variables, which has an influence on young consumers' attitude towards social media platform marketing. The study makes a valuable contribution to the body of knowledge, given that only a limited number of studies have developed scales to measure the attitude of sub-Saharan African consumers towards social media marketing. Thereby adding to the current literature on marketing management in a social media context by activities of Generation Y, focusing on South Africa and Nigeria.

The study furthermore contributes to the widespread knowledge of the relationships between brand awareness, organisation social media participation, rewards, and brand integrity. By combining this with other variables in the study which could influence young consumers' attitude on social media platforms.

This study aimed to contribute to this growing area of research by adopting moderating factors from the UTAUT2 Venkatesh *et al.* (2012) framework, such as age, gender and experience. Similarly, these were validated by frequency analysis and existing literature in this study which specifically targeted Generation Y as a consumer on social media platforms. Thus, developing a framework for social media as marketing strategy to influence young consumers' attitude, which is a significant contribution to marketing management, consumer behaviour, and also social media marketing literature.

The findings of the study help to understand the role of social media in marketing management, and the influence on brand integrity building in social media marketing. It revealed how actual purchase of FMCGs among Generation Y can be achieved through social networking sites. This study adds to the stream of research on social media marketing: Ashraf *et al.* (2017) and Tang (2017), and Generation Y attitude on social media (Hatzithomas *et al.*, 2016).

The findings of this study help to understand the role of social media networks in marketing management, and its influence on brand integrity building through social media marketing. It revealed how actual purchase of FMCGs among Generation Y can be achieved through social networking sites. This study adds to the stream of research on social media marketing to that of Ashraf *et al.* (2017) and Tang (2017), and to Generation Y attitude on social media by Hatzithomas *et al.* (2016).

Importantly, many studies (Agudo-Prado *et al.*, 2012; Lou *et al.*, 2013; Truth loyalty Whitepaper, 2016; Capgemini Consulting, 2017; Kim & Ahn, 2017) have submitted that rewards programmes have a positive effect on young consumers' attitude to purchase on social media, which is contrary to the findings of this study for specifically Nigerian young consumers.

However, the findings also add to literature relative to the empirical results of this study that reported that 'Rewards' have a negative influence towards young consumers' attitude to purchase on social media. This reason is because of valueless incentives, complex rewards structures, and the absence of online customer service for the procedure for redemption, to mention but a few.

The result of the study extends literature on organisational social media participation by examining it in the context of marketing management through the theory of Fan-page participation by Jahn and Kunz (2012). Although, previous scholars acknowledged the importance of consumer participation and the need for harnessing it. Yet, the concept has not received the attention of many scholars (Cheung *et al.*, 2009; Dwivedi, 2015).

Lastly, theoretically, the results of this study support the idea of the applicability of the consumer service quality of marketing in uncovering value in online consumer communities. Consumer service quality highlights the significance of quality service as a source of value. Young consumers on social media platforms and human interactivity provide opportunities for enhancing the good experience with a brand, as well as experiential value.

7.6.2 Practical/managerial implications

From a practical and managerial perspective, the findings of this study have significant implications for the management of social media marketing and social media sites. This study showcases the factors influencing young consumers on social media in two countries.

Several managerial implications have already been alluded to in the discussion of the findings and the specific objectives of the study.

Firstly, it is important for managers to realise that brand community pages on social media platforms are embedded with great prospects to enhanced young consumer participation. Therefore, brand managers should take advantage of these platforms to ease emotional as well as social participation of young cohorts towards a brand. The emergence of social media platforms facilitates organisations' relationships with young consumers; consumer-to-consumer relationship can be bonded on and through social media networks, as well as engaging young consumers in organisational interaction.

Another important practical implication of the study is that it unfolds the successful factors that can enhance the favourable influencing of young consumers' attitude. It also simplifies what is required for strong and active participation of organisational interaction on social media platforms. At this junction, there is a need for FMCGs marketers targeting Generation Y to concentrate on entertaining with productive content that will engage young cohorts with a brand online. Thus, which aftermath will stimulate firm-to-user communication on social media platforms.

An implication of this study unveiled vital information. Despite differences in the geographical, technological, and socio-cultural factors, South Africans and Nigerians have similar views of the factors influencing young consumers' attitude on the use of social media. This was reflective through the comparative surveys conducted in both countries. However, the major difference was in rewards as one of the factors that significantly will influence young consumers negatively on social media in Nigeria.

The findings of this study showed that if organisations are eager to improve their actual purchase on social media platforms, then there is need to improve brand equity and brand integrity as well. The resultant effect of brand equity and brand integrity will stimulate young consumers' loyalty towards brands. Therefore, brand marketers should be acquainted with how to reduce brand switching.

Therefore, there is a definite need for brand marketers to work harder in order to ensure their brand get to top-of-mind awareness (TOMA) of the target market in their respective industries. This is one of the major shapers to facilitate brand equity, improve young consumers purchase behaviour, easy recall of a brand in fierce competition and increase sales volume, which leads to overall organisational profitability of their offerings in the market place.

This study reported on the perceived high risks associated in the social media marketing arena. Contrarily, it was expected to experience a high decreasing rate in the usage of social media platforms among young consumers for business transaction due to their high perceived risk. However, Generation Y are more likely to trust and enthusiastically engage on social media for their actual purchases and they are even willing to use these platforms for their future purchases. This could be subjected to perceived ease and usefulness of the platforms for these young cohorts. Therefore, organisations should try to reduce the risks and expose scammers, and update information on how to be security conscious on the platforms.

The evidence from this study suggests that social media marketers should also focus on increasing the time consumers spend on social media platforms, therefore on its positive effects on the marketing message and social interaction behaviour among Generation Y. This study's managerial implications will help FMCGs brand marketers on social media platforms to offer: entertaining, interesting content, gaming applications, social marketing campaigns and contests that would engage young consumers to spend more time on brand pages.

In addition, the findings of the study implore brand page marketers to prepare engagement strategies that facilitate the interactivity of Brand Fans and enhance the performance of their Brand pages. This will help increase the participation of Brand Fans and promote sustainable brand loyalty. Social media provides a great opportunity for brand managers, and expect them to pay considerably attention to brand awareness of their offerings when targeting these young cohorts.

Taken together, this study also emphasises the importance of social media strategies to enhance co-creation capabilities. It is sustained that organisations that foster marketing relationships with young consumers on social media if they have refined their capacity to identify, diagnose, comprehend, and explore young consumers' information to achieve their set goals and objectives on these platforms.

The results have showed that young consumers interact with their loved-ones in the social media space. Therefore, brand managers should consider the selection of key social media influencers, who would provide a human presence, to represent a brand in the social media space. Further consideration to generate greater interactivity between Generation Y and brands is the application of the human brands theory.

Social media platforms allow the shared dimensions of feature and process. The development of these platforms permits brands to provide value to target consumers with less cost and offer young

consumers' favourites as related with brand equity, such as: games, sport results, fashion trends, weather reports, sport updates, themes, music, games, travel tips, and celebrities' lifestyle and news.

Young consumers fancy and are more receptive to tailored messages to them on social media platforms. Marketing practitioners should take advantage of database marketing; and profile young consumer data in order to classify them into appropriate groups for effective modified communiqué that will benefit a brand.

Managerial effort need to be directed towards creating social media marketing campaigns that are credible. Increasing the credibility quotient contents on social media is achievable by creating rich content and well disseminated in such a way that young consumers will recommend the campaign to their fellow users. This would uphold brand integrity and provide credibility cues to other consumers.

Lastly, it was revealed in this study that organisations' rewards have a positive effect on only the attitude of South Africa consumers towards social media. Thus, marketers in South Africa need to provide incentives or provide rewards programmes to attract Generation Y. Rewards serve as the preparatory tool to enhance brand loyalty among young consumers.

7.6.3 Methodological/empirical implications

Methodology is essential for any research because an undependable methodology produces defective results and, thus, undermines the value of the findings and the interpretations (Labaree, 2013; Tlapana, 2017). This section deals with the implications of methodology to the study.

In this field of this study, relevant studies that adopt a qualitative methodology are: (Tingley, 2015; Duque, 2017; Chen, 2018; Grafström, *et al.*, 2018; Islam & Mahmood, 2018). This may be attributed to the subjective nature of the constructs in their respective studies. Ajisafe (2012) submits that quantitative methodology results were not easily subjected to manipulation or influenced by a researcher, unlike qualitative methods, which are subject to bias. In quantitative methodology, research objectives are specific and research hypotheses are clearly identified, compared to qualitative methods. Thus, this study adopted a quantitative methodology which is of great value, specifically in furthering the academic understanding and methodological significance of the body of knowledge in this field of study.

In addition, this study made use of a large sample size (eight hundred and sixty-four respondents) from two different countries (South Africa and Nigeria). The factors that influence young consumers' attitude on social media are identified through a quantitative approach.

For the purpose of this study, all the hypotheses stated were validated. However, there was significant evidence of the factors that influence young consumers' attitude on social media in South Africa and Nigeria. Quantitative testing proved the factors that influence young consumers' attitude on social media in each country through SEM statistical analysis. The quantitative results from the two countries turned out to be quite different from each other.

Moreover, the use of the structural model was proven as a good fit of the proposed model to the sample data population. These findings served as a starting point for future researchers attempting to understand the factors that influence young consumers' attitude and behaviours in terms of social media marketing, online buying, and other information technology platforms related to buying and selling among Generation Y in the FMCGs domain. The outcome of the empirical results will assist researchers to examine online or Internet marketing focussed on young consumers.

Apart from using structural equation modelling statistics in validating the proposed framework of this study, the study further used OLR to establish and examine the nature of the relationships among the constructs of the study. OLR was used to explore responses of Generation Y from Nigeria and South Africa to explain the nature of relationships existing among the constructs.

Despite differences in the geographical, technological, and socio-cultural factors, South African and Nigerian young consumers have similar views on the factors that influence attitude on social media. This was reflected through the quantitative study conducted in both countries.

In a nutshell, studies about social media and consumers' attitude have been undertaken, but most of these studies concentrate on just one country, which make those studies fail to explore comparative social media as a marketing strategy. This study went further and compared social media among young users in two developing countries, South Africa and Nigeria. The study also extended the number of factors influencing young consumers' attitude and propose an empirical model that is appropriate to the two countries sample population.

The ensuing deliberation expounds the benefits of the study to mankind. However, the subsequent section presents contributions to the body of knowledge.

7.7 Contributions to the body of knowledge

This study led to the design of a proposed framework, an extension to the popularly known UTAUT2 theory of Venkatesh *et al.* (2012) and validated four new constructs. This deliberation expounds the extended validated framework from Figure 1.2 in Chapter One and the validated model. Validation literally means that the final framework is based on the existing UTAUT2 Venkatesh *et al.* (2012) framework in Chapter One (see Figure 1.2) with supporting ideas known as constructs that form the extended UTAUT2 framework of this study.

Although Figure 6.15 indicated the standpoint for the framework validation. According to Mavetera (2011), a model as an improvement made out of the logical outcome of research ironically does not indicate the provision for a ‘one size fits all’ structure.

Furthermore, in accordance with the findings of this study, a model can be regarded as a real-world, designed to champion social media marketing from problem to solution provider as related to young consumers in this study. Tenaciously, the supported justification as a backbone for this validated framework was to develop a social media marketing system. The framework (see Figure 6.15) was framed into five structural paths linking connecting arrows joining the framework together. The five path links represents factors that can influence young consumers’ attitude positively towards FMCGs in South Africa and Nigeria on social media platforms.

Notably, this novel framework as evidenced in Figure 6.15 represents the extension of the UTAUT2 Venkatesh *et al.* (2012) model, in sequential order with additional four constructs namely: brand awareness, organisation social media participation, rewards and brand integrity. In addition, Figure 7.2 illustrates how social media can be used as marketing strategy to positively influence the attitude of young consumers in South Africa and Nigeria. This is supported by UTAUT2 Venkatesh *et al.* (2012). The framework is anchored on positive attitudes that can influence young consumers on social media platforms.

The UTAUT2 theory and the CFA (SEM) were integrated to build the acceptable research model as shown in Figure 7.2. The provisional conceptual framework has been titled ‘**Extended UTUAT2 for social media as marketing strategies to influence young consumers’ attitude for FMCGs**’.

