

Title: The role of social media at Pegasus Steel South Africa, and the steel industry.

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Abstract

This research report is focused on the role of social media at Pegasus Steel, South Africa and the steel industry. The reasoning for this chosen topic is for the fact that there is a gap in the knowledge of what the role of social media is in the steel industry. It is important with the development in times that all businesses adapt to social media as a lot of companies are introducing it for the fact that it covers a wide range of audience for advertising purposes. The data collection method used was semi-structured interviews because it was best suited for qualitative data collection. The problem that the student encountered while doing the research was that the interviews were to take place during the Covid-19 outbreak. Thereafter, the student needed to change the way in which data was being collected. Therefore, the student's approach was adapting to the change and using the online platform, Microsoft teams to do the interviews, as this is the channel that Pegasus Steel employees preferred most. The most significant findings were that the role of social media is of importance for predominately marketing and advertising.

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Introduction

Contextualisation

This study is focused on the role of social media at Pegasus Steel South Africa and the steel industry. The steel industry in South Africa is important because they are an enabler of every part of the South African economy including the automotive, mining, construction, energy and infrastructure sectors, all of which are identified as major growth drivers (Salo,2020). The top five steel industries in the country contribute R600-billion to South Africa's gross domestic product (GDP) and employ more than eight-million people (Kilian, 2020). For the purpose of this study the researcher's focus is primarily to determine the role of social media at Pegasus Steel and the steel industry.

The importance of conducting this study is to understand what the role is of social media at Pegasus Steel, and the steel industry. As much as word of mouth is an important communication tool in the steel industry, introducing social media opens up many more opportunities, such as interacting with your clients and stakeholder on a daily basis and keeping them posted, responding to negative or positive feedback, introducing new products and services and putting important information about the company on a social platform which is used countrywide. Social media also opens up communication to a wider audience, which helps with potential or new clients wanting to know about a business but not having the time to visit your factory or offices.

The reason why this study is essential to the steel industry because there is little known about the role of social media usage and engagement in a sector that's primary focus is not on social media. It is important to have knowledge about social media's role in the steel industry because the industry is known to be one that focuses on word of mouth and relationship building rather than online presence (Salo, 2020). Social media could benefit the steel industry greatly as companies need to have word of mouth advertising as well as an online presence because the more platforms or channels used for advertising, and communication, the better and easier for the client and business involved. For new customers, as well as current customers, who do not know about certain services and products that the company offers, there will be access to information about the company on social media. Another way a customer can learn about the company via social media is by, reading reviews on the services and products, which will be provided by past and present customers (Molander, 2020). Communication is

important in every single company, and with Pegasus steel being such a large company, it is difficult to contact all customers and stakeholders on the company's daily operations, promotions and expertise.

The feedback from the employees will be of utmost importance because their feedback on the role social media plays at Pegasus Steel and the steel industry will help guide the research. It is important to receive managements feedback on the role of social media because they are the backbone of the company, whatever the employees or clients' needs and wants are, they need to be met by Pegasus Steel otherwise stakeholders will go elsewhere where their opinions are taken into account and clients will go to a place who cares what their needs and wants are.

Therefore, if there is a platform such as Facebook it saves the company a lot of time as well as communication problems or product feedback (Salo, 2020). This is helpful with the steel industry because of the labour-intensive work, there is little time for anything else but work. The literature will look at the various aspects of the roles of social media as well as communication technologies involved in use of social media, in businesses in different sectors, as there is minimal information on the importance and role of social media in the steel industry. The contribution of a study like this in South Africa would be great due to the fact that to the researcher's knowledge there have only been two studies done on social media in the steel industry and they are not in a South African context. Therefore, this study will enlighten a lot of the steel industries in South Africa about other countries do differently via social media.

Rationale

This topic was chosen because it stems from the researcher's interest in the gap in literature of the role of social media in the steel industry, specifically focusing on Pegasus Steel South Africa. The study is relevant because it can help many companies in the steel industry, like Pegasus Steel, to create more of an awareness of what they actually do, to communicate with the clients, and solve an issue that may arise with customers, via a much faster and cheaper platform, like Facebook instead of having to make a face to face appointment. The contribution a study like this will make to the steel industry is a great contribution, such as improving businesses online presence and digital communication, due to the fact that it has been proven that social media is important in any business regardless of the sector (Salo, 2020). Social medias' role is very beneficial to any industry because of the benefits that comes with using it such as, builds relationships, increases web traffic, gives the brand a personal touch, act or respond in shorter period of

time, create brand awareness and understand your market (Mitchell, 2020). An example how beneficial social media is to a business is shown in where Pegasus Steel marketed their new product during the Covid-19 pandemic, they had made several sanitizer stands and they had great success due to the fact that they marketed the product on their Facebook page which was liked, shared and commented on which created great advertisement and knowledge and sales of the product (Pegasus Steel, Pegasus Steel, 2020). Based on the amount of likes and shares, there were 26 likes and 56 shares, and these grow by the day, it is evident that the use of Facebook contributed to the success of the sale of sanitizer stands. The number of likes, shares and comments Pegasus Steel receive are great amounts due to the fact that they are newly apart of social media. The number of shares is the important factor because it shows that people are interacting with the post as well as sharing it to all of their friends and family, which creates a wide range of advertising and publicity.

The study is relevant in relation to academics because people who are studying communications, marketing or advertising can learn more in depth about a new sector, and its differentiating needs compared to the industries they have focused on such as corporate, and they can use their expertise to introduce social media in steel companies. The steel industry will gain great insight into generating new knowledge of role of social media.

Problem statement

There is a gap in the knowledge of this problem, therefore the researcher's scope is to create knowledge on the role of social media in a steel industry. The problem is that there is not much research done on this topic, in South Africa. There are research papers from overseas which touch base on this topic, but not as in depth as needed. This means that even if companies utilize social media, they may not be doing it correctly which will result in no interaction or interest when people look through the company's page on social media. Companies that use social media that are not very interactive are companies such as, Steel Home Company, Royal Steel and Steel Form. These companies either have not posted in a long period of time, have no activity or do not post anything but basic photos.

Word of mouth is seen as the manner in which companies in the steel industry communicate traditionally (Molander, 2020). This paper therefore looks at the role of using social media instead of word of mouth communication, to show that it is important to use online platforms as well as it is quicker and cheaper.

The role of social media should be one of the vital factors in any business, but the focus of this research paper is on the steel industry as it is one of the industries which is not really

known for taking social media into account when interacting with customers about the company. The problem that needs to be solved is determining the role of social media at Pegasus Steel and the steel industry.

Research goal/purpose statement

The purpose of this study is to determine the role of social media at Pegasus Steel as well as the steel industry, to assist the steel industry with a way to improve online presence and communications.

Research question

1. What is the role of social media at Pegasus Steel South Africa?

Objectives

- ☐ To determine the role of social media at Pegasus Steel
- ☐ To determine the difference between word of mouth versus social media in the steel industry
- ☐ To determine communication technology as a central role in establishing business relations

Literature Review

Theoretical foundation

The chosen theories that relate to this study are Social Network Theory and Social Media Engagement Theory. These theories relate to the literature because of the fact that they all speak to social media and its role.

Social Network Theory

Ronald Burt developed Granovetter's original theory (1973, 1983) *The Strength of Weak Ties* (Stone, 2018). This theory was used to then create Social Network Theory. Social Network Theory is the study of how people, organisations or groups interact with others inside their network. Understanding the theory is easier when you examine the individual pieces starting with the largest element, which is networks, and working down to the smallest element, which is the actors (Di Gangi, 2016). Social Network Theory focuses on the role of social relationships which include the transmitting of information, between channels or media influence, and enabling attitudinal or behavioural change (ScienceDirect, 2015). Social Network Theory has significantly expanded the horizon of media effects research, with increasing application of network analytic methods in various empirical contexts (ScienceDirect, 2015). This means that for the purpose of this study media effects can be examined for the role of social media. The two-step flow of communication hypothesis, the theory of weak ties, and the theory of diffusion of innovations are three major theoretical approaches that integrate network concepts in understanding the flow of mediated information and its effects (Di Gangi, 2016). This theory relates to this study because of the fact that the study focuses on the role of social media, showing that the role is of importance in the steel industry. This theory discusses how people or organisations interact with each other within their networks, which relates to the study by looking at the role of social media usage. This theory focuses on the role of social relationships, such as online relationships between company and customers, and how they share information. This is a very close link to the study at hand because of how Pegasus Steel is developing social relationships that they may have never had if they did not make use of social media. Pegasus Steel now has the advantage of being able to communicate to their stakeholders and consumers online via social media, instead of calling a meeting every time something needs to be said or published. This analysis of the role can be determined by the theory by determining how and why social media is used, and the different aspects of using social media that are

involved. Molander (2020), speaks about the use of social media can actually benefit a company really well. This is was shown in the current theory where Molander (2020) spoke about how the steel company he was working with, interacted with their various stakeholders inside their network of communication they use.

