

15004531 G de Wet

To evaluate how brands use social media in building brand equity.

Name and Surname: Greg de Wet

Student number: 15004531

Degree: BCom Honours in Strategic Brand Management

Module Name: Research Methodology

Module Code: RESM 8419

Supervisor: Helena Van Wyk

Submission date: 25th of October 2019

Word count (10 000 - 12 000 words): 11 503

DECLARATION

I, *Greg de Wet (15004531)* hereby declare that the Research Proposal submitted for the *Bachelor of Commerce Honours in Strategic Brand Management* degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes.

de Wet, G.

Signature

25/10/19

Date

TABLE OF CONTENTS

ABSTRACT	4
Chapter 1: Introduction	5
1.1 Contextualization	5
1.2 Rationale	6
1.3 Problem Statement	6
1.3.1 Research Questions	7
1.3.2 Research Objectives	7
1.4 Purpose Statement	8
1.5 Conceptualisation	8
1.6 Overview of Research Methodology	9
1.7 Structure of paper	9
Chapter 2: Literature Review	10
2.1 Social media:	11
2.2 Brand Equity:	16
2.3 Theoretical foundation:	19
Conclusion:	21
Chapter 3: Research methodology	22
3.1 Research Paradigm	22
3.2 Research Approach	24
3.3 Research design	25
3.4 Population and sampling	26
3.5 Data Collection	28
3.6 Data Analysis	30
3.7 Limitations	40
Chapter 4: Findings and discussion	41
4.1 Findings	41

4.2 Trustworthiness	43
Chapter 5: Conclusion	45
5.1 Concluding answers to research questions	45
5.2 Implications of findings for future practices	46
5.3 Conclusions	47
5.4 Ethical considerations	47
Reference list	48
APPENDICES	53
Appendix A: Consent form for participants	53
Appendix B: Consent form for audio-recording	56
Appendix C: Signed consent forms	57
Consent form for audio-recording	58
Consent form for audio-recording	60
Consent form for audio-recording	62
Appendix D: Focus group transcription	63
Appendix E: Focus-group questionnaire:	84
Appendix F: Ethical clearance form	85
.....	86

ABSTRACT

This study investigates how brands use social media to build brand equity, by applying the SAB #Don'tBeStupid #Don'tDrinkAndDrive Instagram campaign to David Aaker's (1991) Brand Equity Model. The researcher believes that social media can positively influence brand equity. Driving under the influence of alcohol remains a pertinent issue in South Africa. According to the World Health Organisation's 2018 Global Safety Report on Road Safety, 58% of all road traffic deaths in South Africa were caused by alcohol (World Health Organisation, 2018). The drinking and driving issue is very prominent in the Gauteng Province. The researcher wanted to evaluate whether the SAB #Don'tBeStupid #Don'tDrinkAndDrive campaign would shift millennials perceptions regarding drinking and driving. Data was gleaned using a focus group to gain in-depth views regarding the campaign and its influence on brand equity, as well as its influence on South African millennial perceptions regarding drinking and driving. The research findings included that the general efficacy of the SAB #Don'tBeDumb #Don'tDrinkAndDrive campaign was largely negative. Out of the twenty three responses regarding the general effectiveness of the campaign, twenty one mentioned negative features of the campaign. Participants responses also revealed that it would not create brand awareness or brand associations – two determinants of brand equity according to David Aaker (1991).

Chapter 1: Introduction

1.1 Contextualization

The South African Breweries (SAB) is a member of the AB-InBev family. The company was founded in 1895, SAB is South Africa's leading brewer and leading distributor of beer and has recently launched an anti-drunk driving Instagram campaign (SAB, 2019). The aim of the campaign is to reduce drinking and driving, which is a significant societal problem within South Africa.

Driving under the influence of alcohol remains a pertinent issue in South Africa. According to the World Health Organisation's 2018 Global Safety Report on Road Safety, 58% of all road traffic deaths in South Africa were caused by alcohol (World Health Organisation, 2018). Non-Profit Organisations (NPOs) as well as the government are creating campaigns to address the drinking and driving problem. An example of a South African NPO targeting drinking and driving is South Africans Against Drunk Driving – SADD. Their mission is to stop driving under the influence of alcohol, to support the victims of this 'violent crime' and to educate society about alcohol and its misuse (SADD, 2019). There are governmental campaigns that focus on drinking and driving within South Africa. The most well-known example would be the Arrive Alive Road-Safety campaign which is prominent during the Easter and December holidays. The majority of advertisements that they produce are positioned through traditional marketing mediums such as television, radio and printed advertisements (Arrive Alive, 2019). On the other hand, corporate alcohol producers are focussing on social media campaigns - for example, SAB's #Don'tBeDumb #Don'tDrinkAndDrive Instagram campaign, launched on December 2018. Therefore, this study aims to understand whether South African alcohol producers use of social media enhances their brand equity and was specifically focused on SAB's promotion of responsible alcohol consumption through its Instagram campaign. There is a paucity of information regarding how alcohol producers use Instagram campaigns to build their brand equity.

1.2 Rationale

From a brand's point of view, the researcher would like to establish if the Instagram campaign is effective in terms of enhancing brand equity.

As mentioned previously, SAB is South Africa's leading top brewer and is the leading distributor of beer and therefore they should take some responsibility regarding the drinking and driving problem in the country. According to the World Health Organisation's 2018 Global Safety Report on Road Safety, 58% of all road traffic deaths in South Africa were caused by alcohol (World Health Organisation, 2018). It would be beneficial to ascertain if this #Don'tBeDumb #Don'tDrinkAndDrink campaign is actually making a difference to society as well as their own brand equity. This would encourage other alcohol producing brands to follow similar campaigns – this may ultimately create a win-win situation in terms of curing this societal illness while simultaneously improving SAB's brand equity.

There has been a paucity of literature regarding the efficacy of social media-based campaigns. Davcik, da Silva and Hair (2015) state that there is no agreement in the literature regarding what the sources, drivers and determinants of brand equity are.

1.3 Problem Statement

The problem is that drunk driving is a prevalent issue in South Africa, and is even more intense in the Gauteng province. For example, the Johannesburg Metro Police Department's August 2019 performance statistics revealed that officers are detaining an increasing number of motorists who are drinking and driving. A staggering seven hundred and ninety arrests were made in July and one thousand and one arrests in August 2019. This indicates a worrying growth in the rate at which motorists continued to be arrested for driving under the influence (Moloko, 2019). In addition, according to Crime Stats SA (2019), out of the ten worst precincts in South Africa for driving under the influence of alcohol or drugs, eight out of these ten cities are situated in Gauteng. The province accounts for five thousand four hundred and thirty six crimes out of the total eight thousand eight hundred and twenty number of crimes committed in South Africa in 2019 relating to driving under the influence

of alcohol or drugs (Crime Stats SA, 2019). This data confirms that drinking and driving is an immense issue in Gauteng. Therefore, the problem is to determine whether SAB's #Don'tBeDumb #Don'tDrinkAndDrive Instagram campaign is an effective vehicle in terms of shifting millennials' perceptions regarding drinking and driving.

1.3.1 Research Questions

How does SAB utilize Instagram to drive their #Don'tBeDumb #Don'tDrinkAndDrive campaign amongst millennials?

How does the SAB #Don'tBeDumb #Don'tDrinkAndDrive Instagram campaign drive brand equity amongst millennials?

Is there a disconnect between how SAB utilise Instagram to drive the #Don'tBeDumb #Don'tDrinkAndDrive campaign and building brand equity amongst millennials against David Aaker's Brand Equity Model?

1.3.2 Research Objectives

To analyse how SAB utilises Instagram to drive their #Don'tBeDumb# Don'tDrinkAndDrive campaign amongst millennials.

To determine how SAB's #Don'tBeDumb #Don'tDrinkAndDrive Instagram campaign drives brand equity amongst millennials.

To evaluate if there is a disconnect between how SAB utilise Instagram to drive the #Don'tBeDumb#Don'tDrinkAndDrive campaign and building brand equity amongst millennials against David Aaker's Brand Equity Model.

1.4 Purpose Statement

The purpose of this qualitative study is to evaluate how SAB uses their #Don'tBeDumb #Don'tDrinkAndDrive Instagram campaign in building brand equity.

1.5 Conceptualisation

Brand:

Conventional marketing thinking defines a brand as an entity that delivers added value to key stakeholder groups based on aspects that extend beyond the practical features that are inherent to the products and services that are sold under those brand names. These added intangible values differentiate a product from its competitors, affect consumer preferences and improve customer satisfaction levels, often resulting in increased brand loyalty (Farquhar, 1989; Aaker, 1991).

Brand equity:

A commonly used definition emerging from the marketing literature identifies brand equity as the value added by the brand name to a product that does not possess a brand name (Farquhar, 1989; Keller, 1993; Sriram, 2007).

Social media:

Websites and applications that allow users to generate and share content or to engage in social networking (Lexico, 2019).

Instagram:

Instagram is a free photo and video sharing app that is available on Windows Phone, Android and Apple iOS. The app allows people to upload photos or videos to their service

and share them with their followers or with a specific group of friends. People can also view, comment and like posts that are shared by their friends on Instagram (Instagram , 2019).

SAB:

The South African Breweries (SAB) is a subsidiary of AB-InBev. Founded in 1895, SAB is South Africa's leading brewer and top distributor of beer. The company manages seven breweries and forty depots in South Africa, with a yearly brewing capacity of roughly 3.1 billion litres (SAB, 2019).

1.6 Overview of Research Methodology

The researcher used a field research design and was conducted at Vega School Bordeaux. Qualitative data was gathered by means of a focus group. Data was analysed using thematic content analysis. An in-depth discussion on methodology is provided in Chapter 3.

1.7 Structure of paper

This research paper is structured as follows – the first section is a brief introduction to the study; the second section of this paper includes the literature review; the third section involves the research methodology; the fourth chapter deals with findings and the last section is the conclusion.

Chapter 2: Literature Review

A literature review literally involves seeking, reading, assessing and condensing as much as possible of the obtainable literature that relates both directly and indirectly to a researcher's topic. The purpose of the literature review is to place the research study at hand into perspective, to determine what other scholars have written regarding the topic and lastly to identify the key models and theories that are pertinent to the researcher's study. It is also useful in determining what has not been written about the topic under investigation (Howard, 2014).

This study's literature review revolves around two key concepts, namely social media and brand equity. It also investigates the relationship between social media and brand equity.

Regarding social media, the researcher explains what it is, what the current social media trends are, the use of hash tagging, an example of a recent powerful social media campaign as well as evidence substantiating social media's positive influence on brand equity.

The other key concept, brand equity, is defined clearly, strategies to build brand equity are discussed and literature regarding how to create brand equity are mentioned.

The researcher believes that social media campaigns can positively influence brand equity.

2.1 Social media:

Social media has transformed the world of marketing. Social media is all about the way we generate, connect and share content online, and can be used as a critical component of an online marketing campaign (Stokes, 2013).