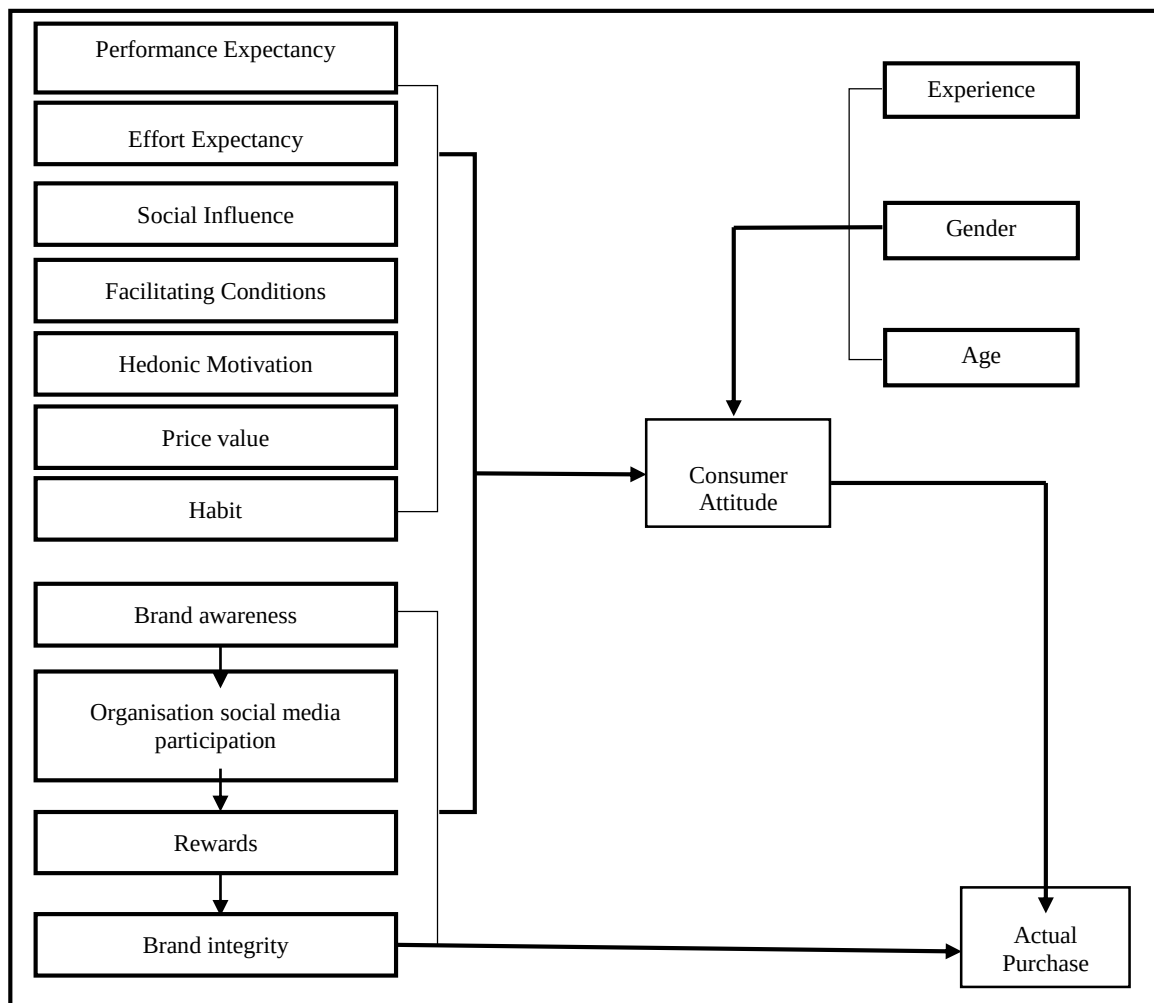


Figure 7.2: Final conceptual framework, Extended UTUAT2 for social media as marketing strategies to influence young consumers for FMCGs

The analysis and the results obtained through this study enabled designing a corrected research framework, as per the original UTUAT2 Venkatesh *et al.* (2012) model (see Figure 3.2). The final conceptual framework, Figure 7.2, was developed for this study and is based on the conclusions from the literature review and the empirical analyses in the course of this study. The model fits the research data.

Above all, the study makes “No attempts or efforts in inferring the values of estimates obtained in the accepted model in this study”.

7.7.1 Research model contribution of the study

As stated in the purpose of the study in Chapter One, the study proposes to develop a framework which serves as a recommendation to FMCGs marketers targeting consumers on social media platforms. The framework was formulated from the prerequisites of an extensive meta-analysis of

literature and the empirical findings emanating from diverse statistical inferences of SEM in Figure 7.3.

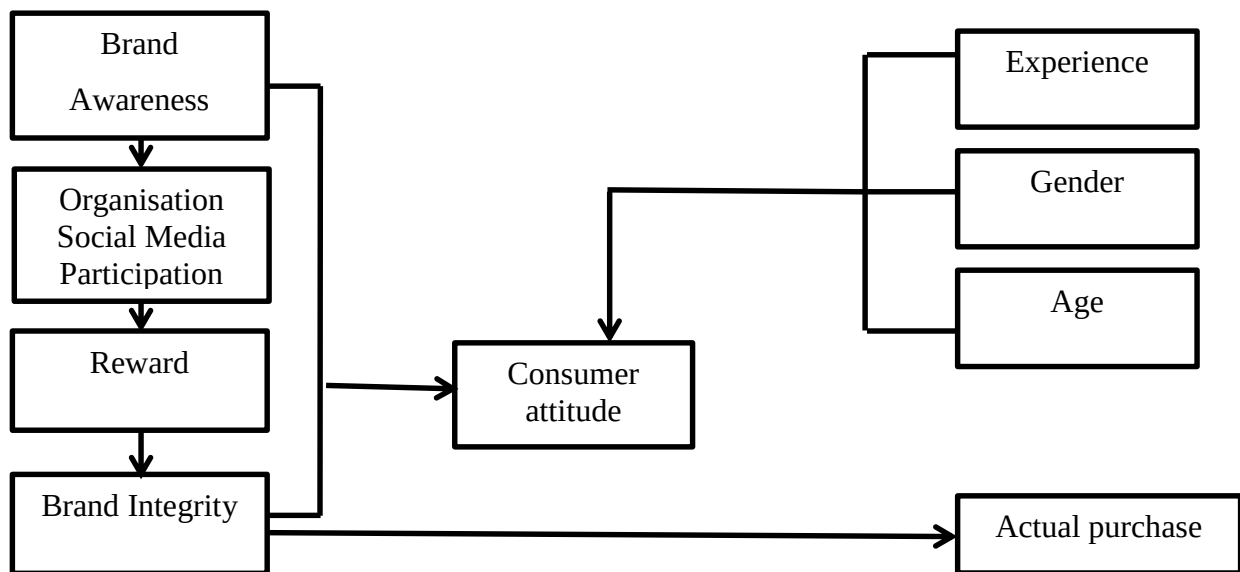


Figure 7.3 Emerging factors influencing young consumer's attitude on social media platforms towards FMCGs brand

The subsequent discussion proposes recommendations based on the contributions of both literature and the empirical findings.

- To know if the use of social media platforms can enable organisations to achieve marketing goals and objectives.
- To evaluate how brand awareness influence young consumers' attitude on social media towards actual purchase.
- To establish if organisational social media participation do have an impact on the FMCGs purchases of young South African and Nigerian consumers.
- To establish how rewards influence young consumers' attitude on social media.
- To know if the attributes of brand integrity on social networks do influence consumers' attitude.
- To establish the impact of social media platforms in influencing Generation Y to engage in actual purchase.

To establish if young consumers favour FMCGs organisations who actively participate on social media platforms compared to those who rarely use social media platforms.

7.8 Recommendations as per secondary objectives formulated

This section proposes the recommendations for forthcoming studies based on the contributions of the previous chapters, which include a rigorous literature review, as well as the empirical results. From the results obtained from this study, together with the review of literature, the following recommendations are suggested for FMCGs brand marketer, advertisers, and practitioners. The framework proposed in Figure 7.3 will guide the recommendations with regard to social media platforms marketing.

7.8.1 Marketing goals and objectives (secondary research objective 1)

To know if the use of social media platforms can enable organisations to achieve marketing goals and objectives.

Social media marketing is the new approach to communicate with young consumers. It is a well-known fact that marketing communication platform aimed towards young consumers has been shifted via technology. The social media platform has become the novel trend of business era. It overtakes the traditional media and connects the organisation directly with the young consumers. FMCGs organisation have comprehended the importance of this new medium of marketing which is rapidly growing.

In addition, social media platforms aid FMCGs organisations to achieve their respective marketing goals and objectives amongst young consumers in South Africa and Nigeria, such as: brand awareness, consumer loyalty, cost-effectiveness, increasing relationship and interaction with target consumers and increasing traffic to brand website. Therefore, the following recommendations arise from this study related to achieving marketing goals and objectives for the business community in FMCGs industry in both South Africa and Nigeria.

- Improve brand engagement. Marketers should ensure they engage their respective brand with these young consumers on the appropriate social network that suits them. This will enhance a favourable consumer attitude towards the brands and increase positive electronic-word-of mouth recommendation at all times.
- Fast moving consumer's goods organisations should explore the S.M.A.R.T. goals model to actualise their marketing goals and objectives. The S.M.A.R.T. model breakdown is: specific, measurable, actionable, relevant and time-bound.

- An effective social customer service support: Marketers should ensure prompt and quality customer service support on their social media platform. This will aid sales volume, customer satisfaction rating and top-of-the mind brand awareness amongst target market.
- Promote brand advocates. Organisations should take advantage of their satisfied and loyal consumers, as well as their staff, to advocate their brands on social media platforms to the cohort of young consumers.
- The brand managers need to have in-depth knowledge and understanding of these young consumers' behaviour on social media platforms, and activities of the FMCGs industry before setting marketing goals and objectives of their brand.

7.8.2 Brand awareness (secondary research objective 2)

To evaluate how brand awareness influences young consumers' attitude on social media towards actual purchase.

Brand awareness is the ability of a potential consumer to easily identify and recall a brand as part of a particular product family. This makes the young consumer believe that a particular brand is the only brand in a particular class of products. Meanwhile, social media platform is regarded as one of the cost effective strategies to boost brand awareness. Brand awareness is mostly associated with consumer attitude, for example, integrity, trustworthiness, great value, convenience, and superiority (Antila, 2016).

Remarkably, building brand awareness via social media platform will grow the young consumer base and as well as influence the young consumers' positive attitude towards a brand on social media platforms. All this evidence necessitates drawing the following recommendations for FMCGs sector both in South Africa and Nigeria:

- Post and focus on visual content on social media platforms. Advertisers of FMCGs should consistently post and extend high-quality visual content on social media platforms. This will enhance brand awareness of their offerings when targeting Generation Y. This is due to the general saying "one picture is worth a thousand words".
- Give their brand a unique personality. Brand managers must visualise how and what the brand should look like when targeting young consumers. Creating a unique ad or entertaining brand campaign that will leave a memorable impression in the minds of young consumers about the brand.

- Sponsor or host a trending event: marketers should ensure integrating their marketing programmes to events trending or popularly enjoyed by the majority of the young consumers both offline and on social media. Events could include annual summer bash, festive period, Valentines' Day and holiday party.
- Connect to the power of hashtag. FMCGs organisations targeting young consumers should take advantage of hashtags for all their social posts. Social post with hashtags get more attention on social media platforms targeting Generation Y consumers. In addition, social posts with hashtags are searchable and also showcase brand identity to social communities.
- Blow their trumpet on corporate social responsibilities (CSR) programmes. The brand manager should endeavour to share and post CSR efforts across all social media platforms that are familiar to these consumers on social media. Thus, the society at large favours brands that give back to the community.

7.8.3 Organisational social media participation (secondary research objective 3)

To establish if organisational social media participation does have an impact on the FMCGs purchases of young South African and Nigerian consumers.

Organisational social media participation efforts are designed to generate new prospects and to sustain better relationships with existing consumers in the target market. Capgemini Consulting (2015) avows that brand social media participation is a primary gauge of consumer loyalty and return on investment (ROI). Therefore, FMCGs advertiser should work rigorously to build brand enthusiasts.

Based on the facts gathered in this study, it is necessary to attend to some of the aspects that emerged during the course of this study in the form of recommendations to practitioners and advertisers in both South Africa and Nigeria in the FMCGs industry:

- Train and empower the staff on social media usage: The CEO and management should take responsibility to train and empower all the workforce on how to engage with consumers on social media platforms. It is vital to empower employees on how to use and communicate with the organisation's customers on social media platform relating to organisation's offering (brands) since customer engagement is seen as shared responsibility across the business.