This theory was used previously in the paper written by Liu, Sidhu, Beacom and Valente's by discussing society network theory where it related to the build-up and history of the theory by adding on to other principles to create this theory. This showed the result of customer and business interaction online, through chosen networks. An example is when a specific company utilizes social media in the stated paper, the customers responded well to the use and communication online, which resulted in happy clients because it was easier and quicker to speak over social media. The theory further relates to this study because the study speaks of the roles of social media which is determined with customers, companies and stakeholders and the results or outcomes of the use of social media. The results or outcomes were happier customers as using social media was more accessible and saved time. The relevance of the theory in this study is to determine the interaction between customer and company and why social media users, use social media when it comes to the steel industry.

An example of how this theory relates to the given topic is by the researcher examining each individual interviewee's perception and answers in order to come to a conclusion. This theory uses social relationships which include the transmitting of information, between channels such as Facebook or LinkedIn and enabling attitudinal or behavioural change which will be influence by the individual's perception on the role of social media. An example where this is present is at Pegasus Steel South Africa.

Social Media Engagement Theory

The social media theory was created by Prahalad and Ramaswamy's in 2004 (Schlagwein, 2016).

Originally built as a model of interaction between a user and organization, the model was extended to focus on the social interactions among users that are supported by the social media platform provided by an organization (Di Gangi, 2016). This model in Di Gangi's paper on exploring the Influence of User Engagement on Social Media Usage, where it stated that through social media, users modify, share, and reuse content, regardless of the creators' original meaning or purpose. This sub-theory is important because of the fact that the whole subject of the researcher's work is determining how they stakeholders and companies are interacting on social media and the role thereof. (Molander, 2020). The example above from

Di Gangi, shows that social media's role is of outmost importance in a business. This was stated in Molander's study, by where he states that Steelmaster is creating leads and sales right on its Facebook page using a specific technique (Molander, 2020). This will help the research to define the role and purpose of social media usage at Pegasus steel as well as in the steel industry.

This theory was used in Di Gangi's (2016) paper on Social Media Engagement Theory where he states that social interactions form the user experience by fostering a personalized relationship among users, by serving as a transparent means of communication, by providing access to social resources including friends, acquaintances, and family members, and by defining the potential benefits and costs to engaging within social media. Social interactions among the users are what provide meaning and guide the user in evaluating how intensely involved (Di Gangi, 2016).

Previous literature

1. The role of social media in a business

Social media is about answering basic questions and being able to help consumers (Setiadi, 2019). According to Setiadi (2019), companies use social media to improve efficiency in their supply chains. Social media therefore helps build new business models for relationships with customers, investors, employees and other stakeholders (Setiadi, 2019). Social media helps strengthen a brand as well as loyalty from customers proven by (Setiadi, 2019). Once a company interacts and creates an online presence, they create and maintain relationships with customers, this is shown for example when a company has a negative review, they can use online platforms such as Facebook, in order to solve that problem and communicate with the person who had an issue, this will then in-turn help that person develop trust with the company because the companies cares about the customers, that develops a relationship. Another example is if there is a new customer interested in Pegasus Steel's products and services, they will connect with the Pegasus Steel team via social media and create a potential relationship with the company. Another role of social media is people use social media platforms to express opinions openly (Mitchell, 2020). This could benefit a company if the opinions are positive but if the opinions become negative then it could hinder with Pegasus Steel's brand reputation because it will be on a social site where many people view comments, so if Pegasus Steel does not answer with a solution to the negative comment, it could ruin the reputation. Social media's role usually falls within creating social change as there is a large audience responding online (Mitchell, 2020). Online platforms are so much more user friendly and easier for stakeholders compared to face to face meetings or communication over a phone call, and face to face communication involves the individual going to Pegasus Steels' head office and making a booking and actually sitting and talking to someone. A phone call is also not as easy as social media because if you do not have time to sit on the phone with someone for long periods or even not have time make a phone call in given business hours, you can refer to social media sites as they are 24 hours a day, and very interactive. Online platforms are an important part of the company and its communication. It is apparent due to Setiadi's (2019) research, that customers visit your social media sights to gather information about your company.

After carefully examining this literature, it is a fact that social media's role does benefit a company. This was apparent in the findings of study from Setiadi, which indicate that buyers will visit an Internet site to gather information and consider online recommendations

from peers when making final purchasing decisions the trend in the realm of online advertising and branding in recent times is the growth and popularity of social communities and the potential to enhance communities with social media as a form of marketing techniques. Even though this given study is focused on the hotel industry, the same principles align with the roles and inclusion of social media in a business. This given study lacks the importance of the sharing the companies posts as well as receiving feedback from stakeholders. Social media's role lies within the feedback of the customers, as many companies use social media for marketing activities or communicating with their customers. Pegasus steel is an example of this where they have created a new social media account to receive feedback and reviews from customers (Pegasus Steel, Step'n tize, 2020). Social media has become the largest source of data collection (Salo, 2019). For Pegasus Steel and the steel industry this is important because the companies can collect data of social media usage and feedback from clients to determine the role of social media use. An example where this occurred was where Ford had an issue with their one vehicle (Branquinho, 2017), customers then took to social media to rant and complain about the issues with this vehicle, and the company took this feedback, to fix what was wrong. Although Ford did not respond straight way over social media, they received more bad publicity. This could help Pegasus to utilize their social media to apology or explain matters if anything were to go wrong. They can also use data collection on social media sights to people reacting on a current or possible product to receive feedback. Likes, comments and shares enable a company to be noticed by a larger audience (Mitchell, 2020) that is why social media is so important as it increases the views that your posts receive. This works for the company or industry by distributing vital information quickly and cost effectively by posting something on the various social media sights. For example, if Pegasus Steel is in a crisis and they want to be able to reach stakeholders to respond to the crisis as soon as possible. They will then take to all social media sights to notify various stakeholders on the issue and how they will deal with it to make sure the stakeholders still feel secure and stable within the company. An important fact brought up by the researchers, Yulianto, Girsang and Rumagit, is that the most important role of social media is to enable interactivity between customers and the business as business intelligence works hand in hand with interaction (Yulianto, Girsang, & Rumagit, 2018). Social media drives things such as social interaction, as liking and sharing are driven by consumer (Yulianto, Girsang, & Rumagit, 2018). For this study it is necessary to understand this because if Pegasus Steel has a new product range or special, they can publish it on their social media sites which will then be seen by customers or employees or friends and people like, comment and share a thought on the

page which then others see and it could bring potential clients aboard. The industry and Pegasus Steel will stay aboard by monitoring and updating their social media sites daily.

2. The role of social media in the steel industry

Likes, comments and shares enable a company to be noticed by a larger audience (Yulianto, Girsang, & Rumagit, 2018), that is why social media is so important as it increases the views that posts receive. This study focuses on the fact that Facebook does not pop into your mind when thinking of the steel industry, because the steel industry is more focused on labour intensive work rather than online presence (Salo, 2020). Salo (2020), talks about the customers need for the companies to be on social media sites such as Facebook, as customers will likely trusts sources who have social media interaction and presence. An example of this is South African Digital Villages (SADV) by using email to update the clients or customers that the wireless internet issues are being dealt with. This is for the reason that customers do not sit in their homes angry at the internet providers, if internet is slow. SADV is ensuring customers are notified at the comfort of their home by using a social site, such as Facebook, or Twitter to keep customers in their communications loop (SADV, 2020). This study focuses on the fact that steel industries form face to face relationships with clients and work on word of mouth according to Salo (2020). Therefore, the need for social media interaction is vital for the steel industry as it can save a lot of time by reducing the amount of time going to see the customer to announce something, whereas you can just save the time and post to the via social media, which will get to them right away. Social media helps the steel industry because of the fact that a lot of advertising and exposure takes place online, whereas that cannot always be the case in face to face relationships (Zekelman Industries, 2020). This has been proven by a steel company by if they are not interacting with their customers online, they will have very little interaction with the customers, due to the fact that it is easier to communicate online for many customers (Reifferscheid, 2017). Pegasus Steel's way of communicating with customers is via social media and face to face communication.

3. The role of communication technology in feedback

With the current development and improvements in technology and social media, companies are now able to collect data from social media sites, they then use this data for analysis for business functions such as advertising, marketing, communicating and problem solving (Yulianto, Girsang, & Rumagit, 2018). Pegasus Steel could use this to ensure that they have the correct advertising, marketing, communication and business activities taking place so

that they do not create confusion and to make sure they follow the correct strategies and procedures. When customers are exposed to advertisements on multiple platforms or channels it results in the company significantly reaching the customer's attention (Richard, Laroche, & Kiani, 2014). The emergence of social media and communication technologies facilitate with interaction between customer and business. Uses of information technology have emerged as a central role in key business relationships which improve internal and inter-organisational co-ordination (Salo, 2020). The introduction of wireless internet has resulted in less costs of communication, such as paying for petrol to get to a face to face meeting, or paying delivery services to deliver a written letter to the customers or stakeholders, as the information is sent directly to whom one wishes. This gives customers, suppliers and companies a sense of security (Salo, 2020). This means that Pegasus Steel and the steel industry can cut costs of physically advertising through employees, such as representatives going out and advertising directly to the potential clients, or less costs in relation to creating a career or business day to show people your company. By saying this, Pegasus Steel can use of wireless internet on technological devices for communication as it is quick.