Some of the main types of social media include social networks and media sharing networks. The most well-established companies in this domain of social media are Facebook, LinkedIn and Twitter. People use social networks to connect with people and brands on the internet. These networks also enable organisations to share information and ideas. These networks provide a business with multiple benefits such as market research, brand awareness, building relationships, customer service etc (Foreman, 2017).

Hashtags are also an important tool for boosting social media views and expanding a brand's reach beyond its current network. They have become a popular means for users to search topics and follow conversations and they function similarly to the way keyword phrases do on a website (Duran, 2017).

According to Hootsuite's annual report (2018), which is based on a survey exceeding three thousand Hootsuite customers (ranging from large companies to small agencies), there are five top social media trends for 2019 (Hootsuite, 2018).

One of these trends is rebuilding trust, 2018 embodied an abysmal year for trust regarding social media. For example, after the Cambridge Analytica scandal, Facebook faced pressure from users and regulators to increase security, transparency and accuracy (Hootsuite, 2018).

For brands using social media, this change presents new challenges and opportunities. Users are increasingly distrustful of various media and celebrity influencers – whose followers are generally bought or fake. Trust has returned to close friends, family and acquaintances on social media and traditional and credible journalism outlets (Hootsuite, 2018).

Intelligent brands are placing less emphasis on maximising reach and more on creating transparent, high quality engagement. For example, brands such as Adidas and The New York Times are working to create intimate, meaningful dialogue with smaller, more valuable target markets. They are developing communities and sharing insightful and research

content – then removing themselves from the conversation and allowing zealous users to talk and connect with each another (Hootsuite, 2018).

Another social media trend is storifying social, according to Hootsuite, sixty four percent of respondents have implemented Instagram Stories into their social media strategy or plan to incorporate them within the next year. According to consulting firm Block Party, Stories (the vertical disappearing short videos initially produced by Snapchat) – are now growing fifteen times faster than feed-based sharing (Hootsuite, 2018).

Chris Cox, a former Facebook chief product officer, shared a chart exhibiting that Stories are projected to overtake feeds as the core way people share things with their friends within 2019. Nearly one billion users across WhatsApp, Instagram, Facebook and Snapchat already make utilise Stories to share (Hootsuite, 2018).

Social media is shifting from text-based platforms initially designed for desktop use to actual mobile-only networks that allow users to capture ‘in the moment’ experiences – and Stories epitomise this shift (Hootsuite, 2018).

Stories are extremely visual and are meant to be created and viewed on the go with no more than a smartphone and a creative individual. Since they are transient, disappearing after twenty four hours, there is a lot of room for excitement and experimentation. Stories feel real, prompt and strongly personal (Hootsuite, 2018).

Closing the ad gap is another social media trend, sixty four percent of respondents identify a deterioration in organic reach and the need to increase paid budgets as large challenges going forward (Hootsuite, 2018).

Consequently, marketers are boosting social media ad budgets (up to thirty two percent in 2018 alone) and are developing more ads than ever before. One out of every four Facebook Pages utilises paid media (Hootsuite, 2018).

Spotify and Netflix are taking charge with creative social ads that are both personalised and entertaining, rather than dull banner ads squeezed into a news feed. The ultimate goal is to stimulate user discussion and engagement, rather than merely ‘broadcasting’ an ad to an audience (Hootsuite, 2018).

According to Hootsuite (2018) another trend is cracking the commerce code – enhanced social shopping technologies drive sales. In Asia, social commerce adoption has been rapid,

seventy percent of China's Gen Z population are now purchasing directly from social media (Hootsuite, 2018).

For example, Instagram's relatively new shoppable posts now enable users to move from discovery to checkout without ever having to exit Instagram. Facebook's Marketplace is now used in seventy countries and is used by more than eight hundred million people. In addition, fifty five percent of consumers using Pinterest use the site to shop for products. Video is proving a critical bridge for social commerce. From a study of five thousand five hundred consumers by video marketing company Brightcove, seventy four percent of viewers made a link between watching a social video and making a purchase (Hootsuite, 2018).

Brands looking to integrate social commerce into their marketing strategy should find ways of making shopping live, engaging and seamless (even on mobile devices) – it is critical.

The final trend is that consumers are demanding better one on one social experiences. The incumbent messaging applications – Facebook Messenger, WhatsApp, WeChat, QQ and Skype – combine for approximately five billion monthly active users. These platforms have more users than the traditional social networks have globally (Hootsuite, 2018).

In general, users are spending more time on messaging and less time sharing news on social media platforms. This shift from public to private spheres is altering consumer expectations (Hootsuite, 2018).

Nine out of ten consumers are inclined to use messaging to connect with companies, according to a survey of six thousand people internationally. In a 2018 survey of eight thousand people carried out by Facebook, sixty nine percent of respondents mentioned that directly messaging a company makes them feel more confident about the brand (Hootsuite, 2018).

The borders between media sharing networks and social networks are blurring nowadays as social relationship networks such as Facebook and Twitter have incorporated live streaming, augmented reality and other multimedia facilities to their mediums. The feature that sets media sharing networks apart from other social media, is that the sharing of media is their main purpose (Foreman, 2017).

Media sharing networks form another main category of social media. The most prominent examples of companies in this area of social media are – Instagram, Snapchat and YouTube. Similar to the social networks, these sites are vital in terms of brand awareness,

lead generation and audience engagement (Foreman, 2017). Therefore, it can be argued that Instagram contributes toward building brand equity as it enables increased brand awareness, one of the determinants of brand equity.

For the purpose of this research study, the focus of social media will be on Instagram. Instagram is a free photo and video sharing app which is available on Android, Apple iOS and Windows Phone. People or brands can upload photos or videos to their service and share their followers or a specific group of friends. People who own the app can also view, comment and like posts shared by their friends or brands on Instagram (Instagram, 2019).

A great example of a social media campaign is Havas Johannesburg's campaign which they crafted for Right 2 Read. It won gold at the 2019 Loeries. When it comes to media, we as consumers are omnivores. We consume various things, often at the same time (BizCommunity, 2019).

The campaign essentially helped regular people campaign for change at the local education department, which had suffered several scandals. The head of the department said in a speech that "Education in Limpopo is excellent", so Right 2 Read got many local school children in and around the area to write down that exact phrase. In a reflection of the meagre education received, these phrases were awfully misspelled (BizCommunity, 2019).

These were then fashioned into posters adorned with a QR code that pedestrians could use to upload a picture of the poster to the department's Facebook page. These people did exactly that, generating a social media storm as ordinary people were given a voice to demand the education that their children deserve (BizCommunity, 2019).

In addition, advancements in the internet have provided new communication processes and have changed the location of message control from the marketer to the user. Although the changes have been dramatic, marketers can redeem control of the communication process and build brand equity by using social media marketing strategically and intelligently (Maddox et al, 2016).

Focusing on the research topic at hand, according to Zahoor and Qureshi (2017) social media plays a significant role in building brand equity and brand awareness. These authors' findings support the researcher's argument regarding Instagram campaigns and their positive influence on brand equity.

Brand building and the significance of social media marketing have received a considerable amount of focus in the literature. Recent studies in marketing give attention to utilising social media in building brand equity. However, the research acknowledges a gap between the measures of how companies should exploit social media to achieve improved brand equity (Zailskaite-Jakste & Kuvykaite, 2013). This validates that little to no research exists regarding how alcohol producers are using Instagram to build brand equity.

Consistent with the researcher's stance, findings from an empirical study that compared social media and traditional media roles in terms of creating brand equity revealed that both types of media communications have a considerable influence on brand equity. Traditional media has a larger influence on brand awareness, social media communications heavily influence brand image. Social media communication created by firms is shown to have an important influence on functional brand image, while user-generated social media communication exerts a major influence on hedonic brand image (Bruhn, Schäfer, Schoenmueller, 2012).

2.2 Brand Equity:

An inclusive definition of brand equity characterises it as the value of the brand that stems from high levels of brand loyalty, perceived quality, name awareness and strong brand associations, as well as assets such as trademarks, patents and distribution channels that are associated with the brand (Kotler and Keller, 2012; Aaker, 1991; Sinclair and Keller, 2014).

Contemporary marketing theory and application have identified the brand equity paradigm as a significant strategic asset for brands. The brand equity paradigm has been explained in detail throughout the marketing literature and numerous researchers have provided a wide selection of definitions for the brand equity concept (Aaker, 1991; Farquhar, 1989; Sriram, 2007; Christodoulides and de Chernatony, 2010), including different perspectives on the elements that impact brand equity. It is evident that the academic discussion is inconclusive about the conceptual foundations, determinants, essence as well as the measure of brand equity (Davcik, 2013). For instance, there is no agreement in the literature whether brand equity refers to the value of a brand name or the value of a brand (Park, MacInnis, Priester, 2008).

Strategies contributing towards strong brand equity include collaboration – success is dependent on multidisciplinary work teams of marketers, salespeople, engineers, external stakeholder and compliance officials. Powerful brands develop strategic edges by positively reinforcing major points of difference in their value proposition. Some of the most powerful brand have established emotional capital that flows into their marketing strategies. A brand should have a clearly defined strategy that defines the work a brand carries out. Business ethics has become a significant challenge and concern among business leaders – employers recognise the requirement of special training and stringent policies. Marketing necessitates that brands be effective communicators who craft engaging content and have a consistent image and identity. Awareness is a critical factor regarding brand equity, a brand may provide exceptional features and benefits, but unless consumers are aware of the brand, it will probably never generate sales. Reputation is another important factor, nowadays social media and online reviews can create instant fandom or create crises overnight (Detlef, 2016).

In line with the researcher's stance, Sasmita and Suki's (2015) research revealed that brand awareness predominantly affects brand equity among young consumers. Data collected from 200 young consumers indicated that they get input and awareness of the particular product of a brand from social media. They can clearly identify the specific product or brand in comparison to competing products or brands and they know how it looks and its specific features via social media (Sasmita & Suki, 2015).

Wang and Sengupta's (2016) study consisted of secondary data from a sample of 282 firm-year observations obtained from 81 international organisations during 2005-2008. Using the resource-based theory, the researchers propose an integrative conceptual framework in which a company's relationships with multiple stakeholders drive corporate brand equity, which ultimately leads to company performance. The empirical results indicated a positive relationship between the quality of stakeholder relations and brand equity. Furthermore, brand equity arbitrates the connection between stakeholder relations and organisational performance. This is another driver of brand equity.

Limited evidence is available on how social media marketing activities influence brand equity creation and consumers' behaviour towards a brand. Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito and Singh's research (2016) explores these relationships by analysing pioneering brands in the luxury sector (Burberry, Dior, Gucci, Hermès and Louis Vuitton). Based on a survey of 845 luxury brand consumers (Chinese, French, Indian and Italian), who follow the five brands studied on social media, the study develops a structural equation model that helps to address gaps in previous social media branding literature. Particularly, the study demonstrates the connections between social media marketing efforts and their consequences (brand preference, price premium and loyalty). The study measures brands' social media marketing initiatives as a holistic concept that incorporates five elements – entertainment, interaction, trendiness, customisation and word of mouth. In addition, the study found that social media marketing efforts have a substantial positive effect on brand equity and on two key dimensions of brand equity, namely brand awareness and brand image (Godey, et al., 2016). These research findings are congruent with the researcher's stance that social media campaigns can positively influence brand equity.