- Build brand advocates. The marketing manager should endeavour to move their loyal consumers to the level of brand advocator of the organisation. A brand advocator on social media can recommend a brand for approval for thousands of young consumers on social media immediately.
- Stay up-to-date with events / happenings. Marketers should engage young consumers on social media by promoting topical and trending happenings around the globe. By connecting brands with currently trending hashtags, vacation information, entertainments and soccer events around the world. Thus, young consumers' position such brands as top-of-the mind in the product category.
- Explore automated schedules and posts. Marketers should ensure taking advantage of many automated tools to stay always active on social media, although staying active and present on social media consumes much time and attention. With automated posts and schedule tools, brand social presence will be active and recognise by the target market.
- Maintain a perpetual presence on social network. The brand manager should endeavour to cultivate an active and habitual presence on social media platforms. Brand social media presence should not be a one-night stand; it should be a continuous process.

7.8.4 Rewards (secondary research objective 4)

To establish how rewards influence young consumers' attitude on social media.

Organisation reward and incentives make it difficult for young consumers on social media to brand switch, once they are satisfied with the brands and the reward programme. Subramanian (2017) argues that at the level of stiff rivalry in the fast-moving consumer goods market, rewards has taken over the stage in promoting FMCGs organisation offerings targeting young consumers on social media. The study of Zou (2016) affirms that FMCGs organisations should ensure appropriate usage of incentives which will influence young consumers' attitude on social media towards a brand.

Therefore, it is required to investigate some of the issues that arose during the course of this study pertaining to reward relative to recommendation. The following recommendations arise from the study that could benefits marketers and experts in the FMCGs industry in South Africa and Nigeria.

- Factors that influence reward on social media: The management of FMCGs must undergo in-depth study to know different factors that can influence reward or incentives towards young consumers on social media. The facts gathered will aid in allocating adequate resources towards the reward programmes when targeting young consumers.
- Repeat purchase. The marketing managers should ensure that the reward programme should give reasons for target consumers to repeat purchases. The reward programme should be designed to satisfied target consumers not to attack competitors. Thus, reward programmes should be to reward loyal consumers and attract new consumers to the brand on social media.
- Explore non-monetary rewards. Advertisers should consider exploring non-monetary rewards when it requires to share brand information on social media, through user's status updates. Non - monetary rewards are more resulted oriented compare to monetary reward.
- Use monetary rewards to prompt immediate results. Brand managers should take advantage of monetary incentives to draw the attention of young consumers to a brand and to increase online buzz. It is easy to draw the attention of young consumers with monetary reward but it cannot build emotional attachment towards a brand on social media.

7.8.5 Brand integrity (secondary research objective 5)

Young consumers expect FMCGs organisations with brand integrity to function with utmost transparency, promote attributes of trustworthiness and sincerity. In addition, Generation Y consumers have a strong and favourable attitude towards brand Integrity. The study of Hamoud (2016) also urged brands managers and experts to build their marketing strategies on brand integrity and brand social media presence in order to create a positive attitude to influence young consumers and sustain long-lasting relationships.

However, brand integrity is impactful from evaluation of pre-purchase expectations with aftermath experience with a brand. Therefore, the followings recommendation arising from the study are made to the business community both in South Africa and Nigeria.

- Management of brands must be transparent. Brand managers must ensure they are honest and transparent to the target market and all stakeholders. To build brand Integrity in the digital age, the brand manager must spell out the brand's goals, values, message, and attributes. In addition, all these attributes need to be consistent in all the social media presence, brand corporate website, social network platforms and in all digital channels.

- Brand integrity is an on-going process. Brand managers must ready to be patient, to nurture and be open to change as an inevitable factor to build brand integrity. In order to explore brand integrity as a marketing strategy to influence young consumers in the digital age, it should be understood that it is an on-going process. “It is a marathon, not a sprint”.
- Brands should persevere and take time to build a relationship. Young consumers’ trust towards a brand on social media platform cannot exist overnight, it is gradual process. Brand integrity is not by broadcasting quality contents only but should be ensured by building an everlasting relationship among young consumers on social media. Therefore, brand managers should listen, share interesting and useful information, respond to queries promptly, and acknowledge criticisms.
- Stick to the brand promises. Brand managers must justify their brand promises, by considering consumers’ wants and preferences first, before sales volume and profit maximisation. Brand managers must ensure they identify target market wants and preferences, provide and design solutions to meet them. Generation Y consumers are known to trust brands that give them an ear and provide a solution to their problems.
- Give brand a human feeling. Brand managers should promote and address the brand as human-like on social media, not as an object or robot. Brand managers should position their brand as a human being. Online consumers should feel they are interacting with a living thing. The use of auto-generated responses and robotic methods should be minimised while a human-like brand should be promoted on digital platforms when targeting Generation Y consumers.

7.8.6 Actual purchase (secondary research objective 6)

To establish the impact of social media platforms in influencing Generation Y to engage in actual purchase.

Social media platforms are major influencers that influence young consumers to engage in actual purchase. Gupta (2016) asserted that social network views and recommendations are determining factors influencing actual purchase behaviour among young consumers. Information gathered via young consumers’ actual purchase behaviour aids in designing effective marketing strategy.

Duffett (2017) avows that brands should inspire Generation Y consumers to spend longer hours on social media via brand apps, online contests designed by the brands, and various interactive marketing programmes designed to gain a positive attitude towards a brand. Based on the findings

of this study, it is therefore recommended the South African and Nigerian business community in FMCGs industry:

- Make use of user generated communication (UGC) to influence actual purchase behaviour. Brand managers should exploit the gains of positive UGC on social media to gain favourable attitude of young consumers on social media platform. Positive UGC can be described as any form of contents, video, pictures and information that is generated and voluntarily broadcast favourably about a brand by young consumers.
- Consider target market setting. Advertisers should take into consideration young consumers' location when marketing to Generation Y. This is simply because young consumers are all digital consumers around the globe, they cannot yield good results to all. Locations of these young consumers must be taken into account when designing marketing strategies to young consumers from different settings, for instance, as in this study, South Africa and Nigeria.
- Ensure a brand is proactive on social network. Brand and marketing executives must ensure that their brands are proactive on social media platforms, especially when targeting the young consumer market. It is essential for FMCGs brands to be proactive on social media platforms because there are numerous complaints, enquiries, comments and customer service responsibilities to provide solution for. Generation Y consumers are not a patient generation, they lose trust and interest when their queries or complaints are not promptly attended to.
- Provide good customer experience on social media platform. Advertisers should ensure they design and provide good customer experience application online, by ensuring ease and convenience of actual purchase on social media to these young people. Consumers compare purchasing from corporate websites to social media platforms. However, young consumers prefer to purchase via social media platforms because it boosts interaction and delivers higher levels of instant feedback.
- Partner with industry influencers. Advertisers should partner their brand with trending influencers in the industry. Generation Y trust brand and product recommendations and reviews by influencers within their social circle. Thus, strangers do influence this young cohort on social media.

7.8.7 Consumer attitude (secondary research objective 7)

To establish if young consumers favour FMCGs organisations who actively participate on social media platforms compared to those who rarely use social media platforms.

Generation Y consumers are always on social media platforms. They are social and technology savvy; as such, they assume their preferable brands to be so as well. FMCGs organisations with an active social media presence build remarkable customer experiences, quality online customer service, and enjoy favourable young consumers' attitude towards their brand both online and in brick-and-mortar. Ferreira and Barbosa (2017) confirm that young consumers consider organisations that showcase their brands on the social media platforms as more superior and satisfactory compared to organisations on traditional media.

In addition, since the increase of online stores, Generation Y consumers prefer to purchase from outlets that have a social media presence because of distinctive buying tools available on the platforms, as well as a guarantee that an order for a brand via a social media platform will be received (Bushu, 2015). Therefore, the following recommendations arise from the study to both South Africa and Nigeria business community: -

- Brand's behaviour influences young consumers' attitude on social media. Advertisers should ensure they always engage in conversation, especially humorous, with this cohort on social media. Intelligent brand managers should use young consumers' commendations, queries, and any condemnations on their social media pages to strengthen their brand's images.
- An active social media presence facilitates brand loyalty. Brand managers should ensure that their brand is active by participating and engaging the Generation Y always on social media platforms. This entails that brands voluntarily provide product and industry information, solving problems and showcasing entertainment. This will make target consumers see the brand as an entity that cares about them, has standards, personality and image.
- Social media discloses young consumers' behaviour towards a brands. Brand managers must ensure that their brand social presence is strong and lively. Social network platforms become effective marketing tools because of the interaction that exists between the brands and social media platforms. Brand managers gain insights into their daily lives and young

consumers' behaviour towards a brand by reading these cohorts' chatting, tweets, status updates, pictures and video posts.

- Using social media marketing can increase brand search engine optimization (SEO). These Generation Y consumers have adequate data on the brand pages that are consistently earning traffic through SEO. Brand experts should improve on their brand content strategy, as it is a vital factor on search rankings to also drive traffic to brand optimised pages.
- A social media platform is the right medium to influence Generation Y consumers' attitude. FMCGs advertiser should take advantage of this medium to influence these Generation Y's
- Attitude favourably towards their brands. This is because these young consumers have a specific affinity for social media platforms. In addition, these technology savvy consumers associate with brands more emotionally and enthusiastically than older generations do. Lastly, advertisers should use social media platforms as an integral platform to foster relationships, offer personalised experiences and explore this novel platform as a source of income for their organisation.

7.9 Suggestions for marketing practitioners

Based on the extensive review of literature and the empirical outcomes that aided in attaining the established goals and objectives. FMCGs organisations are to select appropriate social media platforms that is most suitable to their respective target market to adopt. Social media platforms can aid in achieving many marketing goals and objectives if marketers do have the required knowledge and understanding of the behaviour of such platforms, target groups, the industry, and how to implement strategies and tactical plans. Thus, FMCGs organisations should ideally keep various social network platforms in mind when formulating their marketing goals and objectives of their respective brands.

The evidence from this study revealed that the Human Brand Theory (HBT) provides practical guidelines and a perception that a brand is more humane. Therefore, marketing professionals and practitioners must use expressions of innovation, ethicality, authenticity, and brand integrity attributes as well. It is expected that a corporate brand is perceived by the young consumer to be ethical, as well as that offering products/brands are fair, honest, and trustworthy; hence, the ethical perception of a corporate brand which is automatically transferred into higher levels of trust towards a particular brand.

Offering quality service leads to consumer satisfaction. Satisfied consumers can act as ambassadors for a brand. Thus, FMCGs marketers ought to ensure that they offer quality service in order to always attract and retain young consumers. Satisfied young consumers post positive comments on social network platforms, thereby enhancing brand integrity on these platforms. An implication of this is that it will lead towards an increase in the numbers of brand Fan-page followers, as well as an increase in potential actual purchasing and profitability in the long run.

In addition, offering quality services requires extra effort from the management team, as well as other employees. It is recommended that brand managers should recruit experts to manage their social media platforms, train all their online and offline customer service teams, engage in workshops and seminars, as well as offering incentives to those staff for finding innovative ways to keep these technology savvy consumers satisfied.

Therefore, the management of FMCGs brands should enhance the social media presence of their brands. They should strive in turn to convince online users to sign up for bulletins, loyalty programmes, free information relating to these target groups and their brands, respectively. In like manner, organisations can gather free information about these young cohorts, and access information that can provide a deeper understanding by continuously engaging with young consumers through brand presence and programmes.

Social media provides a window to marketers not only to present products and services to young consumers but also as platform to listen to these young consumers' grievances and suggestions. As mentioned earlier regarding social media, word-of-mouth is the super power to influence consumers (Patnaik, 2015). Hence, organisations cannot any longer control or force young consumers by pushing or bombarding them with brand messages. Social media platforms have liberated young consumers to create their own world of information and increase their expressions across the globe, to anyone willing to listen.

Furthermore, the research results of this study are helpful to researchers, practitioners, managers, advertisers, professionals, advertising agencies, and also for policy makers, as they can contribute to future research as reference.

Lastly, the findings of this study are substantial to future researchers who may also want to replicate this study in other consumer segments, industries, or even countries. For example, if these

are incorporated into fashion, electronic and service industries among young cohorts to mention but a few, it will surely support in authenticating the strength of this study finding.

The subsequent discussion proposes suggestions for forthcoming researchers; hence, the subsequent section presents suggestions of the study.

7.9.1 Suggestions for future research

It is not possible for any single research to be exhaustive, particularly research of this nature and/or magnitude. Hence, there is a need for further/future research to establish other factors and hidden facts. The following recommendations for further study were obtained from certain limitations of this study. With regard to future research, this study recommends five directions.