4. Word of mouth versus social media in the steel industry

Designing appropriate social media content can enhance and strengthen a brands relationship with its customer (Tsimonis, Dimitriadis, & Omar, 2020). Making use of social media platforms is essential for engagement with customers because there is no use of having social media sites if a company is not creating content or communicating to stakeholders. There are a few steel companies' over-seas such Rashtriya Ispat Nigam Limited and Bhushan Steel Ltd. Rashtriya Ispat Nigam Limited which posted last on the 3rd of June which was a launch of a new product, another company is Bhushan Steel Ltd which posted recently irrelevant videos as well as a post on the 28th of June which was one picture of a product they make (Bhushan Steel Ltd, 2020) which have social media platforms but do not make use of them, which shows no engagement or activity, they only receive one like per post so perhaps the companies use word of mouth as a primary way to get customers.

Social media, campaigning and advertising the steel company online, on social media, will help the steel company receive acknowledgements, as well as recognition in relation to people whom have used the company before as well as potential clients (Setiadi, 2019). This could potentially help Pegasus Steel increase profits and expand further. Word of

mouth is described as the traditional way of communicating in the steel industry and therefore including social media use will help them with other types of exposure besides word of mouth, such as online presence created which is world-wide accessible to everyone (Tsimonis, Dimitriadis, & Omar, 2020).

Conclusion

The importance of social media was proved to improve efficiency in their supply chains. Social media therefore helps build new business models for relationships with customers, investors, employees and other stakeholders. The steel industry uses social media for likes, comments and shares to enable the company to be noticed by a larger audience. Communications technology and word of mouth versus social media are closely linked due to the fact that one needs communication technology to introduce social media.

Conceptualisation

Concept	Dictionary definition (Denotative meaning)	Definition in relation to the main study (Connotative meaning)
Efficiency	Efficiency is where result is produced in a quick or simple way using as little resources as possible (Kokemuller, 2020) With this form of communication, the message may or may not be received in the manner intended (Kokemuller, 2020).	The potential to send information or take a part in an action in a short amount of time, in the correct manner.
Feedback	Receivers are not just passive absorbers of messages; they receive the message and respond to them. This response of a receiver to sender's message is called Feedback (MSG, 2020).	The feedback relates to the customers' outlook and perception on the use of social media they will tell the company and other people and where they speak about the company.

Publish	To publish something is when it is made to communicate with the public. When publishing something it is usually printed on paper (like magazines and books) (Vocabulary, 2020).	Release information about a company on their social media pages.
Social media	Websites and applications that enable users to create and share content or to participate in social networking (Lexico, 2020).	Social media is online sites and applications one can use to communicate virtually.
Labour intensive	If an industry, process, etc. is labour-intensive, it needs a lot of workers (Oxford University Press, 2020).	Work that is more labour focused and hands on.
Communicate	Share or exchange information, news, or ideas (Oxford University Press, 2020).	Communicate is when stakeholders and the company exchange information, news or ideas.
Platform	The type of computer system or smartphone you are using, in relation to the type of software (computer programs) you can use on it (Cambridge University Press, 2020).	Platform is the site, application or page used to interact online.
Word of mouth	Word of mouth is product information that individuals transmit to other individuals. Because we get the word from people we know, word of mouth (WOM) tends to be more reliable and trustworthy than messages from more formal marketing channels. And, unlike advertising, word of mouth (WOM) often comes with social pressure to conform to these recommendations (Solomon, 2020).	People talking to others about your company.

Network	Network is a collection of methods that users employ to pass on valuable information (toppr, 2020).	A channel used by the company to publish information.
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Research design and Methodology

Paradigm-Interpretivism

Interpretivism is referred to as constructivism because it emphasises the ability of the individual to construct meaning (Creswell, Ebersohn, Ferreira, Ivankova, Jansen, Nieuwenhuis, Pietersen and Clark, 2020). Influence by phenomenology and an approach that advocates the need to consider the subjective interpretations of human beings and their perception of the world (Creswell, et al., 2020). Interpretivism has its roots in hermeneutics, the study of the theory and practice of interpretation. In hermeneutics the text is the expression of what the author is thinking and interpreters attempt to put themselves within the perception or thinking pattern of the author in order to reconstruct the intended meaning of the text (iNtgrty, 2016). Often also called 'anti-positivism' or 'naturalistic inquiry', interpretivism is a softer and more subjective way in which to interpret data. Interpretivism relates to the constructivist epistemology (iNtgrty, 2016). Interpretivism is marked by three schools of thought in the social science research. They are three schools of thought associated with this paradigm, and they emphasise human interaction with phenomena in their daily lives, and suggest qualitative rather than quantitative approach to social research (iNtgrty, 2016).

Interpretivism is the right choice for this study because interpretivism's focus is that the reality consists of people's subjective experiences of the external world. Therefore, they may have a shared epistemology and the ontological belief that reality is socially constructed (Creswell, et al., 2020).

The epistemology belief is shown in the study by the theory of knowledge, which is the research that currently exists on this topic. Epistemology is also defined as regarding its methods use, validity and scope, and the distinction between justified belief and opinion (Creswell, et al., 2020). The epistemology of this study is related to how the theory of social networking and social media engagement theory, in the steel industry, link (Creswell, et al., 2020). This is done with suited methods and data collections which relates to the epistemology belief, such as, semi structured interviews.

The ontological belief relates to the branch of metaphysics dealing with the nature of being (Creswell, et al., 2020). Therefore, in the role of ontology in this study is to

determine the nature of the role of social media in the steel industry. This shows the nature and origin of social media and how human beings as natural beings, make use of social media, specifically in the steel industry. Interpretivism comes from hermeneutics, the study of the theory and practice of interpretation. The ontological viewpoint for this study is that individuals, such as the stakeholders will be able to assist, amongst research with the role of social media in the steel industry. They will be able to assist by attending interviews with the researcher, as well as engaging with literature. Therefore, with employees working at Pegasus Steel they will be able to track their user audience and determine what and why they use social media when relating to companies. They can track the above mentioned by their user visits on their websites as well implementation of a system such as a system which could help with feedback online. The subjective view of the world will come from how the role of social media is determined. Hermeneutics comes into play in this research paper because the use of a main theory and one sub theory will be carried throughout this paper, relating it to the topic. The theory will be the backbone of this study. This paradigm also contributes to the research topic because this perspective states that individuals, in their reasoning, do not have access to the real world, which means that individuals do not have true knowledge to what is happening in the world, truthfully. This then means that their knowledge of how they perceive the world is meaningful (Creswell, et al., 2020). This shows that the perspectives of individuals in the company, employees, will be able to give insight on customers online activity which will help determine the role of social media at Pegasus Steel and in turn, determining the role of social media in that industry.

Research approach and design

Qualitative data is defined as data that is “descriptive, and regards phenomenon which can be observed but not measured, such as language” (Creswell, et al., 2020). Qualitative research is used in this study because the researcher focuses on collecting and working with non-numerical data and that looks at interpreting meaning from the data that helps understand social life through the study of targeted populations or places (Creswell, et al., 2020). This is best suited for this study because the researcher is not making use of any numerical values and makes use of thematic analysis after gathering information and feedback. Interpretations of the data is essential in qualitative studies because it does not make use of any numerical figures, it is purely language and information that will be your data, so it is important that it is interpreted correctly (Creswell, et al., 2020).

Qualitative research in this study will be used to determine the role of social media at Pegasus Steel. This type of research is suitable for this study because the researcher will be gathering information and perceptions from Pegasus Steel employees, which the researcher would need to interpret correctly into common discussions and results.

Research approach describes the time element which is cross sectional approach. This is correct for the study as there is an overall role and feedback which is going to be discussed at one point in time, as well as it is a detailed description on a social phenomenon (Cilliers, Davis, & Bezuidenhout, 2018). This is best for this study because there will be a role of the interviewer, to ask questions, and create as much knowledge as possible. The role of the interviewee is to honestly and openly answer all the questions to help the researcher, this is known as feedback. All these discussions will occur at one point in time, on a given day where the interviewer will organise. Lastly, the social phenomena will be determined once the researcher has conducted all the interviews as well as interpreted data in depth. The researcher could not use the longitudinal studies due to the fact that longitudinal studies happen over a period of a few year, whereas this study is over one year, and does not use surveys.

The reasoning is deductive. Deductive reasoning makes broad generalizations from specific observations (Cilliers, Davis, & Bezuidenhout, 2018). Deductive reasoning is a basic form of valid reasoning. Deductive reasoning, or deduction, starts out with a general statement, or objective, and examines the possibilities to reach a specific, logical conclusion (Bradford, 2017). Therefore, there is data, then conclusions are drawn from the data. This fits in best with the study because the study looks at a variety of sources and feedback from employees to conclude the role of the use of social media. This is shown in this study where the researcher utilized generalizations due to observing the gap in literature of the topic at

hand, in order to start the research. This study started with a general statement that social media is important in the steel industry, and throughout the research process, the researcher finds valid evidence to support this argument, in order to create a logical conclusion.

This study will focus on an explanatory nature. If a study is explanatory in nature it is conducted for a problem that was not well researched before, demands priorities, generates operational definitions and provides a better researched model. It is actually a type of research design that focuses on explaining the aspects of the study. Explanatory research relates to this topic because this topic has not been researched well before as there is a gap in the literature of this topic. Therefore, the researcher aims to fill the gap by using explanatory research as it will be use to explain the different aspects of the study at hand.