Research conducted by Schivinski and Dabrowski (2015) involving the impact of brand communication on brand equity via Facebook indicated that both company-created and user-generated social media brand communication influence brand awareness or associations; whereas user-generated social media communication had a positive effect on

brand loyalty and perceived brand quality. In addition, there are major differences between the industries under investigation – non-alcoholic beverages, clothing and mobile network providers (Schivinski & Dabrowski, 2015). This study's findings are consistent with the researcher's view on the topic.

2.3 Theoretical foundation:

The brand equity theory on which this research is grounded is David Aaker's Brand Equity Model (1991). This framework was ultimately used to provide guiding principles and a specific perspective through which the research topic was evaluated. This foundation was also used to outline the theoretical scope of the study, emphasising what is and what is not significant to the study at hand (brand equity).

Aaker's Brand Equity Model (1991) describes brand equity in terms of a set of five categories of brand assets and brand liabilities. These assets and liabilities are characteristics which add to or detract from the brand equity. The five categories are as follows: brand loyalty, brand awareness, brand associations, perceived quality and other proprietary assets.

According to Aaker (1991), a prominent notion for building brand equity is brand identity. Brand identity is essentially a distinctive set of brand associations that constitute what the brand stands for and what it pledges to do for customers. Following Aaker, brand identity consists of 12 aspects organised around four core viewpoints. The first viewpoint being *brand-as-product* (product scope, product attributes, quality, uses, users, country of origin). The second perspective is *brand-as-organisation* (organisational attributes, local versus global). The third perspective is *brand-as-person* (brand personality, brand-customer relationships) and lastly *brand-as-symbol* (visual imagery and brand heritage) (Aaker, 1991). This theory relates closely to the research that has been conducted. Aaker's model and its core components have been applied to the research topic to determine how SAB's Instagram campaign influenced SAB's brand equity.

Aaker's theory best suits the topic at hand. His definition of brand equity establishes a set of five categories of brand assets or liabilities which are linked to a brand (Aaker, 1991). One of these categories is brand loyalty, which enables reduced marketing costs as it is less costly to retain customers than to attract new ones. A highly loyal customer base generates future sales and profit streams. Brand awareness is the anchor to which other associations can be attached. It is a necessary precursor for consumer consideration prior to evaluation. Brand associations help to create positive attitudes or feelings towards a brand. Brand associations can be linked to the product benefit, culture, people and skills of the organisation. It also differentiates the brand and is the basis for extensions. These five categories of brand equity either positively or negatively influence the perceived value of the

brand. These 5 categories present a useful framework which can be used to systematically explore the influence of SAB's Instagram campaign on its brand equity (Aaker, 1991).

The five facets can be used to assess if SAB's Instagram campaign actually influenced its brand equity. Aaker also places a lot of importance on brand identity relating to company's brand equity, in other words how people perceive your brand and what your brand is associated with in the minds of consumers' - this plays a large role in a company's brand equity. Research could be carried out to see how peoples' perceptions of SAB changed after their Instagram campaign was released.

Conclusion:

In terms of social media and brand equity, a lot of evidence was found regarding its positive influence on brand equity. For example, one researcher found that social media plays a significant role in building brand equity and awareness. Findings from another study revealed that social media and traditional media both have a considerable influence on brand equity. Yet, one author mentioned that there a gap exists between the measures of how companies should exploit social media to achieve enhanced brand equity. This essentially indicates that more research needs to be conducted within this particular area of knowledge.

Regarding brand equity, the researcher identified that the academic discussion is inconclusive about the conceptual foundations, determinants, essence as well as the measure of brand equity.

A few strategies were identified by the researcher, but only one or two sound and contemporary brand equity building strategies were discovered.

The researcher found evidence from numerous research studies that social media has the potential to enhance brand equity.

In general, there is a paucity of information with regard to how companies use social media campaigns to build their brand equity.

Chapter 3: Research methodology

Two of the fundamental components that the researcher needs to discuss in the research methodology are the ways in which the data will be gathered and, once collected, how the data will be analysed. It is also useful for the researcher to provide a short discussion about their selected paradigm. Other important constituents of the research methodology include the research design, the research approach and a description of the population, the unit of analysis and the sampling method (Plooy-Cilliers, 2014).

This paper's research methodology begins with a discussion on the research paradigm the researcher selected, followed by the research approach and design, the population and sample regarding this study, the data collection method chosen, the data analysis selected by the researcher as well as the limitations of this study.

3.1 Research Paradigm

A paradigm is a set of beliefs and dictates which for scientists in a specific field influence what should be studied, how research should be conducted, and how results should be interpreted. When a researcher adopts a particular paradigm or research tradition, researchers follow a specific way of studying phenomena relevant to their field (du Plooy-Cilliers, 2014).

There are 3 leading research paradigms, namely positivism, interpretivism and critical realism.

Positivism can be generally defined as the method of the natural sciences. Positivists support the application of natural science methods to study certain phenomena, social phenomena being one of those. Positivism is synonymous with empirical research, which is essentially concerned with phenomena that are provable through observation and experience as opposed to the applications of theory and logic (du Plooy-Cilliers, 2014)

Critical realism combined elements from positivism and interpretivism in a unique manner. Critical realists believe that real structures exist independent of human consciousness, like positivists. They also suggest that our knowledge of reality is resultant of social conditioning.

Critical realists believe that researchers have a responsibility to transform social relations by revealing, critiquing and changing any unjust practices. The main objective of this research is to alter society and liberate people from all forms of oppression, by exposing myths. Critical realism doesn't fit the research topic at hand as it is not aimed at emancipating people from unjust practices (du Plooy-Cilliers, 2014).

The last paradigm is interpretivism, the main idea on which this paradigm is founded on is that people are significantly dissimilar from objects. Hence, we cannot study humans in the same way that we study objects in natural sciences – as the environment in which they are situated influences them and humans alter constantly (du Plooy-Cilliers, 2014). The ultimate goal of interpretivist research is to understand and interpret the meanings in human behaviour rather than to generalize and predict causes and effects (Hudson and Ozanne, 1988).

The paradigm which best suits this research study is Interpretivism. Interpretive studies usually attempt to understand phenomena through the meanings people assign to them. Interpretivists believe that the social world is what people perceive it to be (du Plooy-Cilliers, 2014).

The ontological position of this paradigm is that reality is a social creation and that it is reliant on the meanings that people assign to their individual experiences. This aligns with the purpose of the study as the researcher has studied the meanings that people assigned to SAB after viewing their #Don'tBeDumb #Don'tDrinkAndDrive Instagram campaign. This study is essentially trying to gain a better understanding of how alcohol producers are using Instagram campaigns to build their brand equity, in other words people's behaviour towards the brand after they've been exposed to one of these campaigns.

A further objective of this study is to produce knowledge that can be used to create a better understanding of how Instagram campaigns can influence alcohol producers' brand equities. Hence this study aligns with the epistemological position of Interpretivism, since interpretivists believe facts are not objective - instead they believe that facts are fluid and are heavily reliant on the individual's context and their interpretation of information.

Interpretivists value the complex understanding of unique realities – this is the axiological position of the paradigm (du Plooy-Cilliers, 2014). Within this study uniqueness is valued because this research is based on the individual experiences and interpretations regarding SAB's Instagram campaign.

Since the aim of interpretivists is to gain a detailed understanding of multiple realities, a qualitative design is the most relevant choice because qualitative research is defined as a research strategy that focuses on words instead of numbers in gathering and analysing data (du Plooy-Cilliers, 2014).

3.2 Research Approach

The research strategy that best fits this research study is a qualitative, exploratory approach. Exploratory qualitative studies are characteristically inductive, working largely with an emerging theoretical framework instead of within an established theory or sets of hypotheses deduced from it. Polkinghorne (1989) states that the distinguishing elements of qualitative research are that it relies on linguistic (words) instead of numerical data, and it makes use of meaning-based rather than statistical forms of data analysis. Berg (2007:7) points out that qualitative research seeks answers to questions by examining multiple social settings and the individuals who inhabit these settings. Other important features include that qualitative research utilises open, exploratory research questions; it places major importance on understanding phenomena in their own right.

This fits the research topic at hand as the researcher is trying to gain an in-depth understanding of participants' opinions (their words) on social media campaigns and analysing whether they influence brand equity. It is also aligned with the research problem, which is to determine whether SAB's #Don'tBeDumb #Don'tDrinkAndDrive campaign is an effective vehicle in terms of shifting millennials' perceptions regarding drinking and driving.

The study is also meaning-based in the sense that the researcher is attempting to grasp the meaning that participants assign to social media campaigns and how this influences brand equity.

3.3 Research design

There are two main qualitative data collection categories, namely field research and unobtrusive research.

In unobtrusive research, the researcher is not directly involved with the research participants and thus has no effect on the findings of the study. Here, the researcher is studying social behaviour without influencing it. The three main methods of the unobtrusive research approach include qualitative content analysis, the analysis of existing statistics and historical analysis (Annemi & Bezuidenhout, 2014).

When carrying out field research, researchers in this space assume that the behaviour of the individuals they are observing has a purpose and is an expression of deeper feelings and beliefs. These researchers also assume that people can structure, experience and describe their own world. In the broadest sense, field research means a researcher is conducting research in the field or setting of human experience by observing and participating in particular events and situations (Annemi & Bezuidenhout, 2014).

This research study made use of a field research design, which has become an increasingly important method. One reason for this selection is that the researcher wanted to gain an in-depth understanding of how the SAB #Don'tBeDumb #Don'tDrinkAndDrive campaign influenced millennials perceptions and whether it influenced SAB's brand equity. This would not be possible through an unobtrusive research design as the researcher is not directly involved with the participants and therefore cannot ask participants to further explain their views. In addition, participants in focus groups (a field research approach) are able to build on each other's ideas and comments to generate an in-depth view – this would not be possible if the researcher chose an unobtrusive research design, as the researcher is not directly involved with the research participants.

3.4 Population and sampling

A population comprises all units – people or artefacts – that possess the features or attributes in which the researcher is interested (Davis, 2014).

The unit of analysis is South African millennials.

The population parameters include: people, not artefacts; these people must own an Instagram account and must have viewed the #Don'tBeDumb #Don'tDrinkAndDrive campaign; they should fall into the millennial age group; and they must be over the age of 18 due to the fact that the focus is on the SAB brand, who mainly sell alcohol-related products.

A targeted population includes everyone or everything that falls within the population parameters, whereas the accessible population refers only to that segment of the population that the researcher can actually include in their study. Only people that the researcher can reach (when questioning or observing people) or get copies of (when analysing social artefacts) will be the accessible population (Pascoe, 2014).

This study's targeted population includes all millennials within South Africa that own an Instagram account, who have previously viewed the SAB #Don'tBeDumb #Don'tDrinkAndDrive Instagram campaign.