Firstly, this study concentrated on fast-moving consumer goods (FMCGs) on social media. It would be interesting for future research to focus on the purchase experience of other products such as industrial goods, services goods and the likes on social media platforms.

Secondly, this study is a comparative study of just two countries in sub-Saharan Africa, South Africa and Nigeria. It is recommended that further research should be conducted in other countries in the world, or even on other continents, and compare the results with this study in order to identify factors that influence young consumers' attitude on social media.

Thirdly, since the study exploits the survey method only it offered cross-sectional facts for testing the provisional framework. Further research might explore a mixed method, which allow for deeper understanding of the reasons for significant differences between different genders, age groups, or geographical locations in terms of social media networks usage amongst Generation Y.

Fourthly, the sample used in this study consisted exclusively of Black students enrolled for a full-time tertiary programme at a single university campus in each country. This limits the generalisability of the results of the study to the wider population of Generation Y. Further research regarding the sample size of the population would be quite interesting using a different sample set, for example, adults and races quite different from the 'Black Race', such as the Indian, Afrikaans, Coloured and White races.

Lastly, this study focused more on only one major classification of social media, for example social network sites (Facebook) and instant message platforms (WhatsApp). Future studies could focus on other profitable social media sites such as blogs and microblogs, virtual communities, virtual

game worlds, collaborative projects, and other group-relevant classes of social networking sites and instant message platforms.

7.10 Limitations of the study

This study had limitations and must be acknowledged despite the contributions of this study. Firstly, it should be pointed out that the research was confined to a single university in the North-West province, South Africa, and only the University of Lagos in Nigeria, out of numerous recognised universities in both countries.

The results would have been more conclusive and generalisable to the entire population if the study had taken samples from more universities. Future studies should consider a much broader sample to further validate the results. The current results should be interpreted with caution for the larger population of the South African and Nigerian students.

This study was limited and concentrated on the 18-35 years' age groups. The exclusion of older students the likes of masters and PhD necessitates further study. Inclusion of the older age group of 35 years and above may give a diverse perspective to the conclusions of this study.

Another major limitation is that cross-sectional studies do have the major limitation of data being collected only once, in this case it was using both online and printed questionnaires in South Africa and Nigeria. Quantitative and cross-sectional studies have limited generalisability because respondents' behaviour was not observed over a period of time. Furthermore, cross-sectional survey studies may not be adequate to differentiate cause-and-effect as opposed to experiments because the prior situations cannot be subjected to control.

The scope of this study was limited by the demographics of the respondents. The participants are social networking site users only. In future, an investigation into the attitude of non-users and other forms of social media platforms, such as blogs, may generate further insights. Moving further, this study only examined one industry (FMCGs) and this may not be validated to other industries or brand communities. Therefore, more research is needed to generalise the results.

This study included four additional constructs: brand awareness (BA), organisational social media participation (OSMP), rewards (R), and brand Integrity (BI). The results from the confirmatory factor analysis (CFA) mainly focus on getting a befitting and better model (that is, Model 3). The

model fits the research data in this study; thus no effort is required to interpret the values of estimates obtained in the selected model, which can be the focus of follow-up studies.

Irrespective of these limitations, this study is novel and unique, because of the efforts to address comparative factors that influence young consumers' attitude on social media platforms through descriptive analysis, cross tabulation, ordinal logical regression (OLR), and structural equation modelling (SEM) to social media marketing analysis.

It is believed that the study established a genuine contribution to marketing management, social media marketing, consumer behaviour literature, and social sciences in general. The aftermath outcome of this study significantly has an impact and provides up-to-date information about social media as a marketing strategy to influence young consumers' attitude towards fast-moving consumer goods. Therefore, the aforementioned limitations recognised, do not outweigh the impacts and insights contributed by this study.

7.11 Conclusion

The study managed to show the status of Africa Internet penetration and usage of social media platforms in two African countries.

To begin with, in response to the research hypotheses of the current study, quite a number of conclusions can be drawn from the analysis. The results show that all the identified constructs do have an influence on young consumers' attitude to engage in the actual purchase on social media platforms.

This study extensively discussed the relevance of social media marketing by developing a novel framework from literature and the empirical findings. The framework was designed to explore probable factors that could influence young consumers' attitude to engage in actual purchasing on social media platforms in South Africa and Nigeria. The study highlighted the comparative differences and similarities of marketing activities, patterns of purchases and acceptance of social media marketing in South Africa and Nigeria. The outcome of the empirical results and literature provides robust support for the validity of the generated hypotheses.

The relevant top-of-mind awareness (TOMA) appears from evidence that it is considered a key yardstick of how marketers develop their own brands as a preference in the minds and hearts of young consumers in South Africa and Nigeria.

Notably, this study has a negative significant relationship towards 'Rewards as a construct' among young consumers in Nigeria on social media platforms. This could be as a result of worthless rewards, rigid reward structures and/or poor brand integrity. This accounted for some of the differences that influence the attitude of young consumers on social media not to be motivated by rewards in Nigeria.

This study provides compelling evidence that social media is an emerging marketing tool that is cost-effective in building brand equity among young consumers online, although, it requires an enormous amount of attention, that is, quite an amount of time and social brand presence. It is a strategy of undertaking good and costless business activities targeting Generation Y. For instance, if an organisation is aware of the location of its target market, for example young consumers, then it requires interacting with them in this social media landscape.

The findings of the study should not be undermining, despite the fact that the challenges of various social media platforms such as fraud, insecurity, and data brokers, are numerous. Surprisingly, young consumers are still enthusiastic and in future, they are determined to use the platforms for their FMCGs purchases.

Furthermore, a high level of concern was found in relation to brand integrity in both South Africa and Nigeria. Brand integrity is the only and powerful construct that induces and influences young consumers' attitude on social media platforms to engage in the actual purchase of FMCGs brands without being influenced by other factors such as brand awareness, organisation social media participation and rewards.

One negative aspect of social media revealed in this study is that organisations cannot control it: They should therefore attract the young consumer to be part of their social media sites. FMCGs organisation should endeavour to give these young cohorts a convincing reason to follow an organisation's brands. For instance, entertaining online videos on Facebook brand pages or give exclusive rewards for follower's brand pages.

Going by the information obtained from respondents in this study, it can be emphatically stated that young consumers between the age groups of 18 to 31 years are mostly students at tertiary institutions that are addicted to social networking sites. A substantial majority of them access their various social media platforms through their mobile phones. The majority of the respondents claim to be aware of the availability of marketing and advertising messages online.

Lastly, the research model finally confirms that brand awareness is statistically significant and has a positive influence on social media participation. Organisations' social media participation is statistically significant and has a positive effect to influence rewards. It is reflected that rewards are statistically significant and have a positive influence on brand integrity on social media platforms among young consumers. Notably, all the aforementioned constructs of this study must strictly be arranged sequentially in order to yield or generate expected performance.

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ANNEXURE A: PRINTED QUESTIONNAIRE

Research survey questionnaire/ instrument / data collection instrument Printed questionnaire and electronic questionnaire

Questionnaire

Request to participate in a research survey

Dear Participant,

I am a postgraduate student at North-West University undertaking a PhD in Marketing Management. I am conducting research on “**Social media as a marketing strategy to influence young consumers’ attitude for fast-moving consumer goods (a comparative study between Nigeria and South Africa)**”.

The survey will be accessible for approximately 25 days. You are requested to complete and submit, either online or in print your responses. You must be aged between 18 and 29 years to participate. However, your participation in this study is voluntary.

All your responses are anonymous and confidential and the results of the research study may be published but only the collective data will be used. Your specific input will be confidential. If you choose not to participate or to withdraw from the study at any time, you can do so without penalty. By completing the questionnaire, it is assumed that you have given consent to use this information for academic purpose. The survey link as:

https://docs.google.com/forms/d/1AW5_bT7o5YihUK27JfxmwXu3gpNeJRJtoCI8B9Zz-xg/edit?vc=o&c=o&w=1

Please direct any queries or questions about this research to the researcher by sending an email to olumightyolutade@gmail.com. Thank you for your assistance and support in this research project.

Sincerely,

Enitan Olutade

PERSONAL INFORMATION

Some background information is required for classification purpose only. Remember, all responses will be remain strictly confidential. Please answer each question by marking an ‘X’ or circling as appropriate.

For reminder

- Social media is the generic name for platforms and tools such as, social networking, for example, Facebook, Instagram, Twitter, WhatsApp and others.
- Fast-moving consumer goods is the generic name for products sold quickly and at relatively low - cost, for example non-durable goods such as packaged foods, beverages, toiletries, groceries, over-the-counter drugs and many other consumables goods.

Section A: Demographical information

1.1	Gender	Male	1	Female	2
1.2	Age		1.3	Marital status	
	18- 20 years	1		Married	1
	21 – 23 years	2		Single	2
	24- 26 years	3		Divorced	3
	27 -29 years	4		widowed	4
	30- 32years	5		Others	5
	33– 35 years	6			
1.4	Name of University				
	North west University, South Africa		1	University of Lagos, Nigeria	2
1.5	Country of residence	Nigeria	1	South Africa	2
1.6	Indicate your current level of study		1.7	Which is your Race Group?	
	1 st year	1		African (black)	1
	2 nd year	2		Indian	2
	3 rd year	3		Coloured	3
	4 th year	4		White	4
	5 th year	5		Other	5

1.8	I am currently staying			
	On my own		1	
	With my parents		2	
	With other students		3	
	In the school residence/hostel		4	
	Others / specify		5	
1.9	Are you responsible or Share responsibility for financial decision making in your Household?			
	Yes		No	
1.10	Estimated monthly expenses on fast-moving consumer goods			
	SA (Rand)		Nigeria (Naira)	
	Less than R500	1	Less than N1000	1

	500- 1000	2	N1000 - 3000	2
	1000-1500	3	N3000 - 6000	3
	1500-2000	4	N6000 - 9000	4
	2000 and above	5	N9000 and above	5
1.11	What is your estimated monthly expense on purchase of data on social network?			
	SA (Rand)		Nigeria (Naira)	
	Less than R50	1	Less than N500	1
	50- 100	2	N500 - 1000	2
	100-150	3	N100 - 1500	3
	150-200	4	N1500 - 2000	4
	200 and above	5	N2000 and above	5

Section B: Social media information

2.1	Do you have social networking account?	Yes	1	No	2
2.2	How long have you been using social media?	2.3	The approximate time per week you spent on your Facebook account		
	Less than 6 months	1	1-3 Hours	1	
	6months -1 year	2	4- 7 Hours	2	
	Less than 2 years	3	8-11 Hours	3	
	Between 2-5 years	4	12-15 Hours	4	
	5 years and more	5	16 and above	5	
2.4	How often do you use social media?	2.5	Which electronic gadgets do you often use for social media? (You can provide more than one answer)		
	Never	1	School/ public computers	Yes 1	No 2
	Hourly	2	Tablet computers	1	2
	Daily	3	Smartphones	1	2
	Weekly	4	Personal computers	1	2
	Monthly	5	Others	1	2
2.6	Social networking is convenient, quicker and easy to use.	2.7	Does social networking triggers you to engage in actual purchase of brand/product?		
	Yes	1	Yes	1	
	No	2	No	2	
2.8	Which of the information channels have the most influence your actual purchase decision?	2.9	Which social networking platforms do you use (you can choose more than one option)		
	Print media: Posters, newspaper, magazine flyers etc.	1		Yes	No
	Audio-Visual: Television	2	Facebook	1	2
	Electronic: Radio	3	Instagram	1	2
	Social networking: Facebook / Twitter / Instagram and others	4	Twitter	1	2
	Outdoors : Billboards	5	WhatsApp	1	2

Section C: Please rank each statement by ticking (✓) the appropriate answer using the scale given below.

Assessment key: Strongly disagreed (1); Disagreed (2); Agreed (3) Strongly agreed (4).