Population and Sample from which the data was collected:

Population

Population is defined as a group of individuals which have common characteristics in relation to a research area (Creswell, et al., 2020). The target audience in this study are steel companies in South Africa. This is the case because the study focuses on the role of social media at Pegasus Steel and the steel industry in South Africa, therefore the researcher targets all steel companies in the country. The target audience may be too broad to interview everyone, as one may not be able to get access to everyone in all the steel companies in the country. Therefore, the accessible population is used. Accessible population is defined as the group of people that the researcher actually can measure (Creswell, et al., 2020). There are many constraints that occur which result in the researcher only focusing on a smaller group of people. This population is the actual group of people who the researcher is able to get information from directly. The accessible population for this study is steel companies in Gauteng, specifically Germiston.

Unit of analysis is defined as the major entity that you are analysing in your study (Trochim, Unit of analysis, 2020). This is used as it uses the analysis done by the researcher to determine the unit or result (Trochim, Unit of analysis, 2020). The unit of analysis for this study is focusing on 6 managers at the company. Management at Pegasus Steel is the unit of analysis because it is the group of people that the researcher will be analysing and interviewing. The researcher interviewed each manager because after doing research at the company, the researcher took into account the participants positions in the company, the time they have worked at Pegasus Steel as well as their knowledge on social media in the company.

The parameters are a numerical quantity or attribute of a population that is estimated using data collected from the population (Kalla, 2020). Parameters are the same to populations as statistics are to samples (Kalla, 2020). The parameters for this study are advanced knowledge of social media at the company, must be in a managerial position, must have worked at Pegasus Steel for three or more years. This is apparent because those are the factors that the researcher is looking at when speaking to management, as they need to be taken into account due to the need of narrowing the audience down to only a specific group. These parameters ensure that the researcher will be able to get the exact information from people with knowledge. Parameters will determine results for the researcher. If a person does not fall into the parameters they are not interviewed. Parameters help the researcher not waste time and be able to get to a conclusion and result faster as people who do not have knowledge on the topic at the company would not provide sufficient information.

Sample

Sample is defined as a group of people that are taken from a larger population for measurement (Creswell, et al., 2020). The sample is a representative of the population to make sure that the researcher can generalise the findings from (Creswell, et al., 2020). The type of sampling that is used in this study is non-probability sampling. Non-probability sampling is defined as methods that do not use random selection of population elements and it would be wrong to draw important conclusion about the population. Non probability sampling was used because the time is limited, and preliminary studies need to be done (Creswell, et al., 2020). This type of sampling is chosen because the researcher did not use random selection. The researcher made sure that the participants were well suited for the interview after doing research on the company, as well as the researcher prepared a planned set of questions which the participants answered. The main difference is that sampling does not involve random selection and probability sampling does (Trochim, Non probability sampling , 2020).

The type of non-probability sampling used will be Purposive sampling (Cilliers, Davis, & Bezuidenhout, 2018). This sampling is used when a specific purpose is developed or focused on (Creswell, et al., 2020) such as of determining the role of social media. In relation to this research proposal, the researcher took only 6 members of management at Pegasus Steel in order to determine the role and importance of social media. The research conducted specific interview questions for the interviews as well. This paper has a specific purpose of determining the role of social media by conducting researcher from the participants as well

as other literature. This therefore led to the purpose or aim of the paper to develop into or focus on the role of social media throughout the paper.

The sample size is six. Six people from Pegasus Steel management team were chosen because it is a sufficient amount of people in order to receive the diverse information needed from each individual, but also enough to see where common roles of social media and information regarding Pegasus Steels social media, come up. Each individual will have a different viewpoint or perception in relation to the questions asked, as well as having common ideas or thoughts for some of the questions. This will help the researcher see common themes or ideas that the interviewees bring forward.

Data collection method

The data collection methods used are semi structured interviews (Cilliers, Davis, & Bezuidenhout, 2018). Semi structured interviews are defined as a meeting or interview in which the interviewer does not strictly follow a formalized list of questions. Instead, they will ask more open-ended questions, allowing for a discussion with the interviewee rather than a straightforward question and answer format (Doyle, 2020).

The researcher had planned to conduct the interviews at Pegasus Steel in Germiston via a face to face interview. This was not possible due to the Covid-19 pandemic which restricted people to interact face to face. Therefore, the researcher contacted the human resources manager at Pegasus Steel in order to explain what the plan is going forward. The consent forms from the owner of Pegasus Steel as well as from each participant were emailed to the human resources manager to complete and when they were complete, the researcher received them back via email. This then meant the researcher could go forward with the interviews online.

The researcher managed to organize that the participants let the researcher know when they are individually free and therefore resulting in the researcher organizing a Microsoft Teams meeting with the six participants as that is what suited the participants best. The best suited date for the employees was on the 7th of August 2020. The interviewees did the interview one by one on Microsoft Teams. Therefore, the researcher would interview each person one by one, separately, so the other interviewees would leave the room while the interview was in place and when they were done they would call the next participant, and this worked really well, as the researcher found the participants were fairly relaxed because they were alone and could voice their opinions as well as ask questions where they were uncertain. The researcher recorded every interview, which would start with an introduction of who the researcher is and what the researcher's goal is and why they were chosen, and

that was followed by the interview questions, with responses, and lastly ended with a thank you from the interviewer at the end.

The researcher focused on asking the same set of open-ended questions to all participants (Cilliers, Davis, & Bezuidenhout, 2018). The information gained can be analysed more easily because it will be diverse and the easiest for the interviewees. This format also allows you to compare notes on the views and opinions of the participants in a more organized manner because of the different viewpoints (Cilliers, Davis, & Bezuidenhout, 2018). Therefore, it is used for this study because it will help the research compare the input of perceptions and research of the stakeholders on roles of social media. Open-ended questions also help to answer the research question, as the research question is what is the role of social media at Pegasus Steel, as well as with each individuals' answers, the researcher managed to reach each objective as answers in relation to the objectives were given during the interview as well as using literature on the topic.

Data analysis technique

The data analysis technique used was thematic analysis which refers to when the researcher collects the data then reads through the data in-depth in order to find common themes and patterns in the responses. This will help the study because the researcher gathered information from the interviews and examined them to find common the role of social media, which was the purpose of this study. The three objectives stated were all in relation to the interview questions asked therefore the objectives were met as well as the purpose of the study. Thematic analysis is shown through the use of coding. The enhancement of trustworthiness and rigour of the study will be showed by credibility, transferability, dependability and confirmability (Creswell, et al., 2020). Credibility deals with the questions and the ability to be trusted (Creswell, et al., 2020). This is shown in the study by the different perceptions and research conducted, to conclude the role and importance of social media. Transferability refers to the connections made between the different information found, therefore, refraining for bias (Creswell, et al., 2020). This is shown in the study similarly to the credibility as many different views and perceptions are taken to conclude and draw a similar result from all. Dependability refers to reliability of the study, as credibility relates to dependability closely (Creswell, et al., 2020). This is shown in this study because all sourced and proven academic literature and interviews are used. Lastly, confirmability relates to the neutrality of the study or the extent that the study shaped by the participants and not the researchers bias (Creswell, et al., 2020). This is the case in this

study because the information will come from employees and academic literature which shapes the results, it will not come from the researcher's bias.

The researcher took the interviews and coded them. By saying this the researcher took the notes that were written down during the interviews, colour coded similar themes, worked with the recordings to ensure precision, and thereafter, interpreted the answers in to conclusions. The coding was done by highlighting the common answers or topic that came about in. Then from there the themes were numbered. The researcher then drew up tables to label the themes by numbers. This helped display which themes came up in which participants answers. The researcher then coded the data in a table.

1. What is the role of social media in a business?

- P1: Contract new clients, put clients at ease, build relationships, and build the need to come back.
- P2: To get out there and make sure people see your company and information necessary.
- P3: Definitely necessary to use social media, especially with Covid-19, people can get more work done with use of social media so they do not get distracted talking face to face.
- P4: To advertise the company
- P5: To promote your products and get it out there
- P6: For marketing purposes

Put clients at ease • Building relationships	01
Disperse information • Get information out there to the world	02
Efficiency • Less time wasting	03
Facilitates Marketing • Advertising • Promoting the company's products	04

- P1: Contract new clients, put clients at ease, build relationships, and build the need to come back.
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	Question 1
P1	01
P2	02
P3	03
P4	04
P5	04
P6	04
Most common response	04
Less common response	01, 02, 03

When the respondents were asked what the role of social media is in a business, they listed the following reasons: it is to put customers at ease, build relationships, disperse the necessary information, advertise and marketing, and promote products. Half the respondents (3/6 – 50%) said that their main role for social media is for advertising, promoting and marketing products. They stated this because they believe the coverage is large on social media for marketing purposes. This shows that half the participants think social medias role in a business is for advertising and the other 50% said social media have other roles than advertising because they stated direct roles in their answers.

Finding and interpretations of findings

The findings section of the research represents findings or information that was gathered in the study. The findings refer to all the data collected from the six semi-structured interviews.

1.1. The role of social media

Question 1: What is the role of social media in a business?