The accessible population for this study includes millennials that reside in the Northern suburbs of Johannesburg, who attend Vega School Bordeaux. The reason behind this is that students from Vega are generally affluent, the majority of students are millennials, this location is in the Northern part of Johannesburg, these students own smartphones (Instagram accounts) and they are legally allowed to buy alcohol and have disposable money to buy alcohol (SAB).

The #Don'tBeDumb #Don'tDrinkAndDrive campaign consisted of a total of forty two posts. The researcher selected three posts to show participants in the focus group, and these posts were specifically chosen due to the fact that they are the three leading posts from the campaign in terms of engagement.

This research study utilised a non-probability sampling method. Non-probability sampling is used when it is virtually impossible to determine who the entire population is or when it is difficult to gain access to the entire population. Any inclusion in the sample will be based on

coincidence or the researcher's ability to contact participants and not necessarily on a random or systematic selection. The sample is therefore unlike the one selected when using probability sampling, as the elements in the population will not all have an equal chance to form part of the sample. However, the representativeness of the sample is not of significance in non-probability sampling in comparison to probability sampling, especially in the case of qualitative research. Instead, the focus is mainly on how many people the researcher needs to interview or how many artefacts they need to analyse to allow researchers to gain an in-depth understanding of their respective research problem at hand. In qualitative research the emphasis is placed on including enough participants in the sample so that the data saturation point can be reached (Pascoe, 2014).

The main reason this sampling method has been selected is because it would be both difficult to gain access to the entire population, and difficult to determine who the entire population is. More specifically, this study employed a purposive sampling method. Here, the researcher purposefully selects the elements that he or she wishes to include in their sample, based on a defined list of characteristics (Pascoe, 2014).

For the purpose of this study, the elements have been purposefully chosen from Vega School Bordeaux as many of the students that attend this tertiary education facility fit the population characteristics – they own smartphones, they are millennials and probably own an Instagram account, they're over the age of 18 and students usually have a drinking culture attached to them – therefore, they should be familiar with the SAB brand. The advantage of this form of sampling is that the researcher can ensure that each element of the sample will contribute to the research, because each element meets the population parameters of the study (Pascoe, 2014).

The sample size included three participants.

3.5 Data Collection

This research study utilised focus-group interviews to gather data. The main reason that the researcher elected to use a focus group collection method is that focus group interview strategy is based on the assumption that group interaction will be productive in widening the range of responses, triggering forgotten details of experience and letting go of inhibitions that may otherwise hinder participants from divulging information (Nieuwenhuis, 2016).

Many researchers argue that focus group interviews generate data rich in detail that is cumbersome to achieve with other research methods. On the other hand, some participants experience focus groups as threatening and the researcher should be receptive to this possibility and should observe the focus group meticulously. The distinguishing elements of a focus-group are that the discussion is focused on a particular topic, that arguments and even conflict are encouraged and that group dynamics contribute to data generation (Nieuwenhuis, 2016).

In focus-group interviews, participants are able to build on each other's ideas and comments to generate an in-depth view which is not possible with individual interviews. Unanticipated comments and new perspectives can be easily explored via the focus-group and can add value to the study (Nieuwenhuis, 2016).

In terms of how a focus group is conducted, a moderator leads the discussion among five to twelve people with the objective of gathering in-depth qualitative data about a group's perceptions, attitudes and experiences on a defined topic. A popular structure for the focus-group interview is a "funnel structure" where the moderator begins with a broad and less structured set of questions to ease participants into the process. The aim is to hear participants' broad perspectives and to ease them into the situation where they will actively argue issues. As the interaction intensifies, the questioning becomes more structured and the questions cover the topics that are highly relevant to the study. The general goal is to generate as many views and perceptions as possible from the group. To accomplish this goal, the moderator should encourage full participations and interaction among participants in the group, and also uses probing to direct discussions or to clarify certain elements. However, the moderator should refrain from becoming too involved in the process and try to remain in the background. Towards the conclusion of the focus group all participants should be focused on the heart of the research question. The ending is therefore narrow and the

most structured point of the focus group. The final question in a focus-group often returns to a more general wrap up where the moderator summarises the most important points that surfaced from the interaction and will verify their comprehension of these points (Nieuwenhuis, 2016).

The participants from the focus-group interviews were asked to sign a consent form before the focus group session was conducted.

3.6 Data Analysis

This study employed a thematic content analysis method. Miles and Huberman (1994) suggest that qualitative data analysis consists of three key stages:

The first is data reduction, this relates to the process whereby the bulk of qualitative data that may be obtained by the researcher - interview transcripts, field notes, observations etc. – is reduced and organised. For example, through coding, writing summaries, discarding irrelevant data and so forth.

At this stage, the researcher is encouraged to discard all irrelevant information, but the researcher should make sure that they have access to this later if necessary, as unexpected findings may require the researcher to re-examine some data previously deemed unnecessary.

The next step involves data display. To draw conclusions from the mass of data, Miles and Huberman (1994) suggest that a good display of data, in the form of tables, charts, networks and other graphical formats is essential. This is a continuous process, rather than just one to be carried out at the end of the data collection.

Below is a table that the researcher used to code the data, it also serves as a data display:

Category: Brand association

Theme	Frequency	Verbatim quotes
Code 1: Efficacy of campaign Code 1.1 Personal views NEGATIVES: Ineffective campaign (negative)	1	“Yeah, I think what they’re trying to do is sick, but it isn’t effective. It’s like Standard Bank saying, “Save money and have the best life”, it’s an obvious sort of thing.”
Bad approach	1	“Alright cool, I think the way they approached it isn’t really the best way, because in the description it says “Donated”, but on the actual image its saying “Spray your mouth with pepper spray” So, if you look at it and you don’t read the description, its like they are telling you to do something bad - not warning you against doing something bad. I think the way they approached it is wrong, but it is a pretty cool idea if they executed it better.”

Hypocritical	2	"I like the message obviously, because it's a big problem in our country, but it feels a bit hypocritical too, because its coming from SAB. Like, at the end of the day they are driven by profit, so it's in their best interest for people to drink a lot. So, it feels hypocritical them telling you don't drink and drive, but at the same time they want you to drink as much as possible." "So personally, for myself, I'd say it doesn't make me want to support the brand more, because the whole thing is saying don't drink and drive and they produce alcohol..."
Code 1.2: Efficacy of reducing drunk driving NEGATIVES	3	"Uhm... I personally don't think so. Uhm, because it's more of like a prompt thing you're not going to think of

Code 1.3: Changed associations NEGATIVES:	3	the campaign when you're out drinking." "Maybe it will like touch one or two, maybe ten, twenty people. But I don't think scale is possible." "The medium feels wrong and the message isn't like strong enough." "Like, if a vodka brand or a brandy brand for instance posted that then it's the same thing." "I feel like it's almost SAB's job because they are like the biggest, they literally control everything with regard to alcohol." "Uhm, no it hasn't changed anything."
--	----------	---

Code 1.4: Changing behaviour in terms of drunk driving NEGATIVES:	3	“Not really” “I don’t think so either.” “I think everyone who drinks and drives knows it’s not the right thing to do.”
Code 1.5: New associations NEGATIVES:	3	“I don’t really think my words would have changed just from this campaign. When I think of SAB I think like “big, successful, monopoly, control, alcohol” “I don’t know.” “Not like radically, I don’t think I would add socially responsible from my list of words from just this campaign.”

Category: Brand awareness

Theme	Frequency	Verbatim quote
Code 1.6: Shareability NEGATIVES:	3	“No, I wouldn’t just be like “Look at this campaign” – it’s not a campaign like that.” “I don’t think I would, it’s like, too like, not edgy enough to be funny.” “I’ve probably been on Instagram twice today and I can’t even tell you what ad I have seen. You know what I mean? I feel like it will just be another one of those.”
Code 1.7: Humour NEGATIVES:	2	“Like there is humour but it’s not that funny.” “Its like very safe humour, if that makes sense? Its like the kind of joke someone would tell at a twelve-year old’s birthday party.” (laughter)

POSITIVES:	2	“It is a good approach to use humour to get it out because people don’t want to share a stat, like the amount of people dying on the roads to drinking and driving like they would rather share something that’s funny.” Yeah, I think humour is effective in terms of driving shares, but there is kind of a risk of like equating drunk driving with something silly. it’s a really serious topic, like obviously you wouldn’t pepper spray yourself... but I mean you might drink and drive.”
-------------------	----------	--

The third and final step is conclusion drawing or verification. The analysis should allow the researcher to begin to develop conclusions regarding their study. These initial conclusions can then be verified, that is their validity is investigated through reference to their existing field notes or further data gathering.

Regarding participants’ personal views on this campaign, three varied negative responses were received namely, it is an ineffective campaign, they approached the campaign in an incorrect manner and two people mentioned that the campaign was hypocritical as SAB is a leading producer of alcohol and driving profits is in their best interest - why would they want people to drink less? Regarding the positive responses in terms of humour, two

responses were recorded – firstly, it is a good approach to use humour to get it out because people don't want to share a stat and one respondent thought that humour is effective in terms of driving shares.

The campaign is not effective in terms changing brand associations. Albeit a small sample size, all three responses regarding this topic were negative. One respondent felt that the campaign was not unique enough to create new associations, one respondent mentioned that they felt that it is almost SAB's duty as they are the biggest and control everything relating to alcohol. Lastly, one respondent mentioned that the campaign has changed nothing. The campaign is also not effective in terms of creating new brand associations – all three participants mentioned that their views of SAB remained the same.

The coding revealed that the SAB #DontBeDumb #DontDrinkAndDrive campaign would not change any of the participants personal behaviours regarding drinking and driving. One participant said that it would not really influence their behaviour, another said that they do not think it will change their behaviour and the final participant mentioned that they think everyone who drinks and drives knows that it is not the right thing to do.

In terms of brand awareness (one of Aaker's brand equity components), all three responses were negative, all participants mentioned that they would not share this campaign. Reasons included that it's not edgy enough to be funny, the post was not unique enough and the other reason included that it is not the type of campaign that people would just share.

Regarding the efficacy of the campaign in reducing drunk driving, all three responses were negative. One respondent mentioned that they don't think it is effective as this campaign is more of a "prompt sort of thing and that people will not think of the campaign when they are out drinking". Another respondent mentioned that it may influence a few people but believes that the scalability of the campaign is poor. Lastly, one participant felt that the campaign was launched on the wrong medium and that the campaign's message is not powerful enough.

One pattern the researcher noticed regarding the negative responses relating to the efficacy of the campaign, is that participants started off their responses positively by saying that they "think the idea is cool", "It's a good approach to use humour to get it out", "I think humour is effective in terms of driving shares" – but after the positive introduction, majority of the participants mentioned that the campaign was not executed properly or in

the best possible way. This means that participants liked the general idea that SAB was trying to put forward, but the implementation of the idea led to the demise of the campaign.

Other important information:

Coding qualitative data – coding is the arrangement of raw data into conceptual categories. Each code is effectively a category or folder into which a piece of data is placed.