Please indicate to what extent you **Strongly Agree (4) or Strongly Disagree (1)** with each statement regarding your actual purchase on social media

Marketing goals and objectives

	Statement	SD	D	A	SA
3.1	Young people are increasingly using social media platforms to gain recommendations, reviews and opinions from friends, family, experts and the collective social community	1	2	3	4
3.2	Social media provides an effective and powerful platforms for consumers to communicate with one other and with the organisations..	1	2	3	4
3.3	Social media platforms serves as a medium of gathering information for organisation to know a lot about t different the opinions of potential and actual consumers about their brand.	1	2	3	4
3.4	Social media has provided more effective and efficient platforms to draw consumers' attention towards organisation brands than mass media channels.	1	2	3	4
3.5	Social media create brand awareness for a newly launch product among the young consumers	1	2	3	4
3.6	Social media platforms are economical in decreasing marketing budgets.	1	2	3	4

Brand awareness

	Statement	SD	D	A	SA
4.1	I go for brands that are popular or well known on my social media networking sites.	1	2	3	4
4.2	I can quickly recall symbols or logos of a particular product/brand that appeared on the social media.	1	2	3	4
4.3	Brand awareness influence young consumer purchase decision in buying FMCGs on social media	1	2	3	4
4.4	I buy a brand/ product based on electronic word-of-mouth and advertisements of a brand.	1	2	3	4
4.5	Brands/products that come to my mind first are those that are advertised on social media	1	2	3	4
4.6	I am inclined to participate in brand community programmes only with brands I have already know and familiar with on social media.	1	2	3	4

Organisation social media participation

	Statement	SD	D	A	SA
5.1	Participating in brand community events will surely increase my loyalty to a brand.	1	2	3	4
5.2	Brand participation helps to build a trusting and deep relationship that makes young consumers have a sense of belonging, as well as to preserve their affiliation.	1	2	3	4

5.3	Engaging the young consumers in an online brand community, will lead to cost decreasing for FMCG product development.	1	2	3	4
5.4	I will participate in brand events on social networking sites only if there are incentives such as souvenirs, free data, gifts or rewards.	1	2	3	4
5.5	Engaging the young consumers in a social networking platforms with brand activities will build a positive perception among young consumers towards a brand	1	2	3	4

Rewards

	Statement	SD	D	A	SA
6.1	I will buy more of a brand/ product if there are incentives/ discount programme on my social media platforms.	1	2	3	4
6.2	Redeeming my coupons on social networks will give me confidence to advocate for a brand among my friends and other online users.	1	2	3	4
6.3	Brand incentives on social networking platforms will motivate me to "Like" a brand.	1	2	3	4
6.4	I will save money or receive discounts if I stick to a brand that has social media presence	1	2	3	4
6.5	Effective brand loyalty programmes such as coupons, / incentives/discount will surely motivates me to repeatedly purchase a brand.	1	2	3	4
6.6	Brand incentives will stimulate positive attitude among the young consumers for a brand.	1	2	3	4

Brand integrity

	Statement	SD	D	A	SA
7.1	Based on experience, recommendation and comments on social networking, I know that a brand/ product advertised on social media platforms are trustworthy.	1	2	3	4
7.2	A Brand page on social networking platforms protect and secure consumers personal information against fraud and scammers on social media	1	2	3	4
7.3	I am aware brands /products interacting with young consumers on social networking platforms do comply with privacy policies and adhere to standards.	1	2	3	4
7.4	I have confidence that products purchase via social networks platforms will be deliver	1	2	3	4
7.5	Organisations that keep to their promises of their brands on social media platforms will retain and win the hearts of young consumers on social networking sites.	1	2	3	4
7.6	Brands on social media platforms should be Honest and more receptive to young consumers' needs, in order to build trust and strong relationship with them.	1	2	3	4

Actual Purchase

	Statement	SD	D	A	SA
8.1	There is the possibility that in future, my purchases of groceries and toiletries will be higher on social networking platforms.	1	2	3	4

8.2	I will buy via social media if the organisations possess good consumer service and high integrity.	1	2	3	4
8.3	I will shop on social networking platforms if I have knowledge or information about a brand.	1	2	3	4
8.4	My engagement on brand Fan-page events will influence me to purchase via social media.	1	2	3	4
8.5	I will continue to purchase on social media as long as there are incentives for buying and participation.	1	2	3	4
8.6	Buying on social networking sites gives me convenience and hastens my buying process.	1	2	3	4

Consumer attitude

	Statement	SD	D	A	SA
9.1	When a brand / product is not advertised on a social media platforms, it is regarded as a low quality.	1	2	3	4
9.2	Organisations on social media platforms have the tools and skills to deliver superior consumer experiences.	1	2	3	4
9.3	I will develop a favourable attitude towards a FMCGs brand that have social media presence.	1	2	3	4
9.4	Brands marketing on social media are truly focusing on meeting young consumers' needs and wants.	1	2	3	4
9.5	Facebook brand pages and online user reviews influence me to try products / brands.	1	2	3	4
9.6	Brand image, colour and symbols create a superior brand messages to me over that of competitors' brands that is not on social networking sites.	1	2	3	4

10.0 Would you like to receive a copy of the result of this survey?

Yes	1
No	2

If 'Yes' please provide your email address: -----

Thank you for your time and participation in this survey.

ANNEXURE B: ONLINE QUESTIONNAIRE

Academic Research Questionnaire

Social media as a marketing strategy to influence young consumers' attitude for fast-moving consumer goods (A comparative study between Nigeria and South Africa).

Email address *

Section A: Demographical information

1.1 Gender *

Female

Male

1.2 Age *

18- 20 years

21-23 years

24- 26 years

27 -29 years

30- 32 years

33-35 years

1.3 Marital status *

Married

Single

Divorced

widowed

Others

1.4 Name of University *

North West University, South Africa

University of Lagos, Nigeria

1.5 Country of residence *

Nigeria

South Africa

1.6 Indicate your current level of study *

1st year

2nd year

3rd year

4th year

5th year

1.7 Which is your Race Group? *

African (black)

Indian

Coloured

White

Other

1.8 I am currently staying *

On my own

With my parents

With other students

In the school residence/hostel

Others

1.9 Are you responsible or Share responsibility for financial decision making in your household? *

Yes

No

1.10A Estimated monthly expenses on fast-moving consumer goods in South Africa SA (Rand) *

Less than R500

500- 1000

1000-1500

1500-2000

2000 and above

1.10B Estimated monthly expenses on fast-moving consumer goods in Nigeria (Naira) *

Less than N1000

N1000 - 3000

N3000 - 6000

N6000 - 9000

N9000 and above

1.11A What is your estimated monthly expense on purchase of data on social network? SA (Rand) *

Less than R50

50- 100

100-150

150-200

200 and above

1.11B What is your estimated monthly expense on purchase of data on social network? Nigeria (Naira) *

Less than N500

N500 - 1000

N1000 - 1500

N1500 - 2000

N2000 and above

Section B:

Social media information

2.1 Do you have a Social Network account? *

Yes

No

2.2 How long have you been using social media? *

Less than 6 months

6months -1 year

Less than 2 years

Between 2-5 years

5 years and more

2.3 The approximate time per week you spent on your Facebook account *

- 1-3 hours
- 4- 7 hours
- 8-11 hours
- 12-15 hours
- 16 and above

2.4 How often do you use social media? *

- Never
- Hourly
- Daily
- Weekly
- Monthly

2.5 Which electronic gadgets do you often use for social media? *

- School/ public computers
- Tablet computers
- Smartphones
- Personal computers
- Others

2.6 Social networking is convenient, quicker and easy to use. *

- Yes
- No

2.7 Does social networking triggers you to engage in actual purchase of brand/product? *

- Yes
- No

2.8 Which of the information channels have the most influence your actual purchase decision? *

- Print media: Posters, newspaper, magazine flyers etc.
- Audio-Visual: Television
- Electronic: Radio
- Social networking: Facebook / Twitter / Instagram and others

Outdoors: Billboards

2.9 Which social networking platforms do you use most often *

Facebook

Instagram

Twitter

WhatsApp

Section C: Marketing goals and objectives

Please rank each statement by ticking (✓) the appropriate answer using the scale given below.

Assessment key: Strongly disagreed (1); Disagreed (2); Agreed (3) Strongly agreed (4).

Please indicate to what extent you Strongly Agree (4) or Strongly Disagree (1) with each statement regarding your actual purchase on social media.

3.1 Young people are increasingly using social media platforms to gain recommendations, reviews and opinions from friends, family, experts and the collective social community *

Strongly disagreed

Disagreed

Agreed

Strongly Agreed

3.2 Social media provides an effective and powerful platform an effective and powerful platform for consumers to communicate with one other and with the organisations. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agreed

3.3 Social media platforms serve as a medium of gathering information for organisation to know a lot about different the opinions of potential and actual consumers about their brand. *

Strongly Disagreed

Disagreed

Agreed
Strongly Agreed

3.4 Social media has provided more effective and efficient platforms to draw consumers' attention towards organisation brands than mass media channels. *

Strongly Disagreed
Disagreed
Agreed
Strongly Agree

3.5 Social media create brand awareness for a newly launch product among the young consumers' *

Strongly Disagreed
Disagreed
Agreed
Strongly Agree

3.6 Social media platforms are economical in decreasing marketing budgets. *

Strongly Disagreed
Disagreed
Agreed
Strongly Agree

Brand awareness

4.1 I go for brands that are popular or well known on my social media networking sites. *

Strongly Disagreed
Disagreed
Agreed
Strongly Agree

4.2 I can quickly recall symbols or logos of a particular product/brand that appeared on the social media. *

Strongly Disagreed
Disagreed
Agreed
Strongly Agree

4.3 Brand awareness influence young consumer purchase decision in buying FMCGs on social media *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

4.4 I buy a brand/ product based on electronic word-of-mouth and advertisements of the brand. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

4.5 Brands/products that come to my mind first are those that are advertised on social media *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

4.6 I am inclined to participate in brand community programmes only with brands I have already know and familiar with on social media. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

Organisation social media participation

5.1 Participating in brand community events will surely increase my loyalty to a brand. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

5.2 Brand participation helps to build a trusting and deep relationship that makes young consumers have a sense of belonging, as well as to preserve their affiliation. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

5.3 Engaging the young consumers' in an online brand community, will lead to cost decreasing for FMCG product development. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

5.4 I will participate in brand events on social networking sites only if there are incentives such as souvenirs, free data, gifts or rewards. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

5.5 Engaging the young consumers' in a social networking platforms with brand activities will build a positive perception among young consumers towards the brand *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

Rewards

6.1 I will buy more of a brand/ product if there are incentives/ discount programme on my social media platforms. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

6.2 Redeeming my coupons on social networks will give me confidence to advocate for a brand among my friends and other online users. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

6.3 Brand incentives on social networking platforms will motivate me to “Like” the brand. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

6.4 I will save money or receive discounts if I stick to a brand that has social media presence *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

6.5 Effective brand loyalty programmes such as coupons, / incentives/discount will surely motivate me to repeatedly purchase the brand. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

6.6 Brand incentives will stimulate positive attitude among the young consumers’s for a brand. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

Brand Integrity

7.1 Based on experience, recommendation and comments on social networking, I know that the brand/ product advertised on social media platforms are trustworthy. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

7.2 A Brand page on social networking platforms protect and secure consumer's personal information against fraud and scammers on social media *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

7.3 I am aware brands /products interacting with young consumers on social networking platforms do comply with privacy policies and adhere to standards. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

7.4 I have confidence that products purchase via social networks platforms will be deliver *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

7.5 Organisations that keep to their promises of their brands on social media platforms will retain and win the hearts of young consumers on social networking sites. Strongly Disagreed

Disagreed

Agreed

Strongly Agree

7.6 Brands on social media platforms should be honest and more receptive to young consumers' needs, in order to build trust and strong relationship with them. *

Strongly Disagree

Disagreed

Agreed

Strongly Agree

Actual Purchase

8.1 There is the possibility that in future, my purchases of groceries and toiletries will be higher on social networking platforms. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

8.2 I will buy via social media if the organisations possess good customer service and high integrity. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

8.3 I will shop on social networking platforms if I have knowledge or information about a brand. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

8.4 My engagement on brand fan page events will influence me to purchase via social media. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

8.5 I will continue to purchase on social media as long as there are incentives for buying and participation. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

8.6 Buying on social networking sites gives me convenience and hastens my buying process. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

Consumer attitude

9.1 When a brand / product is not advertised on a social media platform, it is regarded as a low quality. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

9.2 Organisations on social media platforms have the tools and skills to deliver superior customer experiences. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

9.3 I will develop a favourable attitude towards a Fast-moving consumer goods (FMCGs) brand that have social media presence. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

9.4 Brands marketing on social media are truly focusing on meeting young consumers' needs and wants. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

9.5 Facebook brand pages and online user reviews influence me to try products / brands. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

9.6 Brand image, colour and symbols create a superior brand messages to me over that of competitors brands that is not on social networking sites. *