Respondents were asked in the first question what the role of social media is. 3/6 (50%) of the participants said that their main role for social media is for advertising, promoting and marketing of the company and its products and services. The other 50% of the participants stated that the role is to put customers at ease, disperse information and for less time wasting. They stated this because they believe the coverage is large on social media for marketing purposes, this was shown where the different participants constantly referring to, that when using social media all information gets a wide range of coverage, as seen in their previous social media posts at Pegasus Steel. This shows that the first 50% of the participants think social media's role in a business is for advertising purposes and the other 50% said social media have other roles than advertising. According to Ronald Burt (Stone, 2018) Social Networking Theory was defined as the study of how people, organisations or groups interact with others inside their network, such as inside a company (Di Gangi, 2016). Understanding the feedback shows that the researcher has to look at the two factors involved with this theory which are actors and networks present. When taking each actor/participant's feedback into consideration and examining their own specific network with Pegasus Steel, this is described as Social Network Theory. The research problem was that there is little known about the role of social media in an industry such as the steel industry according to Jeff Molander (2020) article written about the lack of knowledge in this area. This has now been discussed above in-depth by the researcher and the researcher has filled in the gap in literature of the role of social media in the steel industry, specifically Pegasus Steel. This section has also answered the research question which was *What is the role of social media at Pegasus steel South Africa?*

1.2. Social media's importance

Question 2: Why is social media important?

Question 4: Do you believe social media has a vital role in any business?

Question 5: Do you think social media is important at Pegasus Steel?

Question 10: How many times does Pegasus Steel use a social media platform to post something that is of importance?

Respondents were asked what they felt the importance of social media was in the second question, as well as the importance at Pegasus Steel and if social media is actually vital in a business. Their response was that social media is important for when publishing something about your company, it is quick and the coverage is countrywide as Pegasus Steel is very well known in the steel industry, in South Africa, it is important for marketing as well as to get your company message across to the audience. All participants agreed to a certain point, where they brought up the factors of importance somewhere in their interviews. 4/6 (67%) agreed with the abovementioned themes, whereas the other two participants agreed with the mentioned themes as well as agreed with one extra theme that did not occur in the majority's answers. This extra theme that was mentioned was adapting to digital age is important for social media as all new technology is used for social media. This means that social media is important for marketing, because the participants showed the researcher that when they publish something on their webpage or social media sites, it would involve countrywide coverage which is what a business needs to promote their company. According to Di Gangi (2016) Social Media Engagement theory is a model which developed into a theory where the focus is on the social interactions among users that are supported by the social media platform provided by an organization. This also shows that the social media is important where it supports interactivity between users and companies as stated by Di Gangi, 2016.

1.3. Pegasus Steel's advertising platforms

Question 3: How does Pegasus Steel advertise products and services?

Question 9: Does Pegasus Steel use online reviews and data received online to guide their advertising?

When asked how Pegasus Steel advertises products and services 67% of the participants said that they advertise via online platforms such as their website as well as Facebook and LinkedIn. This shows that Pegasus Steel as well as their customers use social media because it wastes less time and when companies advertise over online platforms it is because it is easier to distribute the information regarding products and services, because all the customers information's or queries are put onto their website or their Magnitude application. When asked if Pegasus Steel uses online comments and reviews to guide their advertising, 50% said it depends on the review and the other 50% said human resources or the owner deals with the reviews. Social Network Theory focuses on the role of social relationships which include the transmitting of information, between channels or media influence, and enabling attitudinal or behavioural change (ScienceDirect, 2015). This means that when advertising, social networking theory plays a vital role in transmitting the information between the different channels Pegasus Steel uses. According to Molander (2020), social media and the steel industry are seen as not fitting together by the public but he argues that when customers find attractive or catchy leads on company's Facebook pages, it offers the ability for others to witness the remarkable ways customers are applying products and the products which the company offers. This information from Molander (2020), in relation to social media role and uses, it fits well with the platforms used at Pegasus Steel for advertising, because he focuses on Facebook and how it helps with products and the same was deduced from the interviews with Pegasus Steels' interviewees.

1.4. Communication at Pegasus Steel

Question 6: What is the typical way of communicating with customers and stakeholders at Pegasus Steel?

Question 7: Do customers use your social media sites to communicate with you in any way?

Question 8: Do customers interact on your social media sites?

When asking the participants what the typical way of communicating with customers and stakeholders at Pegasus Steel are, 83% states that they communicate via online platforms such as Zoom, Facebook, Pegasus Steels' social media application called Magnitude and their website. This shows that online platforms such as social media are extremely important in Pegasus Steel. When asking if the customers use social media to communicate with

Pegasus Steel at all the results showed that 5/6 participants said that customers do use online websites, Magnitude and their Facebook page. This shows that social media platform is important for communication with customers.

The Social Networking Theory discusses how people or organisations interact with each other within their networks as well as this theory focuses on the role of social relationships, such as online relationships between company and customers, and how they share information (ScienceDirect, 2015). This is relevant to Pegasus Steels' communication because of the relationships that are built via communication online, between Pegasus Steel and their customers. According to the literature by Setiadi (2019), the basic communication ideas will develop and must remain focused as marketers to navigate the world of social media. Marketers are now encouraged to keep the lines of communication open with consumers in order to create real value for their customers. Marketing and social communication are all about creating value for everyone. Setiadi focuses on the customers relationships with the company, and so does this current theme. Therefore, this literature fits in well with Pegasus Steels' communication channels because they build relationships online, using applications such as Facebook and Magnitude, especially during this Covid-19 pandemic.

Discussion of research objectives

1. OBJECTIVE 1:

- ☐ To determine the role of social media at Pegasus Steel

Conclusions: The role of social media at Pegasus Steel was described as follows by the participants; they stated that the role of social media is to contract new clients, build relationships, putting clients at ease, getting more work done, as well as marketing and advertising. This is then concluded to suggest that social media's role is important at Pegasus Steel for a few areas in the business, but the most common response was for advertising and marketing. Question one focused purely on the role social media in a business. A lot of the roles were also identified as corresponding to the roles found in the literature from Setiadi's assessment of utilization of social media where he speaks about social media helping build new business models as well as relationships with customers, investors, employees and other stakeholders (Setiadi, 2019). Social media helps strengthen a brand as well as loyalty from customers proven by (Setiadi, 2019) and this corresponds with the interview answers.

Recommendation: With reference to the findings, the role of social media the researcher would advise that it is best to widen the sample size and population due to the feedback only being limited to 6 managers at Pegasus Steel. This means that although the researcher focused on management, if other employees at the company were to be asked what the role of social media is at Pegasus Steel, they could possibly give other views on social medias role in the company.

2. OBJECTIVE 2:

- ☐ To determine the difference between word of mouth versus social media in the steel industry

Conclusions: In relation to the findings presented, it is apparent that the word of mouth is more important at Pegasus Steel than social media, and although social media is present, it is still being slowly introduced and worked on which mean that they find the use of social media important for advertising. Although Pegasus Steel makes use of predominately word of mouth for communication, according to Tsimonis, Dimitriadis, & Omar (2020) including social media use will help them with other types of exposure besides word of mouth, such as online presence created which is world-wide accessible to everyone. Literature by Molander (2020), says that word of mouth is still inclusive, and seen as the manner which companies in the steel industry communicate with customers but social media is starting to play a vital role in the steel industry. This is the focus of the theme of communication with customers and Pegasus Steel.

Recommendation: In relation to the findings it would be beneficial if there were other employees besides management that could have provided feedback and maybe they would have had a differentiating view of social media in relation to social media. Another option could be findings out which methods or platforms the customer prefers.

3. OBJECTIVE 3:

- ☐ To determine communication technology as a central role in establishing business relations

Conclusions: When asking the participants how they communicate with their stakeholders they stated that they use various communication technologies such as a phone and a computer for WhatsApp, email and social media. This means that communication technologies such as a computer or a cell phone is a central role in a business relation

because of the fact that all matters relating to businesses at Pegasus Steel and their customers, are done via communication technologies. The reason that communication technologies are essentials in establishing business practices is that with the current development and improvements in technology and social media, companies are now able to collect data from social media sites, they then use this data for analysis for business functions such as advertising, marketing, communicating and problem solving (Yulianto, Girsang, & Rumagit, 2018).

Recommendation:

Possible recommendations for further researchers of this area would be to include more in-depth questions in relation to the reasoning behind what business relations are aided by communication technologies. This could help the researcher determine more of a central role of the use of communication technology.

Research question and answer

What is the role of social media at Pegasus steel South Africa?

This was answered clearly during the interviews that were done with the six managers at Pegasus Steel. The role was identified as mainly for marketing and advertising of a brand or their products and services due to the wide coverage they get on social media. As stated in Molander's (2020) literature on social media in the steel industry, his statements are in agreement with the interviewees responses, that platforms such as Facebook, can put the customer at ease as well as publish the product information.