The data gained from this research was coded according to one main category, namely the efficacy of the campaign, or code 1. The relating codes included code 1.1 – personal views, code 1.2 - the efficacy of reducing drunk driving, code 1.3 - changed associations, code - 1.4 changing behaviour regarding drunk driving, code - 1.5 new associations, code 1.6 - shareability and code 1.7 - humour. Within each of these 'sub-codes', negatives and positives were pulled from the participants responses to ultimately gauge the overall efficacy of the campaign.

As Miles and Huberman (1994) note – codes are tags or label for assigning units of meaning to the descriptive or inferential information amassed during a research study. Codes are typically attached to 'chunks' of varying size – words, phrases, sentences or complete paragraphs.

Codes should be valid, meaning they should accurately reflect what is being researched. They should be mutually exclusive – codes should be unique, with no overlap. Lastly, they should be exhaustive – meaning that all pertinent data should fit within a code.

Stages in data coding:

In the first stage data is carefully read, all statements relating to the research question are identified, and each is allocated a code, or category. These codes are then noted, and each relevant statement is organised under its appropriate code. This is known as open coding.

In the second stage, using the codes developed in stage 1, the researcher revises the qualitative data, and searches for statements that may fit into any of the categories. Further codes may also be developed in this stage. This is also referred to as axial coding.

Once the first two steps of coding are completed, the researcher should become more analytical, and seek patterns and explanation in the codes.

The fourth and final stage involved reading through the raw data for cases that illustrate the analysis or explain the concepts. The researcher should also look for data that is

contradictory, as well as confirmatory, as it is important not to be selective in choosing data. The researcher must also be sure to avoid confirmation bias, or the tendency to seek out and report data that supports the researcher's own ideas about the main findings of the study.

Coded data may then be organised whereby the data units (e.g. statements and sentences) are clustered into common themes (essentially the same as codes), so that similar units are grouped together into first order themes and separated away from units with dissimilar meaning.

The same process is repeated with the first order themes, which are clustered together into second order themes – this process is repeated as far as possible.

Once the researcher has coded their data, they should look for patterns that occur; try to identify keywords or phrases such as “because”, “despite”, “in order to”, “otherwise” etc. to make sense of the data; within each code, look for data units that describe the situation the researcher is interested in; look for statements that not only support the researchers theories, but also disprove them; and to try and build a comprehensive picture of the topic.

3.7 Limitations

One of the main limitations of the study includes financial constraints, which would hinder the study in terms of employing field researchers to conduct the focus groups. Time is another limitation of this study; focus groups themselves consume a lot of time to conduct and it could be a time-consuming task to arrange the interviews and ensuring that everyone arrives at the agreed upon location. The researcher asked each participant what date would best suit them and based on that, a date and time was agreed upon by both parties. The researcher contacted participants frequently to ensure that they were still available for the specified date and time to limit the amount of time it took to arrange the focus-group interviews.

The information may be biased through group processes such as domination of the discussions by the more outspoken members in the group and the difficulty of assessing the viewpoints of less assertive participants (Nieuwenhuis, 2016).

To mitigate this bias, the researcher encouraged discussion and maintained focus during the focus group.

One major limitation of this study is the small sample size of three respondents. A lot more depth could have been provided on the research topic if more people were included in the focus groups.

The depth of analysis is yet another limitation of this study, it ties in with time and financial constraints.

Lastly, trying to access the people that met the population parameters proved to be a time-consuming undertaking. To reduce the amount of time the arrangement of the focus group took, the researcher made use of purposive sampling.

Chapter 4: Findings and discussion

This chapter details the findings from the data collection described in Chapter 3, or the research methodology. Data was analysed using thematic content analysis, and the findings are discussed below.

4.1 Findings

From the thematic content analysis, the researcher identified that the general efficacy of the SAB #Don'tBeDumb #Don'tDrinkAndDrive campaign was largely negative. Out of the twenty three responses regarding the general effectiveness of the campaign, twenty one mentioned negative features of the campaign. Only two positive responses were recorded and these related to the use of humour in the campaign.

Three varied negative responses were received namely, it is an ineffective campaign, they approached the campaign in an incorrect manner and two responses revealed that the campaign was hypocritical, as "SAB is a leading producer of alcohol and driving profits is in their best interest". Regarding the efficacy of the campaign in terms of humour, one participant mentioned that the humour used was not powerful or humorous enough and another respondent stated that its very safe humour. Regarding the positive responses regarding the efficacy of the campaign, two responses were recorded – firstly, "It is a good approach to use humour to get it out because people don't want to share a stat" and one respondent thought that humour is effective in terms of driving shares.

The data analysis also revealed that the SAB #DontBeDumb #DontDrinkAndDrive campaign would not change any of the participants personal behaviours regarding drinking and driving. One participant said that it would not really influence their behaviour, another said that they do not think it will change their behaviour and the final participant mentioned that they think everyone who drinks and drives knows that it is not the right thing to do. It also revealed that the campaign would not be effective in terms of reducing other people's behaviour regarding drinking and driving. All three responses were of a negative nature. One respondent said that they "don't think it is effective as this campaign is more of a

prompt sort of thing and that people will not think of the campaign when they are out drinking". Another respondent mentioned that it may influence a few people but believes that the scalability of the campaign is poor. Lastly, one participant felt that "the campaign was launched on the wrong medium and that the campaign's message is not powerful enough".

One pattern that emerged from the data analysis relating to the efficacy of the campaign, is that participants started off their responses positively by saying that they "think the idea is cool", "It's a good approach to use humour to get it out", "I think humour is effective in terms of driving shares" – but after the positive introduction, majority of the participants mentioned that the campaign was not executed properly or in the best possible way. This ultimately indicates that participants liked the general idea of the SAB #DontBeDumb #DontDrinkAndDrive campaign, but the implementation of this idea led to the demise of the campaign.

In terms of building brand equity, the campaign is not effective in terms changing brand associations. Albeit a small sample size, all three responses regarding this topic were negative. One respondent felt that the campaign was not unique enough to create new associations, one respondent mentioned that they felt that it is almost SAB's duty as they are the biggest and control everything relating to alcohol. Lastly, one respondent mentioned that the campaign has changed nothing. The campaign is also not effective in terms of creating new brand associations – all three participants mentioned that their views of SAB remained the same. In terms of brand awareness (one of Aaker's brand equity components), all three responses were negative, each participant mentioned that they would not share this campaign. Reasons included that, "it's not edgy enough to be funny", the post was not unique enough and the other reason included that "it is not the type of campaign that people would just share". Therefore, it can be argued that this campaign did not influence SAB's brand equity amongst millennials included in this study, as it has failed to create brand associations and it has failed in terms of creating brand awareness.

In terms of the research problem, the data from the focus group revealed that this campaign is not effective in terms of influencing millennials perceptions in terms of drinking and driving – each participant mentioned it would not affect their own behaviour and each participant said that they do not think it would alter other peoples' behaviour regarding drinking and driving.

4.2 Trustworthiness

Trustworthiness is of the utmost importance in qualitative research. Guba (1981) proposes four criteria that he believes should be considered by qualitative researchers seeking a trustworthy study namely, credibility, transferability, dependability and confirmability.

In the literature a plethora of strategies are discussed to guarantee credibility of the research. These include the adoption of well-established research methods, a research design that is congruent with the research question, a theoretical underpinning that is aligned with the research question and the methods. Credibility is also enhanced through the creation of an early familiarity with participants, but also through well-defined, purposive sampling, detailed data collection methods and triangulation (Lincoln & Guba, 1985).

In relation to the research topic study at hand, the researcher has elected to use purposive sampling to ensure that each participant adds value to the study.

The researcher's data collection method, focus-group interviews, is also explained in detail. There is seminal theoretical foundation, namely Aaker's Brand Equity Model, which is aligned with the three research questions - How does SAB utilize Instagram to drive their #Don'tBeDumb #Don'tDrinkAndDrive campaign amongst millennials? How does the SAB #Don'tBeDumb #Don'tDrinkAndDrive Instagram campaign drive brand equity amongst millennials? Is there a disconnect between how SAB utilise Instagram to drive the #Don'tBeDumb #Don'tDrinkAndDrive campaign and building brand equity amongst millennials against David Aaker's Brand Equity Model?

Lincoln and Guba (1985) put forward a case that transferability should be the construct used in qualitative research. Dissimilar to generalisability, transferability does not involve generalised claims, but invites readers of research to develop links between elements of a study and their own experience or research. To enhance transferability, qualitative researchers should place emphasis on (1) how typical the participants are to the context being studied, and (2) the context to which the findings apply. In the first consideration, the participants need to be typical of the phenomenon being studied.

The researcher has included participants who are typical of the phenomenon being studied – for example the participants are millennials (tertiary education students) who own Instagram accounts, and the context is Instagram campaigns and their influence on SAB's brand equity. Students are also more inclined to drink alcohol. The other consideration is

concerned with providing a complete understanding of the context being studied. A context of the study is presented in the first section of this proposal by the researcher. It is from here that readers can explore the research document and determine if the findings can be transferred to their setting or environment.

The third feature of trustworthiness is confirmability. Lincoln and Guba (1985) define confirmability as the extent of neutrality or the degree to which the findings of a study are shaped by the participants and not by researcher bias, motivation, or interest. Methods to increase confirmability include triangulation and minimising the effect of researcher bias.

To reduce bias, the researcher has admitted their own predispositions – the researcher stated that they believed social media campaigns can influence brand equity before the main body of the literature review. The “audit trail” is pivotal in this process, which allows any observer to trace the course of the research step by step via the decisions made and procedures described. An audit trail has been implemented in this research study to ensure confirmability. The researcher has reproduced the text from the focus group transcription to enable the reader to decide what the participant is trying to convey. In addition, the researcher has not forced their own interpretation on the text.

Chapter 5: Conclusion

In conclusion, the focus-group interviews that were used to gather data enabled the researcher to gain a clearer and much more detailed understanding of how SAB's #Don'tBeDumb #Don'tDrinkAndDrive Instagram campaign influenced their brand equity and millennial perceptions. The data coding enabled the researcher to organise the data and gave the researcher a bird's eye view of the data. This allowed the researcher to draw findings and conclusions from the group of data. The findings from the focus group revealed that SAB's campaign was not effective in terms of building brand equity amongst millennials. Therefore, the researcher's stance that social media campaigns can positively influence brand equity is contradicted.

5.1 Concluding answers to research questions

One of the research questions was "How does the SAB #Don'tBeDumb #Don'tDrinkAndDrive campaign on Instagram drive brand equity amongst millennials? Based on this study's research findings, it is evident that the SAB #Don'tBeDumb #Don'tDrinkAndDrive did not drive brand equity amongst millennials included in this study. For example, the findings revealed that the campaign is ineffective in terms of creating brand awareness – one of the core determinants of brand equity, according to David Aaker (1991). Brand awareness is the anchor to which other associations can be attached. It is a necessary precursor for consumer consideration prior to evaluation (Aaker, 1991).

The campaign also failed to create new brand associations and failed to change existing brand associations. Brand associations are another key component of brand equity - they help to create positive attitudes or feelings towards a brand (Aaker, 1991).