Strongly Disagreed

Disagreed

Agreed

Strongly Agree

10.0 Would you like to receive a copy of the result of this survey?

Yes

No

66. If 'Yes 'please provide your email address

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ANNEXURE C: SAMPLE SIZE CALCULATOR

Required Sample Size†								
Population Size	Confidence = 95%				Confidence = 99%			
	Margin of Error				Margin of Error			
	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	50	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	89	94	99	87	93	96	99
150	108	126	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	246
300	169	217	251	291	207	246	270	295
400	196	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	341	462	554	672
800	260	396	526	739	363	503	615	763
1,000	278	440	606	906	399	575	727	943
1,200	291	474	674	1067	427	636	827	1119
1,500	306	515	759	1297	460	712	959	1376
2,000	322	563	869	1655	498	808	1141	1785
2,500	333	597	952	1984	524	879	1288	2173
3,500	346	641	1068	2565	558	977	1510	2890
5,000	357	678	1176	3288	586	1066	1734	3842
7,500	365	710	1275	4211	610	1147	1960	5165
10,000	370	727	1332	4899	622	1193	2098	6239
25,000	378	760	1448	6939	646	1285	2399	9972
50,000	381	772	1491	8056	655	1318	2520	12455
75,000	382	776	1506	8514	658	1330	2563	13583
100,000	383	778	1513	8762	659	1336	2585	14227
250,000	384	782	1527	9248	662	1347	2626	15555
500,000	384	783	1532	9423	663	1350	2640	16055
1,000,000	384	783	1534	9512	663	1352	2647	16317
2,500,000	384	784	1536	9567	663	1353	2651	16478
10,000,000	384	784	1536	9594	663	1354	2653	16560
100,000,000	384	784	1537	9603	663	1354	2654	16584
300,000,000	384	784	1537	9603	663	1354	2654	16586

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ANNEXURE D: NORTH -WEST UNIVERSITY POPULATION SIZE



Enrolments & Graduates Detail Report

(2018)

Report Filters
Year: 2018
Presentation Method: Contact
Campus: Mafikeng
Method of Delivery: EXTENDED FULLTIME; FULL TIME
Qual Type: All

Undergrad/Postgrad ► Qual Type	2018 Enrolments
Occasional student	14,0
Occasional student / Not instructional, research	14,0
Postgraduate	1 472,0
Bachelor Honours Degree	241,0
Doctoral Degree	180,0
Doctoral Degree (Pre-HEQSF)	139,0
Honours Degree	155,0
Masters Degree	348,0
Masters Degree (Pre-HEQSF)	191,0
Postgraduate Diploma	5,0
Post-graduate Diploma or Certificate	213,0
Undergraduate	10 571,0
Bachelor's Degree (360 – NQF level 7)	1 933,0
Bachelor's Degree (480 – NQF level 7)	1 185,0
Bachelor's Degree (480 – NQF level 8)	358,0
Diploma (240)	83,0
Diploma (360)	207,0
General Academic Bachelor's Degree	3 827,0
Professional First Bachelor's Degree (3 yrs)	522,0
Professional First Bachelor's Degree (4 yrs min)	2 168,0

ANNEXURE E: UNIVERSITY OF LAGOS POPULATION SIZE



University of Lagos

The University of First Choice & The Nation's Pride
Senate House, University of Lagos, Akoka, Lagos, Nigeria

Tel: 0706036604, 08132973378
Website: www.unilag.edu.ng

E-mail: registrar@unilag.edu.ng

Wednesday, July 4, 2018

Erutan Olutade,
Department of Marketing Management,
Faculty of Economic and Management Sciences,
North-West University, Mafikeng,
South-Africa.

RE: REQUEST FOR UNDERGRADUATES POPULATION SIZE

Your letter on the above subject refers, please.

Kindly find below the student-count of full-time registered undergraduates of the University.

SN	LEVEL	COUNT
1	100	5,497
2	200	5,680
3	300	5,680
4	400	5,221
5	500	1,575

For further clarification/information, please call 08180514724.

Thank you.

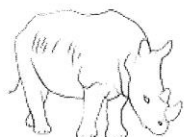
A handwritten signature in black ink, appearing to read 'A.O. Ukaiwe'.

A.O. Ukaiwe (Mrs.)
Director, Academic Affairs
08180514724

Registrar: Oladejo Azeem, Esq.

The Registry – Symbol of Administrative Excellence

ANNEXURE F: ENGLISH EDITING CERTIFICATE



Prof SW Vorster

Text Editing / Translation

Certificate of Editing

This document certifies that the PhD thesis:

***“SOCIAL MEDIA AS A MARKETING STRATEGY TO INFLUENCE YOUNG
CONSUMERS’ ATTITUDE TOWARDS FAST-MOVING CONSUMER GOODS:
A COMPARATIVE STUDY”***

by

EO OLUTADE

has been edited by me for proper English language usage.



Prof SW Vorster
BA (Hons), MMed, MSc (Eng), PhD
Accredited Member No. 1000923
South African Translators' Institute

Cell 072 719 7025
schalkvorster71@gmail.com

Date: 23 October 2019

ANNEXURE G: SIMILARITY INDEX

11/22/2019

Olutade ithenticate_summary_51877818.html

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Similarity Index
13%

FMCGs social media

By: Olutade E

As of: Nov 22, 2019 12:58:07 PM
100,433 words - 968 matches - 362 sources

sources:

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[Escobar-Rodriguez, Tomás, and Elena Carvajal-Trujillo. "Online drivers of consumer purchase of website airline tickets". Journal of Air Transport Management, 2013.](#)
123 words / < 1% match - Internet from 05-Sep-2018 12:00AM
[journals.sagepub.com](#)
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[actacommercii.co.za](#)
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ANNEXURE H: ETHICAL CLEARANCE



NORTH-WEST UNIVERSITY
YUNIBESITHI YA BOKONE-BOPHIRIWA
NOORDWES-UNIVERSITEIT

Private Bag X5001, Potchefstroom,
South Africa, 2520

Tel: (018) 299-4900

Fax: (018) 299-4910

Web: <http://www.nwu.ac.za>

Institutional Research Ethics Regulatory Committee

Tel: +27 18 299 4849

Email: Ethics@nwu.ac.za

ETHICS APPROVAL CERTIFICATE OF PROJECT

Based on approval by the Human Sciences Research Ethics Committee (HSREC) on 02/11/2016, the North-West University Institutional Research Ethics Regulatory Committee (NWU-IRERC) hereby approves your project as indicated below. This implies that the NWU-IRERC grants its permission that, provided the special conditions specified below are met and pending any other authorisation that may be necessary, the project may be initiated, using the ethics number below.

Project title: Social media as a marketing strategy to influence young consumers' attitude for fast moving consumable goods.	
Project Leader/Supervisor: Prof M Potgieter	
Student: EO Olatide	
Ethics number:	N W U - 0 0 4 7 4 - 1 8 - A 9
Sub: Sub; R = Re-Submission; P = Provisional Authorisation; A = Authorisation	
Application Type: Doctoral application	
Commencement date: 2016-10-26	Expiry date: 2019-10-26
Risk:	N/A

Special conditions of the approval (if applicable):

- Translation of the informed consent document to the languages applicable to the study participants should be submitted to the HSREC (if applicable).
- Any research at governmental or private institutions, permission must still be obtained from relevant authorities and provided to the HSREC. Ethics approval is required BEFORE approval can be obtained from these authorities.

General conditions:

While this ethics approval is subject to all declarations, undertakings and agreements incorporated and signed in the application form, please note the following:

- The project leader (principal investigator) must report in the prescribed format to the NWU-IRERC via HSREC:
 - annually (or as otherwise requested) on the progress of the project, and upon completion of the project
 - without any delay in case of any adverse event (or any matter that interrupts sound ethical principles) during the course of the project.
 - Annually a number of projects may be randomly selected for an external audit.
- The approval applies strictly to the protocol as stipulated in the application form. Would any changes to the protocol be deemed necessary during the course of the project, the project leader must apply for approval of these changes at the HSREC. Would there be deviation from the project protocol without the necessary approval of such changes, the ethics approval is immediately and automatically forfeited.
- The date of approval indicates the first date that the project may be started. Would the project have to continue after the expiry date, a new application must be made to the NWU-IRERC via HSREC and new approval received before or on the expiry date.
- In the interest of ethical responsibility the NWU-IRERC and HSREC retains the right to:
 - request access to any information or data at any time during the course or after completion of the project;
 - to ask further questions, seek additional information, require further modification or monitor the conduct of your research or the informed consent process;
 - withdraw or postpone approval if:
 - any unethical principles or practices of the project are revealed or suspected,
 - it becomes apparent that any relevant information was withheld from the HSREC or that information has been false or misrepresented,
 - the required annual report and reporting of adverse events was not done timely and accurately,
 - new institutional rules, national legislation or international conventions deem it necessary.
- HSREC can be contacted for further information via Ethics.Ethics@nwu.ac.za or 018 289 2873.

The IRERC would like to remain at your service as scientist and researcher, and wishes you well with your project. Please do not hesitate to contact the IRERC or HSREC for any further enquiries or requests for assistance.

Yours sincerely

Prof LA
Du Plessis

Digitally signed by
Prof LA Du Plessis
Date: 2016.11.08
07:48:07 +02'00'

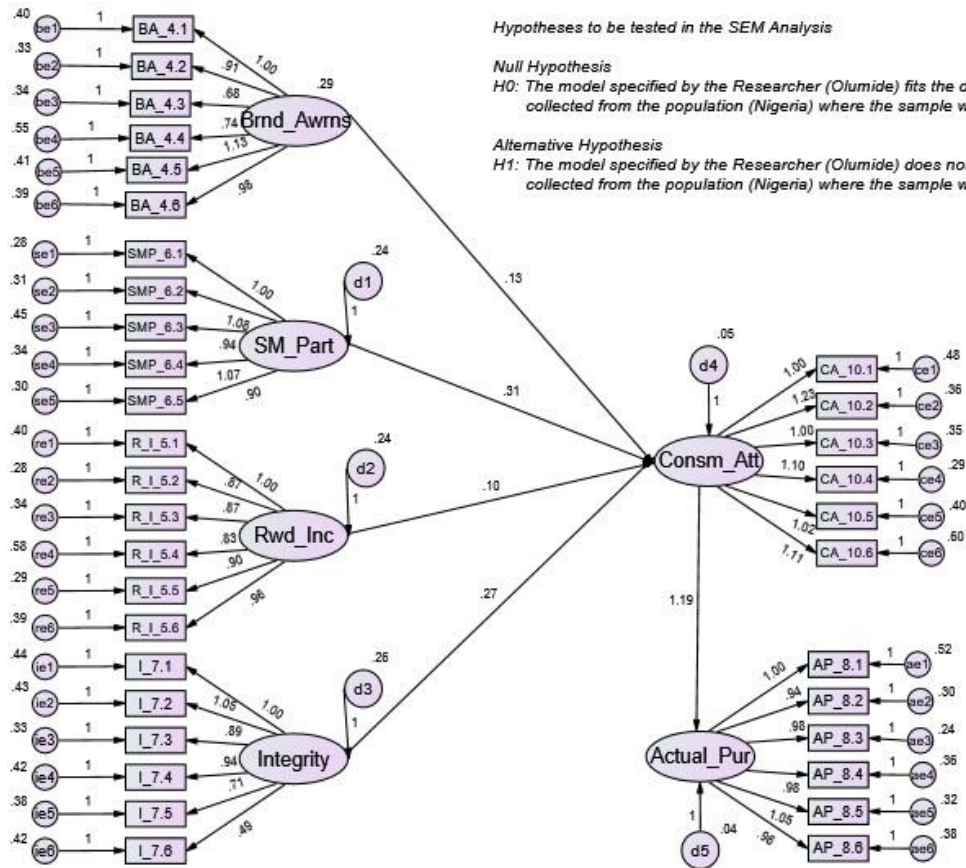
Prof Linda du Plessis

Chair NWU Institutional Research Ethics Regulatory Committee (IRERC)

ANNEXURE I: CHART NIG_1

CHART NIG_1:

Nigeria - SEM Model Analysis of Parallel Causal Constructs' Influences on Actual Purchase (AP) of Fast Moving Consumer Goods (FMCG) on Social Media



A. TEST PROCEDURE

Chi Square - Model ABSOLUTE FIT Test (The optimal test that compares specified model with unrestricted, saturated baseline model)

INFERENCE CRITERION:

If the p value is less than 0.05, then the test is statistically significant and the null hypothesis H0 is rejected otherwise (i.e. if $p > 0.05$) H0 is not rejected where p-value is the probability of obtaining a value as high or even higher than the Chi-square value obtained, given that the H0 is true.