Trustworthiness

Trustworthiness refers to the confidence of the information provided as well as making sure it involves four categories, dependability, credibility, confirmability and transformability (Creswell, et al., 2020). Credibility deals with the questions and the ability to be trusted (Creswell, et al., 2020). This is shown in the study by the different perceptions and research conducted, to conclude the role of social media. Transferability refers to the connections made between the different information found, therefore, refraining for bias (Creswell, et al., 2020). This is shown in the study similarly to the credibility as many different views and perceptions are taken to conclude and draw a similar result from all. Dependability refers to reliability of the study, as credibility relates to dependability closely (Creswell, et al., 2020). This is shown in this study because all sourced and proven

academic literature and interviews are used. Lastly, confirmability relates to the neutrality of the study or the extent that the study shaped by the participants and not the researchers bias (Creswell, et al., 2020). This is the case in this study because the information will come from employees, customers and academic literature which will shape the results, it will not come from the researcher's bias.

To ensure trustworthiness in a qualitative study can be used to inquire and audit in order to establish dependability, which requires an outside person to review and examine the research process and the data analysis in order to ensure that the findings are consistent and could be repeated (Creswell, et al., 2020). This will be done in the study by ensuring the information gathered has been academically proven and sites which are not academically accredited will not be used. The data collected by the researcher will be trustworthy due to the researcher setting a specific goal as well as only asking people in the company that can ensure correct information.

Conclusion

The research question was answered by conducting interviews as well as previous literature being included. The question was answered by answering what the role of social media is in the steel industry and Pegasus Steel, of which was mainly for advertising and marketing purposes. Research problem was solved as the researcher managed to fill the gap in the literature of the role of social media in the steel industry focusing on Pegasus Steel. Research goal was reached because the goal was to determine the role of social media at Pegasus Steel and the steel industry.

The implications for future studies is that the information provided can fill a gap about the steel industry that has not been filled as yet in depth. Therefore, for further studies on this topic, this report can help assist with other topics in regards to the steel industry and social media.

Anticipated contribution

This study will contribute a great deal to the body of knowledge because it will help others improve business and show them how to do so via social media. It will improve the body of knowledge by showing them how they can utilize social media in a steel company in order to generate good publicity. The most important contribution of this study will be providing the steel industry, with a clearly and in depth understanding of the role of social media in the steel industry. This could solve a lot of problems, such as time constraints in relation to communication with the relevant groups of people, and money constraints in relation to paying a representatives to advertise for the people in the steel industry as well as other sectors in business as they can learn a lot of the research done in this paper, in relation to social media usage in a business. For steel companies whom do not utilize social media, they will be able to be informed by past papers on the role of social media.

Ethical considerations

Ethical concerns the researcher will ensure that the person knows this is a voluntary interview, there is an informed consent form that is filled out, the identities of interviewees are anonymous. Therefore, ensuring all participants privacy (Cilliers, Davis, & Bezuidenhout, 2018).

The interviewer, prior to the interviews will send their documents to the ethics committee to ensure they have ethical clearance from the IIE, before conducting interviews, once the ethical clearance is given, the researcher will go through with interviews.

The researcher will not interview any vulnerable or sensitive group or member. No misused, bias or unfair information will be used (Cilliers, Davis, & Bezuidenhout, 2018). Lastly the researcher will ensure that there is no harm inflicted against the interviewee (Cilliers, Davis, & Bezuidenhout, 2018). The researcher will ensure protection from the risks of any ethical concerns by ensuring the ethical consideration are carried out during the interviews at Pegasus Steel. A form will be provided to each participant at Pegasus Steel stating all of the abovementioned ethical consideration, and stating that the researcher will ensure that all ethics are ensured and all of the interviewee's opinions, and feedback is anonymous as well as their rights, values and belief will be protected. The researcher will ensure there is no harm or risk towards the researcher by following ethical practice during interviews.

The interviewer will ensure that the interview is arranged correctly, via the right channels by emailing Pegasus Steel's Human Resources manager and asking for permission to conduct interviews with their management on their premises. The interviewer will then make appointments with the relevant staff members over email so that they have record. The interviewer will then ensure that when they are conducting the interview, they received informed content before going ahead. Then, the interviewer will ensure the interviewees safety by ensuring they are referred to as anonymous and that the recording does not go to anyone besides the researcher.

Limitations

There were a few limitations when doing this study. They were; the global pandemic of Corona Virus outbreak happened, therefore limiting time to be able to interview the participants, and lastly, bias.

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ANNEXURES:

ANNEXURE A: Transcribed interviews

2. Why is social media important?

P1: In today's day and age everything is going digital, everyone needs to know your out there and it is important to get your word across.

P2: Don't like social media, everything you say is published so quickly around the world.

P3: To get more work done, not stand close to each other.

P4: Yes, extremely important for getting your message across

P5: Social media has so many eyes seeing the posts, which is the point, the more something is on social media the more people will buy it.

P6: It is an important tool for marketing

Digital age • Evolution in technology	05
Quick • Published around the world in seconds • Get more work done	06
Refrain from face to face contact • Covid-19 pandemic	07
Advertising • Marketing • Everyone needs to know you are out there	08
Message dissemination • Get your message across • Social media has many eyes	09

P1: In today's day and age everything is going digital, everyone needs to know you are out there and it is important to get your word across.

P2: Don't like social media, everything you say is published so quickly around the world.

P3: To get more work done, not stand close to each other.

P4: Yes, extremely important for getting **your message across**

P5: Social media has so **many eyes seeing the posts**, which is the point, the more something is on social media the more people will buy it.

P6: It is an important **tool for marketing**

	Question 1	Question 2
P1	01	05, 08
P2	02	06
P3	03	06, 07
P4	04	09
P5	04	09
P6	04	08
Most common response	04	06,08,09
Less common response	01,02,03	05

When the participants were asked why social media is important, the most common responses were that social media is important because when publishing something it is quick and the coverage is world, it is important for marketing as well as to get your company message across to the audience. 4/6 (67%) agreed with the abovementioned themes, whereas the other two participants agreed with the mentioned themes as well as agreed with one extra theme that did not occur in the majority's answers. This means that social media is important for marketing because majority of the participants agreed so, and besides the other two responses, as they are just other roles of social media at Pegasus Steel, social media has many roles, but the majority just concluded marketing as the main role at Pegasus Steel.

3. How does Pegasus Steel advertise products and services?

P1: The most successful way is to advertise on the Pegasus Steel website, as you just click a button to send a request to Pegasus Steel. Facebook and LinkedIn are a bit slower because they are more job application focused, but do advertise products and services.

P2: Social media- online platforms, handing out of gifts such as Pegasus Steel merchandise, representatives and branding on trucks which cover a distance of 500km a day in every direction.

P3: Social media and going out and advertising

P4: Website as Pegasus Steel has tried to use the tools to make sure they are on the top of the lists of steel companies online

P5: Trucks are marked, social media, representatives and word of mouth

P6: Marketing and social media, and it is being more developed and used, word of mouth

Website • Most successful • Top of the search engine	10
Social media • Online platforms • Facebook • LinkedIn	11
Merchandise • Trucks • Notebooks • Pens • Lighters • Tongs	12
Word of mouth • Face to face-representatives	13

P1: The most successful way is to advertise on the Pegasus Steel website, as you just click a button to send a request to Pegasus Steel. Facebook and LinkedIn are a bit slower because they are more job application focused, but do advertise products and services.

P2: Social media- online platforms, handing out of gifts such as Pegasus Steel merchandise, representatives and branding on trucks which cover a distance of 500km a day in every direction.

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P5: Trucks are marked, social media, representatives and word of mouth

P6: Marketing and social media, and it is being more developed and used, word of mouth

	Question 1	Question 2	Question 3
P1	01	05, 08	10,11
P2	02	06	11,12
P3	03	06, 07	11
P4	04	09	10
P5	04	09	12,13
P6	04	08	11,13
Most common response	01,02,03	06,08,09	11
Less common response	04	05	10,11,12

When asked how Pegasus Steel advertises products and services the 4/6 participants said that they advertise via online platforms such as websites and social media. This is interpreted by the researcher to show that Pegasus Steel employees and customers use social media to advertise because otherwise if customers did not respond well to the social media profiles, or platforms, Pegasus Steel would not have included it in their monthly targets, budgets and marketing, as well as it is easy for Pegasus Steel to get wide coverage of the products and services as stated by one participant 2 and 5.

4. Do you believe social media has a vital role in any business, and why?

P1: Yes, it is important to get your word across.

P2: It should be included in a business, its quick

P3: Yes, prevents wasting time

P4: Yes, it is a vital role in a business because it gets the message across

P5: Yes, it has positives and negatives but as humans we accept both as helpful

P6: Yes, for marketing

Quick • Efficiency	14
Marketing • Message across to the public	15
Positive and negatives • Accept both	16

P1: Yes, it is important to get your word across.

P2: It should be included in a business, its quick

P3: Yes, prevents wasting time

P4: Yes, it is a vital role in a business because it gets the message across

P5: Yes, it has positives and negatives but as humans we accept both as helpful

P6: Yes, for marketing

	Question 1	Question 2	Question 3	Question 4
P1	01	05, 08	10,11	15
P2	02	06	11,12	14
P3	03	06, 07	11	14
P4	04	09	10	16
P5	04	09	12,13	17
P6	04	08	11,13	16
Most common response	01,02,03	06,08,09	11	14,15
Less common response	04	05	10,11,12	16

When asked whether social media is vital in a business, 4/6 participants agreed that it was vital as well as quick. This shows that social media is vital in a business because it is fast, which means no time is wasted.