Thus, the campaign did not drive brand equity amongst millennials as it failed to create brand associations and it failed to create brand awareness.

In terms of the "Is there a disconnect between how SAB utilise Instagram to drive the #Don'tBeDumb #Don'tDrinkAndDrive campaign and building brand equity amongst millennials against David Aaker's Brand Equity Model?" research question - Based on this

study's findings, evidence is provided that there is a disconnect between how SAB uses their Instagram to drive their campaign and building brand equity amongst millennials against David Aaker's Brand Equity Model. For example, twenty one of the twenty three responses regarding the overall efficacy of the campaign were negative, only two responses were positive – and this related to the use of humour and drunk driving.

The research problem was also answered, "The problem is to determine whether SAB's #Don'tBeDumb #Don'tDrinkAndDrive Instagram campaign is an effective vehicle in terms of shifting millennials' perceptions regarding drinking and driving." - The data collected from the focus group revealed that this campaign is not effective in terms of influencing millennials perceptions regarding drinking and driving. Each participant mentioned it would not affect their own behaviour and each participant said that they do not think it would alter other peoples' behaviour regarding drinking and driving. This is also evidenced by the large number of negative comments.

5.2 Implications of findings for future practices

This research has minimal or no 'real world' value. SAB is a well-established company, they employ researchers, or they alternatively contract external researchers, who would carry out research on multiple brand equity elements - such as the influence of their Instagram campaigns on their brand equity. However, due to the lack of literature regarding social media campaigns and their influence on brand equity, perhaps this study could contribute to create a slightly deeper comprehension of the influence social media campaigns have on brand equity. However, due to the fact that the sample size was small, this study will be insufficient in terms of providing any real value.

5.3 Conclusions

The final conclusions of this study are that the SAB #Don'tBeDumb #Don'tDrinkAndDrive Instagram campaign did not drive brand equity amongst millennials.

There was a disconnect between how SAB utilised Instagram to drive the #Don'tBeDumb #Don'tDrinkAndDrive campaign and building brand equity amongst millennials against David Aaker's Brand Equity Model.

In addition, the research findings contradicted the researcher's stance that social media campaigns can positively influence brand equity.

Lastly, the campaign was ineffective in terms of shifting South African millennials' perceptions regarding drinking and driving.

The research was relatively successful, but a larger sample size would have provided richer answers and deeper insights regarding this research topic. Due to this small sample size the researcher believes the study offers little to no heuristic value.

5.4 Ethical considerations

There were several elements that needed to be considered regarding ethics in this study - the researcher, the participants in the focus-groups, the focus-group questionnaire and the brand, SAB. The researcher has not fabricated any information, misrepresented results or allowed bias to affect the interpretation of this study's results. In terms of mitigating researcher bias, the entire focus group session has been recorded in order to transcribe the information word for word. None of the focus group participants have been asked for their names, to ultimately ensure confidentiality. The researcher has allocated a number to each of the participants. A consent form has also drawn up to ensure that the interview participants comprehended what was required of them before conducting the focus groups. Consent was provided from all three participants. The participants have been asked for their consent in terms of recording their responses in the focus group. All three participants gave their consent. The researcher agreed to give participants confidentiality regarding their involvement. Lastly, the participants participated out of their own will; no incentives were used for this study – it was an entirely voluntary study.

Reference list

Aaker, D. (1991), *Managing Brand Equity*, The Free Press, New York, NY.

Annemi, S. & Bezuidenhout, R.-M., 2014. Qualitative data collection. In: S. Chiara van der Merwe, ed. *Research Matters*. Cape Town: Juta & Company Ltd, p. 175.

Arrive Alive, 2019. *ARRIVE ALIVE ADVERTISEMENTS / VALUE OF HUMAN LIFE*.

[Online]

Available at: <https://www.arrivealive.co.za/road-safety-advertisements>

[Accessed 22 May 2019].

Basile, K. & Yang, J., 2019. The impact of corporate social responsibility on brand equity. *Emerald insight*, 37(1), pp. 2-17.

Berg, B.L. 2007. *Qualitative research methods for the social sciences*. Boston: Allyn & Bacon.

BizCommunity, 2019. *Havas Johannesburg wins Gold at Loeries by inventing a new category: OOH meets Social Media*. [Online]

Available at:

<https://www.bizcommunity.com/PressOffice/PressRelease.aspx?i=176877&ai=195489>

[Accessed 12 September 2019].

Bruhn, M., Schoenmueller, V. & Schafer B., D., 2012. Are social media replacing traditional media in terms of brand equity creation?. *emeraldinsight*, 35(9), pp. 770-790.

Christodoulides, G. and de Chernatony, L. (2010), "Consumer-based brand equity conceptualization and measurement: a literature review", *International Journal of Market Research*, Vol. 52 No. 1, pp. 43-66.

Crime Stats SA, 2019. *Worst ten precincts: largest number of reported crimes*. [Online]

Available at: <https://www.crimestatssa.com/topten.php>

[Accessed 15 August 2019].

Davcik, N. S., da Silva, V. R. & Hair, F. J., 2015. Towards a unified theory of brand equity: conceptualizations, taxonomy and avenues for future research. *Emerald Insight*, 1(1), p. 1.

Davcik, N.S. (2013), "An empirical investigation of brand equity: drivers and their consequences", *British Food Journal*, Vol. 115 No. 9, pp. 1342-1360.

Davis, C., 2014. The research rationale. In: *Research Matters*. Cape Town: Juta & Company Ltd, p. 97.

Detlef, P., 2016. *8 Strategies for Maximizing Brand Equity*. [Online]
Available at: <https://www.rightmixmarketing.com/branding/maximizing-brand-equity/>
[Accessed 12 July 2019].

du Plooy-Cilliers, F., 2014. Research paradigms and traditions. In: F. du Plooy-Cilliers, ed. *Research Matters*. Cape Town: Juta & Company LTd, p. 29.

du Plooy-Cilliers, F., 2014. Research paradigms and traditions. In: C. S. van der Merwe, ed. *Research Matters*. Cape Town: Juta & Company Ltd, p. 30.

du Plooy-Cilliers, F., 2014. Research paradigms and traditions. In: *Research Matters*. Cape Town: Juta & Company Limited, p. 19.

du Plooy-Cilliers, F., 2014. Research paradigms and traditions. In: *Research Matters*. Cape Town: Juta & Company Limited, pp. 24-25.

du Plooy-Cilliers, F., 2014. Research paradigms and traditions. In: *Research Matters*. Cape Town: Juta & Company Limited, pp. 27-28.

du Plooy-Cilliers, F., 2014. Research paradigms and traditions . In: *Research Matters*. Cape Town: Juta & Company Limited, p. 31.

Duran, A., 2017. *How to Effectively Use Hashtags to Grow Your Business Following*. [Online]

Available at: <https://www.forbes.com/sites/forbescommunicationscouncil/2017/12/28/how-to-effectively-use-hashtags-to-grow-your-business-following/#1ceec4414615>

[Accessed 13 July 2019].

Foreman, C., 2017. *10 Types of Social Media and How Each Can Benefit Your Business*. [Online]

Available at: <https://blog.hootsuite.com/types-of-social-media/>

[Accessed 22 May 2019].

Farquhar, P.H. (1989), "Managing brand equity", *Marketing Research*, Vol. 1 No. 3, pp. 24-33.

Godey, B. et al., 2016. Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Science Direct*, 69(12), pp. 5833-5841.

Guba E.G. 1981. Criteria for assessing the trustworthiness of naturalistic inquiries. *Educational Communication and Technology Journal*, 29: 75-91.

Hootsuite, 2018. *Top 5 social media trends for 2019*. [Online]
Available at: <https://blog.hootsuite.com/social-media-trends/>
[Accessed 13 July 2019].

Howard, G.-M., 2014. The literature review. In: S. Chiara van der Merwe, ed. *Research Matters*. Cape Town: Juta & Company Ltd, p. 101.

Instagram, 2019. *What is Instagram?*. [Online]
Available at: <https://help.instagram.com/424737657584573>
[Accessed 22 May 2019].

Keller, K. (1993), "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity", *Journal of Marketing*, Vol. 57 No. 1, pp. 1-22.

Kotler, P. and Keller, K. (2012), *Marketing Management*; 14 ed., Prentice Hall International, NJ.

Lexico, 2019. *Definition of social media in English*: [Online]
Available at: https://www.lexico.com/en/definition/social_media
[Accessed 15 July 2019].

Lincoln, Y.S. & Guba E.G. 1985. *Naturalistic inquiry*. Newbury Park, CA: Sage.

Miles, M. B., & Huberman, A. M. (1994). *Qualitative Data Analysis: An Expanded Sourcebook*. Thousand Oaks, CA: Sage Publications.

Moloko, G., 2019. *JMPD stats show more Joburg motorists nabbed for drunk driving*. [Online]
Available at: <https://citizen.co.za/news/south-africa/crime/2184197/jmpd-stats-show-more-joburg-motorists-nabbed-for-drunk-driving/>
[Accessed 15 July 2019].

Nations, D., 2019. *What Is Social Media?*. [Online]

Available at: <https://www.lifewire.com/what-is-social-media-explaining-the-big-trend-3486616>

[Accessed 22 May 2019].

news24, 2017. *SA - worst in the world for drunk driving*. [Online]

Available at: <https://www.news24.com/SouthAfrica/Local/Greytown-Gazette/sa-worst-in-the-world-for-drunk-driving-20170704>

[Accessed 22 May 2019].

Nieuwenhuis, J., 2016. Qualitative research designs and data gathering techniques. In: K. Maree, ed. *First Steps in Research Second Edition*. Pretoria: Van Schaik Publishers, pp. 95-97.

Park, C.W., MacInnis, D.J. and Priester, J. (2008), "Brand attachment and a strategic brand exemplar", in Schmitt, B.H., David, L. and Rogers, (Eds), *Handbook on Brand and Experience Management*, Cheltenham, UK: Edward Elgar Pub.

Pascoe, G., 2014. Sampling. In: S. C. v. d. Merwe, ed. *Research Matters*. Cape Town: Juta & Company Ltd, p. 133.

Pascoe, G., 2014. Sampling. In: S. C. v. d. Merwe, ed. *Research Matters*. Cape Town: Juta & Company Ltd, pp. 142-143.

Plooy-Cilliers, d., 2014. The research proposal . In: S. Chiara van der Merwe, ed. *Research Matters*. Cape Town: Juta & Company Ltd, p. 289.

Polkinghorne, D.E. 1989. Phenomenological research methods. In Valle, R.S. Halling, S. (eds). *Existential phenomenological perspectives in psychology*. New York: Plenum Press, 41-60.

SAB, 2019. *A Healthier World*. [Online]

Available at: <http://www.sab.co.za/a-healthier-world>

[Accessed 22 May 2019].

SAB, 2019. *Heritage - South Africa's Top Brewer*. [Online]

Available at: <http://www.sab.co.za/heritage>

[Accessed 16 July 2019].