TEST RESULT

Chi square = 2076.618; df = 555; p-value = .000

INFERENCE

Since p-value = .000 (i.e. less than 0.05), H0 is rejected, hence the model specified does not fit data collected from the population where the sample was drawn.

INTERPRETATION

Although the specified model is found not to fit the data collected, most SEM Model fit analysis do not often pass this very strict test, hence the model relative fit tests are usually conducted as a validation test

B. TEST PROCEDURE

Test of Model RELATIVE FIT (A sub-optimal test that compares the pecified model with the most restrictive, independence baseline model)

1. Tucker-Lewis Index (TLI); 2. Comparative Fit Index (CFI); 3. Root Mean Square Error of Approximation (RMSEA)

INFERENCE CRITERION:

The more the values of TLI and CFI are closer to 1, the better the model specified by the Researcher fits the data collected from population where the sample was drawn

When the values of RMSEA is below (less than) 0.06, then the model specified by the Researcher fits the data collected from population where the sample was drawn

TEST RESULT

1. TLI = .698; 2. CFI = .718; 3. RMSEA = .077

INFERENCE

Since the values of TLI (.698) and CFI (.718) are not that close to 1, and the value of RMSEA (.077) is above 0.06, it can be concluded that the model specified do not fit

the data collected from the population where the sample was drawn.

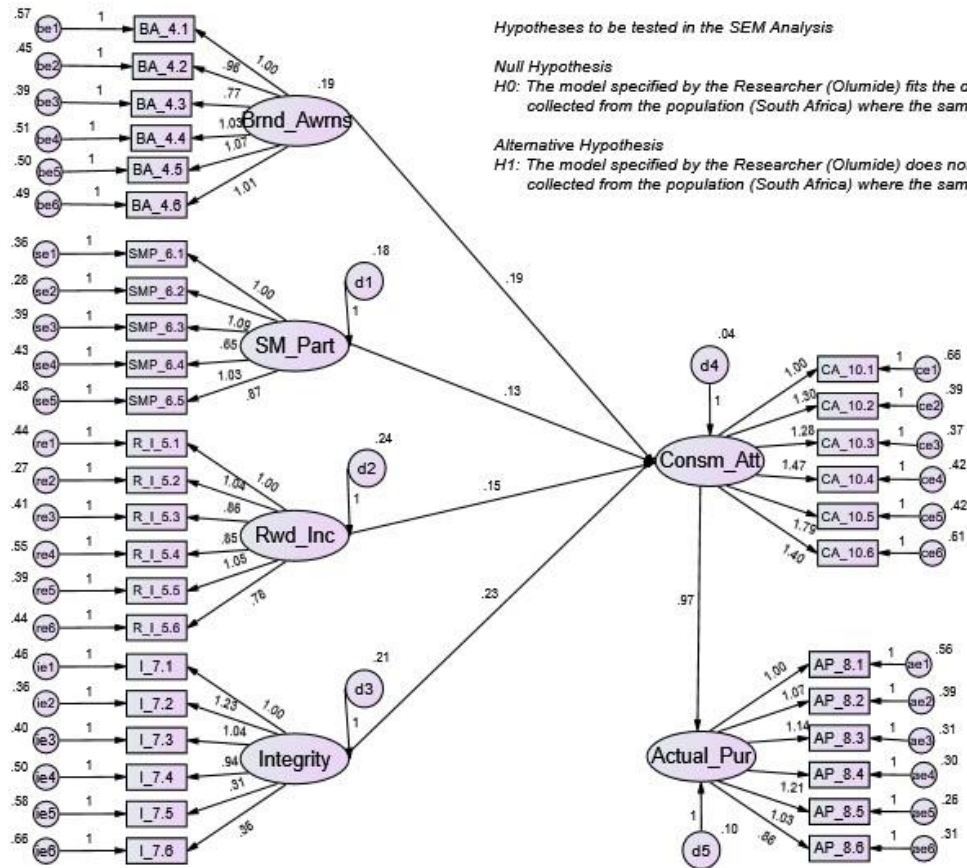
INTERPRETATION

The validation test also found the specified model not to fit the data collected. The model can either be modified by inclusion or elimination of constructs based on new theoretical evidences. Also the modification may be by reconsidering the causal relationship between constructs in the rejected model, which ideally should also be supported by new theoretical evidences

ANNEXURE J: CHART SA_1

CHART SA_1:

South Africa - SEM Model Analysis of Parallel Causal Constructs' Influences on Actual Purchase (AP) of Fast Moving Consumer Goods (FMCG) on Social Media



A. TEST PROCEDURE

Chi Square - Model ABSOLUTE FIT Test (The optimal test that compares specified model with unrestricted, saturated baseline model)

INFERENCE CRITERION:

If the p value is less than 0.05, then the test is statistically significant and the null hypothesis H0 is rejected otherwise (i.e. if $p > 0.05$) H0 is not rejected where p-value is the probability of obtaining a value as high or even higher than the Chi-square value obtained, given that the H0 is true.

TEST RESULT

Chi square = 1435.426; df = 555; p-value = .000

INFERENCE

Since p-value = .000 (i.e. less than 0.05), H0 is rejected, hence the model specified does not fit data collected from the population where the sample was drawn.

INTERPRETATION

Although the specified model is found not to fit the data collected, most SEM Model fit analysis do not often pass this very strict test, hence the model relative fit tests are usually conducted as a validation test

B. TEST PROCEDURE

Test of Model RELATIVE FIT (A sub-optimal test that compares the pecified model with the most restrictive, independence baseline model)

1. Tucker-Lewis Index (TLI); 2. Comparative Fit Index (CFI); 3. Root Mean Square Error of Approximation (RMSEA)

INFERENCE CRITERION:

The more the values of TLI and CFI are closer to 1, the better the model specified by the Researcher fits the data collected from population where the sample was drawn

When the values of RMSEA is below (less than) 0.06, then the model specified by the Researcher fits the data collected from population where the sample was drawn

TEST RESULT

1. TLI = .700; 2. CFI = .720; 3. RMSEA = .063

INFERENCE

Since the values of TLI (.700) and CFI (.720) are somewhat close to 1, but the value of RMSEA (.063) is above 0.06, it can be concluded that the model specified do not quite fit

the data collected from the population where the sample was drawn.

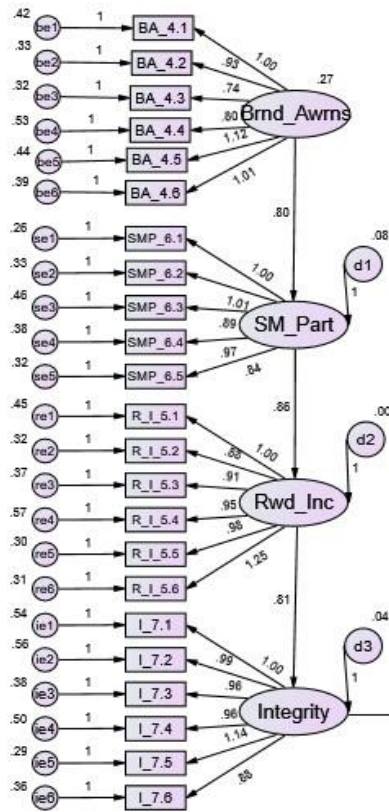
INTERPRETATION

The validation test also found the specified model not to quite fit the data collected. The model can thus either be modified by inclusion or elimination of constructs based on new theoretical evidences. Also the modification may be by reconsidering the causal relationship between constructs in the rejected model, which ideally should also be supported by new theoretical evidences.

ANNEXURE K: CHART_NIG 2

CHART NIG_2:

Nigeria - SEM Model Analysis of Serial Causal Constructs' Influences on Actual Purchase (AP) of Fast Moving Consumer Goods (FMCG) on Social Media



Hypotheses to be tested in the SEM Analysis

Null Hypothesis

H0: The model specified by the Researcher (Olumide) fits the data collected from the population (Nigeria) where the sample was drawn

Alternative Hypothesis

H1: The model specified by the Researcher (Olumide) does not fit the data collected from the population (Nigeria) where the sample was drawn

A. TEST PROCEDURE

Chi Square - Model ABSOLUTE FIT Test (The optimal test that compares specified model with unrestricted, saturated baseline model)

INFERENCE CRITERION:

If the p value is less than 0.05, then the test is statistically significant and the null hypothesis H0 is rejected otherwise (i.e. if $p > 0.05$) H0 is not rejected where p-value is the probability of obtaining a value as high or even higher than the Chi-square value obtained, given that the H0 is true.

TEST RESULT

Chi square = 963.047; df = 373; p-value = .000

INFERENCE

Since p-value = .000 (i.e. less than 0.05), H0 is rejected, hence the model specified does not fit data collected from the population where the sample was drawn.

INTERPRETATION

Although the specified model is found not to fit the data collected, most SEM Model fit analysis do not often pass this very strict test, hence the model relative fit tests are usually conducted as a validation test

B. TEST PROCEDURE

Test of Model RELATIVE FIT (A sub-optimal test that compares the pecified model with the most restrictive, independence baseline model)

1. Tucker-Lewis Index (TLI); 2. Comparative Fit Index (CFI); 3. Root Mean Square Error of Approximation (RMSEA)

INFERENCE CRITERION:

The more the values of TLI and CFI are closer to 1, the better the model specified by the Researcher fits the data collected frompopulation where the sample was drawn

When the values of RMSEA is below (less than) 0.06, then the model specified by the Researcher fits the data collected from population where the sample was drawn

TEST RESULT

1. TLI = .857; 2. CFI = .869; 3. RMSEA = .059

INFERENCE

Since the values of TLI (.857) and CFI (.869) are now closer to 1 (compared to the Parallel model), and the value of RMSEA (.059) is almost equal to 0.06, it can be concluded that the model specified fits the data collected from the population where the sample was drawn.

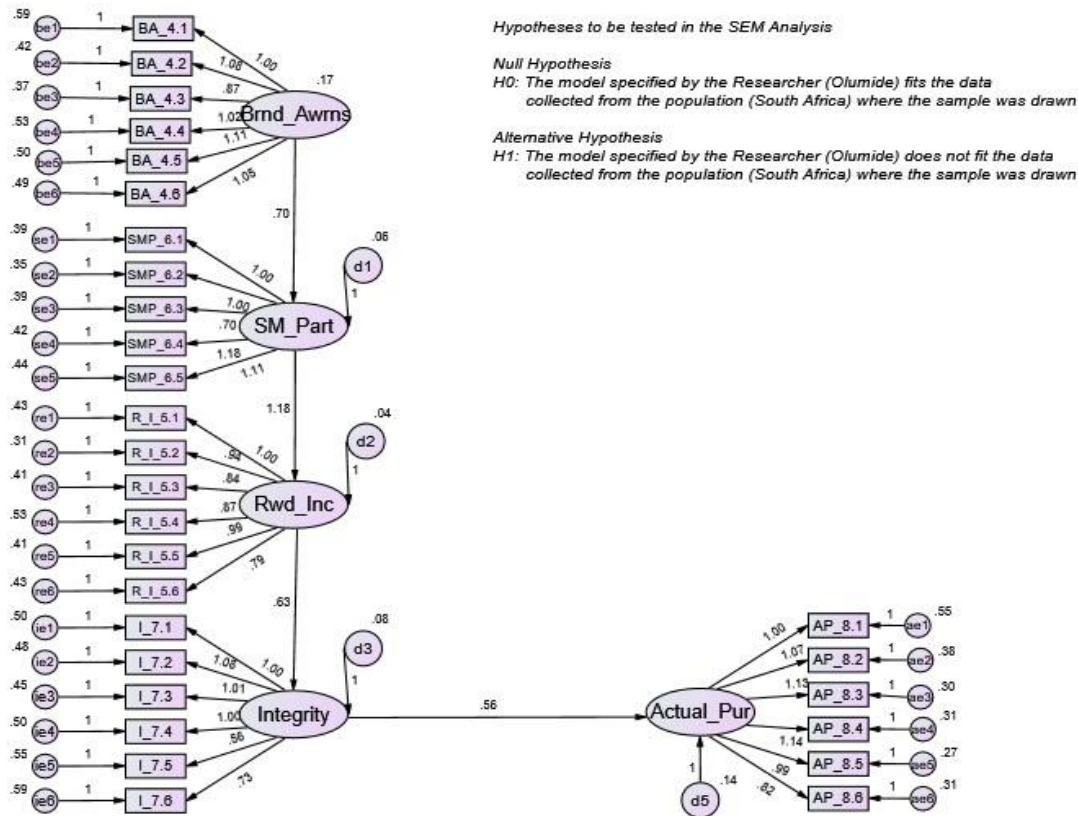
INTERPRETATION

The validation test found the specified model to fit better the data collected. The model can thus be adopted with (supported by new theoretical evidences) or without further modifications

ANNEXURE L: CHART SA_2

CHART SA_2:

South Africa - SEM Model Analysis of Serial Causal Constructs' Influences on Actual Purchase (AP) of Fast Moving Consumer Goods (FMCG) on Social Media



A. TEST PROCEDURE

Chi Square - Model ABSOLUTE FIT Test (The optimal test that compares specified model with unrestricted, saturated baseline model)

INFERENCE CRITERION:

If the p value is less than 0.05, then the test is statistically significant and the null hypothesis H0 is rejected otherwise (i.e. if $p > 0.05$) H0 is not rejected where p-value is the probability of obtaining a value as high or even higher than the Chi-square value obtained, given that the H0 is true.