5. Do you think social media is important at Pegasus Steel and why?

P1: I do believe it is important at Pegasus Steel because it helps a business to contract new clients, put customers at ease as well as building relationships.

P2: Yes, when you search a product Pegasus Steel should come up first

P3: Yes, balance of face to face and social media

P4: Yes, as well as the website

P5: Yes and No because it helps a company but if people are negative then its bad

P6: Yes, in any business it is for application of jobs

Contract new clients - Put customers at ease - Offer products online	17
Search Pegasus Steel First on search engine optimisation	18
Negative and positive	19
Apply for jobs	20

P1: I do believe it is important at Pegasus Steel because it helps a business to contract new clients, put customers at ease as well as building relationships.

P2: Yes, when you search a product Pegasus Steel should come up first

P3: Yes, balance of face to face and social media

P4: Yes, as well as the website

P5: Yes and No because it helps a company but if people are negative then its bad

P6: Yes, in any business it is for application of jobs

	Question 1	Question 2	Question 3	Question 4	Question 5
P1	01	05, 08	10,11	14	17
P2	02	06	11,12	15	18
P3	03	06, 07	11	15	17
P4	04	09	10	16	17
P5	04	09	12,13	17	19
P6	04	08	11,13	16	20
Most common response	01,02,03	06,08,09	11	15,16	17
Less common response	04	05	10,11,12	14,17	18,19,20

When asking if the participants thought that social media was important at Pegasus Steel the interview answers stated that all participants 6/6, stated that it was important but their justifications of why differed. Half the participants thought it was important for contracting clients, and putting them at ease as well as use of social media and the other half discussed that social media has its positives and negatives but as long as Pegasus Steel is number 1 when people search for steel parts, they were happy. This shows that the role of social media at Pegasus Steel is important.

6. What is the typical way of communicating with customers and stakeholders at Pegasus Steel?

P1: Representatives from the company go to the clients after Pegasus Steel has been contacted online via their several platforms. They then communicate face to face with the client. With relation to the current state of Covid-19, the use of zoom calls is more frequent so Pegasus Steel is still able to communicate, just via online platforms.

P2: They use internet, email, face to face, calls and representatives but also a social application called Magnitude.

P3: Communicate over the phone or emails

P4: Face to face, or communicate over the Pegasus Steel social media application called magnitude.

P5: Phone call

P6: Emails, calls, face to face and Microsoft teams

Representatives • Face to face	21
Online Platforms • Social media • Magnitude • Email • Microsoft teams • Zoom calls	22
Technology • Cell-phones	23

P1: Representatives from the company go to the clients after Pegasus Steel has been contacted online via their several platforms. They then communicate face to face with the client. With relation to the current state of Covid-19, the use of zoom calls is more frequent so Pegasus Steel is still able to communicate, just via online platforms.

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P5: Phone call

P6: Emails, calls, face to face and Microsoft teams

	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6
P1	01	05, 08	10,11	14	18	21,22
P2	02	06	11,12	15	19	21,22,23
P3	03	06, 07	11	15	18	22,23
P4	04	09	10	16	18	21,22
P5	04	09	12,13	17	20	23
P6	04	08	11,13	16	21	21,22,23
Most common response	01,02,03	06,08,09	11	15,16	18	22
Less common response	04	05	10,11,12	14,17	19,20,21	21,23

When asking the participants what the typical way of communicating with customers and stakeholders at Pegasus Steel are, 83% states that they communicate via online platforms such as Zoom, Facebook, Pegasus Steels social media app called Magnitude and their website. This shows that online platforms such as social media are extremely important in businesses today.

7. Do customers use your social media sites to communicate with you in any way?

P1: Yes, some message online on Facebook or the website. At the moment because of Covid-19, telephones and emails are used frequently.

P2: Sometimes, over Whatsapp or email

P3: Face to face and calls

P4: Social media is an exercise use, but everyone has their own clients, and build relationships with them, so it depends what the client prefers.

P5: Yes, they do, especially the website

P6: A lot on the website

Online • Website • Facebook • Social media • Email	24
Telephones • Whatsapp • Calls	25
Customer preference • Some prefer face to face	26

P1: Yes, some message [online on Facebook or the website](#). At the moment because of Covid-19, [telephones](#) and [emails](#) are used frequently.

P2: Sometimes, over [Whatsapp](#) or [email](#)

P3: [Face to face](#) and [calls](#)

P4: [Social media](#) is an exercise use, but everyone has their own clients, and build relationships with them, so it depends what the client prefers.

P5: Yes, they do, especially the [website](#)

P6: A lot on the [website](#)

	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7
P1	01	05, 08	10,11	14	18	22,23	24,25
P2	02	06	11,12	15	19	22,23,24	24,25
P3	03	06, 07	11	15	18	23,24	25,26
P4	04	09	10	16	18	22,23	24
P5	04	09	12,13	17	20	24	24
P6	04	08	11,13	16	21	22,23,24	24
Most common response	01,02,03	06,08,09	11	15,16	18	23	24
Less common response	04	05	10,11,12	14,17	19,20,21	24	26

When asking if the customers use social media to communicate with Pegasus Steel at all the results showed that 5/6 participants said that customers do use online websites. This shows the role of social media in a business, and shows that it is important for communication with customers.

8. Do customers interact on your social media sites?

P1: There is some interaction, but not a lot at the moment.

P2: Sometimes, especially on Magnitude where customers communicate praise or unhappiness towards Pegasus Steels services and products.

P3: Not a lot, sometimes

P4: On magnitude

P5: Not a lot but they do, using magnitude a lot

P6: A few times on Facebook for CVs and on the website

Some interaction	27
Magnitude • Interaction	28
Online • Facebook • Website	29

P1: There is some interaction, but not a lot at the moment.

P2: Sometimes, especially on Magnitude where customers communicate praise or unhappiness towards Pegasus Steels services and products.

P3: Not a lot, sometimes

P4: On Magnitude

P5: Not a lot but they do, using Magnitude a lot

P6: A few times on Facebook for CVs and on the website

	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8
P1	01	05, 08	10,11	14	18	22,23	25	27
P2	02	06	11,12	15	19	22,23,24	25,26	28
P3	03	06, 07	11	15	18	23,24	26,27	27
P4	04	09	10	16	18	22,23	25	28
P5	04	09	12,13	17	20	24	25	28
P6	04	08	11,13	16	21	22,23,24	25	29
Most common response	01,02,03	06,08,09	11	15,16	18	23	25	28
Less common response	04	05	10,11,12	14,17	19,20,21	24	27	29

When asking the participants if customers interact on their social media platforms 50% said yes via the Magnitude application, and 50% said not a lot, but sometimes Facebook for applications to jobs. This means that some people are still using face to face interaction to communicate with Pegasus Steel.

9. Does Pegasus Steel use online reviews and data received online to guide their advertising?

P1: It depends on the review, if it is negative and has a big enough impact it will be looked at and evaluated. Reviews get attention based on looking at each case to case individually.

P2: Depends on the review

P3: If there are any problems that cannot be fixed via management, then their parties such as HR or higher management are involved.

P4: Depends on the review

P5: If there is an issue and it cannot be solved, other people are involved

P6: It goes to the owner or the head of sales and they will sort it out

Depends on review Case by case evaluated	30
Human resources	31
Involve the owner Last resort	32

P1: It depends on the review, if it is negative and has a big enough impact it will be looked at and evaluated. Reviews get attention based on looking at each case to case individually.

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P3: If there are any problems that cannot be fixed via management, then their parties such as HR or higher management are involved.

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P5: If there is an issue and it cannot be solved, other people are involved

P6: It goes to the owner or the head of sales and they will sort it out

	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8	Question 9
P1	01	05, 08	10,11	14	18	22,23	25	28	30
P2	02	06	11,12	15	19	22,23,24	25,26	29	30
P3	03	06, 07	11	15	18	23,24	26,27	28	31
P4	04	09	10	16	18	22,23	25	29	30
P5	04	09	12,13	17	20	24	25	29	31
P6	04	08	11,13	16	21	22,23,24	25	30	32
Most common response	01,02,03	06,08,09	11	15,16	18	23	25	29	30
Less common response	04	05	10,11,12	14,17	19,20,21	24	27	30	32

When asked if Pegasus Steel uses online comments and reviews to guide their advertising, 50% said it depends on the review and the other 50% said human resources or the owner deals with the reviews.

10. How many times does Pegasus Steel use a social media platform to post something that is of importance?

P1: Every time there is something to post of importance it is posted on social media and the website. Especially with this pandemic, the step 'n tize was all over. Show the electro-mining show. Just at the moment due to Covid-19, it is quiet to put anything.

P2: No form of billboards, only social media, merchandise and representatives.

P3: Representatives and phone calls.

P4: Most of the times Pegasus Steel does post about important information.

P5: Social media is very active, how to deal with anything depends on your company communication

P6: New information about Pegasus Steel the CEO will invite the customer over and show them and give them a tour of whatever is new to the company.

Every time • Step 'n Tize • Electromining show • Social media is active	34
Representatives • No billboards • Merchandise	35
Owner will communicate • Invite the customers over to show the new products or services	36

P1: Every time there is something to post of importance it is posted on social media and the website. Especially with this pandemic, the step 'n tize was all over. Show the electro-mining show. Just at the moment due to Covid-19, it is quiet to put anything.