SADD, 2019. *Who are SADD?*. [Online]

Available at: <http://sadd.org.za/organisational-details/>

[Accessed 22 May 2019].

Sasmita, J. & Suki, N. M., 2015. Young consumers' insights on brand equity. *Emerald Insight*, 43(3), p. 1.

Schivinski, B. & Dabrowski, D., 2015. The impact of brand communication on brand equity through Facebook. *Emerald Insight*, 9(1), pp. 31-53.

Sinclair, R. and Keller, K. (2014), "A case for brands as assets: acquired and internally developed", *Journal of Brand Management*, Vol. 21 No. 4, pp. 286-302.

Sriram, S., Subramanian, B. and Manohar, U.K. (2007), "Monitoring the Dynamics of Brand Equity Using Store-Level Data", *Journal of Marketing*, Vol. 71 No. 2, pp. 61-78.

Stokes, R., 2013. Social media channels. In: *eMarketing - The essential guide to marketing in a digital world*. Cape Town: Quirk Education Pty (Ltd), p. 368.

World Health Organisation, 2018. *Global status report on road safety 2018*. [Online]

Available at: https://www.who.int/violence_injury_prevention/road_safety_status/2018/en/

[Accessed 22 May 2019].

Zahoor, S. Z. and Qureshi, I. H., 2017. Social Media Marketing and Brand Equity: A Literature Review. *IUP Journal of Marketing Management*, Vol. 16.1, p. 4.

Zailskaite-Jakse, L. and Kuvykaite, R. (2013) Communication in Social Media for brand equity building. *Economics and Management*, Vol. 18 (1), p. 143.

APPENDICES

Appendix A: Consent form for participants

ANNEXURE C: EXPLANATORY INFORMATION SHEET AND CONSENT FORM FOR PARTICIPANTS

To whom it may concern,

My name is Greg de Wet, and I am a student at Vega School Bordeaux campus. I am currently conducting research under the supervision of Helena van Wyk about the evaluation of how brands use social media in building brand equity. I hope that this research will enhance our understanding of whether Instagram campaigns improve brand equity.

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 you fit the population characteristics and your contribution would provide valuable insights into the research topic at hand. If you decide to participate in this research, I would like to conduct a focus-group interview at Vega School Bordeaux campus.

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 your (insert what you are examining). 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 Vega School Bordeaux, 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 BCom. Honours in Strategic Brand Management. 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:

Greg de Wet
083 6455 503
gdewet@live.co.za

The contact details of my supervisor are as follows:

Helena Van Wyk
helena.van.wyk@monash.edu

I, _____, agree to participate in the research conducted by Greg de Wet about the evaluation of how brands use social media in building brand equity.

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

Appendix B: Consent form for audio-recording

I, _____, agree to allow Greg de Wet to audio record my interviews as part of the research about the evaluation of how brands use social media in building brand equity through.

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

Appendix C: Signed consent forms

I, Donovan Barrett, agree to participate in the research conducted by Greg de Wet about the evaluation of how brands use social media in building brand equity.

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

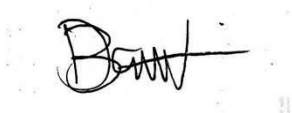
21 October 2019
Date

Consent form for audio-recording

I, Donovan Barrett, agree to allow Greg de Wet to audio record my interviews as part of the research about the evaluation of how brands use social media in building brand equity through.

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

21 October 2019

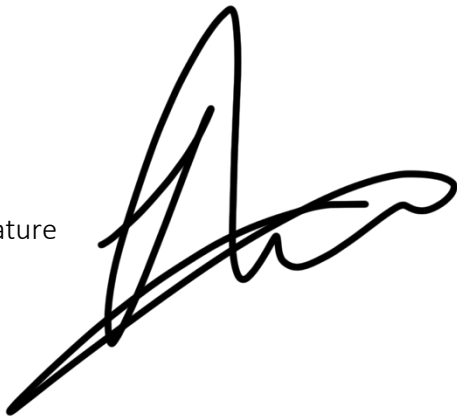
Date

I, Tymon Pinto, agree to participate in the research conducted by Greg de Wet about the evaluation of how brands use social media in building brand equity.

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

A handwritten signature in black ink, appearing to be 'Tymon Pinto', written over a horizontal line.

Date – 23/10/2019

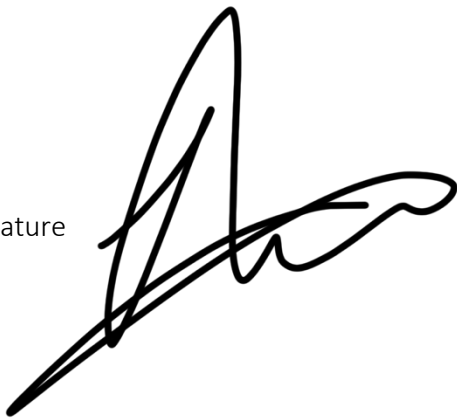
Consent form for audio-recording

I, Tymon Pinto, agree to allow Greg de Wet to audio record my interviews as part of the research about the evaluation of how brands use social media in building brand equity through.

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

A handwritten signature in black ink, appearing to be 'G. de Wet', written over a horizontal line.

Date – 23/10/2019

I, Dane Summers, agree to participate in the research conducted by Greg de Wet about the evaluation of how brands use social media in building brand equity.

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

24/10/2019

Date

Consent form for audio-recording

I, Dane Summers, agree to allow Greg de Wet to audio record my interviews as part of the research about the evaluation of how brands use social media in building brand equity through.

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

24/10/2019

Date

Appendix D: Focus group transcription

Time:	Transcribe:	Comment:
Donovan 00:00-00:01	What is this?	
Greg 00:02-00:04	Okay so I'm just going to introduce..	
Donovan 00:04-00:05	Yeah, but what brand?	
Greg 00:06-00:29	The brand is SAB and they basically released an anti-drunk driving campaign last year December and yeah, I'm just going to take you guys through the actual campaign. It's just like a short clip.	
Dane 00:29-00:30	Does it have sound?	
Greg 00:31-00:32	No, so it's basically like you wouldn't tell your...	
Donovan 00:33-00:35	Why does the post have the number forty-two on it?	

Greg 00:36-00:56	They basically did forty-two posts. It's a funny, quirky campaign. "You wouldn't tell your father-in-law he can't braai", you wouldn't be stupid and drink and drive. Let me show you a few more posts from the campaign to give you a better idea.	
Dane 00:57-01:00	So, it's like, yeah equating drunk driving to other stupid things.	
Greg 01:01-01:11	Exactly, it's basically stupidity. So, you wouldn't iron your shirt whilst wearing it, because almost anything is better than drinking and driving.	
Dane 01:12-01:13	Okay.	
Greg 01:14-02:04	And then I'm just going to show you one more of the posts for the sake of it.	

	Uhm, here's another one, "So you wouldn't inhale pepper spray" (Laughter) You see what I mean? So that's essentially the campaign – like you said its equating drunk driving to stupidity. You wouldn't do these stupid things, so why drink and drive? Okay cool, so that's the campaign, do you mind just wringing Tymon? Then I'm going to ask you guys some questions.	
Tymon 02:05-02:06	Hello?	
Dane 02:07-02:08	Okay we are doing 'the thing' now.	
Greg 02:09-02:13	Hi Tymon, I just took them through the campaign so I'm just going to ask you guys eight questions.	
Tymon 02:14-02:15	Alright, cool.	

Greg 02:16-02:26	So, the first question is, "What are your personal views on the SAB #DontBeDumb #DontDrinkAndDrive campaign?"	
Tymon 02:27-02:32	Uh, Greg, you're going to have to move closer to the phone.	
Greg 02:33-02:34	Can you hear me now?	
Tymon 02:35-02:36	Yeah, it's a lot better now.	
Greg 02:37-02:43	Okay cool, so the first question is, ""What are your personal views on the SAB #DontBeDumb #DontDrinkAndDrive campaign?"	
Tymon 02:44-02:49	Uhm... Who is going to start off?	
Greg 02:50-02:53	You can start just to make it a bit quicker, I guess.	
Tymon 02:54-02:55	Alright cool, so it's my feelings, right?	

Greg 02:56-02:59	So, basically your personal views regarding this campaign.	
Tymon 03:00-03:35	Alright cool, I think the way they approached it isn't really the best way, because in the description it says "DontBeDumb", but on the actual image its saying "Spray your mouth with pepper spray" So, if you look at it and you don't read the description, its like they are telling you to do something bad. Not warning you against doing something bad. I think the way they approached it is wrong, but it is a pretty cool idea if they executed it better.	
Greg 03:36-03:40	Thanks for your views. Do you guys have anything else to add to that?	
Donovan 03:41-04:11:	Yeah, I think what they're trying to do is sick, but it isn't effective.	

	It's like Standard Bank saying, "Save money and have the best life", it's an obvious sort of thing. Have you seen those ads where its quite dramatic and where they show car accidents? I don't know if I like those, but I feel like those are better, I think I would just scroll past these posts.	
Dane 04:12-04:33	I like the message obviously because it's a big problem in our country, but it feels a bit hypocritical too, because its coming from SAB. Like, at the end of the day they are driven by profit, so its in their best interest for people to drink a lot. So, it feels hypocritical them telling you don't drink and drive, but at the same time they want you to drink as much as possible.	
Donovan 04:34: 04:36	It's like don't tell us what to, give us a solution almost.	

Greg 04:37-04:46	Yeah, exactly. Okay cool, and then, Tymon the second question is, "Do you think this campaign will be effective in reducing drunk driving?"	
Tymon 04:47: 05:06	Uhm... I personally don't think so. Uhm, because its more of like a prompt thing you're not going to think of the campaign when you're out drinking. I mean when you're out drinking, I mean you're not thinking about that until you have to go home and you're like "I'll go anyway". But I don't think so, no.	
Greg 05:07-05:08	So, you don't think its effective, hey?	
Tymon 05:09-05:10	No, not at all.	
Donovan 05:11-05:16	Maybe it will like touch one or two, maybe ten, twenty people. But I don't think scale is possible.	
Dane 05:16-05:24	I don't think its reaching people at the right point in time, because nobody's going to be scrolling	

	through Instagram when they're really drunk.	
Donovan 05:25-05:28	Like, "Oh shit, I saw this SAB post I'm never going to drink again." – you know what I mean?	
Dane 05:29-05:33	Like the medium feels wrong and the message isn't like strong enough.	
Greg 05:34-05:46	Okay cool, then I'm going onto the third question – "Humour and drunk driving, do you think this is appropriate or should this be approached differently?"	
Tymon 05:47-06:18	Uh, I think it's a good way to get the word out because people share content like that, so it is a good way to communicate the message. I think they could have approached it in a different manner to get it out in a more humorous way. Uhm, but it is a good approach to use humour to get it out because people don't	