TEST RESULT

Chi square = 783.844; df = 373; p-value = .000

INFERENCE

Since p-value = .000 (i.e. less than 0.05), H0 is rejected, hence the model specified does not fit data collected from the population where the sample was drawn.

INTERPRETATION

Although the specified model is found not to fit the data collected, most SEM Model fit analysis do not often pass this very strict test, hence the model relative fit tests are usually conducted as a validation test

B. TEST PROCEDURE

Test of Model RELATIVE FIT (A sub-optimal test that compares the specified model with the most restrictive, independence baseline model)

1. Tucker-Lewis Index (TLI); 2. Comparative Fit Index (CFI); 3. Root Mean Square Error of Approximation (RMSEA)

INFERENCE CRITERION:

The more the values of TLI and CFI are closer to 1, the better the model specified by the Researcher fits the data collected from population where the sample was drawn

When the values of RMSEA is below (less than) 0.06, then the model specified by the Researcher fits the data collected from population where the sample was drawn

TEST RESULT

1. TLI = .827; 2. CFI = .841; 3. RMSEA = .052

INFERENCE

Since the values of TLI (.827) and CFI (.841) are now much closer to 1 (compared to the Parallel model), and the value of RMSEA (.052) is below (less than) 0.06, it can be concluded that the model specified fits the data collected from the population where the sample was drawn.

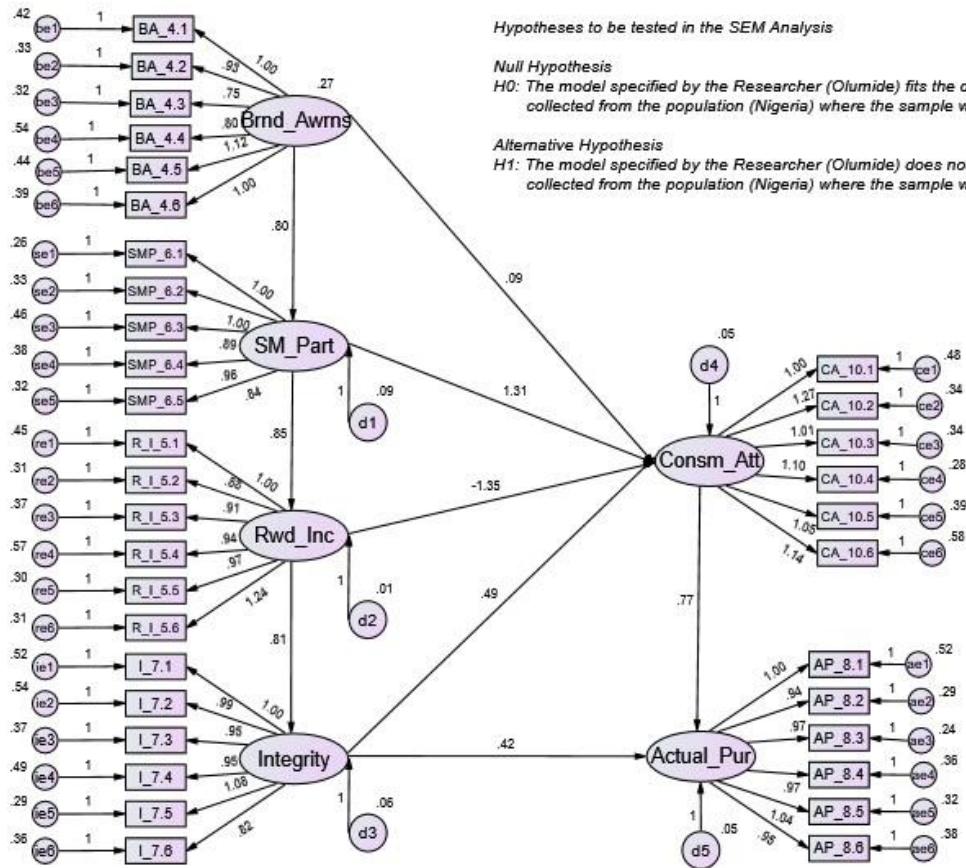
INTERPRETATION

The validation test found the specified model to fit better the data collected. The model can thus be adopted with modification (supported by new theoretical evidences) or without further modifications

ANNEXURE M: CHART NIG_3

CHART NIG_3:

Nigeria - SEM Model Analysis of Combined Parallel and Serial Causal Constructs' Influences on Actual Purchase (AP) of Fast Moving Consumer Goods (FMCG) on Social Media



A. TEST PROCEDURE

Chi Square - Model ABSOLUTE FIT Test (The optimal test that compares specified model with unrestricted, saturated baseline model)

INFERENCE CRITERION:

If the p value is less than 0.05, then the test is statistically significant and the null hypothesis H0 is rejected otherwise (i.e. if $p > 0.05$) H0 is not rejected where p-value is the probability of obtaining a value as high or even higher than the Chi-square value obtained, given that the H0 is true.

TEST RESULT

Chi square = 1253.952; df = 551; p-value = .000

INFERENCE

Since p-value = .000 (i.e. less than 0.05), H0 is rejected, hence the model specified does not fit data collected from the population where the sample was drawn.

INTERPRETATION

Although the specified model is found not to fit the data collected, most SEM Model fit analysis do not often pass this very strict test, hence the model relative fit tests are usually conducted as a validation test

B. TEST PROCEDURE

Test of Model RELATIVE FIT (A sub-optimal test that compares the pecified model with the most restrictive, independence baseline model)

1. Tucker-Lewis Index (TLI); 2. Comparative Fit Index (CFI); 3. Root Mean Square Error of Approximation (RMSEA)

INFERENCE CRITERION:

The more the values of TLI and CFI are closer to 1, the better the model specified by the Researcher fits the data collected from population where the sample was drawn

When the values of RMSEA is below (less than) 0.06, then the model specified by the Researcher fits the data collected from population where the sample was drawn

TEST RESULT

1. TLI = .859; 2. CFI = .870; 3. RMSEA = .053

INFERENCE

Since the values of TLI (.859) and CFI (.870) are quite close to 1, and the value of RMSEA (.053) is now below (less than) 0.06, it can be concluded that the model specified fit the data collected from the population where the sample was drawn.

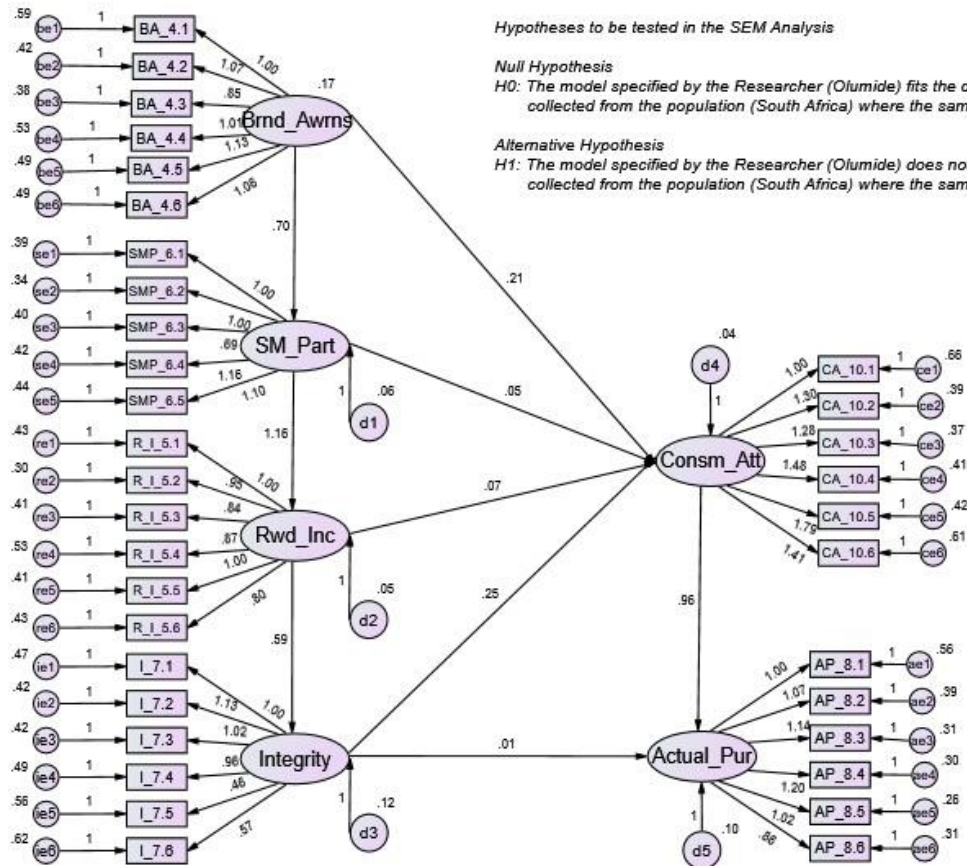
INTERPRETATION

The validation test found the specified model to fit the data collected. The model is adopted (i.e. the combination of the paths in the Parallel and Serial models produced a better model that fit the collected data).

ANNEXURE N: CHART SA_3

CHART SA_3:

South Africa - SEM Model Analysis of Combined Parallel and Serial Causal Constructs' Influences on Actual Purchase (AP) of Fast Moving Consumer Goods (FMCG) on Social Media



Hypotheses to be tested in the SEM Analysis

Null Hypothesis

H0: The model specified by the Researcher (Olumide) fits the data collected from the population (South Africa) where the sample was drawn

Alternative Hypothesis

H1: The model specified by the Researcher (Olumide) does not fit the data collected from the population (South Africa) where the sample was drawn

A. TEST PROCEDURE

Chi Square - Model ABSOLUTE FIT Test (The optimal test that compares specified model with unrestricted, saturated baseline model)

INFERENCE CRITERION:

If the p value is less than 0.05, then the test is statistically significant and the null hypothesis H0 is rejected otherwise (i.e. if $p > 0.05$) H0 is not rejected where p-value is the probability of obtaining a value as high or even higher than the Chi-square value obtained, given that the H0 is true.

TEST RESULT

Chi square = 1040.582; df = 551; p-value = .000

INFERENCE

Since p-value = .000 (i.e. less than 0.05), H0 is rejected, hence the model specified does not fit data collected from the population where the sample was drawn.

INTERPRETATION

Although the specified model is found not to fit the data collected, most SEM Model fit analysis do not often pass this very strict test, hence the model relative fit tests are usually conducted as a validation test

B. TEST PROCEDURE

Test of Model RELATIVE FIT (A sub-optimal test that compares the pecified model with the most restrictive, independence baseline model)

1. Tucker-Lewis Index (TLI); 2. Comparative Fit Index (CFI); 3. Root Mean Square Error of Approximation (RMSEA)

INFERENCE CRITERION:

The more the values of TLI and CFI are closer to 1, the better the model specified by the Researcher fits the data collected from population where the sample was drawn

When the values of RMSEA is below (less than) 0.06, then the model specified by the Researcher fits the data collected from population where the sample was drawn

TEST RESULT

1. TLI = .832; 2. CFI = .845; 3. RMSEA = .047

INFERENCE

Since the values of TLI (.832) and CFI (.845) are quite closer to 1, and the value of RMSEA (.047) is now well below (much less than) 0.06, it can be concluded that the model specified fit the data collected from the population where the sample was drawn.

INTERPRETATION

The validation test found the specified model to fit the data collected. The model is adopted (i.e. the combination of the paths in the Parallel and Serial models produced a better model that fit the collected data).