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	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8	Question 9	Question 10
P1	01	05, 08	10,11	14	18	22,23	25	28	31	34
P2	02	06	11,12	15	19	22,23,24	25,26	29	31	35
P3	03	06, 07	11	15	18	23,24	26,27	28	32	35
P4	04	09	10	16	18	22,23	25	29	31	34
P5	04	09	12,13	17	20	24	25	29	32	34
P6	04	08	11,13	16	21	22,23,24	25	30	33	36
Most common response	01,02,03	06,08,09	11	15,16	18	23	25	29	31	34
Less common response	04	05	10,11,12	14,17	19,20,21	24	27	30	33	36

When asked how many times does Pegasus Steel use a social media platform to post something that is of importance, 50% said most the time they publish it online and the other 50% said the owner or representatives will directly invite the customer and show them the new service or product. This means that there is a balance on face to face and online communication.

Annexure B: Consent form

ACCESS LETTER REQUESTING PERMISSION TO CONDUCT RESEARCH

1429

Dear: Ms/Mr/Mrs

REQUEST FOR PERMISSION TO CONDUCT RESEARCH

Title of study:

The role of social media at Pegasus Steel South Africa and the steel industry.

I, Christine Hardy, am a registered Honour's student in the Faculty of Humanities at Varsity College Sandton in the process of completing a Bachelor of Arts in Communications Honours degree. My supervisor is Mrs Alecia Fourie.

The proposed topic of research is about a study which is aimed at gaining an in depth understanding of social media's role in the steel industry, specifically Pegasus Steel. These interviews which will be focused on management at Pegasus Steel on social media can impact the way steel industries utilize social media as well as help other companies realize the importance thereof. This research study is mainly targeted at the management of Pegasus Steel.

The objective of this research proposal is to provide an overview on the key concepts relating to social media's role and importance.

Objectives:

1. To determine the role of social media at Pegasus steel
2. To determine the importance of social media in the steel industry
3. To determine managements feedback on social media usage

I am hereby seeking your consent to conduct research within the primary premises for the duration of one hour maximum with a number of six (6) managers in the company. The research design and approach will be in the form of a qualitative paradigm, whereby an interview will be of approximately 10 open-ended questions, taking no more than 10 minutes of one's time will be completed. It would be scheduled at time that is convenient for both parties to meet up; and will be completed in the convenience of one's own time on the day.

Contact details:

Researcher – Christine Hardy

Supervisor – Mrs Alecia Fourie

Upon completion of the study, I undertake to provide a bound copy of the research proposal.

Your permission to conduct this study will be greatly appreciated.

Yours sincerely,

Christine Hardy

STAMP

Annexure C: Interview questions

1. What is the role of social media in a business?
2. Why is social media important?
3. How does Pegasus Steel advertise products and services?
4. Do you believe social media has a vital role in any business, and why?
5. Do you think social media is important at Pegasus Steel and why?
6. What is the typical way of communicating with customers and stakeholders at Pegasus Steel?
7. Do customers use your social media sites to communicate with you in any way?
8. Do customers interact on your social media sites?
9. Does Pegasus Steel use online reviews and data received online to guide their advertising?
10. How many times does Pegasus Steel use a social media platform to post something that is of importance?

Annexure D: Permission letters (consent forms)

ANNEXURE C: EXPLANATORY INFORMATION SHEET AND CONSENT FORM FOR PARTICIPANTS

To whom it may concern,

My name is Christine Hardy I am a student at Varsity College. I am currently conducting research under the supervision of Alecia Fourie about the role of social media at Pegasus Steel and the steel industry. I hope that this research will enhance our understanding of the role that social media plays in the steel industry.

I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.

What will I be doing if I participate in your study?

I would like to invite you to participate in this research because managements perception of social medias role is important in this paper. If you decide to participate in this research, I would like to ask you to answer all questions to the best of your ability, and ask if you are not sure about anything.

You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.

Are there any risks/ or discomforts involved in participating in this study?

Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about social media in the steel industry. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.

Do I have to participate in the study?

- Your inclusion in this study is completely voluntary;
- If you do not wish to participate in this study, you have every right not to do so;
- Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.

Will my identity be protected?

I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at Varsity College, Sandton, will have access to your interview information. I would like to use quotes when I discuss the findings of the research but I will not use any recognisable information in these quotes that can be linked to you.

What will happen to the information that participants provide?

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my Honours Degree in Communications. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Christine Hardy

The contact details of my supervisor are as follows:

Alecia Fourie

Consent form for participants

I, _____, agree to participate in the research conducted by Christine Hardy about the role of social media at Pegasus Steel and the steel industry.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

1. I agree to be interviewed for this research.
2. My confidentiality will be ensured. My name and personal details will be kept private.
3. My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
4. I may choose not to answer any of the questions that are asked during the research interview.

5. I may be quoted directly when the research is published, but my identity will be protected.

Signature

Date

Consent form for audio-recording/ video recording

I, _____, agree to allow Christine Hardy to audio record my interviews as part of the research the role of social media at Pegasus Steel and the steel industry.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

1. My confidentiality will be ensured. My name and personal details will be kept private.
2. The recordings will be stored in a password protected file on the researcher's computer.
3. Only the researcher, the researcher's supervisor and possibly a transcriber (who will sign a confidentiality agreement) will have access to these recordings.

Signature

Date

Annexure E: Ethical clearance



24 JULY 2020

Student name: Christine Hardy

Student number: 16002085

Campus: IIE's Varsity College

Re: Approval of Bachelor of Arts in Communication Proposal and Ethics Clearance

HONOURS ETHICAL CLEARANCE LETTER

Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

There are some aspects that you still need to address in your proposal. You will need to address these aspects in consultation with your supervisor before you may proceed (see below):

Please discuss with your supervisor/navigator/lecturer how you will address these issues listed below:

Please note: Your fieldwork may only proceed once you address the following issues:

- Title needs to be reviewed. What is the difference between the role and purpose?
- Linking to the above, your research question appears to be two separate topics in one?
- Please make all the changes suggested/recommended by your supervisor.

In the event of you deciding to change your research methodology in any way, kindly consult your supervisor to ensure all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued.

We wish you all the best with your research!

GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

Permission is granted to proceed with the above study subject to the conditions listed below being met and may be withdrawn should any of these conditions be flouted.

Please note: The panel has not considered the merits, accuracy or ethical soundness of the research. The only merits examined are the use of The IIE as a sample.

Permission is granted subject to the following conditions:

1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
2. The researcher(s) may only use the data collected for research purposes and in no other way.
3. Photographs of human subjects may only be taken if relevant to the research, informed consent was obtained, and even with informed consent, the photographs may not be published on any online platforms.
4. The researcher is responsible for supplying and utilising his/her own research resources, such as stationery, photocopies, transport, faxes and telephones and should not depend on the goodwill of the institutions and/or the offices visited for supplying such resources.
5. No names or identifying information of participants may be used within the research and the research must be voluntary.
6. Please make it clear that the information will not be used punitively in any way and participants may in no way be counselled/advised based on this.

Supervisor:



ALECIA FOURIE

Campus Postgraduate Coordinator (CPC):



JENNA-LEE RAMNARAIN

Annexure F: final research report summary document

Title: The role of social media at Pegasus Steel and the steel industry

Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Anticipated Findings	References
This study shows the role of social media at Pegasus Steel and the steel industry.	What is the role of social media at Pegasus Steel south Africa?	This study is worth conducting because it can make companies in the steel industry such as Pegasus Steel, aware of what social medias role is in their business.	P. Di Gangi J. Molander J. Salo R. Setiadi	Theme 1: The role of social media in a business. Theme 2: The role of social media in the steel industry. Theme 3: The role of communication technology in the steel industry, for feedback. Theme 4: Word of mouth versus social media in the steel industry.	Paradigm Interpretivism Epistemology Show steel sector and all sectors social media's role in a business. Ontology Reality is governed by law. Axiology Honesty and transparent with all information.	Qualitative	Semi structured Interviews	Receive consent, do not harm interviewee, be trustworthy, ensure interviewee is not forced to say anything, ensure privacy.	The research expects to prove that the role of social media is of an importance in the steel industry.	Textbook first step in research Research matters Theses on social media Pegasus Steel Facebook page
						Population				
						Population Parameters Advanced knowledge of social at Pegasus Steel, must be in a managerial position, must have worked at Pegasus Steel for more than 3 years.				
Research Problem	Secondary Questions/ Hypotheses/ Objectives	Key Concepts	Key Theories			Sampling	Data Analysis Method(s)	Limitations	Anticipated Contribution	
Gap in the knowledge of social media in the steel industry	To determine the role of social media at Pegasus steel. To determine the difference between word of mouth versus social media in the steel industry. To determine communication technology as a central role in establishing business relations.	Communication Platform Efficiency Feedback Network Social media Publish Labour intensive Word of mouth	Social networking theory Social media engagement theory			Probability or non-probability Non-Probability Sampling method Purposive sampling Size 6 people	Unit of Analysis 6 Managers Data Analysis Method(s) Thematic analysis	Lockdown Corona Virus Bias	This study will contribute a great deal to knowledge because it will help other improve business and facilitate the steel industries use of social media.	