	want to share a stat, like the amount of people dying on the roads to drinking and driving like they would rather share something that's funny.	
Greg 06:19-06:21	Do you guys have anything to add to that?	
Donovan 06:22-06:26	I think in terms of shareability it will probably be better to make it humorous, but I think there's a fine line.	
Greg 06:27-06:30	So, you think that it shouldn't be humorous?	
Donovan 06:31-06:39	I don't understand in what context you're talking about it.	
Greg 06:40-06:47	Like the quirkiness of the ad, like "you wouldn't super glue your eyes shut..."	
Donovan 06:47-06:49	Yeah, I think it works in that context.	
Dane 06:50-07:11	Yeah, I think humour is effective in terms of driving shares, but there is kind of	

	a risk of like equating drunk driving with something silly. It's a really serious topic, like obviously you wouldn't pepper spray yourself... but I mean you might drink and drive.	
Greg 07:12- 07:24	Okay cool, so the next question is, "Does this SAB campaign make you feel more inclined to support the SAB brand and why?"	
Tymon 07:25-08:11	So personally, for myself, I'd say it doesn't make me want to support the brand more, because the whole thing is saying don't drink and drive and they produce alcohol... It's like cool, I understand where they are coming from, that it's not a good thing to drink and drive. But why would I support a SAB brand? I mean it's good to create awareness but it's not going to make me want to support them specifically because a lot of alcohol brands are	

	saying don't drink and drive, not just SAB, so it's just another one of those campaigns... It's not going to make me be like "Oh yeah, SAB's the brand that I need to be following because they are standing up for something." - It's not a brand equity building campaign if I can put it that way.	
Greg 08:12-08:14	Okay, thanks so much.	
Dane 08:15- 08:27	I don't think that was their overall goal either, I don't think they were aiming to increase sales specifically. This is more like a CSR type thing.	
Greg 08:28-08:41	Yeah exactly, they're just trying to make people aware of it in a different way, I guess. Okay cool, so Tymon, has the campaign changed the way you feel about SAB, and if so, how?	

Tymon 08:42-08:45	Uhm, no it hasn't changed anything (laughing).	
Greg 08:46-08:50	Okay, so you feel the same way about them, hey?	
Donovan 08:51-08:59	Like if a vodka brand or a brandy brand for instance posted that then it's the same thing.	
Dane 09:00-09:09	I don't know, it made me feel like a tiny bit better about them because they're trying, I don't think they're doing it very well, but at least they're trying.	
Tymon 09:10-09:36	If I can say what would have made it better to make me feel better about the brand, would be if they didn't just do the posts but they did like activations at clubs and bars. Like "don't do drunk driving", like Red Frogs sort of vibes, like we are here, we will Uber you home – don't drink and drive. They could do this to tie in with that whole campaign. Then it would be like they are actually	

	doing something about it, you're not just saying something.	
Donovan 09:37-09:44	I feel like it's almost SAB's job because they are like the biggest, they literally control everything with regard to alcohol.	
Dane 09:45-10:06	They are kind of perpetuating the culture of excessive drinking. So, like, in terms of sustainability business it is sort of their responsibility in a way to manage that, because they're promoting excessive drinking by making it cool or a popular activity.	
Greg 10:07-10:15	Cool, and then the sixth question is, "Who would you share this campaign with, and why?"	
Tymon 10:16-10:34	If you are passionate about this whole initiative, then you would share it with everyone that you can.	

Greg 10:35-10:39	So, you wouldn't share it with anyone if you came across the post?	
Tymon 10:40-10:55	No, I wouldn't just be like "Look at this campaign" – it's not a campaign like that. That's why they're going the whole humorous way to get the whole like mass effect to share content like that. It's not like you need to show someone this to make them stop drinking and driving.	
Greg 10:56-11:02	Okay cool, thanks. Uh, would you guys share it with anyone? Like any of your friends?	
Dane 11:03-11:16	I don't think I would, it's like, too like, not edgy enough to be funny.	
Donovan 11:17-11:20	I feel like if that was on my Instagram feed with a bunch of other ads, it wouldn't stand out.	
Dane 11:21-11:24		

Donovan 11:25-11:34	You would just be like “Oh, cool an ad” you might not even read the content and realise it’s not even an ad. I’ve probably been on Instagram twice today and I can’t even tell you what ad I have seen. You know what I mean? I feel like it will just be another one of those.	
Greg 11:35-11:43	Okay cool, moving onto the second last question, “After viewing this campaign choose five words that best describe how you view SAB, and why?”.	
Dane 11:44-11:46	Five words, bro? – that’s difficult.	
Tymon 11:47-11:52	That’s a tough question (laughing). I still view them the same way - five words?	
Greg 11:53-12:02	Yeah, just like five separate words that you would use to describe	

	SAB after viewing their campaign.	
Tymon 12:03-12:06	Uhm, go to the others first, I don't know.	
Greg 12:07-12:09	Okay cool, I'll come back to you.	
Dane 12:10-12:11	Five words is difficult.	
Donovan 12:12-12:25	I don't really think my words would have changed just from this campaign. When I think of SAB I think like "big, successful, monopoly, control, alcohol" sort of vibes, I don't really know what else to think of.	
Greg 12:26-12:28	Did it make you change your perception/views on them?	
Dane 12:29-12:39	Not like radically, I don't think I would add socially responsible from my list of words from just this campaign.	
Greg 12:40-13:05	From just this campaign? Okay so, everyone's	

	views of SAB are essentially the same after viewing this campaign? Alright, moving onto the last question, “Will this campaign change your behaviour in terms of drinking and driving, and this question is taken from a completely non-cynical point of view?”	
Dane 13:06-13:07	What do you mean by that?	
Greg 13:08-13:17	So essentially, I’m not assuming that you do drink and drive. But if you did, would this change your idea or opinion on the subject?	
Dane 13:18-13:21	Okay, if I was drinking and driving would this change my mind?	
Greg 13:22-13:23	Yeah, essentially.	
Dane 13:24-13:25	I mean, probably, not really.	
Tymon 13:26-13:27	I don’t think so either.	

Donovan 13:28-13:30	I think everyone who drinks and drives knows it's not the right thing to do.	
Dane 13:31-13:43	I think at the end of the day the issue is that like when you are in a mindset of drinking and driving, its when you're drunk – so its like your inhibitions are already lowered. So, you need like a stronger message to get through to them.	
Greg 13:44-13:46	Not such a one-dimensional campaign?	
Dane 13:47-13:58	And I mean, like you see this when you are sober and that's like "Oh, cool", I mean even if it was effective. You see this when you are sober and then you have two drinks and then you're like "Ag, screw it man I am fine, I can drive like a pro."	
Tymon 13:59-14:29	Yeah, I don't think people go out with the intention of drinking and driving, they'll	

	just drive somewhere and then “Oh!”, they have had too much to drink, they need to get home, they don’t want to leave their car somewhere - they are going to drive home. If you plan on drinking and they are driving, you are going to Uber. Because you know you should not be doing that – most of the time you Uber. So I don’t think that they go out with the intention of drinking and driving, you know? Especially with regard to where the limit is, you have one beer and you are just under, you have another one – you are over.	
Greg 14:30-14:41	Just to clarify your point, so your saying that this campaign isn’t effective enough to actually make people stop drinking and driving – essentially?	
Tymon 14:42-14:56		

	Yeah, I wouldn't say this campaign is going to do much besides spreading awareness, but people already know they shouldn't be doing it. So, I don't think its achieving its goal - I don't even know if it had a goal.	
Dane 14:57-15:15	Just to summarise my point of view, I think they were trying to go for two things – I think they were trying to go for funny and socially aware. But I don't think it was strong enough in both instances. Its not really funny and it's not really effective in terms of CSR.	
Donovan 15:16-15:18	Like there is humour but it's not that funny.	
Greg 15:19-15:23	Like, it wouldn't actually make you laugh?	
Dane 15:24-15:34	Its like very safe humour, if that makes sense? Its like the kind of joke someone would tell at a twelve-year old's birthday party. (laughter)	

Greg 15:35-15:42	Okay cool, I think that pretty much wraps it up. Thanks a lot Tymon, Dane and Donovan.	
------------------	--	--

Appendix E: Focus-group questionnaire:

The focus group will be prefaced with an introduction to SAB's Instagram campaign, followed by these questions:

1. What are your personal views on the SAB #Don'tBeDumb#Don'tDrinkAndDrive Instagram campaign? (This relates to Brand Associations found in Aaker's brand equity model)
2. Do you think this campaign will be effective in reducing drunk driving? (This relates to Brand Associations found in Aaker's brand equity model)
3. Humour and drunk driving, do you think this is appropriate or should it be approached differently? (This relates to Brand Associations found in Aaker's brand equity model)
4. Does this SAB campaign make you feel more inclined to support the SAB brand, and if so, why?
(This relates to Brand Associations, both found in Aaker's brand equity model)
5. Has the campaign changed the way you feel about SAB? If so, how?
(Relates to Brand Associations in Aaker's brand equity model)
6. Who would you share this campaign with, and why? (This relates to Brand Awareness found in Aaker's brand equity model)
7. After viewing this campaign choose 5 words that best describe how you view SAB and why. (This relates to Brand Associations found in Aaker's brand equity model)
8. Will this campaign change your behaviour in terms of drinking and driving? – This question is taken from a completely non-cynical point of view. (This relates to Brand Associations found in Aaker's brand equity model)

Appendix F: Ethical clearance form



13 August 2019



Student name: Greg de Wet
Student number: 15004531
Campus: Vega Bordeaux



Re: Approval of Bachelor of Commerce (Honours) in Strategic Brand Management Proposal and Ethics Clearance



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.



Your research proposal posed no significant ethical concerns and we hereby provide you with ethical clearance to proceed with your data collection.

There may be some aspects that you still need to address in your proposal. If this is the case, feedback will be provided to you in writing. You will need to address these aspects in consultation with your supervisor.

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

We wish you all the best with your research!

Yours sincerely,

Helena van Wyk
Supervisor

Dr. Franzél du Plooy-Cilliers
Campus Postgraduate Coordinator

ADVTECH HOUSE

Inanda Greens
54 Wierda Rd West
Wierda Valley 2196
P.O. Box 2369
Randburg 2125

T. (011) 676 8021
F. (011) 783 2574
E. info@iie.co.za
www.iie.co.za



Directors: RJ Douglas (UK), JDR Oesch*, MD Aitken*, FJ Coughlan* (*Non-executive)
Acting Company Secretary: JDR Oesch

The Independent Institute of Education (Pty) Ltd is registered with the Department of Higher Education and Training as a private education institution under the Higher Education Act, 1997 (reg. no. 2007/HE07/002). Company registration number: 1987/004754/07.

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.

The Independent Institute of Education Pty Ltd, its associated companies, employees, contractors, representatives and directors, are indemnified against all claims which may arise in connection with or as a result of any loss, damage or injury to you as a researcher entering into an agreement with a participant in the course of your research, provided that such loss, damage or injury is caused by the gross negligence or intentional act(s) or omission(s) of The Independent of Institute Education Pty Ltd, its associated companies, employees, contractors, representatives and directors.

Wishing you the very best of luck.

Yours sincerely,



Dr Franzél du Plooy-Cilliers
Dean: Research and Postgraduate Studies
The Independent Institute of Education